Tom VAN LAER

Professor

Academy: Transformation

Research center: Marketing Interactions

Campus: Lille

Email: tom.vanlaer@skema.edu

Research interests

Persuasive Language, Storytelling

Education

2021	Fellow of the Higher Education Academy, Great Britain
2011	Doctorat (PhD) en Marketing, Maastricht University, The Netherlands
2006	Master (MA) in Communication and Information Sciences, Radboud University, The Netherlands
2024	Certified Practising Marketer, Australian Marketing Institute, Australia
2015	Proficiency in Case Teaching, the Case Centre, Great Britain
2008	Proficiency in English, University of Cambridge, Great Britain

Experience

Full-time academic positions

Since 2026	Professor of Persuasive Language and Storytelling, SKEMA Business School, France
2019 - 2026	Associate Professor of Narratology, The University of Sydney, Australia
2024 - 2025	Visiting Faculty, Maastricht University, The Netherlands
2018 - 2019	Reader of Marketing, Bayes Business School, Great Britain
2015 - 2018	Senior Lecturer in Marketing, Bayes Business School, Great Britain
2017	Visiting Faculty, Monash University, Australia
2014 - 2016	Visiting Faculty, The University of Sydney, Australia
2011 - 2015	Assistant Professor, ESCP Business School, France
2010 - 2011	Visiting Faculty, UNSW Sydney, Australia
2007 - 2011	PhD Candidate, Maastricht University, The Netherlands

Other academic affiliations and appointments

2024 - 2026	Deputy Head of the Discipline [Department] of Marketing, The University of Sydney, Australia
2022 - 2025	Membership Executive Manager, The Association for Consumer Research, United States of

Other academic affiliations and appointments

America

Other professional experiences

2006 - 2009 Marketing Communications Officer, Maastricht University, The Netherlands

Research grants, Awards and Honors

Awards and Honors

2026 Finalist for the 2025 Journal of the Academy of Marketing Science/Sheth Foundation Best Paper Award

2025 Marketing Research Excellence Award, The University of Sydney, Australia

2025 Nominated for the Business School Research Excellence Award, The University of Sydney, Australia

2025 The Annual Conference Best Competitive Paper Award (Politics and Governance) Honorable Mention, The Association for Consumer Research, United States of America

2024 Inspiration Award for Challenging Students to Learn, The University of Sydney, Australia

2023 Nominated for the Business School Research Excellence Award, The University of Sydney, Australia

2023 The Conference Runner-Up for Best Paper in the Consumer Culture Theory Track, Australian & New Zealand Marketing Academy, New Zealand

2022 Nominated for the Wayne Lonergan Award for Outstanding Teaching, The University of Sydney, Australia

2022 Unit of Study Student Survey Award for Teaching, The University of Sydney, Australia

Publications

Peer-reviewed journal articles

CHADWICK, V., GOLDWATER, M.B., VAN LAER, T., SMITH, J., CVEJIC, E., MCCAFFERY, K.J. and COPP, T. (2026). Influence of Anecdotes of IVF Success on Treatment Decision Making: An Online Randomized Controlled Trial. *Medical Decision Making*, 46(1), pp. 15-25.

SIDHU, S., VAN LAER, T. and GARBARINO, E. (2026). (Dis)content: How deliberate, less moderated expressions of perceived injustice signal shifts in consumer confidence and protest participation. *Journal of Interactive Marketing*.

YAZGULIEVA, S., LYUBAREVA, I., HADIDA, A. and VAN LAER, T. (2026). Degrees of persuasion: Ethical communication in climate fiction films. *Journal of Business Ethics*.

VAN LAER, T. and CHAXEL, A.S. (2026). From storytelling to truth-telling: Narrative integrity in science communication. *Science Communication*.

ORAZI, D.C., HAMBY, A., HERHAUSEN, D., VAN LAER, T., LUDWIG, S., GONSALVES, C. and GREWAL, D. (2025). Verbal persuasion in marketing: A multimethod meta-analysis of analytical and narrative processing. *Journal of the Academy of Marketing Science*, 53(6), pp. 1600-1623.

VAN LAER, T. and SMITH, M.E. (2025). Responsibilizing the Net-Zero Hero? Creation and Implications of a Tragic Subject Position. *Journal of Public Policy and Marketing*, 44(4), pp. 542-558.

VAN LAER, T. and ORAZI, D.C. (2024). Narrative Agency. *Journal of the Association for Consumer Research*, 9(1), pp. 95-105.

ORAZI, D.C. and VAN LAER, T. (2023). There and Back Again: Bleed from Extraordinary Experiences. *Journal of Consumer Research*, 49(5), pp. 904-925.

HAMBY, A. and VAN LAER, T. (2022). Not Whodunit But Whydunit: Story Characters' Motivations Influence Audience Interest in Services. *Journal of Service Research*, 25(1), pp. 48-65.

VAN LAER, T. (2020). It's the Story, Stupid: The Consumer Reviews Most Likely to Influence Purchasing Decisions. *NIM Marketing Intelligence Review*, 12(2), pp. 46-51.

BERTELE, K., FEIEREISEN, S., STOREY, C. and VAN LAER, T. (2020). It's not what you say, it's the way you say it! Effective message styles for promoting innovative new services. *Journal of Business Research*, 107, pp. 38-49.

VAN LAER, T., EDSON ESCALAS, J., LUDWIG, S. and VAN DEN HENDE, E.A. (2019). What Happens in Vegas Stays on TripAdvisor? A Theory and Technique to Understand Narrativity in Consumer Reviews. *Journal of Consumer Research*, 46(2), pp. 267–285.

ALETI, T., PALLANT, J.I., TUAN, A. and VAN LAER, T. (2019). Tweeting with the Stars: Automated Text Analysis of the Effect of Celebrity Social Media Communications on Consumer Word of Mouth. *Journal of Interactive Marketing*, 48(1), pp. 17-32.

VAN LAER, T., FEIEREISEN, S. and VISCONTI, L.M. (2019). Storytelling in the digital era: A meta-analysis of relevant moderators of the narrative transportation effect. *Journal of Business Research*, 96, pp. 135-146.

VAN LAER, T. and IZBERK-BILGIN, E. (2019). A discourse analysis of pilgrimage reviews. *Journal of Marketing Management*, 35(5-6), pp. 586-604.

VAN LAER, T., VISCONTI, L.M. and FEIEREISEN, S. (2018). Need for narrative. *Journal of Marketing Management*, 34(5-6), pp. 484-496.

GORDON, R., CIORCIARI, J. and VAN LAER, T. (2018). Using EEG to examine the role of attention, working memory, emotion, and imagination in narrative transportation. *European Journal of Marketing*, 52(1/2), pp. 92-117.

FARACE, S., VAN LAER, T., DE RUYTER, K. and WETZELS, M. (2017). Assessing the effect of narrative transportation, portrayed action, and photographic style on the likelihood to comment on posted selfies. *European Journal of Marketing*, 51(11/12), pp. 1961-1979.

LUDWIG, S., VAN LAER, T., DE RUYTER, K. and FRIEDMAN, M. (2016). Untangling a Web of Lies: Exploring Automated Detection of Deception in Computer-Mediated Communication. *Journal of Management Information Systems*, 33(2), pp. 511-541.

VAN LAER, T. (2014). The Means to Justify the End: Combating Cyber Harassment in Social Media. *Journal of Business Ethics*, 123(1), pp. 85-98.

VAN LAER, T., DE RUYTER, K., VISCONTI, L.M. and WETZELS, M. (2014). The Extended Transportation-Imagery Model: A Meta-Analysis of the Antecedents and Consequences of Consumers' Narrative Transportation. *Journal of Consumer Research*, 40(5), pp. 797-817.

VAN LAER, T., DE RUYTER, K. and COX, D. (2013). A Walk in Customers' Shoes: How Attentional Bias Modification Affects Ownership of Integrity-violating Social Media Posts. *Journal of Interactive Marketing*, 27(1), pp. 14-27.

VAN LAER, T. and DE RUYTER, K. (2010). In stories we trust: How narrative apologies provide cover for competitive vulnerability after integrity-violating blog posts. *International Journal of Research in Marketing*, 27(2), pp. 164-174.

VAN LAER, C.J.P. and VAN LAER, T. (2007). The shortage of legal dictionaries translating European languages. *Terminology. International Journal of Theoretical and Applied Issues in Specialized Communication*, 13(1), pp. 85-92.

Technical reports

ROODUIJN, M., MÜGGE, L., LINDERS, N., BREEDVELD, P., KOMÁROMY, D., PANT, A. ... SLAGMOLEN, D. (2026). Can stories shift political views? An immersive theatre experiment on populist radical-right narratives at Dutch arts festival Oerol. Amsterdam: Amsterdam University Press, The Netherlands.

D'ALESSANDRO, D., WEISS, G. and VAN LAER, T. (2023). Path to net zero: Accelerating Australia's path to net zero through innovative partnerships backed by world-class research. Sydney: University of Sydney, Australia.

GORDON, R., BADEJO, F., HARADA, T., VAN LAER, T. and SMITH, M.E. (2023). Supporting CALD Australians to be empowered energy consumers. Sydney: Energy Consumers Australia, Australia.

Keynote speaker

VAN LAER, T. (2025). Más allá del Basurero: Comportamiento Ciudadano y las Narrativas en la Gestión de Residuos [Beyond the Trash Can: Citizen Behavior and Narratives in Waste Management]. In: Pontifical Catholic University of Chile. Santiago.

VAN LAER, T. (2025). Laboratoire de Recherche en Gestion Assemblée Générale Annuelle [Management Research Laboratory Annual General Meeting]. In: University of Lille. Lille.

VAN LAER, T. (2024). Storytelling, Interaction and Societal Impact Symposium. In: Utrecht University. Utrecht.

VAN LAER, T. (2023). International Cleveringa Address. In: Leiden University & Embassy of the Kingdom of the Netherlands. Canberra.

Conference presentations

VAN LAER, T. (2026). Multiperspectivity and stakeholder tensions in market transitions toward sustainability. In: American Marketing Association Winter Academic Conference. Madrid.

VAN LAER, T. (2026). How deliberate content creation amplifies perceived injustice and predicts retaliatory behavior. In: American Marketing Association Winter Academic Conference. Madrid.

VAN LAER, T. (2026). How deliberate content creation amplifies perceived injustice and predicts retaliatory behavior. In: European Marketing Academy Conference. Bath.

VAN LAER, T. (2026). Can stories shift political views? An immersive theatre experiment on populist radical-right narratives at Dutch arts festival Oerol. In: European Political Science Society conference. Belfast.

VAN LAER, T. (2025). Foreshadowing collective discontent with deliberate, less moderated online content. In: Association for Consumer Research annual conference. Washington, D.C.

VAN LAER, T. (2025). An interdisciplinary perspective to understand the intersection between generational identities and narrative consumption. In: Consumer Culture Theory Conference. London.

VAN LAER, T. (2025). Strategic communication for social movements: Creative storytelling in climate fiction movies. In: European Academy of Management conference. Firenze.

VAN LAER, T. (2024). When is it too much? Magnitude of change as driver of consumer responses to brand political activism messages. In: Association for Consumer Research annual conference. Paris.

VAN LAER, T. (2024). Life imitates art imitates life...: A framework for understanding the intersection between narrative consumption and generational identities. In: Mallen Screen Entertainment Conference. Cambridge.

VAN LAER, T. (2024). The political effects of entertainment media: Theory and methods. In: American Political Science Association Annual Meeting & Exhibition. Philadelphia.

VAN LAER, T. (2024). Responsibilizing the Net-Zero Hero? Creation and implications of a tragic subject position. In: Association for Consumer Research Asia-Pacific conference. Bali.

VAN LAER, T. (2024). The growing inaccessibility of conferences and the future of the model. Roundtable discussant. In: Association for Consumer Research Asia-Pacific conference. Bali.

VAN LAER, T. (2024). Responsibilizing the Net-Zero Hero? Creation and implications of a tragic subject position. In: ISMS Marketing Science Conference. Sydney.

VAN LAER, T. (2023). Responsibilizing the Net-Zero Hero? How national-level market actors fail to shift responsibility to consumers. In: Australian & New Zealand Marketing Academy Conference. Dunedin.

VAN LAER, T. (2023). Imagine the future: The role of creativity in consumer response to brand political activism message. In: Association for Consumer Research annual conference. Seattle.

VAN LAER, T. (2023). How national-level market actors fail to shift responsibility to consumers. In: Frontiers in Service Conference. Maastricht.

VAN LAER, T. (2023). Impact of anecdotal stories of IVF success on continuing IVF treatment: A randomised controlled trial in females from the Australian general population. In: Congress of the Pacific Society for Reproductive Medicine. Sydney.

VAN LAER, T. (2023). Consumer reactions to brand political activism: The immunizing effect of brand anthropomorphism. In: Society for Consumer Psychology conference. San Juan.

VAN LAER, T. (2022). Bleed from extraordinary experiences. In: Association for Consumer Research annual conference. Denver.

Faculty research seminar presentations

VAN LAER, T. (2025). . . In: Pontifical Catholic University of Chile. Santiago.

VAN LAER, T. (2025). . . In: Goethe-Universität Frankfurt. Frankfurt.

VAN LAER, T. (2025). . . In: University of Manchester. Manchester.

VAN LAER, T. (2025). . . In: Association for Consumer Research. online.

VAN LAER, T. (2025). . . In: HEC Paris. Paris.

VAN LAER, T. (2024). . . In: HEC Paris. Paris.

VAN LAER, T. (2024). . . In: Uppsala universitet. Uppsala.

VAN LAER, T. (2024). . . In: Copenhagen Business School. Copenhagen.

VAN LAER, T. (2024). . . In: EDHEC. Lille.

VAN LAER, T. (2024). . . In: TBD Education. Toulouse.

VAN LAER, T. (2024). . . In: King's College. London.

VAN LAER, T. (2024). . . In: VU Amsterdam. Amsterdam.

VAN LAER, T. (2024). . . In: emlyon. Lyon.

VAN LAER, T. (2024). . . In: University of Auckland. Auckland.

VAN LAER, T. (2023). . . In: Vanderbilt University. Nashville.

VAN LAER, T. (2023). . . In: Tilburg University. Tilburg.

VAN LAER, T. (2023). . . In: Maastricht University. Maastricht.

VAN LAER, T. (2023). . . In: Wilfrid Laurier University. Waterloo.

VAN LAER, T. (2023). . . In: University of Melbourne. Melbourne.

VAN LAER, T. (2023). . . In: Macquarie University. Sydney.

VAN LAER, T. (2023). . . In: University of Adelaide. Adelaide.

VAN LAER, T. (2022). . . In: University of Queensland. Brisbane.

VAN LAER, T. (2022). . . In: University of Technology Sydney. Sydney.

VAN LAER, T. (2020). . . In: University of Melbourne. Melbourne.

VAN LAER, T. (2018). . . In: University of Melbourne. Melbourne.

VAN LAER, T. (2017). . . In: University of Melbourne. Melbourne.

VAN LAER, T. (2017). . . In: Macquarie University. Sydney.

VAN LAER, T. (2015). . . In: University of Melbourne. Melbourne.

VAN LAER, T. (2013). . . In: HEC Paris. Paris.

VAN LAER, T. (2012). . . In: Maastricht University. Maastricht.

VAN LAER, T. (2010). . . In: University of Melbourne. Melbourne.

Press and social media

VAN LAER, T. (2026). Demain, qui produira les récits qui façonnent nos sociétés ? Paris: The Conversation, France.

VAN LAER, T. (2026). Comment les mèmes sur Chuck Norris ont réinventé la célébrité. Paris: The Conversation, France.

VAN LAER, T. (2026). Want to know if people are angry? Don't (just) look at social media. Lille: SKEMA Knowledge, France.

VAN LAER, T. (2026). L'IA atelle vraiment « tué » l'auteur ? Paris: The Conversation, France.

VAN LAER, T. (2026). Does success determine the value of a cultural work? Lille: SKEMA Knowledge, France.

VAN LAER, T. (2026). Chuck Norris didn't become famous. Fame became Chuck Norris. Lille: SKEMA Knowledge, France.

VAN LAER, T. (2026). Has AI really killed the author? Lille: SKEMA Knowledge, France.

VAN LAER, T. (2026). Le changement climatique, un défi narratif de taille pour le cinéma hollywoodien. Paris: The Conversation, France.

VAN LAER, T. (2026). Once upon a climate in Hollywood: How to tell climate change stories on screen? Lille: SKEMA Knowledge, France.

VAN LAER, T. (2024). The narratives we live by: How stories can bring about social and political change. Sidney: Australian Broadcasting Corporation, Australia.

VAN LAER, T. and SUTTON-BRADY, C. (2023). Fear vs pride: how do the Voice to Parliament ads try to influence voters? And is it effective? Melbourne: The Conversation, Australia.

VAN LAER, T. (2023). Expertise v 10-point arguments: how the 'yes' and 'no' camps have sold their messages. Melbourne: The Conversation, Australia.

VAN LAER, T. and ORAZI, D.C. (2022). It's not nostalgia. Stranger Things is fuelling a pseudo-nostalgia of the 1980s. Melbourne: The Conversation, Australia.

VAN LAER, T. (2022). "Stranger Things": What happens when two worlds "bleed" into each other — and could it happen to you? Sydney: Australian Broadcasting Corporation, Australia.

VAN LAER, T. (2022). Hope? Contempt? Reciprocity? How each political party's election ads reveal their key messages. Melbourne: The Conversation, Australia.

VAN LAER, T. (2022). Agricultural productivity, sex education and gender equity: 5 times soap operas enabled social change. Melbourne: The Conversation, Australia.

Other research activities

Senior or associate editor

Since 2024 International Journal of Research in Marketing

Editorial board member

Since 2024 International Journal of Research in Marketing

Reviewer for:

Proceedings of the National Academy of Sciences, Communication Research Reports, Consumption Markets & Culture, European Journal of Marketing, Journal of the Academy of Marketing Science, Journal of the Association for Consumer Research, Journal of Business Ethics, Journal of Business Research, Journal of Consumer Psychology, Journal of Consumer Research, Journal of Interactive Marketing, Journal of Macromarketing, Journal of Marketing, Journal of Marketing Management, Journal of Marketing Research, Journal of Retailing, Journal of Service Research, Marketing Letters, Marketing Theory, Psychology and Marketing

Organization of a conference or a seminar

2025 Co-chair annual conference Working Paper track, The Association for Consumer Research, United States of America

2022 - 2025 Chair of the annual conferences Newcomers' Breakfast, The Association for Consumer Research, United States of America

2022 - 2025 Co-chair of the Virtual Socials and Method Webinars, The Association for Consumer Research, United States of America

Affiliations

Since 2026 Mentor for the Doctoral Colloquium and Junior Faculty Workshop, Italian Marketing Association, Italy

Since 2012 Member

Since 2009 Member, European Marketing Academy

2025 Mentor for the Doctoral Competition for Conceptual Articles, Academy of Marketing Science, United States of America

2023 - 2025 Mentor for the Annual Doctoral Symposium, The Association for Consumer Research, United States of America

2024 Mentor, Mallen Screen Entertainment PhD Symposium 2024, Great Britain

Other academic activities

Since 2026 President of the examination committee doctoral dissertations, IMT Atlantique, France

Since 2026 Judge, Marketing Science Institute, United States of America

Since 2022 External examiner doctoral dissertations, University of Amsterdam, The Netherlands

Other academic activities

Since 2022 Reviewer

Other academic activities

Since 2022 External examiner doctoral dissertations, University of Technology Sydney (UTS), Australia

Since 2022 External referee promotions, Wilfrid Laurier University, Canada

Since 2022 Judge, International Journal of Research in Marketing

Other academic activities

Since 2022 Reviewer

Other academic activities

Since 2022 External examiner doctoral dissertations, University of Western Australia

Since 2022 External referee promotions, HEC Montréal, Canada

Since 2022 Judge, European Marketing Academy

Since 2022 External member Deputy Dean Selection Committee, University of Technology Sydney (UTS), Australia

Since 2022 External examiner doctoral dissertations, Victoria University of Wellington

Other academic activities

Since 2022 Reviewer

Other academic activities

Since 2022 Judge, Academy of Marketing Science, United States of America

Since 2022 External referee promotions, RMIT University, Australia

Since 2022 Judge, Society for Consumer Psychology

Other academic activities

Since 2022 Reviewer

Other academic activities

Since 2022 External referee promotions, University of Vermont, United States of America

Since 2022 Judge, American Marketing Academy

Other academic activities

Since 2022 Reviewer

Other academic activities

Since 2022 External examiner doctoral dissertations, University of Adelaide, Australia

Since 2022 External referee promotions, University of Southern California, United States of America

Since 2022 Judge, The Association for Consumer Research, United States of America

2025 Doctoral seminar, HEC Paris, France

2025 Doctoral seminar, Maastricht University, The Netherlands

2025 Conference programme committee member annual conference, The Association for Consumer Research, United States of America

2024	Doctoral seminar, TBS Business School
2024	Conference programme committee member Asia-Pacific conference, The Association for Consumer Research, United States of America
2024	Doctoral seminar, King's College London, Great Britain
2024	Doctoral seminar, Vrije Universiteit Amsterdam, The Netherlands
2024	Plenary address, Mallen Screen Entertainment PhD Symposium 2024, Great Britain
2024	Doctoral seminar, Auckland University, New Zealand
2024	Panel discussant, Policy & Internet Conference 2024, Australia
2024	Doctoral seminar, Uppsala University, Sweden
2023	Doctoral seminar, University of Adelaide, Australia
2023	Conference programme committee member annual conference, The Association for Consumer Research, United States of America
2023	Doctoral seminar, Wilfrid Laurier University, Canada
2022	Panel discussant, European Group of Organizational Studies workshop 2022, Australia
2022	Doctoral seminar, University of Queensland, Australia

Professional Activities

Other professional activities

Since 2022	Judge, Watersprite Film Festival
2024	Plenary address, Raising the Bar 2024, Australia