

Vlad Griskevicius

Carlson School of Management
University of Minnesota, Twin Cities

FACULTY APPOINTMENTS

University of Minnesota, Carlson School of Management

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| Professor of Marketing | 2015 – present |
| Carlson Family Foundation Endowed Chair | 2015 – present |
| Adjunct Professor of Psychology in the College of Liberal Arts | 2011 – present |
| Associate Professor of Marketing | 2012 – 2015 |
| Carlson Board of Overseers Professorship | 2014 – 2015 |
| Assistant Professor of Marketing | 2008 – 2012 |
| McKnight Land-Grant Professorship | 2010 – 2012 |

AREAS OF SCHOLARLY EXPERTISE

- Human motivation and emotion
- Consumer psychology
- Social influence

SCHOLARLY OUTPUT AND IMPACT

- 104 scholarly publications and 1 book
- 3 grants of \$300K+ and 100+ presentations
- Google Scholar citations: 38,000+

EDUCATION

Arizona State University

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| Ph.D. in Social Psychology | 2008 |
| M.A. in Social Psychology | 2005 |

University of California, Santa Cruz

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| B.A. in Psychology; B.A. in Economics; Minor in History | 2001 |
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ACADEMIC LEADERSHIP EXPERIENCE

University of Minnesota, Carlson School of Management

Associate Dean, Academic Innovation & Operations

2024 – present

Lead innovative teaching and learning at the college, including fostering teaching and learning excellence, supporting the use of GenAI for teaching and learning, and strengthening experiential education at the Carlson School. Serve as a teaching resource to all faculty and instructors and provide oversight of 38 talented professionals in three units: Carlson Information Technology, Carlson Executive Education and non-credit teaching, and the Carlson Business Career Center.

Associate Dean, Undergraduate Education

2021 – 2024

Led strategy and operations for the college's UG program, spanning 7 academic departments and offering 11 majors & 16 minors to 3200+ UG students. Oversee team of 42 talented professionals in student affairs & advising; diversity, equity, inclusion & enrollment; student career & life design; and business operations. Directed the college's curriculum planning & development; assessment of learning; honors experience; undergraduate policy; scholarships; and experiential education.

Chair, Marketing Department

2014 – 2021 (co-chair 2014-2015)

Supervised and administered research support, teaching and service assignments for 20+ full-time faculty, a team of staff, and dozens of part-time faculty. Oversaw PhD student training, teaching assistants, professional graduate experiential education, and steered an externally facing, self-sustaining center – the Institute for Research in Marketing.

OTHER LEADERSHIP POSITIONS

- Associate Editor, *Journal of Marketing Research*, 2014-2020
- Conference Co-Chair, Annual Meeting of the Association for Consumer Research, 2017
- Elected representative, Carlson School Faculty Consultative Committee, 2013

SELECTED LEADERSHIP TRAINING

- Fostering International & Multilingual Student Success, University of Minnesota, 2024
- Equity and Diversity Certificate Program (ECHO), University of Minnesota, 2024
- Civil Mediation Training Program, Hamline University, 2016
- Department Executive Officer Program, Big Ten Academic Alliance, 2015-16
- Authentic Leadership Development Program, Harvard Business School, 2015

AWARDS AND HONORS

Scholarship

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| Named Marketing Science Institute Scholar | 2020 |
| Awarded to recognize “the most prominent marketing scholars in the world” | |
| Paper of the Year Award, <i>Self & Identity</i> | 2020 |
| Named Fellow of the Association for Psychological Science | 2018 |
| Distinguished Scholarly Contribution, Association for Consumer Research | 2015 |
| Distinguished Scientific Contribution, Human Behavior & Evolution Society | 2014 |
| Outstanding Research, Society for Consumer Psychology | 2013 |
| Marketing Science Institute Young Scholar – Early Career Top Research Award | 2013 |
| Outstanding Research Award, Carlson School of Management | 2013 |
| Finalist, Best Paper Award, Human Behavior & Evolution Society | 2013 |
| SAGE Scholar Early Career Award, Society for Personality and Social Psychology | 2012 |
| Best Paper Award, <i>Journal of Consumer Research</i> | 2011 |
| Best Conference Paper Award, Society for Consumer Psychology | 2007 |
| Best Poster Award, Human Behavior & Evolution Society | 2006 |
| Graduate Research Fellowship, National Science Foundation | 2004 |

Teaching

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| Part-Time MBA Faculty of the Year, Carlson School of Management | 2021 |
| Part-Time MBA Faculty of the Year, Carlson School of Management | 2019 |
| Part-Time MBA Faculty of the Year, Carlson School of Management | 2017 |
| Outstanding Teaching Award, Carlson School of Management | 2014 |
| Finalist for Undergraduate Faculty of the Year, Carlson School of Management | 2013 |
| Outstanding Teaching Award, Carlson School of Management | 2011 |
| Finalist for Undergraduate Faculty of the Year, Carlson School of Management | 2010 |
| Finalist for Undergraduate Faculty of the Year, Carlson School of Management | 2009 |
| Named Outstanding Professor by Alpha Kappa Psi | 2009 |

General

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| Innovations That Inspire award, Assoc. to Advance Collegiate Schools of Business | 2023 |
| Awarded for the new Carlson college-wide core undergraduate curriculum | |
| Co-Chair of the Association for Consumer Research Conference, San Diego, CA | 2017 |
| Selected as the Faculty Speaker for the University of Minnesota Convocation | 2016 |
| Invited Plenary Address at the Evolution & Human Behavior Society Conference | 2016 |
| Carlson Family Foundation Endowed Chair in Marketing | 2015 - present |
| Top 40 Business School Professors Under 40, Poets & Quants | 2014 |
| Board of Overseers Professorship in Marketing | 2014 - 2015 |
| Outstanding Service Award, Carlson School of Management | 2013 |
| McKnight Land-Grant Professorship, University of Minnesota | 2010 - 2012 |
| University of California Regents’ Scholar | 1998 - 2000 |

TEACHING AND PHD ADVISING

Courses Taught (*denotes new courses developed)

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| Principles of Marketing | Undergraduate |
| Integrated Marketing Communications | Undergraduate |
| *Design Your Life | Undergraduate |
| *Why Before How: Thriving in a World of Uncertainty | Freshman Seminar - Undergraduate |
| *Persuasion and Influence Across Cultures | Study Abroad - Undergraduate |
| *The Art and Science of Storytelling | Freshman Seminar - Undergraduate |
| Social Psychology | Undergraduate |
| Consumer Behavior | MBA |
| *Persuasion & Influence | Executive + MBA |
| *Power of Story | Executive + MBA |
| *Social Influence | PhD |
| *Evolution and Consumer Behavior | PhD |
| Field Experiments | PhD |

Dissertation Committees

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| Mayank Anand – member | Marketing - 2024 |
| Anthony Massaro – member | Anthropology - 2023 |
| Chloe Hueltsnitz – member | Psychology - 2020 |
| Xinyu Lu – member | Communications - 2019 |
| Ethan Young – member | Psychology - 2019 |
| Yoori Chae – co-advisor | Design - 2018 |
| Chiraag Mittal – advisor | Marketing - 2016 |
| John Myers – member | Psychology - 2016 |
| Yajin Wang – member | Marketing - 2015 |
| Ryan Rahinel – member | Marketing - 2014 |
| Stephanie Cantu – co-advisor | Psychology - 2013 |
| Jannine Lasaleta – member | Marketing - 2013 |
| John Kim – co-advisor | Psychology - 2013 |

Postdocs Supervised

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| Kristina Durante | Marketing 2009 - 2011 |
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UNIVERSITY SERVICE

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| Strategic Enrollment Management Committee | 2022 - 2024 |
| International Academic Enhancement Fee Committee | 2021 - 2024 |
| Writing Enriched Curriculum committee liaison | 2021 - 2024 |
| Faculty Senate Academic Freedom and Tenure Committee | 2020 - 2021 |
| Liberal Education Redesign Committee | 2017 - 2019 |
| McKnight Land-Grant Professorship Committee | 2017 - 2019 |
| Faculty Senate Research Committee | 2016 - 2018 |
| Provost's Grand Challenges Committee | 2016 - 2018 |
| Graduate Education Council | 2016 - 2017 |
| Student Sexual Misconduct Subcommittee | 2016 - 2017 |

COLLEGE AND DEPARTMENT SERVICE

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| Marketing Department Postdoc Search Committee | 2023 - 2024 |
| Carlson Classroom Wellness Collaborative | 2022 - 2023 |
| Dean's Advisory Committee on Diversity, Equity and Inclusion | 2021 - 2022 |
| Chair, Carlson Undergraduate Curriculum Redesign Committee | 2020 - 2021 |
| Marketing Masters Development Committee | 2019 |
| Carlson School Centennial Celebration Committee | 2017 - 2019 |
| Carlson School Strategy Implementation Team | 2016 |
| Chair, Carlson Honors Program Review Committee | 2015 |
| Tenure Faculty Review Reading Committee | 2014 |
| Chair, Marketing Department, co-chair in 2014-2015 | 2014 - 2021 |
| Faculty Consultative Committee | 2013 - 2014 |
| Chair, Marketing Faculty Hiring Committee | 2013 |
| Fourth-Year Faculty Review Reading Committee | 2013 |
| Chair, Marketing Faculty Hiring Committee | 2012 |
| Marketing Department PhD Program Committee | 2021 - 2014 |
| Marketing Research Participant Pool Coordinator | 2011 - 2014 |
| Marketing Faculty Hiring Committee | 2011 |

PROFESSIONAL SERVICE**Conference Chairing**

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| Co-Chair, Association for Consumer Research conference | San Diego, CA 2017 |
| Co-Chair, Evolutionary Preconference, Society for Personality & Social Psychology conference | San Antonio, TX 2011 |
| Co-Chair, Evolutionary Preconference, Society for Personality & Social Psychology conference | Las Vegas, NV 2010 |
| Co-Chair, Evolutionary Preconference, Society for Personality & Social Psychology conference | Tampa, FL 2009 |

Journal Editorships

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|---|-------------|
| Associate Editor: <i>Journal of Marketing Research</i> | 2014 - 2020 |
| Co-Editor: Special Issue on Scarcity & Consumer Behavior <i>Journal of the Association for Consumer Research</i> | 2020 |

Journal Editorial Boards

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| <i>Journal of Consumer Psychology</i> | 2012 - 2018 |
| <i>Journal of Consumer Research</i> | 2012 - 2017 |
| <i>Journal of Marketing Research</i> | 2913 - 2014 |
| <i>Journal of Personality and Social Psychology</i> | 2008 - 2017 |

Ad-Hoc Journal and Grant Reviewing

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| <i>Journal of Consumer Research</i> | <i>Proceedings of the National Academy of Sciences</i> |
| <i>Journal of Marketing Research</i> | <i>Journal of Personality and Social Psychology</i> |
| <i>Journal of Marketing</i> | <i>Organizational Behavior & Human Decision Processes</i> |
| <i>Marketing Science</i> | <i>Personality and Social Psychology Bulletin</i> |
| <i>Management Science</i> | <i>Journal of Experimental Social Psychology</i> |
| <i>National Science Foundation</i> | <i>Perspectives on Psychological Science</i> |
| <i>Journal of Consumer Psychology</i> | <i>Journal of Environmental Psychology</i> |
| <i>Psychological Review</i> | <i>Journal of Experimental Psychology</i> |
| <i>Psychological Science</i> | <i>International Journal of Research in Marketing</i> |
| <i>Behavioral and Brain Sciences</i> | <i>European Journal of Social Psychology</i> |
| <i>Cognition and Emotion</i> | <i>Group Processes & Intergroup Relations</i> |
| <i>Psychoendocrinology</i> | <i>Journal of Applied Social Psychology</i> |
| <i>Journal of Advertising</i> | <i>Journal of Evolutionary Psychology</i> |
| <i>Journal of Personality</i> | <i>British Journal of Social Psychology</i> |
| <i>Evolution & Human Behavior</i> | <i>British Journal of Psychology</i> |
| <i>Evolutionary Psychology</i> | <i>Basic and Applied Social Psychology</i> |
| <i>Social Influence</i> | <i>Journal of Public Policy and Marketing</i> |
| <i>Social Psychology Quarterly</i> | <i>Journal of Nonverbal Behavior</i> |
| <i>Biology Letters</i> | <i>Social Psychological and Personality Science</i> |
| <i>PLoS ONE</i> | <i>Social Sciences & Humanities Research Council of Canada</i> |
| <i>Human Nature</i> | <i>The Netherlands Organization for Scientific Research</i> |

INVITED TALKS AND KEYNOTES

Universities

Boston College
 Brigham Young University
 Carnegie Mellon University
 Columbia University
 Cornell University
 Duke University
 Erasmus University
 Harvard University
 Hong Kong University of Science and
 Technology
 Katholieke Universiteit Leuven
 MIT
 New York University
 Northwestern University
 Ohio State University
 Stanford University
 Texas A&M University
 Tilburg University
 University of Alberta
 University of California Berkeley
 University of Chicago
 University of Hawaii
 University of Illinois
 University of Iowa
 University of Louisville
 University of Maryland
 University of Miami
 University of Michigan (x2)
 University of Minnesota (x9)
 University of Pennsylvania (x2)
 University of Texas at Austin
 University of Toronto (x2)
 University of Washington
 University of Western Ontario
 University of Wisconsin (x2)
 Vanderbilt University
 Vienna University of Economics and
 Business
 VU Amsterdam

Conferences, Companies and Other

Higher education conferences

AACSB Innovative Curriculum Conference, Utah
 AACSB New Curriculum Workshop, Florida
 National UG Business Symposium, Utah
 National UG Business Symposium, Michigan
 UG Business Deans Conference, Texas

Companies

3M
 Best Buy
 United Healthcare
 PBS
 Advertising Week Conference
 Universal McCann Global Summit
 TRC Consumer Insights

Invited scholarly conference presentations:

American Marketing Association Doctoral Consortium
 Association for Psychological Science, invited address
 Association for Consumer Research, PhD Symposium
 Choice Symposium, Lake Louise
 Choice Symposium, Chesapeake Bay
 Human Behavior & Evolution Society meeting, Plenary
 Marketing Science Institute, Young Scholars Conference
 Society for Personality and Social Psychology meeting
 –Attitudes Preconference
 –Evolutionary Preconference
 –PhD Training Preconference

Over 50 refereed presentations at these conferences:

Association for Consumer Research
 Society for Personality and Social Psychology
 Society for Consumer Psychology
 Evolution and Human Behavior Society

REFEREED SCHOLARLY PUBLICATIONS

1. Szepeswol, O., Simpson, J. A., Griskevicius, V., Zamir, O., Young, E. S., Shoshani, A., Doron, G. (2022). The effects of childhood unpredictability and harshness on emotional control and relationship quality: A life history perspective. *Development and Psychopathology*, 34(2), 607-620.
2. Wang, Y., John, D. R., & Griskevicius, V. (2021). Does the Devil wear Prada? Luxury product experiences can affect prosocial behavior. *International Journal of Marketing Research*, 38, 104-119.
3. Brough, A. R., Donnelly, G. E., Griskevicius, V., Markowitz, E. M., Raimi, K. T., Reeck, C. et al. (2021). Understanding how sustainability initiatives fail: A framework to aid design of effective interventions. *Social Marketing Quarterly*, 26(4), 309-324.
4. Mittal, C., Griskevicius, V., & Haws, K. L. (2020). From cradle to grave: How childhood and current environments impact consumers' subjective life expectancy and decision making. *Journal of Consumer Research*, 47, 350-372.
5. Mittal, C., Laran, J., & Griskevicius, V. (2020). How early-life resource scarcity influences self-confidence and task completion judgments. *Journal of the Association for Consumer Research*, 5(4), 404-414.
6. Durante, K. M., Griskevicius, V., & Ulu, S. (2020). The effect of fertility on loss aversion. *Journal of Business Research*, 120, 599-607.
7. Li, Y. J., Haws, K. L., & Griskevicius, V. (2019). Parenting motivation and consumer decision making. *Journal of Consumer Research*, 45, 1117-1137.
8. Hamilton, R. W., Mittal, C., Shah, A., Thompson, D. V., & Griskevicius, V. (2019). How financial constraints influence consumer behavior: An integrated framework. *Journal of Consumer Psychology*, 29, 285-305.
9. Hamilton, R. W., Bone, S., Chaplin, L., Goldsmith, K., Griskevicius, V., Hill, R. et al. (2019). The effects of scarcity on consumer decision journeys. *Journal of the Academy of Marketing Science*, 47, 532-550.
10. Miron, C., Farrell, A., Simpson, J. A., Szepeswol, O., & Griskevicius, V. (2018). Attachment and jealousy: Understanding the dynamic experience of jealousy using the response escalation paradigm. *Personality and Social Psychology Bulletin*, 44, 1664-1680.
11. Nikiiforidis, L., Durante, K.M., Redden, J.P. & Griskevicius, V. (2018). Do mothers spend more on daughters while fathers spend more on sons? *Journal of Consumer Psychology*, 28, 149-156.
12. Young, E. S., Griskevicius, V., Simpson, J. A., Waters, T., & Mittal, C. (2018). Can an unpredictable childhood environment enhance working memory? Testing the sensitized-specialization hypothesis. *Journal of Personality and Social Psychology*, 114, 891-908.
13. Young, E. S., Simpson, J. A., Griskevicius, V., Huelsnitz, C., & Fleck, C. (2018). Childhood attachment and adult personality: A life history perspective. *Self and Identity*, 18, 22-38.
14. Burtch, G., Hong, Y., Bapna, R., & Griskevicius, V. (2018). Stimulating online reviews by combining financial incentives and social norms. *Management Science*, 64, 2065-2082.
15. Ellis, B. J., Bianchi, J., Griskevicius, V., & Frankenhuis, W. E. (2017). Beyond risk and protective factors: An adaptation-based approach to resilience. *Perspectives on Psychological Science*, 12, 561-587.
16. Szepeswol, O., Simpson, J. A., Griskevicius, V., Young, E. S., Fleck, C., & Jones, R. E. (2017). The effect of predictable early childhood environments of sociosexuality in early adulthood. *Evolutionary Behavioral Sciences*, 11, 131-145.

17. Hill, S. E., Prokosch, M., Delpriore, D., & Griskevicius V. (2016). Low childhood socioeconomic status promotes eating in the absence of energy need. *Psychological Science, 27*, 254-264.
18. Mittal, C. & Griskevicius, V. (2016). Silver spoons and platinum plans: How childhood environment affects adult healthcare decisions. *Journal of Consumer Research, 43*, 636-656.
19. Sung, S., Simpson, J. A., Griskevicius, V., Kuo, S., Belsky, J., & Schlomer, G. (2016). Secure infant-mother attachment buffers the effect of early-life stress on age of menarche. *Psychological Science, 27*, 667-674.
20. Szepeswol, O., Simpson J. A., Griskevicius, V., & Raby, L. (2015). The effect of unpredictable early childhood environments on parenting in adulthood. *Journal of Personality and Social Psychology, 109*, 1045-1067.
21. Durante, K. M., Griskevicius, V., Redden, J. P. & White, A. E. (2015). Spending on daughters versus sons in economic recessions. *Journal of Consumer Research, 42*, 435-457.
22. Mittal, C., Griskevicius, V., Simpson J. A., Sung, S., & Young, E. (2015). Cognitive adaptations to stressful environments: When childhood adversity enhances adult executive function. *Journal of Personality and Social Psychology, 109*, 604-621.
23. Durante, K. M., Griskevicius, V., Cantu, S., & Simpson, J. A. (2014). Money, status, and the ovulatory cycle. *Journal of Marketing Research, 51*, 27-39.
24. Mittal, C., & Griskevicius, V. (2014). Sense of control under uncertainty depends on people's childhood environment: A life history theory approach. *Journal of Personality and Social Psychology, 107*, 621-637.
25. Kniffin, K. M., Wansink, B., Griskevicius, V., & Sloan Wilson, D. (2014). Beauty is in the in-group of the beheld: Intergroup differences in the perceived attractiveness of leaders. *The Leadership Quarterly, 25*, 1143-1153.
26. Cantu, S. M., Simpson, J. A., Griskevicius, V., Weisberg, Y., Durante, K. M., & Beal, D. (2014). Fertile and selectively flirty: Women's behavior toward men changes across the ovulatory cycle. *Psychological Science, 25*, 431-438.
27. Van Vugt, M., Griskevicius, V., & Schultz, P. W. (2014). Naturally green: Harnessing Stone Age psychological biases to foster environmental behavior. *Social Issues and Policy Review, 8*, 1-32.
28. Griskevicius, V., Ackerman, J. A., Cantu, S. M., Delton, A. W., & Robertson, T. E., Simpson, J. A., Thomson, M. E., & Tybur, J. M. (2013). When the economy falters do people spend or save? Responses to resource scarcity depend on childhood environments. *Psychological Science, 24*, 197-205.
29. White, A. E., Li Y. J., Griskevicius, V., Kenrick, D. T., & Neuberg, S. L. (2013). Putting all your eggs in one basket: Life history strategies, bet hedging, and diversification. *Psychological Science, 24*, 715-722.
30. Durante, K. M., Rae, A. R., & Griskevicius, V. (2013). The fluctuating female vote: Politics, religion, and the ovulatory cycle. *Psychological Science, 24*, 1007-1016.
31. Griskevicius, V., & Kenrick, D. T. (2013). Fundamental motives: How evolutionary needs influence consumer behavior. *Journal of Consumer Psychology, 23*, 372-386 (Target Article).
32. Sundie, J. M., Cialdini, R. B., Griskevicius, V., & Kenrick, D. T. (2012). The world's (truly) oldest profession: Social influence in evolutionary perspective. *Social Influence, 7*, 134-153.
33. Hill S. E., Rodeheffer, C., Griskevicius, V., Durante, K. M., & White, A. E. (2012). Boosting beauty in an economic decline: Mating, spending, and the lipstick effect. *Journal of Personality and Social Psychology, 103*, 275-291.
34. Durante, K. M., Griskevicius, V., Cantu, S. M., Simpson, J. A., & Tybur, J. M. (2012). Sex ratio and women's careers: Does a scarcity of men lead women to choose briefcase over baby? *Journal of Personality and Social Psychology, 103*, 121-134.

35. Durante, K. M., Griskevicius, V., Simpson, J. A., Cantu, S. M., & Li, N. P. (2012). Ovulation leads women to see sexy cads as good dads. *Journal of Personality and Social Psychology, 103*, 292-305.
36. Griskevicius, V., Cantu, S.M., & Van Vugt, M. (2012). The evolutionary bases for sustainable behavior: Implications for marketing, policy, and social entrepreneurship. *Journal of Public Policy and Marketing, 31*, 115-128.
37. Simpson, J. A., Griskevicius, V., Kuo, S. I., Sung, S., & Collins, W. A. (2012). Evolution, stress, and sensitive periods: The influence of unpredictability in early versus late childhood on sex and risky behavior. *Developmental Psychology, 48*, 674-686.
38. Griskevicius, V., Tybur, J. M., Ackerman, J. A., Delton, A. W., Robertson, T. E., & White, A. E. (2012). The financial consequences of too many men: Sex ratio effects on saving, borrowing, and spending. *Journal of Personality and Social Psychology, 102*, 69-80.
39. Li, Y. J., Kenrick, D. T., Griskevicius, V., & Neuberg, S. L. (2012). Economic decision biases and fundamental motivations: How mating and self-protection alter loss aversion. *Journal of Personality and Social Psychology, 102*, 550-561.
40. Ellis, B. J., Dahl, R.E., Del Giudice, M., Figueredo, A.J., Gray, P., Griskevicius, V., et al. (2012). The evolutionary basis of risky adolescent behavior: Implications for science, policy and practice. *Developmental Psychology, 48*, 598-623.
41. Simpson, J. A., Griskevicius, V., & Rothman, A. (2012). Consumer decisions in relationships. *Journal of Consumer Psychology, 22*, 303-314 (Target Article).
42. Goldstein, N. J., Griskevicius, V., & Cialdini, R. B. (2011). Reciprocity by proxy: A novel influence strategy for stimulating cooperation. *Administrative Science Quarterly, 56*, 441-473.
43. Durante, K. M., Griskevicius, V., Hill, S. E., Perilloux, C., & Li, N. P. (2011). Ovulation, female competition, and product choice: Hormonal influences on consumer behavior. *Journal of Consumer Research, 37*, 921-934.
44. Sundie, J. M., Kenrick D. T., Griskevicius, V., Tybur, J. M., Vohs, K. D., & Beal, D. J. (2011). Peacocks, Porsches, and Thorstein Veblen: Conspicuous consumption as a sexual signaling system. *Journal of Personality and Social Psychology, 100*, 664-680.
45. Griskevicius, V., Tybur, J. M., Delton, A. W., & Robertson, T. E. (2011). The influence of mortality and socioeconomic status on risk and delayed rewards: A life history theory approach. *Journal of Personality and Social Psychology, 100*, 1015-1026.
46. Ackerman, J. A., Griskevicius, V., & Li, N. P. (2011). Let's get serious: Communicating commitment in romantic relationships. *Journal of Personality and Social Psychology, 100*, 1015-1026.
47. Griskevicius, V., Delton, A. W., Robertson, T. E., & Tybur, J. M. (2011). The environmental contingency of life history strategies: Influences of mortality and socioeconomic status on reproductive timing. *Journal of Personality and Social Psychology, 100*, 241-254.
48. Griskevicius, V., Shiota, M. N., & Nowlis, S. M. (2010). The many shades of rose-colored glasses: An evolutionary approach to the influence of different positive emotions. *Journal of Consumer Research, 37*, 238-250.
49. Griskevicius, V., Tybur, J. M., & Van den Bergh, B. (2010). Going green to be seen: Status, reputation, and conspicuous conservation. *Journal of Personality and Social Psychology, 98*, 392-404.
50. Kenrick, D. T., Griskevicius, V., Neuberg, S. L., & Schaller, M. (2010). Renovating the pyramid of needs: Contemporary extensions built upon ancient foundations. *Perspectives on Psychological Science, 5*, 292-314.

51. Li, N. P., Smith, A. P., Griskevicius, V., Cason, M. J., & Bryan, A. (2010). Eating disorders in heterosexual and homosexual individuals: Evidence for intrasexual status competition. *Evolution and Human Behavior, 31*, 365-372.
52. Kenrick, D. T., Neuberg, S. L., Griskevicius, V., Schaller, M., & Becker, D. V. (2010). Goal-driven cognition and functional behavior: The fundamental motives framework. *Current Directions in Psychological Science, 19*, 63-67.
53. DeBruine, L. M., Jones, B. C., Tybur, J. M., Lieberman, D., & Griskevicius, V. (2010). Women's preferences for masculinity in male faces are predicted by pathogen disgust, but not moral or sexual disgust. *Evolution and Human Behavior, 31*, 69-74.
54. Griskevicius, V., Shiota, M. N. & Neufeld, S. (2010). Influence of different positive emotions on persuasion processing: A functional evolutionary approach. *Emotion, 10*, 190-206.
55. Göckeritz, S., Schultz, P. W., Rendón, T., Cialdini, R. B., Goldstein, N. J., & Griskevicius, V. (2010). Descriptive normative beliefs and conservation behavior: The moderating roles of personal involvement and injunctive normative beliefs. *European Journal of Social Psychology, 40*, 514-523.
56. Griskevicius, V., Goldstein, N. J., Mortensen, C. R., Sundie, J. M., Cialdini, R. B., & Kenrick, D. T. (2009). Fear and loving in Las Vegas: Evolution, emotion, and persuasion. *Journal of Marketing Research, 46*, 385-395.
57. Griskevicius, V., Tybur, J. M., Gangestad, S. W., Perea, E. F., Shapiro, J. R., & Kenrick, D. T. (2009). Aggress to impress: Hostility as an evolved context-dependent strategy. *Journal of Personality and Social Psychology, 96*, 980-994.
58. Tybur, J. M., Lieberman, D., & Griskevicius, V. (2009). Microbes, mating, and morality: Individual differences in three functional domains of disgust. *Journal of Personality and Social Psychology, 97*, 103-122.
59. Li, N. P., Griskevicius, V., Durante, K. M., Jonason, P. K., Pasisz, D. J., & Aumer, K. (2009). An evolutionary perspective on humor: Sexual selection or interest indication? *Personality and Social Psychology Bulletin, 35*, 923-936.
60. Kenrick, D. T., Griskevicius, V., Sundie, J. M., Li, N. P., Li, Y. J., & Neuberg, S. L. (2009). Deep rationality: The evolutionary economics of decision-making. *Social Cognition, 27*, 764-785.
61. Wosinska, W., Cialdini, R. B., Petrova, P. K., Griskevicius, V., Barrett, D., Gornik-Durose, M., & Butner, J. (2009). Resistance to deficient organizational authority: The impact of culture and connectedness at the workplace. *Journal of Applied Social Psychology, 39*, 834-851.
62. Nolan, J. P., Schultz, P. W., Cialdini, R. B., Goldstein, N. J., & Griskevicius, V. (2008). Normative social influence is underdetected. *Personality and Social Psychology Bulletin, 34*, 913-923.
63. Goldstein, N. J., Cialdini, R. B., & Griskevicius, V. (2008). A room with a viewpoint: Using social norms to motivate environmental conservation in hotels. *Journal of Consumer Research, 35*, 472-482.
64. Griskevicius, V., Tybur, J. M., Sundie, J. M., Cialdini, R. B., Miller, G. F., & Kenrick, D. T. (2007). Blatant benevolence and conspicuous consumption: When romantic motives elicit strategic costly signals. *Journal of Personality and Social Psychology, 93*, 85-102.
65. Schultz, P. W., Nolan, J. P., Cialdini, R. B., Goldstein, N. J., & Griskevicius, V. (2007). The constructive, destructive, and reconstructive power of social norms. *Psychological Science, 18*, 429-434.
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67. Griskevicius, V., Goldstein, N. J., Mortensen, C. R., Cialdini, R. B., & Kenrick, D. T. (2006). Going along versus going alone: When fundamental motives facilitate strategic (non)conformity. *Journal of Personality and Social Psychology, 91*, 281-294.
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INVITED SCHOLARLY PUBLICATIONS

70. Goldsmith, K., Griskevicius, V. & Hamilton R. H. (2020). Scarcity and consumer decision making: Is scarcity a mindset, a threat, a reference point or a journey? *Journal of the Association for Consumer Research, 5*(4), 358-364.
71. Jones, A. C., Durante, K. M. & Griskevicius, V. (2019). An evolutionary approach to identity research. In A. Reed and M. Forehand (Eds). *Handbook on Identity Theory in Marketing*.
72. Cialdini, R. B., & Griskevicius, V. (2019). Social influence. In R. Baumeister & E. J. Finkel (Eds.) *Advanced Social Psychology*. Oxford University Press.
73. Durante, K. M. & Griskevicius, V. (2018). Evolutionary psychology and consumer behavior. *Annual Review of Consumer Psychology*.
74. Schultz, P. W., Nolan, J. P., Cialdini, R. B., Goldstein, N. J., & Griskevicius, V. (2018). The constructive, destructive, and reconstructive power of social norms—Reprise. *Perspectives on Psychological Science, 13*, 249-254.
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76. Simpson, J. A. & Griskevicius, V. (2017). The CLASH model in broader life history context. *Behavioral and Brain Sciences, 40*, e95.
77. Simpson, J. A., Griskevicius, V., Szepeswol, & Young, E. (2017). An evolutionary life history perspective on personality and mating strategies. In Austin Church (Ed.) *Personality Across Cultures*.
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80. Barclay, P., & Griskevicius, V. (2015). The pursuit of status through generosity. In J. Cheng, J. Tracy, and C. Anderson (Eds.) *The Psychology of Social Status*, 139-158.
81. Kenrick, D. T., & Griskevicius, V. (2015). Life history, fundamental motives, and sexual competition. *Current Opinion in Psychology, 1*, 40-44
82. Durante, K. M., Arsena, A. R., & Griskevicius, V. (2014). Fertility can have different effects on single and non-single women: Commentary on Harris and Mickes (2014). *Psychological Science, 25*, 1150-1152.
83. Neufeld, S. & Griskevicius, V. (2014). Positive emotions, marketing, and social influence. In M. M. Tugade, M. N. Shiota, & L. D. Kirby (Eds.) *Handbook of Positive Emotions*.
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86. Griskevicius, V., Haselton, M. G., & Ackerman, J. A. (2014). Evolution and relationships. In J. A. Simpson & J. F. Dovidio (Eds.). *The handbook of personality and social psychology: Interpersonal relations and group processes*.
87. Kenrick, D. T, Saad, G., & Griskevicius, V. (2013). Evolutionary consumer psychology: Ask not what you can do for biology, but.... *Journal of Consumer Psychology*, 23, 404-409.
88. Tybur, J. M., & Griskevicius, V. (2013). Evolutionary psychology: A fresh perspective for understanding and changing problematic behaviors. *Public Administration Review*, 73, 12-22.
89. Simpson, J. A., Griskevicius, V., & Rothman, A. (2012). Bringing Relationships into consumer decision making. *Journal of Consumer Psychology*, 22, 329-331.
90. Van Vugt, M., & Griskevicius, V. (2012). Let's use evolution to turn us green. *New Scientist*.
91. Griskevicius, V., Ackerman, J. A., & Redden J. P. (2012). Why we buy: Evolution, marketing, & consumer behavior. In C Roberts (Ed.), *Applied Evolutionary Psychology*.
92. Griskevicius, V., Simpson, J. A., Durante, K. D., Kim, J., & Cantu, S. (2012). Evolution, social influence, and sex ratio. In D. Kenrick, N. Goldstein, and S. Braver, *Six Degrees of Social Influence: Science, Application, and the Psychology of Robert Cialdini*.
93. Griskevicius, V., Ackerman, J. A., Van den Bergh, B., & Li, Y. J. (2011). Fundamental motives and business decisions. In G. Saad (Ed.) *Evolutionary Psychology in the Business Sciences*. Springer.
94. Simpson, J. A., Griskevicius, V., & Kim, J. (2011). Evolution, life history, and personality. In L. Horowitz & S. Strack (Eds.), *Handbook of Interpersonal Psychology: Theory, Research, Assessment, and Therapeutic Interventions*. New York: Wiley.
95. Griskevicius, V., & Cialdini, R. B. (2011). Social influence. In R. Bagozzi (Ed.) *International Encyclopedia of Marketing*, volume on Consumer Behavior. Wiley.
96. Cialdini, R. B., & Griskevicius, V. (2010). Social influence. In R. Baumeister & E. J. Finkel (Eds.) *Advanced Social Psychology*. Oxford University Press.
97. Schaller, M., Neuberg, S. L., Griskevicius, V., & Kenrick, D. T. (2010). Pyramid power: A reply to commentaries. *Perspectives in Psychological Science*, 5, 335-337.
98. Cialdini, R. B., Goldstein, N. J., & Griskevicius, V. (2010). What social psychologists can learn from evaluations of environmental interventions. In M. Marks, S. Donaldson, and B. Campbell (Eds.) *Social Psychology and Evaluation*. New York: Guilford.
99. Kenrick, D. T., & Griskevicius, V. (2009). More holes in social roles. *Behavioral and Brain Sciences*, 32, 283-285.
100. Griskevicius, V., Cialdini, R. B., & Goldstein, N. J. (2008). Social norms: An underestimated and underemployed lever for managing climate change. *International Journal for Sustainability Communication*, 3, 5-13.
101. Griskevicius, V., Cialdini, R. B., & Goldstein, N. J. (2008). Applying (and resisting) peer influence. *MIT/Sloan Management Review*, 49, 84-88.
102. Griskevicius, V. (2008). The dawn of evolutionary consumer behavior. *Evolution and Human Behavior*, 29, 297-298 (book review).
103. Goldstein, N. J., Griskevicius, V., & Cialdini, R. B. (2007). Invoking social norms: A social psychology perspective on improving hotel linens-reuse programs. *Cornell Hotel and Restaurant Administration Quarterly*, 48(2), 145-150.
104. Sundie, J. M., Cialdini, R. B., Griskevicius, V., & Kenrick, D. T. (2006). Evolutionary social influence. In *Evolution and Social Psychology*, ed. Mark Schaller, Jeffrey A. Simpson and Douglas T. Kenrick, New York, NY: Psychology Press, 287-316.

BOOK

Kenrick, D. T. & Griskevicius, V. (2013). *The Rational Animal: How Evolution Made Us Smarter Than We Think*. Basic Books, New York.

GRANTS AND EXTERNAL FUNDING

Developmental and Interpersonal Antecedents of Parenting Orientations and Behavior

National Science Foundation Grant #1728168, co-I

Total Award: \$330,000 (2018 – 2021)

Life History Theory and Risky Behavior

National Science Foundation Grant #1057482, co-PI

Total Award: \$400,000 (2011 – 2014)

Fundamental Goals and Decision Making

National Science Foundation Grant #0843764, co-PI and site PI

Total Award: \$600,000 (2009 – 2012)

Using Social Norms to Turn A Minority into The Majority

Ogilvy Foundation Research Grant, PI

Total Award: \$15,000 (2012)

Harnessing Social Incentives for Sustainable Behavior

Institute for Research in Marketing, PI

Total Award: \$20,000 (2011)

Evolutionary Roots of Modern Consumer Behavior

University of Minnesota McKnight Professorship Grant, PI

Total Award: \$97,000 (2010 – 2012)

Hormonal Influences on Consumer Behavior

University of Minnesota Carlson School Dean's Small Research Grant, PI

Total Award: \$9,340 (2010 – 2012)

Interaction of Current and Childhood Environment on Risky Decisions

University of Minnesota Seed Grant ("Grant-in-Aid"), PI

Total Award: \$15,600 (2009 – 2011)

Geography of Social Influence

National Science Foundation Graduate Research Fellowship, PI

Total Award: \$90,000 (2004 – 2007)