



ACADEMIC LEADERSHIP EXPERIENCE

University of Minnesota, Carlson School of Management

Associate Dean, Undergraduate Program	2021 - present
Chair, Marketing Department	2015 - 2021
Co-Chair, Marketing Department	2014 - 2015

FACULTY APPOINTMENTS

University of Minnesota, Carlson School of Management

Professor of Marketing	2015 - present
Carlson Family Foundation Chair in Marketing	2015 - present
Adjunct Professor of Psychology	2011 - present
Associate Professor of Marketing	2012 - 2015
Board of Overseers Professorship	2014 - 2015
Assistant Professor of Marketing	2008 - 2012
McKnight Land-Grant Professorship	2010 - 2012

EDUCATION

Arizona State University

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

University of California, Santa Cruz

B.A. in Economics & Psychology, Minor in History	2001
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AWARDS & HONORS

Scholarship

Marketing Science Institute Scholar – Mid-Career Research Award	2020
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
Named Marketing Science Institute Young Scholar – Early Career 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

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

Service and Other Honors

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-
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 – 2013
University of California Regents' Scholar	1998 – 2000



AREAS OF SCHOLARLY EXPERTISE

Motivation & Emotion, Social Influence, Sustainable Behavior, Evolutionary Psychology

BOOKS

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

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*.
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*.
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. Nikiforidis, 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 beholder: 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.
66. Cialdini, R. B., Griskevicius, V., Sundie, J. M., & Kenrick, D. T. (2007). Persuasion paralysis: When unrelated motives immobilize influence. *Social Influence*, 2, 4-17.
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.
68. Ackerman, J. M., Shapiro, J. R., Neuberg, S. L., Kenrick, D. T., Becker, D. V., Griskevicius, V., Maner, J. K., & Schaller, M. (2006). They all look the same to me (unless they're angry): From out-group homogeneity to out-group heterogeneity. *Psychological Science*, 17, 836-840.
69. Griskevicius, V., Cialdini, R. B., & Kenrick, D. T. (2006). Peacocks, Picasso, and parental investment: The effects of romantic motives on creativity. *Journal of Personality and Social Psychology*, 91, 63-76.



INVITED SCHOLARLY PUBLICATIONS

1. 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.
2. 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*.
3. Cialdini, R. B., & Griskevicius, V. (2019). Social influence. In R. Baumeister & E. J. Finkel (Eds.) *Advanced Social Psychology*. Oxford University Press.
4. Durante, K. M. & Griskevicius, V. (2018). Evolutionary psychology and consumer behavior. *Annual Review of Consumer Psychology*.
5. 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.
6. Mittal, C. & Griskevicius, V. (2017). Socioeconomic status, unpredictability, and different perceptions of the same risk. *Behavioral and Brain Sciences*, 40, e334.
7. Simpson, J. A. & Griskevicius, V. (2017). The CLASH model in broader life history context. *Behavioral and Brain Sciences*, 40, e95.
8. 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*.
9. Durante, K. M. & Griskevicius, V. (2016). Evolution and consumer behavior. *Current Opinion in Psychology*, 10, 27-32.
10. Griskevicius, V., & Durante, K. M. (2015). Evolution and Consumer Behavior. In M. Norton, D. Rucker, and C. Lamberton (Eds.) *The Cambridge Handbook of Consumer Psychology*, 122-151.
11. 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.
12. Kenrick, D. T., & Griskevicius, V. (2015). Life history, fundamental motives, and sexual competition. *Current Opinion in Psychology*, 1, 40-44
13. 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.
14. 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*.
15. Griskevicius, V., Redden, J. P., & Ackerman, J. A. (2014). The fundamental motives for why we buy. In S. Preston, M. Kringelbach, and B. Knutson (Eds), *Interdisciplinary Science of Consumption*.
16. Mittal, C., Griskevicius, V., & Ellis B. (2014). Life history theory and consumer behavior. In S. Preston, M. Kringelbach, and B. Knutson (Eds), *Interdisciplinary Science of Consumption*.



17. 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*.
18. 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.
19. Tybur, J. M., & Griskevicius, V. (2013). Evolutionary psychology: A fresh perspective for understanding and changing problematic behaviors. *Public Administration Review, 73*, 12-22.
20. Simpson, J. A., Griskevicius, V., & Rothman, A. (2012). Bringing Relationships into consumer decisions making. *Journal of Consumer Psychology, 22*, 329-331.
21. Van Vugt, M., & Griskevicius, V. (2012). Let's use evolution to turn us green. *New Scientist*.
22. Griskevicius, V., Ackerman, J. A., & Redden J. P. (2012). Why we buy: Evolution, marketing, & consumer behavior. In C Roberts (Ed.), *Applied Evolutionary Psychology*.
23. 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*.
24. 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.
25. 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.
26. Griskevicius, V., & Cialdini, R. B. (2011). Social influence. In R. Bagozzi (Ed.) *International Encyclopedia of Marketing, volume on Consumer Behavior*. Wiley.
27. Cialdini, R. B., & Griskevicius, V. (2010). Social influence. In R. Baumeister & E. J. Finkel (Eds.) *Advanced Social Psychology*. Oxford University Press.
28. Schaller, M., Neuberg, S. L., Griskevicius, V., & Kenrick, D. T. (2010). Pyramid power: A reply to commentaries. *Perspectives in Psychological Science, 5*, 335-337.
29. 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.
30. Kenrick, D. T., & Griskevicius, V. (2009). More holes in social roles. *Behavioral and Brain Sciences, 32*, 283-285.
31. 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.
32. Griskevicius, V., Cialdini, R. B., & Goldstein, N. J. (2008). Applying (and resisting) peer influence. *MIT/Sloan Management Review, 49*, 84-88.
33. Griskevicius, V. (2008). The dawn of evolutionary consumer behavior. *Evolution and Human Behavior, 29*, 297-298 (book review).



34. 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.
35. 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.

GRANTS & EXTERNAL FUNDING

Developmental and Interpersonal Antecedents of Parenting Orientations and Behavior

National Science Foundation Grant #1728168, co-I

Total Award: \$330,000

3 Years: 2018 - 2021

Life History Theory and Risky Behavior

National Science Foundation Grant #1057482, co-PI

Total Award: \$400,000

3 Years: 2011 - 2014

Fundamental Goals and Decision Making

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

Total Award: \$600,000

3 Years: 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

2 Years: 2010 - 2012

Hormonal Influences on Consumer Behavior

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

Total Award: \$9,340

2 Years: 2010 - 2012

Interaction of Current and Childhood Environment on Risky Decisions



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

Total Award: \$15,600

2 years: 2009 – 2011

Geography of Social Influence

National Science Foundation Graduate Research Fellowship, PI

Total Award: \$90,000

3 Years: 2004 – 2007

TEACHING & ADVISING

Courses Developed and/or Taught

Principles of Marketing	Undergraduate
Integrated Marketing Communications	Undergraduate
Design Your Life	Undergraduate
Why Before How: Thriving in a World of Uncertainty	Undergraduate
Social Psychology	Undergraduate
Consumer Behavior	MBA
Persuasion & Influence	MBA
Power & Influence	Executive, Executive MBA
Power of Story	MBA, Executive
Social Influence	PhD
Evolution and Consumer Behavior	PhD

Dissertation Committees

Anthony Massaro - member	Anthropology 2023
Chloe Hueltsnitz - member	Psychology 2020
Xinyu Lu - member	Communications 2019
Ethan Young - co-advisor	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

Kristina Durante	2009-2011
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PROFESSIONAL SERVICE

Conference Chairing

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

Journal Editorships

Associate Editor: *Journal of Marketing Research* 2014-2020
 Co-Editor: Special Issue on Scarcity & Consumer Behavior, *Journal of the Association for Consumer Research* 2020

Journal Editorial Boards

Journal of Consumer Psychology 2012 - 2018
Journal of Consumer Research 2012 - 2017
Journal of Marketing Research 2013 - 2014
Journal of Personality and Social Psychology 2008 - 2017

Ad-Hoc Journal and Grant Reviewing

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



UNIVERSITY & SCHOOL SERVICE

Carlson School of Management Service

Dean’s Advisory Committee on Diversity, Equity and Inclusion	2021 -
Chair, 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	2012 - 2014
Marketing Research Participant Pool Coordinator	2011 - 2014
Marketing Faculty Hiring Committee	2011

University of Minnesota Service

Strategic Enrollment Management Committee	2022 -
International Academic Enhancement Fee Committee	2021 -
University Academic Freedom and Tenure Committee	2020 - 2021
Liberal Education Redesign Committee	2017 - 2019
McKnight Land-Grant Professorship Committee	2017, 2018, 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

INVITED PRESENTATIONS & KEYNOTES

Boston College	University of Michigan (x2)
Brigham Young University	University of Minnesota (x9)
Carnegie Mellon University	University of Pennsylvania (x2)
Columbia University	University of Texas at Austin
Cornell University	University of Toronto (x2)
Duke University	University of Washington
Erasmus University	University of Western Ontario
Harvard University	University of Wisconsin (x2)
Katholieke Universiteit Leuven	Vanderbilt University
MIT	Vienna University of Economics and Business



CARLSON SCHOOL
OF MANAGEMENT

UNIVERSITY OF MINNESOTA

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

VU Amsterdam
Hong Kong University of Science and Technology
3M
Advertising Week Conference
Universal McCann Global Summit
TRC Consumer Insights
American Marketing Association Sheth Doctoral Consortium
Association for Psychological Science Conference, invited address
Association for Consumer Research, Doctoral Symposium Speaker
Choice Symposium, Lake Louise & Chesapeake Bay
Carlson School Alumni, New York City, Vienna, Warsaw
Human Behavior & Evolution Society meeting, Plenary
Marketing Science Institute, Young Scholars Conference
Society for Personality and Social Psychology, Attitudes
Preconference, Evolutionary Preconference, Training