CARLSON SCHOOL
OF MANAGEMENT
UNIVERSITY OF MINNESOTA

Vladas Griskevicius

Professor of Marketing
Carlson Family Foundation Endowed Chair
Marketing Department Chairperson

EDUCATION

Arizona State University
- Ph.D. and M.A. in Social Psychology, 2008

University of California, Santa Cruz
- B.A. in Economics & Psychology, Minor in History, 2001

ACADEMIC EXPERIENCE

University of Minnesota, Carlson School of Management

2015-	Professor of Marketing
2015-	Carlson Family Foundation Endowed Chair in Marketing
2014-	Marketing Department Chairperson (Co-Chair in 2014-15)
2014 – 2015	Board of Overseers Associate Professor of Marketing
2012 – 2015	Associate Professor of Marketing
2011-	Adjunct Professor of Psychology
2010 – 2012	McKnight Land-Grant Assistant Professor of Marketing
2008 – 2012	Assistant Professor of Marketing

AREAS OF EXPERTISE

- Social Influence and Leading Change
- Marketing and Sustainability
- Impact of Socioeconomic Status on Behavior
- Evolutionary Psychology

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AWARDS & HONORS

2019 Part-Time MBA Faculty of the Year, Carlson School of Management
2018 Named Fellow of the Association for Psychological Science
2017 Co-Chair of the Association for Consumer Research Conference, San Diego, CA
2017 Part-Time MBA Faculty of the Year, Carlson School of Management
2016 Invited Plenary Address at the Evolution & Human Behavior Society Conference
2016 Selected as the Faculty Speaker for the University of Minnesota Convocation
2015 Early Career Award for Distinguished Scholarly Contribution, Association for Consumer Research
2015 Carlson Family Foundation Endowed Chair in Marketing
2014 Top 40 Business School Professors Under 40, Poets & Quants
2014 Early Career Award for Distinguished Scientific Contribution, Human Behavior & Evolution Society
2014 Outstanding Teaching Award, Carlson School of Management
2014 Board of Overseers Professorship in Marketing
2013 Early Career Award for Outstanding Research, Society for Consumer Psychology
2013 Named "Young Scholar" by the Marketing Science Institute
2013 Outstanding Service Award, Carlson School of Management
2013 Outstanding Research Award, Carlson School of Management
2013 Finalist, Best Paper Award, Human Behavior & Evolution Society
2013 Finalist for Business Week Outstanding Teacher Award, Carlson School of Management
2012 SAGE Scholar Early Career Award, Society for Personality and Social Psychology
2011 Best Paper Award, Journal of Consumer Research
2011 Outstanding Teaching Award, Carlson School of Management
2010 Finalist for Business Week Outstanding Teacher Award, Carlson School of Management
2010 McKnight Land-Grant Professorship
2009 Finalist for Business Week Outstanding Teacher Award, Carlson School of Management
2009 Named Outstanding Professor by Alpha Kappa Psi
2007 Best Paper Award, Society for Consumer Psychology
2006 Best Poster Award, Human Behavior & Evolution Society
2004 Graduate Research Fellowship, National Science Foundation
2002 Arizona State University Graduate Scholarship
1998 University of California Regents' Scholar

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. 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.*

2. Mittal, C., Laran, J., & Griskevicius (2020). How early-life resource scarcity influences self-confidence and task completion udgments. *Journal of the Association for Consumer Research.*

3. Li, Y. J., Haws, K. L., & Griskevicius, V. (2019). Parenting motivation and consumer decision making. *Journal of Consumer Research*, *45*, 1117-1137.

4. 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.

5. Durante, K. M., Griskevicius, V., & Ulu, S. (2019). The effect of fertility on loss aversion. *Journal of Business Research*.

6. 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.

7. Miron, C., Farell, A., Simpson, J. A., Szepsenwol, 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.

8. 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.

9. 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.

10. 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.

11. Burtch, G., Hong, Y., Bapna, R., & Griskevicius, V. (2018). Stimulating online reviews by combining financial incentives and social norms. *Management Science*, *64*, 2065-2082.

12. 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.

13. Szepsenwol, 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.

14. Mittal, C. & Griskevicius, V. (2016). Silver spoons and platinum plans: How childhood environment affects adult healthcare decisions. *Journal of Consumer Research*, 43, 636-656.

15. 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.

16. 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.

17. Szepsenwol, 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.

18. 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.

19. 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.

20. Durante, K. M., Griskevicius, V., Cantu, S., & Simpson, J. A. (2014). Money, status, and the ovulatory cycle. *Journal of Marketing Research*, *51*, 27-39.

21. 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.

22. Kniffin, K. M., Wansink, B., Griskevicius, V., & Sloan Wilson, D. (2014). Beauty is in the in-group of the beholded: Intergroup differences in the perceived attractiveness of leaders. *The Leadership Quarterly, 25,* 1143-1153.

23. 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.

24. 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.

25. 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.

26. 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.

27. Durante, K. M., Rae, A. R., & Griskevicius, V. (2013). The fluctuating female vote: Politics, religion, and the ovulatory cycle. *Psychological Science, 24*, 1007-1016.

28. Griskevicius, V., & Kenrick, D. T. (2013). Fundamental motives: How evolutionary needs influence consumer behavior. *Journal of Consumer Psychology*, *23*, 372-386 (Target Article).

29. 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.

30. 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.

31. 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.

32. 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.

33. 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.

34. 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.

35. 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.

36. 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.

37. 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.

38. Simpson, J. A., Griskevicius, V., & Rothman, A. (2012). Consumer decisions in relationships. *Journal of Consumer Psychology, 22*, 303-314 (Target Article).

39. 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.

40. 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.

41. 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.

42. 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.

43. 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.

44. 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.

45. 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.

46. 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.

47. 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.

48. 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.

49. 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.

50. 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.

51. Griskevicius, V., Shiota, M. N. & Neufeld, S. (2010). Influence of different positive emotions on persuasion processing: A functional evolutionary approach. *Emotion, 10*, 190-206.

52. 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.

53. 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.

54. 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.

55. 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.

56. 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.

57. 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.

58. 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.

59. 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.

60. 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.

61. 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.

62. 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.

63. Cialdini, R. B., Griskevicius, V., Sundie, J. M., & Kenrick, D. T. (2007). Persuasion paralysis: When unrelated motives immobilize influence. *Social Influence, 2,* 4-17.

64. 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.

65. 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.

66. 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

67. 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*.

68. Cialdini, R. B., & Griskevicius, V. (2019). Social influence. In R. Baumeister & E. J. Finkel (Eds.) *Advanced Social Psychology.* Oxford University Press.

69. Durante, K. M. & Griskevicius, V. (2018). Evolutionary psychology and consumer behavior. *Annual Review of Consumer Psychology.*

70. 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.

71. Mittal, C. & Griskevicius, V. (2017). Socioeconomic status, unpredictability, and different perceptions of the same risk. *Behavioral and Brain Sciences, 40*, e334.

72. Simpson, J. A. & Griskevicius, V. (2017). The CLASH model in broader life history context. *Behavioral and Brain Sciences*, *40*, e95.

73. Simpson, J. A., Griskevicius, V., Szepsenwol, & Young, E. (2017). An evolutionary life history perspective on personality and mating strategies. In Austin Church (Ed.) *Personality Across Cultures*.

74. Durante, K. M. & Griskevicius, V. (2016). Evolution and consumer behavior. *Current Opinion in Psychology*, *10,* 27-32.

75. 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.

76. 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.

77. Kenrick, D. T., & Griskevicius, V. (2015). Life history, fundamental motives, and sexual competition. *Current Opinion in Psychology, 1*, 40-44

78. Durante, K. M., Arsena, A. R., & Griskevicus, V. (2014). Fertility can have different effects on single and non-single women: Commentary on Harris and Mickes (2014). *Psychological Science, 25*, 1150-1152.

79. 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*.

80. 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*.

81. 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*.

82. Griskevicius, V., Haselton, M. G., & Ackerman, J. A. (2014). Evolution and relationships. In In J. A. Simpson & J. F. Dovidio (Eds.). *The handbook of personality and social psychology: Interpersonal relations and group processes*.

83. 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.

84. Tybur, J. M., & Griskevicius, V. (2013). Evolutionary psychology: A fresh perspective for understanding and changing problematic behaviors. *Public Administration Review, 73*, 12-22.

85. Simpson, J. A., Griskevicius, V., & Rothman, A. (2012). Bringing Relationships into consumer decisions making. *Journal of Consumer Psychology, 22*, 329-331.

86. Van Vugt, M., & Griskevicius, V. (2012). Let's use evolution to turn us green. *New Scientist*.

87. Griskevicius, V., Ackerman, J. A., & Redden J. P. (2012). Why we buy: Evolution, marketing, & consumer behavior. In C Roberts (Ed.), *Applied Evolutionary Psychology*.

88. 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.*

89. 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.

90. 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.

91. Griskevicius, V., & Cialdini, R. B. (2011). Social influence. In R. Bagozzi (Ed.) *International Encyclopedia of Marketing*, volume on *Consumer Behavior.* Wiley.

92. Cialdini, R. B., & Griskevicius, V. (2010). Social influence. In R. Baumeister & E. J. Finkel (Eds.) *Advanced Social Psychology.* Oxford University Press.

93. Schaller, M., Neuberg, S. L., Griskevicius, V., &. Kenrick, D. T. (2010). Pyramid power: A reply to commentaries. *Perspectives in Psychological Science, 5*, 335-337.

94. 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.

95. Kenrick, D. T., & Griskevicius, V. (2009). More holes in social roles. *Behavioral and Brain Sciences*, *32,* 283-285.

96. Griskevicius, V., Cialdini, R. B., & Goldstein, N. J. (2008). Applying (and resisting) peer influence. *MIT/Sloan Management Review, 49,* 84-88.

97. 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.

98. Griskevicius, V. (2008). The dawn of evolutionary consumer behavior. *Evolution and Human Behavior*, 29, 297-298 (book review).

99. 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.

100. Sundie, J. M., Cialdini, R. B., Griskevicius, V., & Kenrick, D. T. (2006). Evolutionary social influence. In *Evolution and Social Psychology*, ed. Mark Schaller, Jeffry A. Simpson and Douglas T. Kenrick, New York, NY: Psychology Press, 287-316.

CONFERENCE ACTIVITY

- Over 20 conference sessions organized and chaired
- Over 100 refereed conference papers presented
- Details available upon request

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)

INVITED PRESENTATIONS & KEYNOTES

2019 University of Illinois Gies College of Business; Vanderbilt University Owen Graduate School of Management; Vienna University of Economics and Business; Hong Kong University of Science and Technology Business School; Choice Symposium; Warsaw

2018 University of Maryland Smith School of Business; University of Hawaii Shidler College of Business; University of Toronto Rotman School of Management; Stony Brook University College of Business; Carlson School Alumni Spring Social, New York City

2017 Association for Psychological Science conference invited address; University of Western Ontario; University of Louisville College of Business; American Marketing Association Sheth Doctoral Consortium, Tippie School, University of Iowa; Carlson Day at 3M; University of Minnesota Carlson School Chair Lecture

2016 University of Chicago, Booth School of Business; Plenary at the Human Behavior & Evolution Society meeting, Vancouver CA; Attitudes Preconference, Society for Personality and Social Psychology; Evolutionary Preconference, Society for Personality and Social Psychology; University of Minnesota Convocation; Boston College Carroll School of Management

2015 University of Pennsylvania, Wharton School of Business; University of Wisconsin, School of Business; University of Minnesota, Undergraduate Advisory Board

2014 TRC Consumer Insights; Carlson School of Management, Board of Overseers; 3M Corporate Headquarters; University of Miami, School of Business; Ohio State University, Fisher College of Business; Training Preconference, Society for Personality and Social Psychology; Universal McCann Global Summit in Vail, Colorado

2013 Doctoral Symposium Speaker, Association for Consumer Research; Advertising Week Conference, New York City; New York University; Brigham Young University, Marriott School of Management; Marketing Science Institute, Young Scholars Conference

2012 University of California Berkeley, Haas School of Business; Cornell University, Johnson School of Management; University of Minnesota, Undergraduate Anthropology Conference

2011 Northwestern University, Kellogg Graduate School of Management; Columbia University, Columbia Business School; University of Toronto, Rotman School of Management; Texas A&M University, Mays Business School; University of Minnesota, Ecology, Evolution, and Behavior Department; University of Texas at Austin, McCombs School of Business; University of Alberta, Alberta School of Business

2010 MIT, Sloan School of Management; Carnegie Mellon University, Tepper School of Business; Duke University, Fuqua School of Business; University of Michigan, Ross School of Business; Erasmus University, Rotterdam School of Management, Netherlands; Tilburg University, Marketing, Netherlands; Katholieke Universiteit Leuven, Marketing, Belgium; University of Michigan, Interdisciplinary Science of Consumption Conference; VU Amsterdam, Psychology, Netherlands; University of Minnesota, Social Psychology & Child Development

2009 Carlson School of Management, Institute for Research in Marketing

2008 Evolutionary Preconference, Society for Personality and Social Psychology

2007 Stanford University, Stanford Graduate School of Business; University of Pennsylvania, Wharton School of Business; Harvard University, Harvard Business School; University of Minnesota, Carlson School of Management; University of Washington, Foster School of Business; University of Iowa, Tippie School of Management

TEACHING

Courses Taught

Principles of Marketing (Undergraduate)
Integrated Marketing Communications (Undergraduate)
Consumer Behavior (MBA)
Persuasion and Influence (MBA, Executive)
Power of Story (MBA)
Social Influence (PhD)
Evolution, Consumption, and Choice (PhD)

Dissertation Committees

Anthony Massaro – member (Anthropology 2021)
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)

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 and Social Psychology conference – 3 times: San Antonio, TX (2011), Las Vegas, NV (2010), Tampa, FL (2009)

Editorships:

Associate Editor: *Journal of Marketing Research* (2014 – 2020)
Co-Editor: Special Issue on Scarcity & Consumer Behavior, *Journal of the Association for Consumer Research*
Guest Editor: *Journal of Personality and Social Psychology*

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)
Personality and Social Psychology Review (2014 – 2016)

Ad-Hoc Reviewer:
Journal of Marketing, Marketing Science, Management Science, Psychological Review, Psychological Science, Behavioral and Brain Sciences, Organizational Behavior & Human Decision Processes, Proceedings of the National Academy of Sciences, Personality and Social Psychology Bulletin, Journal of Experimental Social Psychology, Perspectives on Psychological Science, Journal of Environmental Psychology, Journal of Experimental Psychology: Applied, International Journal of Research in Marketing, European Journal of Social Psychology, Group Processes & Intergroup Relations, Journal of Applied Social Psychology, Journal of Evolutionary Psychology, British Journal of Social Psychology, British Journal of Psychology, Basic and Applied Social Psychology, Journal of Public Policy and Marketing, Journal of Nonverbal Behavior, Social Psychological and Personality Science, Cognition and Emotion, Psychoendocrinology, Journal of Advertising, Journal of Personality, Evolution & Human Behavior, Evolutionary Psychology, Social Influence, Social Psychology Quarterly, Biology Letters, PLoS ONE, Human Nature

Grant Reviewing:
National Science Foundation
Social Sciences and Humanities Research Council of Canada
The Netherlands Organisation for Scientific Research

UNIVERSITY & SCHOOL SERVICE

University of Minnesota:
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)

Carlson School of Management:
Carlson School Centennial Celebration Committee (2017-2019)
School Strategy Implementation Team (2016)
Chair, Honors Program Review Committee (2015)
Tenure Review Reading Committee (2014)
Marketing Department Chairperson (2014-)
Faculty Consultative Committee member (2013-2014)
Chair, Marketing Faculty Hiring Committee (2013)
Fourth Year Review Reading Committee (2013)
Chair, Marketing Faculty Hiring Committee (2012)
Marketing Department PhD Program Committee member (2012-2014)
Marketing Subject Pool Coordinator (2011-2014)
Marketing Faculty Hiring Committee member (2011)