



## **Vladas Griskevicius**

Professor of Marketing  
Carlson Family Foundation Endowed Chair  
Marketing Department Chairperson

### **EDUCATION**

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#### **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**

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#### **University of Minnesota, Carlson School of Management**

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

### **AREAS OF SCHOLARLY EXPERTISE**

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- Social Influence and Persuasion
  - Marketing and Human Motivation
  - Socioeconomic Status and Childhood Environment
  - Evolutionary Psychology
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## BOOKS

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

## REFEREED SCHOLARLY PUBLICATIONS

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1. 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*.
2. 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.
3. Wang, Y., John, D. R., & Griskevicius, V. (2020). Does the Devil wear Prada? Luxury product experiences can affect prosocial behavior. *International Journal of Marketing Research*.
4. Mittal, C., Laran, J., & Griskevicius (2020). How early-life resource scarcity influences self-confidence and task completion judgments. *Journal of the Association for Consumer Research*.
5. Li, Y. J., Haws, K. L., & Griskevicius, V. (2019). Parenting motivation and consumer decision making. *Journal of Consumer Research*, 45, 1117-1137.
6. 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.
7. Durante, K. M., Griskevicius, V., & Ulu, S. (2019). The effect of fertility on loss aversion. *Journal of Business Research*.
8. 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.
9. 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.
10. 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.
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., 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.
13. Burtch, G., Hong, Y., Bapna, R., & Griskevicius, V. (2018). Stimulating online reviews by combining financial incentives and social norms. *Management Science*, 64, 2065-2082.
14. 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.
15. 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.



16. 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.
17. Mittal, C. & Griskevicius, V. (2016). Silver spoons and platinum plans: How childhood environment affects adult healthcare decisions. *Journal of Consumer Research*, 43, 636-656.
18. 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.
19. Szepesenwol, 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.
20. 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.
21. 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.
22. Durante, K. M., Griskevicius, V., Cantu, S., & Simpson, J. A. (2014). Money, status, and the ovulatory cycle. *Journal of Marketing Research*, 51, 27-39.
23. 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.
24. 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.
25. 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.
26. 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.
27. 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.
28. 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.
29. Durante, K. M., Rae, A. R., & Griskevicius, V. (2013). The fluctuating female vote: Politics, religion, and the ovulatory cycle. *Psychological Science*, 24, 1007-1016.
30. Griskevicius, V., & Kenrick, D. T. (2013). Fundamental motives: How evolutionary needs influence consumer behavior. *Journal of Consumer Psychology*, 23, 372-386 (Target Article).
31. 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.



32. 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.
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. 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.
35. 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.
36. 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.
37. 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.
38. 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.
39. 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.
40. Simpson, J. A., Griskevicius, V., & Rothman, A. (2012). Consumer decisions in relationships. *Journal of Consumer Psychology, 22*, 303-314 (Target Article).
41. 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.
42. 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.
43. 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.
44. 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.
45. 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.
46. 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.
47. 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.



48. 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.
49. 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.
50. 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.
51. 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.
52. 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.
53. Griskevicius, V., Shiota, M. N. & Neufeld, S. (2010). Influence of different positive emotions on persuasion processing: A functional evolutionary approach. *Emotion, 10*, 190-206.
54. 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.
55. 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.
56. 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.
57. 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.
58. 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.
59. 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.
60. 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.
61. 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.
62. 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.



63. 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.
64. 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.
65. Cialdini, R. B., Griskevicius, V., Sundie, J. M., & Kenrick, D. T. (2007). Persuasion paralysis: When unrelated motives immobilize influence. *Social Influence, 2*, 4-17.
66. 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.
67. 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.
68. 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

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69. 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*.
70. 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*.
71. Cialdini, R. B., & Griskevicius, V. (2019). Social influence. In R. Baumeister & E. J. Finkel (Eds.) *Advanced Social Psychology*. Oxford University Press.
72. Durante, K. M. & Griskevicius, V. (2018). Evolutionary psychology and consumer behavior. *Annual Review of Consumer Psychology*.
73. 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.
74. Mittal, C. & Griskevicius, V. (2017). Socioeconomic status, unpredictability, and different perceptions of the same risk. *Behavioral and Brain Sciences, 40*, e334.
75. Simpson, J. A. & Griskevicius, V. (2017). The CLASH model in broader life history context. *Behavioral and Brain Sciences, 40*, e95.
76. 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*.
77. Durante, K. M. & Griskevicius, V. (2016). Evolution and consumer behavior. *Current Opinion in Psychology, 10*, 27-32.
78. 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.



79. 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.
80. Kenrick, D. T., & Griskevicius, V. (2015). Life history, fundamental motives, and sexual competition. *Current Opinion in Psychology*, 1, 40-44
81. Durante, K. M., Arsenau, 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.
82. 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*.
83. 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*.
84. 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*.
85. 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*.
86. 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.
87. Tybur, J. M., & Griskevicius, V. (2013). Evolutionary psychology: A fresh perspective for understanding and changing problematic behaviors. *Public Administration Review*, 73, 12-22.
88. Simpson, J. A., Griskevicius, V., & Rothman, A. (2012). Bringing Relationships into consumer decisions making. *Journal of Consumer Psychology*, 22, 329-331.
89. Van Vugt, M., & Griskevicius, V. (2012). Let's use evolution to turn us green. *New Scientist*.
90. Griskevicius, V., Ackerman, J. A., & Redden J. P. (2012). Why we buy: Evolution, marketing, & consumer behavior. In C Roberts (Ed.), *Applied Evolutionary Psychology*.
91. 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*.
92. 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.
93. 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.
94. Griskevicius, V., & Cialdini, R. B. (2011). Social influence. In R. Bagozzi (Ed.) *International Encyclopedia of Marketing*, volume on *Consumer Behavior*. Wiley.
95. Cialdini, R. B., & Griskevicius, V. (2010). Social influence. In R. Baumeister & E. J. Finkel (Eds.) *Advanced Social Psychology*. Oxford University Press.
96. Schaller, M., Neuberg, S. L., Griskevicius, V., & Kenrick, D. T. (2010). Pyramid power: A reply to commentaries. *Perspectives in Psychological Science*, 5, 335-337.
97. 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.
98. Kenrick, D. T., & Griskevicius, V. (2009). More holes in social roles. *Behavioral and Brain Sciences*, 32, 283-285.



99. 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.
100. Griskevicius, V., Cialdini, R. B., & Goldstein, N. J. (2008). Applying (and resisting) peer influence. *MIT/Sloan Management Review*, 49, 84-88.
101. Griskevicius, V. (2008). The dawn of evolutionary consumer behavior. *Evolution and Human Behavior*, 29, 297-298 (book review).
102. 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.
103. 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

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### 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

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### Courses Taught

Principles of Marketing (Undergraduate)  
Integrated Marketing Communications (Undergraduate)  
Why Before How: Thriving in a World of Increasing Expectations (Undergraduate)  
Social Psychology (Undergraduate)  
Consumer Behavior (MBA)  
Persuasion and Influence (MBA, Executive)  
Power of Story (MBA)  
Social Influence (PhD)  
Evolution and Consumer Behavior (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

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### 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* (2020)

### 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 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 Organisation for Scientific Research

## UNIVERSITY & SCHOOL SERVICE

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### Carlson School of Management Service:

Chair, Undergraduate Program Strategic Review (2020-21)  
 Marketing Masters Development Committee (2019)  
 Carlson School Centennial Celebration Committee (2017-2019)  
 Carlson School Strategy Implementation Team (2016)  
 Chair, Honors Program Review Committee (2015)  
 Tenure Review Reading Committee (2014)  
 Marketing Department Chairperson (2014- ; co-chair in 2014-15)  
 Faculty Consultative Committee (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 (2012-2014)  
 Marketing Subject Pool Coordinator (2011-2014)  
 Marketing Faculty Hiring Committee (2011)

**University of Minnesota Service:**

University Academic Freedom and Tenure Committee (2020-)  
 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**

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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
New York University	VU Amsterdam
Northwestern University	Hong Kong University of Science and Technology
Ohio State University	
Stanford University	3M
Stony Brook University	Advertising Week Conference
Texas A&M University	Universal McCann Global Summit
Tilburg University	TRC Consumer Insights
University of Alberta	American Marketing Association Sheth Doctoral Consortium
University of California Berkeley	Association for Psychological Science Conference, invited address
University of Chicago	Association for Consumer Research, Doctoral Symposium Speaker
University of Hawaii	Choice Symposium, Lake Louise & Chesapeake Bay
University of Illinois	Carlson School Alumni, New York City, Vienna, Warsaw
University of Iowa	Human Behavior & Evolution Society meeting, Plenary
University of Louisville	Marketing Science Institute, Young Scholars Conference
University of Maryland	Society for Personality and Social Psychology, Attitudes
University of Miami	Preconference, Evolutionary Preconference, Training
	Preconference

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## AWARDS & HONORS

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- Marketing Science Institute Scholar – Mid-Career Research Award (2020)
- Paper of the Year Award, *Self & Identity* (2020)
- Part-Time MBA Faculty of the Year, Carlson School of Management (2019)
- Named Fellow of the Association for Psychological Science (2018)
- Co-Chair of the Association for Consumer Research Conference, San Diego, CA (2017)
- Part-Time MBA Faculty of the Year, Carlson School of Management (2017)
- Invited Plenary Address at the Evolution & Human Behavior Society Conference (2016)
- Selected as the Faculty Speaker for the University of Minnesota Convocation (2016)
- Early Career Award for Distinguished Scholarly Contribution, Association for Consumer Research (2015)
- Carlson Family Foundation Endowed Chair in Marketing (2015)
- 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 (2014-2015)
- Early Career Award for Outstanding Research, Society for Consumer Psychology (2013)
- Named Marketing Science Institute Young Scholar – Early Career Research Award (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 (2013)
- SAGE Scholar Early Career Award, Society for Personality and Social Psychology (2012)
- Best Paper Award, *Journal of Consumer Research* (2011)
- Outstanding Teaching Award, Carlson School of Management (2011)
- Finalist for Business Week Outstanding Teacher Award, Carlson School of Management (2010)
- McKnight Land-Grant Professorship, University of Minnesota (2010-2013)
- Finalist for Business Week Outstanding Teacher Award, Carlson School of Management (2009)
- Named Outstanding Professor by Alpha Kappa Psi (2009)
- Best Conference Paper Award, Society for Consumer Psychology (2007)
- Best Poster Award, Human Behavior & Evolution Society (2006)
- Graduate Research Fellowship, National Science Foundation (2004)
- Arizona State University Graduate Scholarship (2002)
- University of California Regents' Scholar (1998-2000)