

NAILYA ORDABAYEVA

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Employment

- 2024-present **Questrom School of Business, Boston University**, Boston, MA
Kelli Questrom Associate Professor in Marketing
- 2022-2024 **Tuck School of Business, Dartmouth College**, Hanover, NH
Associate Professor of Business Administration, Paul E. Raether T'73 Faculty Fellow (2023-2024)
- 2019-2022 **Carroll School of Management, Boston College**, Chestnut Hill, MA
Associate Professor of Marketing, Hillenbrand Family Faculty Fellow (2021-2022)
- 2016, 2019 **S. C. Johnson Graduate School of Management, Cornell University**, Ithaca, NY
Visiting Assistant Professor of Marketing
- 2014-2019 **Carroll School of Management, Boston College**, Chestnut Hill, MA
Assistant Professor of Marketing
- 2010-2014 **Rotterdam School of Management, Erasmus University**, Rotterdam, the Netherlands
Assistant Professor of Marketing

Education

- 2005-2010 **INSEAD**, Fontainebleau, France
Ph.D. in Management (Marketing specialization)
- 2005-2007 **INSEAD**, Fontainebleau, France
M.Sc. in Management (Marketing specialization)
- 2001-2005 **Bilkent University**, Ankara, Turkey
B.Sc. in Management with highest honors (Ranked 1st in class)

Awards

- Journal of Consumer Research*, Finalist for the Best Article Award, 2024
Journal of Consumer Research, Finalist for the Best Article Award, 2023
 Poets & Quants, 40-Under-40 Best MBA Professors of 2023, 2023
 Marketing Science Institute Scholar, 2023
Journal of Marketing, Outstanding Reviewer Award, 2022
Journal of Consumer Research, Ferber Award Honorable Mention, 2021
International Journal of Research in Marketing, Outstanding Reviewer Award, 2021
Journal of Consumer Research, Ferber Award Honorable Mention, 2020
 Finalist for the Erin Anderson Award for an Emerging Mentor and Scholar, 2020
 Poets & Quants, Favorite MBA Professors of the Class of 2020, 2020
 Society for Consumer Psychology Early Career Contribution Award, 2019
Journal of Consumer Research, Outstanding Reviewer Award, 2018-2019
Journal of Consumer Psychology, Outstanding Reviewer Award, 2018-2019
 Association for Consumer Research Conference, Frank Nicosia Best Competitive Paper Award Honorable Mention, 2018
 European Association for Consumer Research Conference, Best Paper Award, 2018
 Monaco Symposium on Luxury, Best Paper Award, 2018
 LVMH-SMU Luxury Research Conference, Best Paper Award 3rd Place Winner, 2018
 Boston College Carroll School Teaching Star, 2017, 2019
Journal of Consumer Research, Best Article Award, 2014

Netherlands Organization for Scientific Research (Dutch National Science Foundation), € 250,000 VENI Grant, 2011-14

Erasmus Research Institute of Management, High Performance Award, 2013

Syntec Management Consulting Association of France, Best Paper Award Finalist, 2011

London Business School Transatlantic Doctoral Conference, Best Paper Award Finalist, 2008

Ministry of Education of the Republic of Kazakhstan, Academic Excellence Award, 2004

United States Department of Defense Education Activity, Academic Excellence Award, 2001

Honors

American Marketing Association — Sheth Doctoral Consortium, Faculty Fellow, 2023, 2025, 2026

European Marketing Association Conference, Doctoral Symposium, Track Co-Chair, 2021, 2024, 2025, 2026

American Marketing Association, Winter Conference, Co-Chair, 2025

La Londe Conference on Consumer Behavior Conference, Co-Chair, 2025

American Marketing Association — Sheth Early Career Symposium, Faculty Fellow, 2025

Better Marketing for a Better World Symposium, Invited Participant, 2024

Association for Consumer Research, Early Career Workshop, Faculty Fellow, 2025

Association for Consumer Research — Sheth Doctoral Consortium, Faculty Fellow, 2020, 2022, 2023, 2024, 2025

Association for Consumer Research, Mid-Career Workshop, Faculty Fellow, 2024

American Marketing Association, Winter Conference, Track Co-Chair, 2023, 2024

Society for Consumer Psychology Conference, Co-Chair, 2023

American Marketing Association, Consumer Behavior Track Co-Chair, 2023

Association for Consumer Research, Early Career Workshop Co-Chair, 2022

Marketing Science Institute Webinar, Invited Speaker, 2018

Data & Marketing Association, Invited Panelist, 2018

Designing a Career in the Marketing Academy, Invited Participant, 2018

Featured in INSEAD Women's Big Ideas Campaign, 2018

Society for Consumer Psychology, Advisory Panel Member, 2015-2018

United States Department of Agriculture, Invited Expert Speaker, 2016, 2017

Association for Consumer Research, Doctoral Consortium Faculty Fellow, 2016

Wharton Baker Center for Retailing, Disruption in Retail Conference (by-invitation-only, academic-industry), Invited Faculty Participant, 2016

Boston College, Winston Center for Leadership and Ethics Summer Day Camp, Invited Speaker, 2015

Temple University College of Public Health, Frontiers in Portion Size Conference (by-invitation-only), Invited Expert Speaker, 2015

Academy of Marketing Science, Doctoral Consortium Faculty Fellow, 2015

Wharton Baker Center for Retailing, Online Luxury Retailing Conference (by-invitation-only, academic-industry), Invited Faculty Participant, 2015

Journal for Consumer Research, Research Curation on Social Influence and Consumer Behavior, 2013

Transformative Consumer Research Conference, Invited Co-chair of the Health and Nutrition Track, 2013

Erasmus Research Institute of Management, Early Career Talent Program, 2010

American Marketing Association — Sheth Foundation, Doctoral Consortium Student Fellow, 2008

Editorial Review Boards

Journal of the Association for Consumer Research, Guest Editor, Digital Platforms and Consumption, 2026

Journal of Consumer Research, Associate Editor, 2021-present

Journal of Consumer Psychology, Associate Editor, 2021-present

Journal of Marketing Research, Associate Editor, 2020-present

Journal of Marketing, 2020-present

International Journal of Research in Marketing, 2019-present

Publications: Peer-Reviewed Journals (click on [hyperlinked](#) text to access content)

- [1] Ordabayeva, Nailya Selin Malkoc, Christine Kim, Monika Lisjak, Elicia John, Grant Donnelly, Lisa A. Cavanaugh, and Vikas Mittal (2026), "Politics in the Middle: A Call To Study Nuanced Political Differences in a Binary World." *International Journal of Research in Marketing*, in press.

- [2] Phillips, L. Taylor, Stephanie J. Tepper, Daniela Goya-Tocchetto, Jon M. Jachimowicz, Shai Davidai, Barnabas Szaszi, Martin V. Day, M. Usman Mirza, Nailya Ordabayeva, and Oliver P. Hauser (2026), "Inequality in People's Minds." *Personality and Social Psychology Review*, 30 (2), 124-48.
- [3] Goor, Dafna, Anat Keinan, and Nailya Ordabayeva (2025), "Historizing the Present: Implications for Mobilizing Consumers for Collective Action." *Journal of Consumer Psychology*, 35 (1), 98-120.
- [4] Burkhardt, Jesse, Kenneth Gillingham, Lauren Grewal, Praveen Kopalle, and Nailya Ordabayeva (2024), "Delivering Affordable Clean Energy to Consumers." *Journal of the Academy of Marketing Science* (Special Issue on Addressing the Greatest Global Challenges with a Marketing Lens), 52, 1452-74.
- [5] Çakanlar, Aylin, and Nailya Ordabayeva (2023), "How Economic System Justification Shapes Demand for Peer-to-Peer Providers." *Journal of Consumer Psychology*, 33 (3), 602-12.
- [6] Lisjak, Monika* and Nailya Ordabayeva* (2023), "How Political Ideology Shapes Preferences for Observably Inferior Products" (*equal authorship). *Journal of Consumer Research*, 49 (6), 1014-31.
- Featured in [Harvard Business Review](#), [WOSU NPR](#), [Yello](#), [Tuck School of Business News](#), and [W.P. Carey News](#).
- [7] Chen, Qihui, Yajin Wang, and Nailya Ordabayeva (2023), "The Mate Screening Motive: How Women Use Luxury Consumption To Signal to Men." *Journal of Consumer Research*, 50 (2), 303-21.
- [8] Jachimowicz, Jon M., Shai Davidai, Daniela Goya-Tocchetto, Barnabas Szaszi*, Martin V. Day*, Stephanie J. Tepper*, L. Taylor, Phillips*, M. Usman Mirza*, Nailya Ordabayeva*, and Oliver P. Hauser, (2023) "Inequality in Researchers' Minds: Four Guiding Principles for Studying Perceptions of Economic Inequality" (*authorship order randomized), *Journal of Economic Surveys*, 37 (5), 1534-61.
- [9] Ordabayeva, Nailya, Lisa A. Cavanaugh, and Darren W. Dahl (2022), "The Upside of Negative: Social Distance in Online Reviews of Identity-Relevant Brands." *Journal of Marketing*, 86 (November), 70-92.
- Featured in [Harvard Business Review](#), [Today in Digital](#), [iHeart Radio](#), [CTV News](#), [Times New Express](#), [Mirage News](#), [Verve Times](#), [Kickstart Mag](#).
- [10] Fernandes, Daniel*, Nailya Ordabayeva*, Kyuhong Han, Jihye Jung, and Vikas Mittal (2022), "How Political Identity Shapes Customer Satisfaction" (*equal authorship). *Journal of Marketing*, 86 (November), 116-134.
- [11] Ordabayeva, Nailya, Monika Lisjak, and Aziza C. Jones (2022), "How Social Perceptions Influence Consumption for Self, for Others, and Within the Broader System," *Current Opinion in Psychology*, 43 (February), 30-35.
- [12] Ordabayeva, Nailya and Monika Lisjak (2022), "Perceiving, Coping with, and Changing Economic Inequality in the Marketplace." *Journal of Consumer Psychology*, 32 (January), 165-174.
- [13] Goor, Dafna, Anat Keinan, and Nailya Ordabayeva (2021), "Status Pivoting," *Journal of Consumer Research*, 47 (6), 978-1002.
- *Journal of Consumer Research* Ferber Award Honorable Mention.
 - Marketing Science Institute Clayton Dissertation Award.
 - Featured in [BBC](#), [Canvas8](#).
- [14] Dubois, David, SungJin Jung, and Nailya Ordabayeva (2021), "The Psychology of Luxury Consumption," *Current Opinion in Psychology*, 39 (June), 82-87.
- [15] Desmichel, Perrine, Nailya Ordabayeva, and Bruno Kocher (2020), "What If Diamonds Did Not Last Forever? Signaling Status Achievement through Ephemeral versus Iconic Luxury Goods," *Organizational Behavior and Human Decision Processes*, 158 (May), 49-65.
- [16] Goor, Dafna, Nailya Ordabayeva, Anat Keinan, and Sandrine Crener (2020), "The Impostor Syndrome from Luxury Consumption," *Journal of Consumer Research*, 46 (April), 1031-51.
- Finalist for the 2023 *Journal of Consumer Research* Best Article Award.
 - *Journal of Consumer Research* Ferber Award Honorable Mention.

- Nicosia Best Competitive Paper Award Honorable Mention at the Association for Consumer Research Conference.
 - Best Paper Award at the European Association for Consumer Research Conference.
 - Best Paper Award at the Monaco Symposium on Luxury.
 - Best Paper 3rd Place Award at the LVHM-SMU Luxury Research Conference.
 - Featured in [CNBC](#), [The Guardian](#), [BBC Global News \(25:11\)](#), [BBC Newsday \(19:03\)](#), [Fast Company](#), [Esquire](#), [National Affairs](#), [NBC LX](#), [Quartz](#), [SKY](#), [The Mirror](#), [Market Business News](#), [Business Standard](#), [Ladders News](#), [Canvas8](#), [Psych Central](#), [The Financial Diet](#), [Eurasia Review](#), [15 Minute News](#), [Phys Org](#), [Neuroscience News](#), [NewsGram](#), [Magzter](#), [Boston College News](#), [Carroll Capital](#), and [FIT](#).
- [17] Ordabayeva, Nailya (2019), “Similar but Unequal: Political Polarization in the Effects of Perceived Social Similarity on Support for Redistribution,” *Journal of Experimental Social Psychology*, 84 (September), 103811.
- Featured in [National Affairs](#).
- [18] Ordabayeva, Nailya and Raji Srinivasan (2019), “The Effect of Salience of the Sound of Food on Consumption,” *Appetite*, 138, 260-268.
- Featured in [Men’s Health](#), [Eating Well](#), [MSN](#), [Food Matters Live](#), [Houston Chronicle](#), [Connecticut Post](#), [98Rock Baltimore](#), [The Hour](#), and [MyHealthyClick](#).
- [19] Ordabayeva, Nailya and Daniel Fernandes (2018), “Better or Different? How Political Ideology Shapes Preferences for Differentiation in the Social Hierarchy,” *Journal of Consumer Research*, 45 (August), 227-250.
- Lead article.
 - Presented in a [Marketing Science Institute](#) webinar.
 - Featured in [Harvard Business Review](#), [Forbes](#), [The Week](#), [Pacific Standard](#), [INSEAD Women’s Big Ideas Campaign](#), [SiriusXM Business Radio \(5pm\)](#), [Marketing News](#), [MarketWatch](#), the [Data & Marketing Association](#) panel, [Carroll Capital](#), and [AB Tasty Blog](#).
- [20] Ordabayeva, Nailya and Daniel Fernandes (2017), “Similarity Focus and Support for Redistribution,” *Journal of Experimental Social Psychology*, 72 (September), 67-74.
- [21] Chandon, Pierre and Nailya Ordabayeva (2017), “The Accuracy of Less: Natural Bounds Explain Why Quantity Decreases are Estimated More Accurately than Quantity Increases,” *Journal of Experimental Psychology: General*, 146 (2), 250-268.
- Featured in [Harvard Business Review](#), [Bloomberg](#), [Fortune](#), [Fox](#), [Europanel](#), [RetailWire](#), [WPXI](#), [Supply Chain Brain](#), [Newsletter](#), [Carroll Capital](#), [BC News](#), and [FoodProcessing](#).
- [22] Ordabayeva, Nailya and Pierre Chandon (2016), “In the Eye of the Beholder: Visual Biases in Package and Portion Size Perceptions,” *Appetite*, 103 (August), 450-457.
- [23] Cornil, Yann, Nailya Ordabayeva, Ulrike Kaiser, Bernd Weber and Pierre Chandon (2014), “The Acuity of Vice: Attitude Ambivalence Improves Visual Sensitivity to Increasing Portion Sizes,” *Journal of Consumer Psychology*, 24 (2), 177-187.
- Featured in an [article](#) and a [video](#) on [RSM Discovery](#), [HBR France](#), [SWR](#), [Ernährungs Umschau](#), [Winnender Zeitung](#), [Gesundheit](#).
- [24] Askegaard, Soren, Nailya Ordabayeva, Pierre Chandon, Tracy Cheung, Zuzana Chytikova, Yann Cornil, Canan Corus, Julie A. Edell Britton, Astrid Franziska Junghans, Dorthe Brogaard Kristensen, Daniele Mathras, Ilona Mikkonen, Elizabeth G. Miller, Nada Sayarh, and Carolina Werle (2014), “Moralities in Food and Health Research,” *Journal of Marketing Management*, 30 (17-18), 1800-1832.
- [25] Ordabayeva, Nailya and Pierre Chandon (2013), “Predicting and Managing Consumers’ Package Size Impressions,” *Journal of Marketing*, 77 (September), 123-137.
- Featured in [Harvard Business Review](#), [Forbes Magazine](#), [BBC](#), [INSEAD Knowledge](#), and [RSM Insight](#).

- [26] Burroughs, James E., Lan Nguyen Chaplin, Mario Pandelaere, Michael Norton, Nailya Ordabayeva, Alex Gunz and Leslie Dinauer (2013), “Using Motivation Theory to Develop a Transformative Consumer Research Agenda for Reducing Materialism in Society,” *Journal of Public Policy and Marketing*, 32 (1), 18-31.
- [27] Ordabayeva, Nailya and Pierre Chandon (2011), “Getting ahead of the Joneses: When Equality Increases Conspicuous Consumption among Bottom-Tier Consumers,” *Journal of Consumer Research*, 38 (June), 27-41.
- Winner of the 2014 *Journal of Consumer Research* Best Article Award.
 - Selected for the *Journal of Consumer Research* Curation on Social Influence.
 - Featured in the annual Association for Consumer Research presidential address (by C. Janiszewski). Featured in [the Wall Street Journal](#), [Science Daily](#), [INSEAD Knowledge](#), [Cowboy Economics](#), [Medical News Today](#), [Sify News](#), [Science Newslite](#), [Five Minute Economist’s Blog](#), [National Affairs online](#), [The Hindustan Times](#), [New Kerala](#), [\(e\)Science News](#), [Research Design Connections](#).
 - In Social Sciences Research Network’s Top Ten downloaded list for “Macroeconomics: Employment Income & Informal Economy eJournal”, “ERN: Other Macroeconomics: Consumption, Saving, & Wealth”, and “ERN: Aggregate Factor Income Distribution”.
- [28] Chandon, Pierre and Nailya Ordabayeva (2009) “Supersize in 1D, Downsize in 3D: Effects of Spatial Dimensionality on Size Perceptions and Preferences,” *Journal of Marketing Research*, 46 (6), 739-53.
- Finalist for the Best Paper Award at the London Business School Transatlantic Doctoral Conference.
 - Finalist for the Syntec Management Consulting Best Paper Award in marketing and decision science.
 - Featured in The New York Times’ [column](#), [online study](#), [interactive quiz](#), and [article](#); [INSEAD Knowledge](#); [The Economist](#), France2 ([Telematin](#)), and [Lanutrition.fr](#).

Publications: Book Chapters

- [29] John, Elicia, Jena Yang, and Nailya Ordabayeva (2026), “A Marketing Lens for Understanding the Role of the Grassroots, Industry, and Policy in Reducing Socioeconomic Inequality” in Martin Mende, Maura L. Scott, and Kelly D. Martin (Eds.), *Handbook of Marketing and Public Policy*, in press.
- [30] Fernandes, Daniel, Jihye Jung, and Nailya Ordabayeva (2025), “Consumer Political Identity,” in Ayalla Ruvio and Russel Belk (Eds.), *The Routledge Handbook of Identity and Consumption*, in press.
- [31] Ordabayeva, Nailya, Aylin Çakanlar, and Daniel Fernandes (2023), “How Political Ideology Shapes Consumption Decisions,” in Cait Lamberton, Derek D. Rucker, and Stephen A. Spiller (Eds.), *Cambridge Handbook of Consumer Psychology*, pp. 331-363. New York, NY: Cambridge University Press.
- [32] Ordabayeva, Nailya and Pierre Chandon (2018), “Drivers, Consequences, and Remedies of Biased Size Perceptions in Marketing,” in Michael R. Solomon and Tina Lowrey (Eds.), *Routledge Companion to Consumer Behavior*, pp. 65-81. New York, NY: Routledge.
- [33] Chandon, Pierre and Nailya Ordabayeva (2017), “Judging the Size of Food Portions and Packages: Errors and Remedies,” in *Reference Module in Food Science*, Elsevier.
- [34] Dubois, David and Nailya Ordabayeva (2015), “Social Hierarchy, Social Status and Status Consumption,” in Michael I. Norton, Derek D. Rucker, and Cait Lamberton (Eds.), *Cambridge Handbook of Consumer Psychology*, pp. 332-367. New York, NY: Cambridge University Press.

Working Papers and Ongoing Projects

- [35] Kim, Christine, Nailya Ordabayeva, and Xialing Chen, “Political Ideology in Sharing Personal Information.”
- [36] Caprioli, Sara, Christoph Fuchs, and Nailya Ordabayeva, “Consumer Preference for Prominent Logos.”
- [37] Lin, Jason, Anat Keinan, and Nailya Ordabayeva, “Consumer Responses to Second-Act Brands.”

- [38] Zheng, Mengchen, Ordabayeva, Nailya and Monika Lisjak, “Gender Diversity.”
- [39] Jung, Jihye, Daniel Fernandes, Nailya Ordabayeva, Kyuhong Han, and Vikas Mittal, “Political Ideology and Hedonic Consumption.”
- [40] Teodorescu, Mike H., Nailya Ordabayeva, Marios Kokkodis, Abhishek Unnam, and Varun Aggarwal “Building Fairer AI: Analyzing Systematic Differences in Human Graders for Automated Hiring.”
- [41] Jones, Aziza C., Nailya Ordabayeva, and Rajiv Vaidyanathan, “Solicitor Wealth and Donations.”
- [42] Flanagan, Sean, Remi Trudel, and Nailya Ordabayeva, “Mental Wellbeing.”
- [43] Yang, Jena, Nailya Ordabayeva, and Monika Lisjak, “Multifunctional Products.”
- [44] Zheng, Mengchen, Anat Keinan, and Nailya Ordabayeva, “Hobbies.”

Publications: Applied Outlets

- [45] Ordabayeva, Nailya, Daniel Fernandes, Kyuhong Han, and Jihye Jung (2021), “How Politics Shape Consumption Behavior,” *Impact at JMR*, (April).
- [46] Davidai, Shai, Martin Day, Daniela Goya-Tocchetto, Oliver Hauser, Jon Jachimowicz, M. Usman Mirza, Nailya Ordabayeva, L. Taylor Phyllips, Barnabas Szaszi, and Stephanie Tepper (2020), “We Have a Rare Opportunity to Create a Stronger, More Equitable Society,” *Behavioral Scientist*, June 1.
- [47] Ordabayeva, Nailya (2018), “How Liberals and Conservatives Shop Differently,” *Harvard Business Review*, Digital, June.
- [48] Ordabayeva, Nailya, Lisa A. Cavanaugh, Darren Dahl, Audrey Azoulay, Ivan Coste-Maniere, James Journey, and Daria Erkhova (2016), “Luxury in the Digital World: How Digital Technology Can Complement, Enhance, and Differentiate the Luxury Experience,” White Paper, *The Wharton School Baker Retailing Center*.
- [49] Ordabayeva, Nailya (2013), “How to Manage Consumers’ Packaging Impressions,” *RSM Insight*, 16, 11-13.
- [50] Ordabayeva, Nailya and Pierre Chandon (2012), “When Spending Hurts,” the *European Business Review*, July-August, 41-43.

Invited Research Presentations

Tilburg University, May 2026 (scheduled)
 Temple University, April 2026
 Lehigh University, April 2026 (online)
 City University of Hong Kong, December 2025
 Singapore Management University, December 2025
 INSEAD, July 2025
 IE Business School, June 2025
 Bentley University Boston Area Marketing Scholars, May 2025
 Koç University, May 2025
 Bocconi University, May 2025
 University of Cincinnati, April 2025
 University of Virginia, April 2025
 Columbia University, February 2025
 Hong Kong University of Science and Technology, December 2024
 University of Hong Kong, December 2024
 Hong Kong Polytechnic University, November 2024
 BI Norwegian School of Business, May 2024
 INSEAD, April 2024
 University of Miami, January 2024

Tulane University, December 2023
 University of Southern California, November 2023
 University of California at Riverside, October 2023
 University of Texas at Austin, September 2023
 University of Notre Dame, September 2023
 City University of London, Bayes School of Business, June 2023
 Dartmouth College, May 2023
 University of Pittsburgh, April 2023
 University of Florida, April 2023
 Cornell University, March 2023
 University of Arizona, December 2022
 Reichman University (IDC Herzliya), May 2022
 Hong Kong University of Science and Technology, March 2022 (virtual)
 University of Michigan, December 2021 (virtual)
 University of Toronto, December 2021 (virtual)
 Nanyang Technological University, November 2021 (virtual)
 Dartmouth College, September 2021 (virtual)
 United States National Institutes of Health, September 2021 (virtual)
 Vrije University, September 2021 (virtual)
 United States National Institutes of Health, June 2021
 University of British Columbia Doctoral Seminar in Consumer Behavior, March 2021 (virtual)
 University of Southern California, October 2020 (virtual)
 West Virginia University Doctoral Seminar in Consumer Behavior, October 2020 (virtual)
 INSEAD, November 2019
 University of Cologne, November 2019
 University of Maryland, October 2019
 London Business School, June 2019
 Arizona State University, April 2019
 Northeastern University, April 2019
 Cornell University, March 2019
 Harvard Business School, March 2019
 University of British Columbia, March 2019
 Virginia Tech, February 2019
 Marketing Science Institute webinar, October 2018
 Data & Marketing Association panel, October 2018
 Instituto de Empresa, June 2018
 Technical University of Munich, June 2018
 Harvard Business School Doctoral Seminar in Consumer Behavior, February 2018
 United States Department of Agriculture, March 2017
 United States Department of Agriculture, December 2016
 Boston University, November 2016
 University of Massachusetts at Amherst, September 2016
 Fordham University and Boston College Moral Table, May 2016
 Harvard Business School Doctoral Seminar in Consumer Behavior, October 2015
 Boston College Winston Center for Leadership and Ethics Summer Day Camp, June 2015
 Temple University College of Public Health, Frontiers in Portion Size Conference, May 2015
 Academy of Marketing Science Doctoral Consortium, May 2015
 Harvard Business School Behavioral Lab Seminar, April 2015
 University of Texas at Austin, March 2014
 Koç University, March 2014
 Vienna University, January 2014
 Groningen University, December 2013
 University of Frankfurt, November 2013
 Georgetown University, September 2013
 Boston College, September 2013

University of Miami, August 2013
 University of Lausanne, February 2013
 Wageningen University, October 2012
 KU Leuven, February 2012
 Bocconi University, January 2012
 University of Hamburg, December 2011
 McGill University, November 2009
 University of Chicago, November 2009
 University of Toronto, November 2009
 Columbia University, November 2009
 University of Pennsylvania, October 2009
 University of Pittsburgh, October 2009
 University of Southern California, October 2009
 University of Wisconsin – Madison, October 2009
 London Business School, September 2009
 Tilburg University, April 2009
 Erasmus University, April 2009
 HEC Paris, April 2009
 Bilkent University, April 2009
 Koç University, March 2009

Conference Presentations

Association for Consumer Research Conference, Washington, D. C., October 2025:
 “Ideological Consumption: Theories, Obstacles, and Future Directions” Roundtable
 Association for Consumer Research Conference, Paris, FR, October 2024:
 “Race as a Social Construct and its Impact on Consumption Response” Roundtable
 “The Influence of a Progressively Polarized Marketplace on Consumer Behavior” Roundtable
 “You Are Leaving Variance on the Table: Why Consumer Researchers Should Be Studying
 Personality and Individual Differences” Roundtable
 “Relevance in Research - Identifying a Substantively Relevant Research Question” Panel
 “Staying Put or Moving: Advantages and Disadvantages” Panel
 Better Marketing for a Better World Symposium, Oxfordshire, UK, May 2024
 Society for Consumer Psychology Conference, Nashville, TN, March 2024:
 “The Psychological Impact of Racism and Discrimination on Consumer Well-Being” Roundtable
 National Association for Business Economics, Washington, D.C., February 2024:
 “Politics & Consumers – How Do Elections, Political Polarization, and Political Instability Impact
 Consumer Behavior” Roundtable
 Association for Consumer Research, Seattle, WA, October 2023:
 “Threats to Democracy” Roundtable
 Choice Symposium, INSEAD, France, August 2023:
 “Political Choice” Workshop
 La Londe Conference on Marketing Communications and Consumer Behavior, France, May-June 2023:
 “Political Ideology and Hedonic Consumption”
 “How Economic System Justification Shapes Support for P2P Providers in the Sharing Economy”
 Society for Consumer Psychology Conference, San Juan, PR, March 2023:
 “How Uncertainty Shapes Conservatives’ and Liberals’ Hedonic Consumption”
 American Marketing Association Winter Conference, Nashville, TN, February 2023:
 “Gender Diversity”
 Society for Consumer Psychology Conference on Scarcity, Luxury, and Inequality, Honolulu, HI, July 2022:
 “Disentangling Symbolic Meanings of Ephemeral and Iconic Luxury Goods”
 “How Political Ideology Shapes Preferences for Inferior Products”
 “Status Pivoting”
 Erasmus University PhD Workshop, Virtual, June 2022:
 “Job Market Preparation”

- Society for Consumer Psychology Conference, Virtual, March 2022:
 “Social Signaling” session discussant
- Association for Consumer Research, Virtual, October 2021:
 “How Political Ideology Shapes Customer Satisfaction”
- Association for Consumer Research, Virtual, October 2020:
 “Political Polarization in How Perceived Social Similarity Impacts Support for Redistribution”
 “Political Consumption” Knowledge Forum panel member
 “Financially Vulnerable Consumers” Knowledge Forum panel member
- Luxury Summer School, Virtual, July 2020:
 “Consumers’ Preference for Inferior Products”
- Society for Judgment and Decision Making, Montreal, QC, November 2019:
 Participant of the SJDM Pre-Conference on Economic Inequality
- Association for Consumer Research, Atlanta, GA, October 2019:
 “Consumption Ideology” panel member
- La Londe Conference on Marketing Communications and Consumer Behavior, La Londe, France, June 2019:
 “The Impostor Syndrome from Luxury Consumption”
- Brands & Brand Relationships, Boston, May 2019:
 “Better or Different? How Political Ideology Shapes Preferences for Differentiation in the Social Hierarchy”
 “Branding and Politics” panel member
- Data & Marketing Association, Las Vegas, October 2018:
 “Brand Shaming: The Kids & Brands vs. The NRA” panel member
- Data, Dollars, and Votes: The Intersection of Politics and Marketing Conference, Washington, D.C., May 2018:
 “Better or Different? How Political Ideology Shapes Preferences for Differentiation in the Social Hierarchy”
- Society for Consumer Psychology, Dallas, TX, February 2018:
 “Similarity Focus and Support for Redistribution”
 “Caring Affects Sharing: The Role of Relationship Orientation in Responses to Online Reviews of Peer-to-Peer (P2P) Service Providers”
- Society for Judgment and Decision Making Conference, Vancouver, BC, November 2017:
 “Similarity Focus and Support for Redistribution”
- Association for Consumer Research, San Diego, CA, October 2017:
 “Luxury in the Digital World” roundtable panel member
 “Similarity Focus and Support for Redistribution”
 “Caring Affects Sharing: The Role of Relationship Orientation in Responses to Online Reviews of Peer-to-Peer (P2P) Service Providers”
- Society for Consumer Psychology, San Francisco, CA, February 2017:
 “The Accuracy of Less: Why People Underestimate Increases but not Decreases in Quantity”
 “Does the Salience of the Sound of Food Increase or Decrease Consumption?”
 “Conversation on Translating Consumer Research into Policy: Developments, Opportunities, and Challenges” roundtable chair.
- Society for Judgment and Decision Making Conference, Boston, MA, November 2016:
 “The Accuracy of Less: Why People Underestimate Increases but not Decreases in Quantity”
- Association for Consumer Research, Berlin, Germany, October 2016:
 “Does the Salience of the Sound of Food Increase or Decrease Consumption?”
 “Luxury Brands, Conspicuous Consumption and Social Signaling” roundtable panel member
- Wharton Academic-Industry Conference on Disruption in Retailing, New York, NY, October 2016:
 Invited faculty participant
- Harvard Business School Doctoral Seminar in Consumer Behavior, October 2015:
 “The Role of Status Concerns in Consumer Behavior”
- Boston College Wilson Center for Leadership and Ethics Summer Day Camp, June 2015:
 “Experiments 101”

- Frontiers in Portion Size Conference, Temple University College of Public Health, May 2015:
 “The Role of Visual Biases in Driving Overeating and Obesity”
- Academy of Marketing Science’s Doctoral Consortium, Denver, CO, May 2015:
 “Managing the Early Stages of the Research Program”
- Wharton Academic-Industry Conference on Online Luxury Retailing, New York, NY, April 2015:
 Invited faculty participant
- Harvard Business School Behavioral Lab Seminar, April 2015:
 “The Visual Acuity of Less”
- Association for Consumer Research, Baltimore, MD, October 2014:
 “Politics and Status”
- Society for Consumer Psychology Conference, Miami, FL, March 2014:
 “The Acuity of Vice”
- Association for Consumer Research Conference, Chicago, IL, October 2013:
 “The Acuity of Vice”
- European Marketing Academy Conference, Istanbul, Turkey, June 2013:
 “The Additive Change Heuristic”
- Fourth Transformative Consumer Research Conference, Lille, France, May 2013:
 Co-chair of the Health and Nutrition track
- Society for Consumer Psychology Conference, San Antonio, TX, February 2013:
 “When Improving Equality Promotes Selfish Behavior”
 “How Goal Conflict Influences Visual Sensitivity to Portion Size Changes”
- Association for Consumer Research North American Conference, Vancouver, BC, October 2012:
 “At the Bottom of the Pyramid: How Consumers Cope with Low Status” (session chair)
 “When Improving Equality Promotes Selfish Behavior”
- International Society for Consumer Psychology Conference, Florence, IT, June 2012:
 “Status Seeking of Low-Status People” (session chair)
 “When Improving Equality Promotes Selfish Behavior”
- Society for Consumer Psychology Conference, Atlanta, GA, February 2011:
 “Effects of Perceived Income Distribution, Equality, and Economy on Preferences for Conspicuous Consumption”
 “How Do Consumers Estimate Product Downsizing and How Can They Be Helped?”
- Association for Consumer Research North American Conference, Jacksonville, FL, October 2010:
 “Conspicuous Consumption in a Recession: Trends, Motivators, and Perceptions” (session chair)
 “Effects of Perceived Income Distribution, Equality, and Economy on Preferences for Conspicuous Consumption”
 “How Do Consumers Estimate Product Downsizing and How Can They Be Helped?”
- Association for Consumer Research North American Conference, Pittsburgh, PA, October 2009:
 “Nudge: How We Can Help Consumers Make Healthier Choices” (session chair)
 “Linearize This! Why Consumers Underestimate Food Portion Changes and How to Help Them”
- Second Transformative Consumer Research Conference, Villanova, PA, June 2009:
 Participant in the Materialism track
- Transatlantic Doctoral Conference, London Business School, London, UK, May 2009:
 “Leapfrogging over the Joneses”
- Society for Consumer Psychology Conference, San Diego, CA, February 2009:
 “Leapfrogging over the Joneses”
 “Supersize in 1D, Downsize in 3D”
- Association for Consumer Research North American Conference, San Francisco, CA, October 2008:
 “Effects of the Density of Status Distribution on Conspicuous and Inconspicuous Consumption by Low-Status Consumers”
 “Downsize in 3D, Supersize in 1D”
- Marketing Science Conference, Vancouver, Canada, June 2008:
 “Mood Matching”
- Transatlantic Doctoral Conference, London Business School, London, UK, May 2008:
 “Downsize in 3D, Supersize in 1D”

Sorbonne University Master in Management Science Program Guest Lecture, April and October 2008:
 “Luxury Brand Marketing”
 INSEAD-ESSEC-HEC Marketing Seminar, INSEAD, Fontainebleau France, March 2008:
 “Downsize in 3D, Supersize in 1D”
 INSEAD Marketing Research Seminar Series, INSEAD, Fontainebleau, France, January 2008:
 “Effect of Status Equality on Conspicuous Consumption by Less Well-Off People”
 Sorbonne University Master in Management Science Program Guest Lecture, December 2007:
 “Branding: Myths and Realities”
 Association for Consumer Research North American Conference, Memphis, TN, October 2007:
 “When Ads Make Drama Seem Silly and Comedy Seem Dull” (poster)
 First Transformative Consumer Research Conference, Hanover, NH, July 2007:
 “Endowment Inequality, Exclusivity, and Social Competition” (poster)
 Transatlantic Doctoral Conference, London Business School, London, UK, May 2007:
 “When Ads Make Drama Feel Silly and Comedy Feel Dull”
 HEC-ESSEC-INSEAD Marketing Seminar, ESSEC, Cergy-Pontoise, France, March 2007:
 “When Ads Make Drama Feel Silly and Comedy Feel Dull”

Teaching Experience

Boston University, Marketing: From Concepts to Consumers Core undergraduate required course, 2026-present
 Boston University, Marketing Management Core undergraduate required course, 2025-present
 Boston University, Marketing Core undergraduate required course, 2025-present
 Dartmouth College Tuck School of Business, Marketing Core MBA required course, 2022-2024
 Dartmouth College Tuck School of Business, Marketing in Society Research to Practice elective seminar, 2023-2024
 Boston College, Marketing Research MBA elective, 2020-2022
 Boston College, Marketing Research undergraduate course, 2015-2022
 Cornell University, Consumer Behavior MBA elective, 2016, 2019
 Bilkent University, Consumer Psychology PhD course, 2014
 Rotterdam School of Management, Consumer Behavior MBA elective, 2012-13
 Rotterdam School of Management, Frontiers in Marketing Master of Science Honors / Executive Education elective (one of six instructors), 2012-13
 Rotterdam School of Management, Consumer Behavior Master of Science course, 2011
 Rotterdam School of Management, Consumer Marketing Research Master of Science course, 2010

Dissertation Committees

Carlos Caldas de Souza (BI Norwegian School of Business)
 Aylin Çakanlar (Stockholm University)
 Armin Granulo (Technical University of Munich)
 SungJin Jung (INSEAD)
 Yumei Mu (West Virginia University)
 Xiaozhou Zhou (Instituto de Empresa)
 External reader for Gaia Giambastiani (Bocconi University)
 Mini-defense committee for Dan Xie (HEC Paris)

Grants

Boston College, Catalyst Grant, 2019, 2020, 2021
 Boston College, Research Expense Grant, 2014, 2015, 2016, 2017, 2018, 2019
 Boston College, Faculty Fellowship, 2017
 Boston College, Teaching, Advising, and Mentoring Expense Grant, 2017, 2018, 2019, 2021
 Boston College, CSOM Kelley Grant, 2015, 2016, 2017, 2018
 Boston College, Kolvenbach Intersections Grant, 2015
 Boston College, Academic Technology Innovation Grant for the Consumer Insights Panel, 2014-17
 Boston College, CSOM Kelley Grant for the Consumer Insights Panel, 2014
 Netherlands Organization for Scientific Research VENI grant, € 250,000, 2011-14

Transformative Consumer Research Conference, Travel scholarship 2009
 INSEAD, Scholarship for doctoral studies, 2005-2010
 Bilkent University, Scholarship for academic excellence, 2002-2005

Professional Service

American Marketing Association - Sheth Doctoral Consortium Faculty Fellow, 2023, 2025, 2026
 European Marketing Association Conference, Doctoral Symposium Co-Chair, 2024, 2025, 2026
 European Marketing Association Conference, Job Market Simulation, Faculty Participant, 2024, 2025, 2026
 American Marketing Association, Academic Council Member, 2022-2025
 La Londe Conference on Consumer Behavior, Conference Co-Chair, 2025
 American Marketing Association, Winter Conference Co-Chair, 2025
 Association for Consumer Research, Sheth Doctoral Consortium Faculty Fellow, 2020, 2022, 2024, 2025
 Association for Consumer Research, Early Career Workshop, Faculty Fellow, 2025
 Association for Consumer Research, Mid-Career Workshop, Faculty Fellow, 2024
 American Marketing Association, Understudied Markets and Stakeholders Track Co-Chair, 2023
 Society for Consumer Psychology, Conference Co-Chair, 2023
 American Marketing Association, Consumer Behavior Track Co-Chair, 2023
 Association for Consumer Research, Early Career Workshop Co-Chair, 2022
Journal of Consumer Research, Associate Editor, 2021-present
Journal of Consumer Psychology, Associate Editor, 2021-present
Journal of Marketing Research, Associate Editor, 2020-present
Journal of Marketing, Editorial Review Board member, 2020-present
 Association for Consumer Research, At-Large Director, 2021-2022
 European Marketing Association Doctoral Symposium Co-Chair, 2021
International Journal of Research in Marketing, Editorial Review Board member, 2019-present
Journal of Consumer Research, Editorial Review Board member, 2018-present
Journal of Consumer Psychology, Editorial Review Board member, 2018-present
 Society for Consumer Psychology, Advisory Panel Member, 2015-2018
 Association for Consumer Research, Doctoral Consortium Faculty Fellow, 2016
 Academy of Marketing Science, Doctoral Consortium Faculty Fellow, 2015
 Boston Judgment and Decision Making Day Conference Co-founder and Co-organizer, 2016, 2018
 Boston College, Post-Doctoral Research Program in Marketing, Co-founder and Coordinator, 2015-2022
 Boston College, Consumer Insights Panel Lab and Subject Pool, Co-founder and Coordinator, 2014-2022
 Program committee member for the 2020 Association for Consumer Research Conference (Paris, France),
 2020 Society for Consumer Psychology Conference (Huntington Beach, CA), 2019 Association for
 Consumer Research Conference (Atlanta, GA), 2019 Society for Consumer Psychology Conference
 (Savannah, GA), 2017 North American Association for Consumer Research Conference (San Diego,
 CA), 2016 North American Association for Consumer Research Conference (Berlin, Germany), 2013
 North American Association for Consumer Research Conference (Chicago, IL), 2012 North
 American Association for Consumer Research Conference (Vancouver, BC), and the 2012
 International Society for Consumer Psychology Conference (Florence, IT)
 Ad-hoc reviewer for the *Journal of Public Policy & Marketing*, *Journal of Retailing*, *Marketing Letters*,
Psychology and Marketing, *Journal of Business Research*, *Journal of the Association for Consumer
 Research*, *Appetite*.
 Grant application reviewer for the National Science Foundation, Israel Science Foundation, FWO (Belgian
 NSF equivalent), and the UK's Biotechnology and Biological Sciences Research Council
 Reviewer for the Best Dissertation Proposal award of the Society for Consumer Psychology, 2012-2016
 Reviewer for the Marketing Science Institute Clayton Dissertation Proposal Competition, 2015-16, 2020-21
 Reviewer for the Association for Consumer Research and Society for Consumer Psychology Conferences,
 2007-present
 Reviewer for the Society for Judgment and Decision Making Conference, 2018
 Transformative Consumer Research Conference, Health and Nutrition Track Co-chair, 2013
 Erasmus Research Institute of Management, Marketing Research Seminar Series coordinator, 2012-2014
 Erasmus Research Institute of Management, Scientific Integrity Committee, Experimental Research
 Taskforce Member, 2012- 2014