

## 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  
PhD in Management (Marketing specialization)
- 2005-2007 **INSEAD**, Fontainebleau, France  
MSc in Management (Marketing specialization)
- 2001-2005 **Bilkent University**, Ankara, Turkey  
BSc in Management with highest honors (Ranked 1<sup>st</sup> in class)

### Awards

- 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 3<sup>rd</sup> 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, Winter Conference Co-Chair, 2025 (scheduled)  
 La Londe Conference on Consumer Behavior, Conference Co-Chair, 2025 (scheduled)  
 European Marketing Association Conference, Doctoral Symposium Advanced Track Co-Chair, 2024 (scheduled)  
 American Marketing Association — Sheth Doctoral Consortium, Faculty Fellow, 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  
 European Marketing Association Doctoral Symposium Co-Chair, 2021  
 Association for Consumer Research - Sheth Doctoral Consortium, Faculty Fellow, 2020, 2022, 2023  
 Marketing Science Institute Webinar, Invited Speaker, 2018  
 Data & Marketing Association, Invited Panelist, 2018  
 Women 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  
 Harvard Business School, Doctoral Seminar in Consumer Behavior, Invited Speaker, 2015, 2018  
 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 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] Goor, Dafna, Anat Keinan, and Nailya Ordabayeva, "Historizing the Present." *Journal of Consumer Psychology*, in press.
- [2] Kopalle, Praveen, Jesse Burkhardt, Kenneth Gillingham, Lauren Grewal, and Nailya Ordabayeva (2023), "Delivering Affordable Clean Energy to Consumers." Conditionally accepted at the *Journal of the Academy of Marketing Science* (Special Issue on Addressing the Greatest Global Challenges with a Marketing Lens).

- [3] 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.
- [4] 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](#).
- [5] 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.
- [6] 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, (2022) “Inequality in Researchers’ Minds: Four Guiding Principles for Studying Perceptions of Economic Inequality” (\*authorship order randomized), *Journal of Economic Surveys*, 37 (5), 1534-61.
- [7] 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](#).
- [8] 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.
- [9] 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.
- [10] Ordabayeva, Nailya and Monika Lisjak (2022), “Perceiving, Coping with, and Changing Economic Inequality in the Marketplace.” *Journal of Consumer Psychology*, 32 (January), 165-174.
- [11] 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](#).
- [12] Dubois, David, SungJin Jung, and Nailya Ordabayeva (2021), “The Psychology of Luxury Consumption,” *Current Opinion in Psychology*, 39 (June), 82-87.
- [13] 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.
- [14] 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 3<sup>rd</sup> 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](#).

- [15] 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](#).
- [16] 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](#).
- [17] 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](#).
- [18] Ordabayeva, Nailya and Daniel Fernandes (2017), “Similarity Focus and Support for Redistribution,” *Journal of Experimental Social Psychology*, 72 (September), 67-74.
- [19] 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](#).
- [20] 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.
- [21] 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](#), [Ernahrungs Umschau](#), [Winnender Zeitung](#), [Gesundheit](#).
- [22] Askegaard, Soren, Nailya Ordabayeva, Pierre Chandon, Tracy Cheung, Zuzana Chytkova, 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.
- [23] 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](#).
- [24] 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.
- [25] 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 Newsline](#), [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".

[26] 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**

[27] Fernandes, Daniel, Jihye Jung, and Nailya Ordabayeva (2023), "Consumer Political Identity," in Ayalla Ruvio and Russel Belk (Eds.), *Handbook of Identity and Consumption*, in press.

[28] 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*, in press.

[29] Ordabayeva, Nailya and Pierre Chandon (2017), "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. London, UK: Routledge.

[30] Chandon, Pierre and Nailya Ordabayeva (2017), "Judging the Size of Food Portions and Packages: Errors and Remedies," in *Reference Module in Food Science*, Elsevier.

[31] 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.

### **Publications: Applied Outlets**

[32] Ordabayeva, Nailya, Daniel Fernandes, Kyuhong Han, and Jihye Jung (2021), "How Politics Shape Consumption Behavior," *Impact at JMR*, (April).

[33] 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.

[34] Ordabayeva, Nailya (2018), "How Liberals and Conservatives Shop Differently," *Harvard Business Review*, Digital, June.

[35] 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*.

[36] Ordabayeva, Nailya (2013), "How to Manage Consumers' Packaging Impressions," *RSM Insight*, 16, 11-13.

[37] Ordabayeva, Nailya and Pierre Chandon (2012), "When Spending Hurts," *the European Business Review*, July-August, 41-43.

## Research Presentations

BI Norwegian School of Business, May 2024  
 INSEAD, March 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  
 University of Florida, April 2023  
 University of Pittsburgh, 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  
 Cornell University, April 2019  
 Northeastern University, April 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**

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, 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**

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**

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, Winter Conference Co-Chair (scheduled for 2025)  
 La Londe Conference on Consumer Behavior, Conference Co-Chair (scheduled for 2025)  
 European Marketing Association Conference, Doctoral Symposium Co-Chair (scheduled for 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  
 American Marketing Association, Academic Council Member, 2022-present  
 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  
 Association for Consumer Research, Sheth Doctoral Consortium Faculty Fellow, 2020, 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, 2018-2021  
*Journal of Consumer Psychology*, Editorial Review Board member, 2018-2021  
 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 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  
 Boston Judgment and Decision Making Day Conference Co-founder and Co-organizer, 2016, 2018  
 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

### **Professional Affiliation**

Association for Consumer Research  
 American Marketing Association  
 Society for Consumer Psychology