

STIJN M. J. VAN OSSELAER

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Address

Samuel Curtis Johnson Graduate School of Management
Cornell SC Johnson College of Business
Cornell University
Ithaca, NY 14853-6201
USA

E-mail: stijn.vanosselaer@cornell.edu
Office: 347 Sage Hall
Phone: +1-607-255 0112

Employment

Cornell University

- 2023- Area Chair, Marketing & Management Communication Area, Cornell SC Johnson College of Business
- 2018-2021 Associate Dean for Academic Affairs, Johnson Graduate School of Management
- 2016-2017 Area Coordinator, Marketing & Management Communication Area, Cornell SC Johnson College of Business
- 2016- S.C. Johnson Professor of Marketing, Johnson Graduate School of Management
- 2013-2016 Professor of Marketing, Johnson Graduate School of Management

Erasmus University

- 2008-2012 Department Chair, Marketing Management, Rotterdam School of Management
- 2003-2013 Professor of Marketing, Rotterdam School of Management

University of Chicago

- 2002-2003 Associate Professor of Marketing, Graduate School of Business
- 1998-2002 Assistant Professor of Marketing, Graduate School of Business

Visiting Positions

- 2012-2013 Visiting Research Scholar, Leeds School of Business, University of Colorado
- 2008 Visiting Professor of Marketing, Graduate School of Business, University of Chicago (Summer)
- 2007 Visiting Professor of Marketing, London Business School (Summer)
- 2005 Visiting Professor of Marketing, Graduate School of Business, University of Chicago (Summer)

Education

- 1994-1998 Ph.D. (Marketing), University of Florida
1991-1994 Licentiaat in de Psychologie, Catholic University Leuven (Belgium)
1989-1991 Kandidaat in de Psychologie, Catholic University Leuven (Belgium)
1983-1989 Stedelijk Gymnasium Breda (Netherlands)

Honors

- 2024 Faculty Fellow, ACR Doctoral Symposium
2024 Panel Member, ACR Mid-Career Workshop
2024 Faculty Fellow, AMA Doctoral Consortium
2024 Faculty Fellow, SCP Doctoral Colloquium
2023 Panel Member, ACR Mid-Career Workshop
2023 Faculty Fellow, ACR Doctoral Consortium, Seattle
2023 Finalist, Donald R. Lehmann Award, *Journal of Marketing Research*
2023 Faculty Fellow (Advanced CB Track Chair), EMAC Doctoral Colloquium, Odense
2022 Outstanding Reviewer Award, *Journal of Consumer Research*
2022 Faculty Fellow (Advanced CB Track Chair), EMAC Doctoral Colloquium, Budapest
2021 Faculty Fellow (Advanced CB Track Chair), EMAC Doctoral Colloquium, on-line
2020 Faculty Fellow (Advanced CB Track Chair), EMAC Doctoral Colloquium, on-line
2019 Faculty Fellow, AMA Sheth Foundation Doctoral Consortium, New York
2019 Faculty Fellow (Advanced CB Track Chair), EMAC Doctoral Colloquium, Hamburg
2019 Outstanding Member of the Editorial Review Board Award for 2018 (outstanding reviewer award), *International Journal of Research in Marketing*
2019 C.W. Park Award for Outstanding Contribution (Best Paper Award), *Journal of Consumer Psychology*, for “When and Why We Forget to Buy”
2018 Erasmus Research Institute of Management PhD Supervisor Award
2018 Faculty Fellow, ACR Doctoral Consortium, Dallas

- 2018 Faculty Fellow (Advanced CB Track Chair), EMAC Doctoral Colloquium, Glasgow
- 2018 Faculty Fellow, SCP Doctoral Consortium/Research Skills Workshop, Dallas
- 2017 Outstanding Reviewer Award, *Journal of Consumer Psychology*
- 2017 Faculty Fellow, ACR Doctoral Consortium, San Diego
- 2017 Faculty Fellow (Advanced CB Track Chair), EMAC Doctoral Colloquium, Groningen
- 2016 Faculty Fellow, ACR Doctoral Consortium, Berlin
- 2016 Faculty Fellow (Advanced CB Track Chair), EMAC Doctoral Colloquium, Oslo
- 2015 Clifford H. Whitcomb Faculty Fellow (2015/2016)
- 2015 Faculty Fellow, AMA Sheth Foundation Doctoral Consortium, London
- 2015 Faculty Fellow, SCP Doctoral Consortium, Phoenix
- 2014 S. C. Johnson Graduate School of Management Faculty Research Award
- 2014 Faculty Fellow, AMA Sheth Foundation Doctoral Consortium, Evanston
- 2013 Faculty Fellow, AMA Sheth Foundation Doctoral Consortium, Ann Arbor
- 2013 Faculty Fellow, SCP Doctoral Consortium, San Antonio
- 2012 Highest Leadership score on campus (evaluation of RSM Marketing Department as a whole; relative to other academic and staff departments on campus; according to Effectory Employee Survey)
- 2012 Professor of the Year Award, BScIBA program, Erasmus University
- 2011 Professor of the Year Award, BScIBA program, Erasmus University
- 2010 Professor of the Year Award, BScIBA program, Erasmus University
- 2009 Professor of the Year Award, BScIBA program, Erasmus University
- 2008 Outstanding Reviewer Award, *Journal of Marketing*
- 2007 Faculty Fellow, AMA Sheth Foundation Doctoral Consortium, Tempe
- 2006 Named one of The Netherlands' Top 40 Researchers in Economics and Business
- 2005 Faculty Fellow, EMAC Doctoral Colloquium, Milan
- 2004 Faculty Fellow, ACR Doctoral Symposium, Portland
- 2004 Faculty Fellow, EMAC Doctoral Colloquium, Murcia
- 2003 Named Marketing Science Institute Young Scholar
- 2002 Kilts Center for Marketing Faculty Fellow (2002/2003)

- 2001 Winner, Robert Ferber Award for best dissertation-based article in *Journal of Consumer Research*
- 2001 Faculty Fellow, ACR Doctoral Symposium, Austin
- 2001 True North Communications Inc. Scholar (2001/2002)
- 2001 Named Marketing Science Institute Young Scholar
- 1999 Runner-Up, John A. Howard AMA Doctoral Dissertation Competition
- 1999 Beatrice Foods Co. Scholar (1999/2000)
- 1997 Fellow, AMA Sheth Foundation Doctoral Consortium, Cincinnati
- 1994 Graduated Magna Cum Laude, Licentiaat in de Psychologie, Catholic University Leuven (Belgium).
- 1993 European Commission ERASMUS grant for research internship at the Economic Psychology Research Unit, University of Exeter (UK).
- 1991 Graduated Cum Laude, Kandidaat in de Psychologie, Catholic University Leuven (Belgium).

Publications

Lynch, John G., Jr., Stijn M.J. van Osselaer, and Patricia Torres (2025), “For Insiders Only: Are Our Ideas about What Makes “Good Theory Holding” Us Back?,” forthcoming at *Journal of Consumer Research*. (SSRN: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4311119)

Kaiser, Ulrike, Benedict Schnurr, Christoph Fuchs, Martin Schreier, and Stijn M.J. van Osselaer (2025), “Signatures and De-Objectification: How Asking Individual Producers to Sign Their Work Increases Work Performance and Work Satisfaction,” forthcoming at *International Journal of Research in Marketing* (open access: <https://doi.org/10.1016/j.ijresmar.2025.09.002>)

Berger, Jonah, Stijn M.J. van Osselaer, and Chris Janiszewski (2025) “Casting A Wider Net: Using Automated Content Analysis to Discover New Ideas,” *Current Directions in Psychological Science*, 34 (3), 143-148.

Lim, Sarah, Stijn M.J. van Osselaer, Joseph K. Goodman, Christoph Fuchs, and Martin Schreier (2024), “The Starbucks Effect: When Name-Based Order Identification Increases Customers’ Store Preference and Service Satisfaction,” *Journal of Retailing*, 100 (2), 316-329.

Gelman, Andrew, Joel Huber, Norbert Schwarz, Fritz Strack, and Stijn M.J. van Osselaer (2024), “Commentaries on ‘Beyond Statistical Significance: Five Principles for the New Era of Data Analysis and Reporting,’” *Journal of Consumer Psychology*, 34 (1), 187-195 [invited article].

Bruckberger, Gianna, Christoph Fuchs, Martin Schreier, and Stijn M.J. van Osselaer (2023), “Retailing Groundedness: How to Boost Customer Experience, Brand Perception, and Customer Loyalty Through Feelings of Groundedness,” *Journal of Retailing*, 99 (4), 594-604 [invited article].

Leung, Eugina, Anne-Sophie I. Lenoir, Stefano Puntoni, and Stijn M.J. van Osselaer (2023), “Consumer Preference for Formal Address and Informal Address from Warm Brands and Competent Brands,” *Journal of Consumer Psychology*, 33 (3), 546-560.

Schnurr, Benedikt, Elisa Maira, Christoph Fuchs, Stefano Puntoni, Martin Schreier, and Stijn M.J. van Osselaer (2023), "Der nicht-monetäre Nutzen des Verkaufs selbsthergestellter Produkte," *Schmalenbach IMPULS*, 3 (1), 1-9.

van Osselaer, Stijn M.J., and Chris Janiszewski (2023), "A Recipe for Honest Consumer Research," in *The Cambridge Handbook of Consumer Psychology* (2nd Edition), eds. Cait Lamberton, Derek D. Rucker, and Stephen A. Spiller, Cambridge: Cambridge University Press, 622-640.

Thompson, Craig J., David G. Mick, Stijn M.J. van Osselaer, and Joel Huber (2023), "Commentaries on "The Case for Qualitative Research," *Journal of Consumer Psychology*, 33 (1), 273-282 [invited article].

Goenka, Shreyans, and Stijn M.J. van Osselaer (2023), "Why Is It Wrong to Sell Your Body? Understanding Liberals' Versus Conservatives' Moral Objections to Bodily Markets," *Journal of Marketing*, 87 (1), 64-80.

Consiglio, Irene, and Stijn M.J. van Osselaer (2022), "The Effects of Consumption on Self-Esteem," *Current Opinion in Psychology* [invited article], 46 (August), 101341.

Monnier, Arnaud, Sarah Lim, Kathryn LaTour, and Stijn M.J. van Osselaer (2022), "Baking Your Own Cookies: Does Food Self-Production Increase Consumption?," *Journal of the Association of Consumer Research*, 7 (4), 501-508.

Fuchs, Christoph, Ulrike Kaiser, Martin Schreier, and Stijn M.J. van Osselaer (2022), "The Value of Making Producers Personal," *Journal of Retailing*, 98 (3), 486-495.

Yalcin, Gizem, Sarah Lim, Stefano Puntoni, and Stijn M.J. van Osselaer (2022), "Thumbs Up or Down: Consumer Reactions to Decisions by Algorithms versus Humans," *Journal of Marketing Research*, 59 (4), 696-717 [finalist Donald R. Lehmann Award].

Yalcin, Gizem, Sarah Lim, Stefano Puntoni, and Stijn M.J. van Osselaer (2022), "How Do Customers React When Their Requests Are Evaluated by Algorithms?," *Sloan Management Review Online*, <https://sloanreview.mit.edu/article/how-do-customers-react-when-their-requests-are-evaluated-by-algorithms/>

Eichinger, Isabel, Martin Schreier, and Stijn M.J. van Osselaer (2022), "Connecting to Place, People, and Past: How Products Make Us Feel Grounded," *Journal of Marketing*, 86 (4), 1-16. [lead article; also see "Groundedness: Connecting Consumers to Place, People, and Past," *Cornell Center for Hospitality Research Report*, April 19, 2022, <https://hdl.handle.net/1813/111220>]

Schnurr, Benedikt, Elisa Maira, Christoph Fuchs, Stefano Puntoni, Martin Schreier, and Stijn M.J. van Osselaer (2022), "Sales and Self: The Non-Economic Value of Selling the Fruits of One's Labor," *Journal of Marketing*, 86 (3), 40-58.

Janiszewski, Chris, and Stijn M.J. van Osselaer (2022), "Abductive Theory Construction," *Journal of Consumer Psychology*, 32 (1), 175-193.

Eichinger, Isabel, Martin Schreier, and Stijn M.J. van Osselaer (2021), "Why We Buy Products Connected to Place, People, and Past," *Harvard Business Review Online*, November 19, 2021, <https://hbr.org/2021/11/why-we-buy-products-connected-to-place-people-and-past>.

Janiszewski, Chris, and Stijn M.J. van Osselaer (2021), "The Benefits of Candidly Reporting Consumer Research," *Journal of Consumer Psychology*, 31 (4), 633-646.

van Osselaer, Stijn M.J., Christoph Fuchs, Martin Schreier, and Stefano Puntoni (2020), "The Power of Personal," *Journal of Retailing*, 96 (March), 88-100 [invited article].

- Stuppy, Anika, Nicole L. Mead, and Stijn M.J. van Osselaer (2020), "I Am, Therefore I Buy: Low Self-Esteem and the Pursuit of Self-Verifying Consumption," *Journal of Consumer Research*, 46 (February), 956-973.
- Goenka, Shreyans, and Stijn M.J. van Osselaer (2019), "Charities can Increase the Effectiveness of Donation Appeals by Using a Morally Congruent Positive Emotion," *Journal of Consumer Research*, 46 (December), 774-490.
- Evangelidis, Ioannis, and Stijn M.J. van Osselaer (2019), "Inter-Attribute Evaluation Theory," *Journal of Experimental Psychology: General*, 148 (October), 1733-1746.
- Consiglio, Irene, and Stijn M.J. van Osselaer (2019), "The Devil You Know: Self-Esteem and Switching Responses to Poor Service," *Journal of Consumer Research*, 46 (October), 590-605.
- van Osselaer, Stijn M.J., and Sarah Lim (2019) "Research Productivity of Faculty at 30 Leading Marketing Departments," *Marketing Letters*, 30 (June), 121-137 [lead article].
- Evangelidis, Ioannis, and Stijn M.J. van Osselaer (2018), "Points of (Dis)Parity: Expectation Disconfirmation from Common Attributes in Consumer Choice," *Journal of Marketing Research*, 55 (February), 1-13 [lead article].
- Meyvis, Tom, and Stijn M.J. van Osselaer (2018), "Increasing the Power of Your Study by Increasing Effect Size," *Journal of Consumer Research*, 44 (February), 1157-1173 [invited tutorial].
- Zheng, Yanmei, Stijn M.J. van Osselaer, and Joseph W. Alba (2016), "Belief in Free Will: Implications for Practice and Policy," *Journal of Marketing Research*, 53 (December), 1050-1064.
- Fernandes, Daniel, Stefano Puntoni, Stijn M.J. van Osselaer, and Elizabeth Cowley (2016), "When and Why We Forget to Buy," *Journal of Consumer Psychology*, 26 (July), 363-380 [C.W. Park Award for Outstanding Contribution].
- van Osselaer, Stijn M.J. (2016), "Manipulating System 2 and the Illusion of Caveat Emptor," *Journal of Marketing Behavior*, 1 (3-4), 261-266 [invited comment].
- Fuchs, Christoph, Martin Schreier, and Stijn M.J. van Osselaer (2015), "The Handmade Effect: What's Love Got to Do with It?," *Journal of Marketing*, 79 (March), 98-110 [finalist 2020 Sheth Foundation/Journal of Marketing Award for long-term contribution].
- De Langhe, Bart, Stijn M.J. van Osselaer, Stefano Puntoni, and Ann L. McGill (2014), "Fooled by Heteroscedastic Randomness: Local Consistency Breeds Extremity in Price-Based Quality Inferences," *Journal of Consumer Research*, 41 (December), 978-994.
- Tzioti, Stefanie C., Berend Wierenga, and Stijn M.J. van Osselaer (2014), "The Effect of Intuitive Advice Justification on Advice Taking," *Journal of Behavioral Decision Making*, 27 (January), 66-77.
- Dahl, Darren W., Gita V. Johar, and Stijn M.J. van Osselaer, eds. (2012), *Advances in Consumer Research*, Vol. 38, Duluth, MN: Association for Consumer Research.
- van Osselaer, Stijn M. J. and Chris Janiszewski (2012), "A Goal-Based Model of Product Evaluation and Choice," *Journal of Consumer Research*, 39 (August), 260-292.
- Melnyk, Valentina and Stijn M. J. van Osselaer (2012) "Make Me Special: Gender Differences in Consumers' Responses to Loyalty Programs," *Marketing Letters*, 23 (3), 545-559.

- De Langhe, Bart, Stijn M. J. van Osselaer, and Berend Wierenga (2011), "The Effects of Process Accountability and Outcome Accountability on Judgment Process and Performance," *Organizational Behavior and Human Decision Processes*, 115, 238-252.
- De Langhe, Bart, Stefano Puntoni, Daniel Fernandes, and Stijn M. J. van Osselaer (2011), "The Anchor Contraction Effect in International Marketing Research," *Journal of Marketing Research*, 48, 366-380.
- Sweldens, Steven, Stijn M. J. van Osselaer, and Chris Janiszewski (2010), "Evaluative Conditioning Procedures and the Resilience of Conditioned Brand Attitudes," *Journal of Consumer Research*, 37, 473-489.
- Melnyk, Valentina, Stijn M. J. van Osselaer, and Tammo Bijmolt (2009), "Are Women More Loyal Customers than Men? Gender Differences in Consumer Loyalty to Firms and Individual Service Providers," *Journal of Marketing*, 73, 82-96.
- Vanhouche, Wouter and Stijn M. J. van Osselaer (2009), "The Accuracy-Enhancing Effects of Biasing Cues," *Journal of Consumer Research*, 36, 317-327.
- Puntoni, Stefano, Bart De Langhe, and Stijn M. J. van Osselaer (2009), "Bilingualism and the Emotional Intensity of Advertising Language," *Journal of Consumer Research*, 35, 1012-1025.
- Carlson, Kurt A., Chris Janiszewski, Ralph L. Keeney, David H. Krantz, Howard C. Kunreuther, Mary Frances Luce, J. Edward Russo, Stijn M.J. van Osselaer, and Detlof von Winterfeldt (2008), "A Theoretical Framework for Goal-Based Choice and for Prescriptive Analysis," *Marketing Letters*, 19, 241-254.
- van Osselaer, Stijn M. J. (2008), "Associative Learning and Consumer Decisions," in *Handbook of Consumer Psychology*, eds. Curtis P. Haugtvedt, Paul Herr, and Frank R. Kardes, Mahwah, NJ: Erlbaum, 699-729.
- van Osselaer, Stijn M. J., Suresh Ramanathan, Margaret C. Campbell, Joel B. Cohen, Jeannette K. Dale, Paul M. Herr, Chris Janiszewski, Arie W. Kruglanski, Angela Y. Lee, Stephen J. Read, J. Edward Russo, and Nader T. Tavassoli (2005), "Choice Based on Goals," *Marketing Letters*, 16 (December), 335-346.
- Janiszewski, Chris and Stijn M. J. van Osselaer (2005), "Behavior Activation is Not Enough," *Journal of Consumer Psychology*, 15 (3), 218-224 [invited comment].
- Warlop, Luk, S. Ratneshwar, and Stijn M. J. van Osselaer (2005), "Distinctive Brand Cues and Memory for Product Consumption Experiences," *International Journal of Research in Marketing*, 22 (March), 27-44.
- van Osselaer, Stijn M. J., Chris Janiszewski, and Marcus Cunha, Jr. (2004), "Stimulus Generalization in Two Associative Learning Processes," *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 30 (May), 626-638.
- van Osselaer, Stijn M. J., Joseph W. Alba, and Puneet Manchanda (2004), "Irrelevant Information and Mediated Intertemporal Choice," *Journal of Consumer Psychology*, 14 (3), 257-270.
- van Osselaer, Stijn M. J. (2004) "Memory Accessibility and Product Judgment," in *Advances in Consumer Research* Vol. 31, eds. Barbara E. Kahn and Mary Frances Luce, Valdosta, GA: Association for Consumer Research, 457.
- van Osselaer, Stijn M. J. and Joseph W. Alba (2003), "Locus of Equity and Brand Extension," *Journal of Consumer Research*, 29 (March), 539-550.
- van Osselaer, Stijn M. J. and Chris Janiszewski (2001), "Two Ways of Learning Brand Associations," *Journal of Consumer Research*, 28 (September), 202-223 [finalist JCR Best Paper Award].

Janiszewski, Chris and Stijn M. J. van Osselaer (2000), "A Connectionist Model of Brand Associations," *Journal of Marketing Research*, 37 (August), 331-350.

van Osselaer, Stijn M. J. and Joseph W. Alba (2000), "Consumer Learning and Brand Equity," *Journal of Consumer Research*, 27 (June), 1-16 [lead article, Ferber Award, reprinted in *Essential Readings in Marketing*, eds. Leigh McAllister, Ruth Bolton, and Ross Rizley, Marketing Science Institute, 2006].

van Osselaer, Stijn M. J. (2000) "Comparative Processes in Consumer Choice." in *Advances in Consumer Research*, Vol. 27, eds. Stephen J. Hoch and Robert J. Meyer, Provo, UT: Association for Consumer Research, 251.

van Osselaer, Stijn M. J. (1999), "Learning and Recall of Brand Associations: The Role of Competition Between Associations" in *European Advances in Consumer Research*, Vol. 4, eds. Bernard Dubois, Tina M. Lowrey, L. J. Shrum, and Marc Vanhuele, Provo, UT: Association for Consumer Research, 286.

Working Papers

"The Human Appreciation Effect: The Impact of Evaluation Mode on Consumer Evaluations of Human and Algorithmic Content," with Roland Schroll and Dhruv Grewal, revision invited (for 3rd round submission) at *Journal of Consumer Research*.

"Physical Strength and Persuasion: Lay Belief versus Reality" with Irene Consiglio and Margaret Campbell, revision invited (for 2nd round submission) at *Journal of Consumer Psychology*.

"Creators' Brand Attitudes Affect the Type of Content They Produce," with Catia Alves, Irene Consiglio, and Luis F. Martinez, revision invited (for 2nd round submission) at *International Journal of Research in Marketing*.

"The Managerial Psychology of Marketing Efficiency Ratios," with Archer Pan, Jean-Louis Sterckx, and Bart De Langhe, resubmission invited at *Journal of Marketing*.

"Man or Machine: Consumer Responses to Production Methods of Cheap Products," with Mirjam Tuk and Almira Abilova, under review (1st round) at *Journal of Marketing*.

"Groundedness and Subjective Well-Being," with Antea Gambicorti, Arnaud Monnier, and Martin Schreier.

"Brand Abuse," with Irene Consiglio and Nino Miceli.

"Spreading Roots: How Making Things Yourself Decreases Anxiety," with Arnaud Monnier, Leonor Leão, and Martin Schreier.

"Bored Out of Your (Human) Mind: Boredom Makes Us Feel Less Human," with Roland Schroll, Lauren Grewal, and Dhruv Grewal.

Presentations

conference presentations

"The Perceived Causality in Benefit/Cost and Cost/Benefit Ratios," Presented at 2025 La Londe Conference, Porquerolles Island, France, June 2025.

- “Benefit/Cost and Cost/Benefit Ratios Are Not Equivalent,” Presented at 2025 Judgment and Decision Making Winter Symposium, Snowbird, UT, January 2025.
- “Inside Baseball: How Our Stereotypes of “Good Theory” Undermine Perceived Relevance of Marketing Scholarship,” Presented at 2024 Society for Consumer Psychology Annual Conference, Nashville, TN, March 2024.
- “The Human Appreciation Effect: The Impact of Evaluation Mode on Consumer Evaluations of Human and Algorithmic Content,” Presented at 2024 Judgment and Decision Making Winter Symposium, Snowbird, UT, January 2024.
- “Retailing Groundedness,” Presented at JR-Babson College Retail Supply Chain Institute Workshop on Reimagining the Physical Store, Wellesley, MA, September 2023.
- “Products as Pathways,” Presented at the 12th Triannual Invitational Choice Symposium in Fontainebleau, France, August 2023.
- “Spreading Roots: How Making Things Yourself Increases Feelings of Groundedness,” Co-presented at La Londe Conference, Porquerolles Island, France, June 2023.
- “Groundedness,” Presented at University of Colorado Boulder Winter Conference on Marketing and Cognition, Steamboat Springs, CO, February 2023.
- “Grounded Consumption” Presented at the Society for Consumer Psychology Boutique Conference on Consumption Experiences, Gainesville, FL, January 2022.
- “A Recipe for Honest Consumer Research” Presented at the Judgment and Decision Making Winter Symposium, Snowbird, UT, January 2022.
- “A Recipe for Honest Consumer Research” Presented at the Association for Consumer Research Conference on-line, October 2021
- “A Recipe for Honest Consumer Research” Presented at the Society for Consumer Psychology Conference on-line, March 2021 (invited research skills workshop)
- “Consumer Reactions to Decisions by Algorithms versus Humans” Presented at the SCP Boutique Conference on Consumers and Technology in Montréal, June 2019.
- “Designing Behavioral Experiments with Integrity and Validity” Presented at the EMAC Conference in Hamburg, May 2019 (invited special session presentation)
- “When and Why We Forget to Buy” Presented at the Society for Consumer Psychology Conference in Savannah, GA, February 2019 (invited presentation)
- “AE Pet Peeves: Advice for Authors and Reviewers from an Associate Editor’s Perspective” Presented at the Society for Consumer Psychology Preconference on Research Skills in Dallas, TX, February 2018 (invited presentation)
- “The Power of Personal” Presented at the JAMS Thought Leaders Conference in Amsterdam, May 2017
- “Reducing Consumer Alienation: The Effect of Making Product Producers Personal” Presented at the Society for Consumer Psychology Conference in San Francisco, CA, February 2017

“Symposium on Alienation and Meaning in Production and Consumption: Introduction” Presented at the first Symposium on Alienation and Meaning in Production and Consumption in Munich, January 2017 (invited presentation)

“The Starbucks Effect: How Consumer Identification Impacts Consumer Preference” Presented at the Association for Consumer Research conference in Berlin, October 2016

“The Power of Personal” Presented at the EMAC conference in Oslo, May 2016 (invited presentation)

“The Power of Personal” Presented at the Society for Consumer Psychology conference in St. Petersburg Beach, FL, February 2016 (invited presidential address)

“What’s a Good Idea?” Presented at the SCP Doctoral Consortium in Phoenix, AZ, February 2015 (invited presentation).

“The Handmade Effect: What’s Love Got to Do with It?” Presented at the Northeast Marketing Conference in New Haven, CN, October 2014 (invited presentation).

“Persuasion.” Presented at the AMA/Sheth Doctoral Consortium in Ann Arbor, MI, June 2013 (invited presentation).

“Heteroscedasticity.” Presented at the 1st Society for Consumer Psychology European Conference in Florence, Italy, June 2012.

“A Model of Choice Based on Goals.” Presented at the 8th Triannual Choice Symposium in Key Largo, May 2010.

“Goals, Associations, and Choice.” Presented at the 7th Triannual Choice Symposium in Philadelphia, June 2007.

“Goals, Associations, and Decisions.” Presented at the Small Group Meeting in Consumer Psychology in Enschedé, The Netherlands, November 2006 (invited presentation).

“Learning to Value: A Learning-and-Memory Perspective on Decision Making.” Presented at Marketing Science Institute's Young Scholars Reunion Conference in Santa Fe, NM, May 2006 (invited presentation).

“Building an Academic Career in Marketing.” Presented at European Marketing Academy Doctoral Colloquium in Milan, May 2005 (invited plenary address).

“Gender Differences in Consumer Loyalty.” Presented at European Marketing Academy Conference in Milan, May 2005 (invited special session presentation).

“The PhD Student’s 11 Commandments.” Presented at Association for Consumer Research Doctoral Symposium in Portland, OR, October 2004 (invited presentation).

“Memory Representation in Two Consumer Learning Systems.” Presented at Marketing Science Institute's Young Scholars Conference in Park City, UT, March 2003 (invited presentation).

“Memory Representation in Two Consumer Learning Systems.” Presented at Society for Consumer Psychology Conference in New Orleans, February 2003.

“Cue Interaction and Configurality in Two Associative Learning Processes.” Presented at Association for Consumer Research Conference in Austin, October 2001.

"Patterning Points: Allocation of Points to Purchases and Choice Process." Presented at Marketing Science Conference in Wiesbaden, July 2001.

"Patterning Points: The Impact Of Increasing, Decreasing, And Flat Points-Per-Purchase Schedules On Consumer Choice." Presented at Association for Consumer Research Conference in Salt Lake City, October 2000.

"The Psychology of Product Differentiation: Comparison, Evaluation, and Preference within and across Categories." Presented at Association for Consumer Research Conference in Columbus, October 1999.

"Apples and Oranges: Evaluation, Comparison, and Preference within and across Categories." Presented at Subjective Probability, Utility, and Decision Making Conference in Mannheim, August 1999.

"Cue Competition in Learning of Brand-Benefit Associations." Presented at Association for Consumer Research Conference in Jouy-en-Josas, June 1999.

"The Influence of Branding Strategy on Brand Equity in Variable Quality Product Lines." Presented at Association for Consumer Research Conference in Denver, October 1997.

"Intellectual Styles and the Problem Solving Process." Presented at Association for Consumer Research Conference in Boston, October 1994.

other invited presentations

"Honest Consumer Research"

University of Innsbruck, March 2025

"The Human Appreciation Effect"

Southern Methodist University, October 2024

Maastricht University, June 2024

K.U. Leuven, June 2024

University at Buffalo (Research Camp), May 2024

"Publishing Your Research & Reviewing Others' Research"

Maastricht University, June 2024

"Groundedness"

Harvard Business School, February 2024

University of Michigan, December 2023

University of Maryland (Research Camp), September 2023

Boston College, April 2023

New York University, November 2022

University of Southern California, October 2022

Dartmouth College (Research Camp), May 2022

University of Washington (Research Camp), May 2022

University of Minnesota, October 2020

"The Power of Personal"

Cornell University (Center for Hospitality Research Board Meeting), November 2021

University of Florida, January 2019

University of Utah, October 2018

University of Wisconsin-Madison (Research Camp), September 2018

ESADE Business School (Research Camp), July 2018

Rice University (Research Camp), May 2018

Universidade Nova de Lisboa, December 2017

Yale University, November 2017

Johns Hopkins University, September 2017
University of Illinois Urbana-Champaign, February 2017
University of Groningen, January 2017
Chinese University of Hong Kong, December 2016
University of Pennsylvania (Decision Processes Seminar), November 2016
Northwestern University, May 2016
Washington University St. Louis, May 2016
Rutgers University, April 2016
Cornell University, February 2016
Emory University, January 2016
Tilburg University (Research Camp), December 2015
WU Vienna, December 2015
London Business School, December 2015

“The Handmade Effect: What’s Love Got to Do with It?”
UCLA, January 2015
Baruch College, October 2014
University of Chicago, June 2013
University of Colorado, January 2013

“Language-Specificity in Consumer Memory and Decision Making”
Columbia University (Marketing Camp), May 2013
University of Southern California, April 2013
University of Toronto, February 2013

“Heteroscedasticity in Price-Quality Relationships”
Virginia Tech, February 2013
Cornell University, December 2012

“The Rich Are Always Right”
Hong Kong University of Science and Technology, December 2010
Koç University, November 2010
Carnegie Mellon University (Center for Behavioral Decision Research), October 2010

“Jupiler in Holland 2006-2009. Causes for Success”
Journeys with Erasmus (professional audience talk), November 2010

“CRM in Times of Recession: A Customer Perspective”
Vodafone Strategy Networking Event (professional audience talk), December 2008

“A Model of Choice Based on Goals”
Tilburg University, March 2008

“Goals, Associations, and Choice”
Catholic University Leuven, January 2008

“The Beneficial Effects of Biasing Cues”
Cornell University, March 2007

“How Biasing Cues can Increase Consumer Welfare”
University of Groningen, October 2006

“Gender Differences in Consumer Loyalty”
University of Central Florida, September 2006

"A Learning-and-Memory Model of Goal-Based Decision Making."
Catholic University Leuven, December 2004

"Memory in Two Consumer Learning Systems"
INSEAD, April 2004
London Business School, February 2004
Hong Kong University of Science and Technology, November 2003
Catholic University Leuven, April 2003

"Configural and Elemental Representation in Consumer Memory."
New York University, March 2003
University of California-Berkeley, February 2003
Northwestern University, January 2003

"Memory Representation in Two Consumer Learning Systems."
University of Houston, August 2002

"Cue Interaction and Configurality in Two Associative Learning Processes."
Wageningen University, June 2002
Erasmus University, June 2002

"Loyalty Programs and Process in Mediated Intertemporal Choice."
Catholic University Leuven, December 2001

"Categorization and Choice."
Tilburg University, July 2001.

"What Brands Do."
Young Professionals of Chicago (professional audience talk), April 2001.

"Patterning Points: The Impact Of Increasing, Decreasing, And Flat Points-Per-Purchase Schedules On Consumer Choice."
Tilburg University (Department of Economic and Social Psychology), March 2001
Indiana University, September 2000

"Two Ways of Learning Brand Associations"
Columbia University, February 2001
Duke University, December 2000
Tilburg University, July 2000

"Cue Interaction in Consumer Learning About Brands: Implications, Process, and Moderators."
Indiana University (Cognitive Science Colloquium), December 2000.

"The Value of Brands: Exploring Causes and Moderators of Cue Interaction in Consumer Learning"
Catholic University Leuven, December 1999
University of Pennsylvania (Decision Processes Seminar), October 1999

"The Value of Brands Versus Attributes: An Exploration of Cue Competition in Consumer Learning"
University of Alberta, December 1998

"Consumer Learning and Brand Equity"
Massachusetts Institute of Technology, November 1997
Duke University, November 1997

Harvard University, November 1997
Pennsylvania State University, October 1997
INSEAD, October 1997
University of Michigan, October 1997
University of Colorado, October 1997
University of Chicago, September 1997
Washington University, September 1997

“The Value of Brands: A Consumer Learning Perspective”
Tilburg University, June 1997

Teaching Experience

- 2022- Marketing and Marketing Analytics, Cornell University (MSc in Business Analytics)
- 2020- Doctoral Seminar in Behavioral Marketing: The Self in Consumption and Commerce, Cornell University (PhD)
- 2016,
2018-2021 Marketing Core, Cornell University (Executive MBA)
- 2017-2018,
2023 Marketing Core, Cornell University (Accelerated MBA, Cornell Tech MBA)
- 2013-2016,
2023 Marketing Core, Cornell University (MBA)
- 2012 Topics in Consumer Behavior: The Psychology of Consumer Decision Making, Erasmus University (PhD, MPhil)
- 2010-2011 Marketing, CEDEP Fontainebleau (Executive Education)
- 2008 Marketing Management, University of Chicago (Executive MBA)
- 2007 Branding, European Institute for Advanced Studies in Management (PhD)
- 2007 Marketing, London Business School (Executive MBA)
- 2006-2012 Marketing, Erasmus University (Executive Education [open & custom programs])
- 2006-2008 Managerial Decision Making and Negotiation, Erasmus University (MSc)
- 2005 Marketing Strategy, University of Chicago (Executive MBA)
- 2005-2008 Behavioral Decision Theory, Erasmus University (PhD, MPhil)
- 2004-2012 Marketing Management, Erasmus University (undergraduate)
- 1999-2003 Marketing Management/Marketing Strategy, University of Chicago (MBA, Executive MBA)
- 1999-2001 Consumer Behavior, University of Chicago (MBA)
- 1996 Consumer Behavior, University of Florida (undergraduate)

PhD Students (first placement)

Valentina Melnyk (co-chair, Free Univ. Amsterdam, finalist SAP-PIM Marketing Science Dissertation Award)
Steven Sweldens (chair, INSEAD, winner SAP-PIM Marketing Science Dissertation Award, winner EMAC-McKinsey Dissertation Award, winner Dutch Marketing Research Association's Research Prize, runner-up John A. Howard AMA Doctoral Dissertation Competition, Highly Commended Award winner Emerald/EFMD Outstanding Doctoral Research Awards in Marketing Research)
Stefanie Tzioti (co-chair, industry)
Bart de Langhe (co-chair, cum laude, University of Colorado, finalist Dutch Marketing Research Association's Research Prize)
Daniel von der Heyde Fernandes (co-chair, Catolica Lisbon, Emerald/EFMD Outstanding Doctoral Research Award, Journal of Consumer Psychology C.W. Park Award for Outstanding Contribution)
Ioannis Evangelidis (pro forma co-chair, cum laude, Bocconi University, Erasmus Research Institute of Management Best Paper by Junior Author Award, Erasmus Research Institute of Management Best Dissertation Award)
Anne-Sophie Lenoir (co-chair, industry)
Irene Consiglio (chair, Universidade Nova de Lisboa)
Laura Straeter (co-chair, Maastricht University)
Anika Stuppy (co-chair, Tilburg University)
Sarah Lim (chair, University of Illinois at Urbana-Champaign)
Jeffrey Kang (chair)
Jing Ma (co-chair)

PhD (Defense) Committees

Pankaj Aggarwal (University of Chicago)
Niek Althuizen (Erasmus University)
Guillermo Baquero (Erasmus University)
Laura Concina (Ca'Foscari University of Venice)
Dirk Deichmann (Erasmus University)
Irem Duman (K.U. Leuven)
Christilene du Plessis (Erasmus University)
Alvise Favotto (Ca'Foscari University of Venice)
Kelly Geyskens (Catholic University Leuven)
Shreyans Goenka (Cornell University)
Pascalle Govers (Delft University of Technology)
Kaisa Hytönen (Erasmus University)
Christophe Lembregts (Ghent University)
Jia Liu (Tilburg University)
Carlos Mireles (Erasmus University)
Arnaud Monnier (Cornell University)
Archer Pan (Cornell University)
Gabriele Paolacci (Ca'Foscari University of Venice)
Joowon Park (Cornell University)
Remco Prins (Erasmus University)
Laurens Rook (Erasmus University)
Diana Rus (Erasmus University)
Gaby Schellekens (Erasmus University)
Deepak Sirwani (Cornell University)
Daan Stam (Erasmus University)
Maciej Szymanowski (Tilburg University)

Mirjam Tuk (Erasmus University)
Ellis van de Hende (Delft University of Technology)
Merel van Diepen (Erasmus University)
Wendy van Ginkel (Erasmus University)
Mirjam van Ginkel-Bieshaar (Erasmus University)
Ferdinand Vieider (Erasmus University)
Bjorn Vroomen (Erasmus University)
Catherine Wiggins (Cornell University)
Maarten Wubben (Erasmus University)

University Service

Cornell, Johnson Graduate School of Management and Cornell SC Johnson College of Business

- 2025-2026 Design Policy for Research Funding
- 2024-2025 Design Policy for Summer Support and Teaching Loads
- 2025 Internal Ad-Hoc Committee for Reappointment Decision (Member)
- 2024-2025 Residential MSc in Business Analytics Committee
- 2023-2024 Johnson College Course Assignments to Areas Committee
- 2023-2027 Area Chair, Cornell College of Business Marketing & Business Communication Area
- 2022-2024 Johnson School Faculty Policy Committee (Chair Fall 2022, elected by Johnson School faculty)
- 2020-2023 MSc in Business Analytics Program Committee (Chair 2023)
- 2021 Provost's Task Force to Streamline the Processes and Structures of the Cornell SC Johnson College of Business
- 2018-2021 Johnson School Associate Dean for Academic Affairs
- 2017 Johnson School Ithaca Management and Organizations Recruiting Committee
- 2017 Chair, Marketing Area Curriculum Review Committee
- 2017 Cornell SC Johnson College Task Force on Undergraduate Minors
- 2016-2017 Area Coordinator, Cornell College of Business Marketing & Business Communication Area
- 2016 Chair, Johnson Ithaca Marketing Recruiting Committee
- 2016 Cornell College of Business Vision/Mission Faculty Task Force
- 2015-2018 Ithaca Residential MBA Programs Committee
- 2015-2016 Johnson Cornell Tech Marketing Recruiting Committee
- 2014-2016 Johnson Faculty Policy Committee

- 2014-2015 Co-Chair, Johnson Pre-Experience Degree Education Implementation Committee
- 2014 Chair, Johnson Committee on Pre-Experience Degree Education
- 2013- Promotion and Tenure Review Committees (Chair, Member)

Cornell, University-wide

- 2022- Cornell Faculty Senate (elected member representing Johnson School faculty)
- 2020 External Ad-Hoc Committee for Tenure Decision (Member)
- 2015 External Ad-Hoc Committee for Tenure Decision (Member)

Erasmus, Rotterdam School of Management

- 2011-2012 Member, Erasmus Research Institute of Management Program Advisory Committee
- 2008-2012 Department Chair, Department of Marketing Management
- 2008-2012 Member, Promotion and Tenure Committee
Recruiting Chair (multiple years)

Professional Activities

journals

Advisory Council Chair (ex officio)
Administrative Sciences Quarterly (2018-2021)

Policy Board Member

Journal of Consumer Research (representing Association for Consumer Research; 2025-2027; chair Research Integrity Committee 2025-)

Area/Associate Editor:

Journal of Consumer Research (2008-2011, 2012-2018)
International Journal of Research in Marketing (2007-2008)
Journal of Marketing Behavior (2014-2018)
Association for Consumer Research Conference (2007)

Guest Area/Associate Editor:

Journal of Consumer Research (2018, 2019, 2020, 2021, 2022)
Journal of Consumer Psychology (2019, 2020, 2021)
Journal of Marketing (2019)
International Journal of Research in Marketing (2012, 2013, 2014, 2015)

Editorial Review Board Member:

Journal of Consumer Research (2005-2008, 2011-2012, 2018-)
Journal of Marketing (2005-2018, 2019-)
International Journal of Research in Marketing (2009-)
Journal of Consumer Psychology (2013-)

Ad-hoc Reviewer:

Journal of Marketing Research
Marketing Science
Management Science
Journal of Experimental Psychology: General
Journal of Experimental Psychology: Learning, Memory, and Cognition
Psychological Science
Journal of Consumer Psychology
Journal of the Association for Consumer Research
Journal of Interactive Marketing
Marketing Letters
Jaarboek Sociale Psychologie
Association for Consumer Research Conference (North America and Europe)
Society for Consumer Psychology Conference
Society for Consumer Psychology - Sheth Foundation Dissertation Proposal Competition
Marketing Science Institute's Alden G. Clayton Doctoral Dissertation Proposal Competition
John A. Howard/AMA Doctoral Award Competition
American Marketing Association Winter Marketing Educators' Conference
La Londe Conference
Boğaziçi Journal: Review of Social, Economic and Administrative Studies
Tijdschrift voor Economie en Management
Catholic University Leuven Research Council
ACR/Sheth Foundation Dissertation Grants
Social Sciences and Humanities Research Council of Canada
Research Grants Council of Hong Kong
NWO Veni Competition
NWO Vici Competition

professional organizations and conferences

President

Society for Consumer Psychology, 2015
American Psychological Association, Division 23 (Consumer Psychology), 2015

Publications Committee Chair

Society for Consumer Psychology, 2016

Member of the Board of Directors (International Perspectives Director)

Association for Consumer Research, 2009-2012

Conference Co-Chair:

Symposium on Alienation and Meaning in Production and Consumption in Munich, January 2017
Association for Consumer Research (ACR) Annual Conference in Jacksonville, October 2010
La Londe Conference on Marketing Communications and Consumer Behavior in La Londe, June 2009

Consumer Behavior Track Chair:

European Marketing Academy (EMAC) Annual Conference in Reykjavik, May 2007
European Marketing Academy (EMAC) Annual Conference in Milan, May 2005

Doctoral Symposium Co-Chair:

Association for Consumer Research European Conference in Milan, July 2007

Mid-Career Workshop Co-Chair

Association for Consumer Research Conference in Washington, D.C., October 2025

Forums Co-Chair:

Association for Consumer Research Conference in Berlin, October 2016

Consumer Behavior Special Interest Group Chair

European Marketing Academy (EMAC), 2020

Program Committee:

Association for Consumer Research Conference in Paris, October 2020

Association for Consumer Research Conference in Atlanta, October 2019

Association for Consumer Research Conference in New Orleans, October 2015

Society for Consumer Psychology Conference in Phoenix, February 2015

Association for Consumer Research Conference in Chicago, October 2013

Association for Consumer Research Conference in Memphis, October 2007

Association for Consumer Research European Conference in Milan, July 2007

Association for Consumer Research Conference in Toronto, October 2003

Session Chair:

"Implicit Decision Making Processes," Small Group Meeting in Consumer Psychology in Enschedé, The Netherlands, November 2006

"Memory Accessibility and Product Judgment," Association for Consumer Research Conference in Toronto, October 2003.

"Brand Extensions and Alliances," Society for Consumer Psychology Conference in Austin, February 2002.

"Comparative Processes in Consumer Choice," Association for Consumer Research Conference in Columbus, October 1999.

"Learning and Recall of Brand Associations: The Role of Competition Between Associations," Association for Consumer Research Conference in Jouy-en-Josas, June 1999.

Session Discussant:

"When Brands Join Hands: Examining the Reciprocal Effects of Brand Alliance Strategies on Partner Brand Equity," Association for Consumer Research Conference in San Antonio, September-October 2005.

"Do Products Smile? When Fluency Confers Liking and Enhances Purchase Intent," Association for Consumer Research Conference in San Antonio, September-October 2005.

Award Committee Chair:

Association for Consumer Research Nicosia Award, 2013

Award Committee Member:

Society for Consumer Psychology Distinguished Scientific Contribution Award 2020

Association for Consumer Research Early Career Award 2017, 2024

Journal of Consumer Psychology Park Outstanding Contributor Award 2011

Journal of Consumer Psychology Park Young Contributor Award 2011

Association for Consumer Research Simonson Mentorship Award 2023

external assessor

University of Pennsylvania Wharton School Marketing Department, October 2018

Notre Dame Univ. Mendoza College of Business Marketing Academic Review Committee, October 2016

media and executive practice

Media:

RTL4 television, Netherlands 2 television, Radio 1 (Netherlands), Business News Radio, Radio 747, RTV Rijnmond, Tijdschrift voor Marketing, Reclameweek, Adformatie, Marketing Tribune, Elsevier, NRC Handelsblad, Financieel Dagblad, Volkskrant Banen, Chicago Tribune, Telegraaf, Algemeen Dagblad,

Eindhovens Dagblad, Leeuwarder Courant, BN De Stem, FNV Magazine, FT.com, Telegraph Online, De Help,...

Executive Education/Presentations/Consulting:

l'Oréal, General Electric, Vodafone, GlaxoSmithKline, Dutch Prison Service, NewCompliance, Taco Bell, BE Works,...

Professional Affiliations

American Marketing Association
Association for Consumer Research
Society for Consumer Psychology
European Marketing Academy