VLADAS GRISKEVICIUS

Curriculum Vitae

Carlson School of Management
University of Minnesota
321 19th Ave South, Suite 3-150
Minneapolis, MN 55455

Phone: 612.626.3793
Fax: 612.624.8804
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ACADEMIC POSITIONS

University of Minnesota, Carlson School of Management

2012 – Present: Associate Professor of Marketing and Psychology
University of Minnesota McKnight Land-Grant Professor

2008 – 2012: Assistant Professor of Marketing

EDUCATION

Ph.D. Social Psychology, Arizona State University, 2008
M.A. Social Psychology, Arizona State University, 2005
B.A. Economics & Psychology, University of California, Santa Cruz, 2001

AREAS OF EXPERTISE

Sustainability and Green Marketing
Social Influence and Social Norms
Luxury Consumption
Evolutionary Psychology
Motivation and Emotion
Transformative Consumer Research

ACADEMIC HONORS

- Named one of the "World's Top 40 Professors Under 40" by *Poets & Quants*, 2014
- Early Career Award, *Society for Consumer Psychology*, 2013
- Named "Young Scholar" by *Marketing Science Institute*, 2013
- Service Award, *Carlson School of Management*, 2013
- Research Award, *Carlson School of Management*, 2013
- Finalist, Best Paper Award, *Human Behavior & Evolution Society*, 2013
- SAGE Scholar Early Career Award, *Society for Personality and Social Psychology*, 2012
- Emerald Citations of Excellence Award for Most Highly Cited Business Papers, 2012
- Best Paper Award, *Journal of Consumer Research*, 2011
- Best Teacher Award, *Carlson School of Management*, 2011
- McKnight Land-Grant Professorship, *University of Minnesota*, 2010-2013
- Finalist for Best Teacher Award, *Carlson School of Management*, 2009, 2010, & 2013
- Fellow, *Society for Experimental Social Psychology*, 2010
- Named "Outstanding Professor" by *Alpha Kappa Psi*, 2009
- New Investigator Paper Award, *Human Behavior & Evolution Society*, 2008
- Best Paper Award, *Society for Consumer Psychology*, 2007
- Darwin and Marie Linder Fellowship, 2007
- Best Poster Award, *Human Behavior & Evolution Society*, 2006
- Graduate Research Fellowship, *National Science Foundation*, 2004-2007
- Arizona State University Graduate Scholarship, 2002-2005
- University of California Regents' Scholar, 1998-2000

BOOKS .

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

*Translated into Japanese, Chinese, Russian, Dutch, Korean, German, and Spanish.

JOURNAL PUBLICATIONS .

1) Wang, Y., & Griskevicius, V. (forthcoming). Conspicuous consumption, relationships, and rivals: Women's luxury products as signals to other women. *Journal of Consumer Research*.

2) Durante, K. M., Griskevicius, V., Cantu, S., & Simpson, J. A. (forthcoming). Money, status, and the ovulatory cycle. *Journal of Marketing Research*.

3) Cantu, S. M., Simpson, J. A., Griskevicius, V., Weisberg, Y., Durante, K. M., & Beal, D. (forthcoming). Fertile and selectively flirty: Women's behavior toward men changes across the ovulatory cycle. *Psychological Science*.

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

5) Van Vugt, M., Griskevicius, V., & Schultz, P. W. (forthcoming). Naturally green: Harnessing Stone Age psychological biases to foster environmental behavior. *Social Issues and Policy Review*.

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

7) White, A. E., Li Y. J., Griskevicius, V., Kenrick, D. T., & Neuberg, S. L. (2013). Putting all your eggs in one basket: Life history strategies, bet hedging, and diversification. *Psychological Science*, *24*, 715-722.

8) Kenrick, D. T, Saad, G., & Griskevicius, V. (2013). Evolutionary consumer psychology: Ask not what you can do for biology, but…. *Journal of Consumer Psychology, 23*, 404-409.

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

10) Griskevicius, V., Ackerman, J. A., Cantu, S. M., Delton, A. W., & Robertson, T. E., Simpson, J. A., Thomson, M. E., & Tybur, J. M. (2013). When the economy falters do people spend or save? Responses to resource scarcity depend on childhood environments. *Psychological Science*, *24*, 197-205.

***Finalist, Best Paper Award, *Human Behavior & Evolution Society*, 2013**

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

12) Hill S. E., Rodeheffer, C., Griskevicius, V., Durante, K. M., & White, A. E. (2012). Boosting beauty in an economic decline: Mating, spending, and the lipstick effect. *Journal of Personality and Social Psychology, 103*, 275-291.

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

14) Durante, K. M., Griskevicius, V., Cantu, S. M., Simpson, J. A., & Tybur, J. M. (2012). Sex ratio and women's careers: Does a scarcity of men lead women to choose briefcase over baby? *Journal of Personality and Social Psychology, 103*, 121-134.

15) Durante, K. M., Griskevicius, V., Simpson, J. A., Cantu, S. M., & Li, N. P. (2012). Ovulation leads women to see sexy cads as good dads. *Journal of Personality and Social Psychology, 103*, 292-305.

16) Griskevicius, V., Cantu, S.M., & Van Vugt, M. (2012). The evolutionary bases for sustainable behavior: Implications for marketing, policy, and social entrepreneurship. *Journal of Public Policy and Marketing, 31*, 115-128.

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

18) Sundie, J. M., Cialdini, R. B., Griskevicius, V., & Kenrick, D. T. (2012). The world's (truly) oldest profession: Social influence in evolutionary perspective. *Social Influence, 7*, 134-153.

19) Simpson, J. A., Griskevicius, V., Kuo, S. I., Sung, S., & Collins, W. A. (2012). Evolution, stress, and sensitive periods: The influence of unpredictability in early versus late childhood on sex and risky behavior. *Developmental Psychology, 48*, 674-686.

20) Griskevicius, V., Tybur, J. M., Ackerman, J. A., Delton, A. W., Robertson, T. E., & White, A. E. (2012). The financial consequences of too many men: Sex ratio effects on saving, borrowing, and spending. *Journal of Personality and Social Psychology, 102*, 69-80.

21) Li, Y. J., Kenrick, D. T., Griskevicius, V., & Neuberg, S. L. (2012). Economic decision biases and fundamental motivations: How mating and self-protection alter loss aversion. *Journal of Personality and Social Psychology, 102*, 550-561.

22) Ellis, B. J., Dahl, R.E., Del Giudice, M., Figueredo, A.J., Gray, P., Griskevicius, V., et al. (2012). The evolutionary basis of risky adolescent behavior: Implications for science, policy and practice. *Developmental Psychology, 48*, 598-623.

23) Durante, K. M., Griskevicius, V., Hill, S. E., Perilloux, C., & Li, N. P. (2011). Ovulation, female competition, and product choice: Hormonal influences on consumer behavior. *Journal of Consumer Research, 37*, 921-934.

24) Sundie, J. M., Kenrick D. T., Griskevicius, V., Tybur, J. M., Vohs, K. D., & Beal, D. J. (2011). Peacocks, Porsches, and Thorstein Veblen: Conspicuous consumption as a sexual signaling system. *Journal of Personality and Social Psychology, 100*, 664-680.

25) Goldstein, N. J., Griskevicius, V., & Cialdini, R. B. (2011). Reciprocity by proxy: A novel influence strategy for stimulating cooperation. *Administrative Science Quarterly*, 56, 441-473.

26) Griskevicius, V., Tybur, J. M., Delton, A. W., & Robertson, T. E. (2011). The influence of mortality and socioeconomic status on risk and delayed rewards: A life history theory approach. *Journal of Personality and Social Psychology, 100*, 1015-1026.

27) Ackerman, J. A., Griskevicius, V., & Li, N. P. (2011). Let's get serious: Communicating commitment in romantic relationships. *Journal of Personality and Social Psychology, 100*, 1015-1026.

28) Griskevicius, V., Delton, A. W., Robertson, T. E., & Tybur, J. M. (2011). The environmental contingency of life history strategies: Influences of mortality and socioeconomic status on reproductive timing. *Journal of Personality and Social Psychology, 100*, 241-254.

29) Griskevicius, V., Shiota, M. N., & Nowlis, S. M. (2010). The many shades of rose-colored glasses: An evolutionary approach to the influence of different positive emotions. *Journal of Consumer Research, 37*, 238-250.

30) Griskevicius, V., Tybur, J. M., & Van den Bergh, B. (2010). Going green to be seen: Status, reputation, and conspicuous conservation. *Journal of Personality and Social Psychology, 98*, 392-404.

31) Kenrick, D. T., Griskevicius, V., Neuberg, S. L., & Schaller, M. (2010). Renovating the pyramid of needs: Contemporary extensions built upon ancient foundations. *Perspectives on Psychological Science, 5*, 292-314. (Target Article)

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

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

34) DeBruine, L. M., Jones, B. C., Tybur, J. M., Lieberman, D., & Griskevicius, V. (2010). Women's preferences for masculinity in male faces are predicted by pathogen disgust, but not moral or sexual disgust. *Evolution and Human Behavior, 31*, 69-74.

35) Li, N. P., Smith, A. P., Griskevicius, V., Cason, M. J., & Bryan, A. (2010). Eating disorders in heterosexual and homosexual individuals: Evidence for intrasexual status competition. *Evolution and Human Behavior, 31*, 365-372.

36) Kenrick, D. T., Neuberg, S. L., Griskevicius, V., Schaller, M., & Becker, D. V. (2010). Goal-driven cognition and functional behavior: The fundamental motives framework. *Current Directions in Psychological Science, 19*, 63-67.

37) Göckeritz, S., Schultz, P. W., Rendón, T., Cialdini, R. B., Goldstein, N. J., & Griskevicius, V. (2010). Descriptive normative beliefs and conservation behavior: The moderating roles of personal involvement and injunctive normative beliefs. *European Journal of Social Psychology, 40,* 514-523.

38) Griskevicius, V., Goldstein, N. J., Mortensen, C. R., Sundie, J. M., Cialdini, R. B., & Kenrick, D. T. (2009). Fear and loving in Las Vegas: Evolution, emotion, and persuasion. *Journal of Marketing Research, 46,* 385-395.

39) Griskevicius, V., Tybur, J. M., Gangestad, S. W., Perea, E. F., Shapiro, J. R., & Kenrick, D. T. (2009). Aggress to impress: Hostility as an evolved context-dependent strategy. *Journal of Personality and Social Psychology, 96,* 980-994.

40) Tybur, J. M., Lieberman, D., & Griskevicius, V. (2009). Microbes, mating, and morality: Individual differences in three functional domains of disgust. *Journal of Personality and Social Psychology,* 97, 103-122.

*** Winner, Best New Investigator Paper, *Human Behavior & Evolution Society,* 2009**

41) Li, N. P., Griskevicius, V., Durante, K. M., Jonason, P. K., Pasisz, D. J., & Aumer, K. (2009). An evolutionary perspective on humor: Sexual selection or interest indication? *Personality and Social Psychology Bulletin, 35,* 923-936.

42) Kenrick, D. T., Griskevicius, V., Sundie, J. M., Li, N. P., Li, Y. J., & Neuberg, S. L. (2009). Deep rationality: The evolutionary economics of decision-making. *Social Cognition, 27,* 764-785.

43) Wosinska, W., Cialdini, R. B., Petrova, P. K., Griskevicius, V., Barrett, D., Gornik-Durose, M., & Butner, J. (2009). Resistance to deficient organizational authority: The impact of culture and connectedness at the workplace. *Journal of Applied Social Psychology, 39,* 834-851.

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

45) Goldstein, N. J., Cialdini, R. B., & Griskevicius, V. (2008). A room with a viewpoint: Using social norms to motivate environmental conservation in hotels. *Journal of Consumer Research, 35,* 472-482.

***Winner, Best Paper, *Journal of Consumer Research,* 2011**

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

47) Nolan, J. P., Schultz, P. W., Cialdini, R. B., Goldstein, N. J., & Griskevicius, V. (2008). Normative social influence is underdetected. *Personality and Social Psychology Bulletin, 34,* 913-923.

48) Griskevicius, V., Cialdini, R. B., & Goldstein, N. J. (2008). Social norms: An underestimated and underemployed lever for managing climate change. *International Journal for Sustainability Communication, 3,* 5-13.

49) Griskevicius, V., Tybur, J. M., Sundie, J. M., Cialdini, R. B., Miller, G. F., & Kenrick, D. T. (2007). Blatant benevolence and conspicuous consumption: When romantic motives elicit strategic costly signals. *Journal of Personality and Social Psychology, 93,* 85-102.

***Winner, Best Paper, *Society for Consumer Psychology*, 2007**

50) Goldstein, N. J., Griskevicius, V., & Cialdini, R. B. (2007). Invoking social norms: A social psychology perspective on improving hotel linens-reuse programs. *Cornell Hotel and Restaurant Administration Quarterly, 48*(2), 145-150.

51) Schultz, P. W., Nolan, J. P., Cialdini, R. B., Goldstein, N. J., & Griskevicius, V. (2007). The constructive, destructive, and reconstructive power of social norms. *Psychological Science, 18,* 429-434.

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

53) Griskevicius, V., Goldstein, N. J., Mortensen, C. R., Cialdini, R. B., & Kenrick, D. T. (2006). Going along versus going alone: When fundamental motives facilitate strategic (non)conformity. *Journal of Personality and Social Psychology, 91,* 281-294.

54) Ackerman, J. M., Shapiro, J. R., Neuberg, S. L., Kenrick, D. T., Becker, D. V., Griskevicius, V., Maner, J. K., & Schaller, M. (2006). They all look the same to me (unless they're angry): From out-group homogeneity to out-group heterogeneity. *Psychological Science, 17,* 836-840.

55) Griskevicius, V., Cialdini, R. B., & Kenrick, D. T. (2006). Peacocks, Picasso, and parental investment: The effects of romantic motives on creativity. *Journal of Personality and Social Psychology, 91,* 63-76.

INVITED BOOK CHAPTERS & OTHER PUBLICATIONS .

56) Griskevicius, V., & Durante, K. M. (forthcoming). Evolution and Consumer Behavior. In M. Norton, D. Rucker, and C. Poynor Lamberton (Eds.) *Handbook of Consumer Psychology*.

57) Griskevicius, V., Redden, J. P., & Ackerman, J. A. (forthcoming). The fundamental motives for why we buy. In S. Preston, M. Kringelbach, and B. Knutson (Eds), *Interdisciplinary Science of Consumption*.

58) Neufeld, S. & Griskevicius, V. (forthcoming). Positive emotions, marketing, and social influence. In M. N. Shiota *Handbook of Positive Emotions*.

59) Mittal, C., Griskevicius, V., & Ellis B. (forthcoming). Life history theory and consumer behavior. In S. Preston, M. Kringelbach, and B. Knutson (Eds), *Interdisciplinary Science of Consumption*.

60) Griskevicius, V., Haselton, M. G., & Ackerman, J. A. (forthcoming). Evolution and relationships. In J. A. Simpson and J. Dovidio (Eds.) *Personality and Social Psychology*: *Intergroup Relations and Group Processes.*

61) Barclay, P., & Griskevicius, V. (forthcoming). The pursuit of status through generosity. In J. Cheng, J. Tracy, and C. Anderson (Eds.) *The Psychology of Social Status.*

62) Van Vugt, M., & Griskevicius, V. (2012). Let's use evolution to turn us green. *New Scientist*, 25, 26-27.

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

64) Griskevicius, V., Simpson, J. A., Durante, K. D., Kim, J., & Cantu, S. (2012). Evolution, social influence, and sex ratio. In D. Kenrick, N. Goldstein, and S. Braver, *Six Degrees of Social Influence: Science, Application, and the Psychology of Robert Cialdini.*

65) Griskevicius, V., Ackerman, J. A., Van den Bergh, B., & Li, Y. J. (2011). Fundamental motives and business decisions. In G. Saad (Ed.) *Evolutionary Psychology in the Business Sciences*. Springer.

66) Simpson, J. A., Griskevicius, V., & Kim, J. (2011). Evolution, life history, and personality. In L. Horowitz & S. Strack (Eds.), *Handbook of Interpersonal Psychology: Theory, Research, Assessment, and Therapeutic Interventions*. New York: Wiley.

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

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

69) Cialdini, R. B., Goldstein, N. J., & Griskevicius, V. (2010). What social psychologists can learn from evaluations of environmental interventions. In M. Marks, S. Donaldson, and B. Campbell (Eds.) *Social Psychology and Evaluation*. New York: Guilford.

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

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

RESEARCH IN PROGRESS .

72) "Parental spending on boys versus girls in economic recessions" (with Kristina M. Durante, Joseph P. Redden, & Andrew E. White). Invited second round revision, *Journal of Consumer Research*.

73) "Growing up poor influences sense of control in the face of uncertainty" (with Chiraag Mittal). Invited third round revision, *Journal of Personality and Social Psychology*.

74) "Financial planning in the face of uncertainty: A life history theory approach" (with Chiraag Mittal). Under review, *Journal of Consumer Research*.

75) "Adverse childhoods improve specific mental abilities" (with Chiraag Mittal, Jeff Simpson, Ethan Young, & Sooyeon Sung). Under review, *Science*.

76) "Red, ripe, and ready: Effects of food color on consumption" (with Stephanie M. Cantu & Joseph P. Redden). Under review, *Journal of Consumer Psychology*.

77) "The person and the environment: A life history theory approach" (with Josh Tybur & Jeff Simpson). Preparing to submit to *Psychological Review*.

78) "Does consuming luxury make people meaner or nicer?" (with Yajin Wang & Debbie John). Preparing to submit to *Journal of Consumer Research*.

79) "Do moms and dads favor boys over girls?" (with Kristina M. Durante & Joseph Redden). Preparing to submit to *Psychological Science*.

80) "Sex and money: Turning up the heat on risky financial decisions" (with Bram Van den Bergh & Kobe Millet). Preparing to submit to *Journal of Consumer Psychology*.

81) "I'll scratch your back if you scratch my brother's" (with Noah J. Goldstein & Chad R. Mortensen). Preparing to submit to *Science*.

82) "When are women especially attracted to attractive men?" (with Stephanie M. Cantu, Alec T. Beall, Jeffry A. Simpson, & Mark Schaller). Invited revision, *Journal of Personality and Social Psychology*.

83) "Going green to help your genes: Kin appeals in environmental messaging" (with Samantha Neufeld, Becca Neel, Jessica Li, Susan Ledlow, Steve Neuberg, & Doug Kenrick). Preparing to submit to *Journal of Personality and Social Psychology*.

84) "How childhood unpredictability influences pubertal timing" (with Jeffry Simpson, Sally Kuo, and Sooyeon Sun). Preparing to submit to *Developmental Psychology*.

85) "How childhood unpredictability influences parenting in adulthood" (with Jeffry Simpson and Ohad Szepsenwol). Preparing to submit to *Developmental Psychology*.

TEACHING .

Courses Taught

Consumer Behavior (MBA)
Mean Rating: 5.85 / 6.0

Power and Influence (Executive)
Mean Rating: 4.85 / 5.0

Persuasion and Influence (MBA)
Mean Rating: TBA

Integrated Marketing Communications (Undergraduate)
Mean Rating: 5.83 / 6.0

Evolution and Consumer Behavior (PhD)
Mean Rating: 6.0 / 6.0

Social Influence and Persuasion (PhD)
Mean Rating: 5.95 / 6.0

Teaching Awards and Honors

- Named one of the World's Top 40 Professors Under 40 by *Poets & Quants*, 2014
- Best Teacher Award, Carlson School of Management, 2011
- Finalist for Best Teacher Award, Carlson School of Management, 2009, 2010, & 2013
- Named "Outstanding Professor" by Alpha Kappa Psi, 2009

PhD Committees

- Chiraag Mittal – chair (Marketing 2016)
- Yajin Wang – member (Marketing 2015)
- Ryan Rahinel – member (Marketing 2014)
- John Myers – member (Psychology 2014)
- Stephanie Cantu – co-chair (Psychology 2013)
- Jannine Lasaleta – member (Marketing 2013)
- John Kim – co-chair (Psychology 2013)

Postdocs

- Kristina Durante (2009-2011)

SERVICE

Awards

Service Award, *Carlson School of Management*, 2013

Department Service

Subject Pool Coordinator: 2011-present
PhD Program Committee: 2012-present (member)
Faculty Hiring Committee: 2011 (member), 2012 (chair), 2013 (chair)

School Service

Faculty Consultative Committee: 2013-present
Reading/Review Committees: 2013, 2014
Executive Education: 2011, 2012, 2013, 2014

Professional Service

Associate Editorships & Editorial Review Boards (ERB)

Journal of Marketing Research, Associate Editor (2014-present), ERB (2013-2014)
Journal of Consumer Research, ERB (2012-present)
Journal of Consumer Psychology, ERB (2012-present)
Journal of Personality and Social Psychology (IRGP), ERB (2008-present)
Personality and Social Psychology Review, ERB (2014-present)

Guest Editor

Journal of Personality and Social Psychology

Grant Reviewing

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

Conference Program Committees

Association for Consumer Research
Society for Consumer Psychology

Ad-hoc Journal Reviewing

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

INVITED TALKS .

- University of Miami, School of Business (2014)
- Ohio State University, Fisher College of Business (2014)
- Training Preconference, Society for Personality and Social Psychology (2014)
- Universal McCann Global Summit in Vail, Colorado (2014)
- Doctoral Symposium Speaker, Association for Consumer Research (2013)
- Advertising Week Conference, New York City (2013)
- New York University (2013)
- Brigham Young University, Marriott School of Management (2013)
- INSEAD, France (2013)
- Marketing Science Institute, Young Scholars Conference (2013)
- University of California Berkeley, Haas School of Business (2012)
- Cornell University, Johnson School of Management (2012)
- University of Minnesota, Undergraduate Anthropology Conference (2012)
- Northwestern University, Kellogg Graduate School of Management (2011)
- Columbia University, Columbia Business School (2011)
- University of Toronto, Rotman School of Management (2011)
- Texas A&M University, Mays Business School (2011)
- University of Minnesota, Ecology, Evolution, and Behavior Department (2011)
- University of Texas at Austin, McCombs School of Business, (2011)
- University of Alberta, Alberta School of Business (2011)
- MIT, Sloan School of Management (2010)
- Carnegie Mellon University, Tepper School of Business (2010)
- Duke University, Fuqua School of Business (2010)
- University of Michigan, Ross School of Business (2010)
- Erasmus University, Rotterdam School of Management, Netherlands (2010)
- Tilburg University, Marketing, Netherlands (2010)
- Katholieke Universiteit Leuven, Marketing, Belgium (2010)
- University of Michigan, Interdisciplinary Science of Consumption Conference (2010)
- VU Amsterdam, Psychology, Netherlands (2010)
- University of Minnesota, Social Psychology & Child Development (2010)
- Carlson School of Management, Institute for Research in Marketing (2009)
- Evolutionary Preconference, Society for Personality and Social Psychology (2008)
- Stanford University, Stanford Graduate School of Business (2007)
- University of Pennsylvania, Wharton School of Business (2007)
- Harvard University, Harvard Business School (2007)
- University of Minnesota, Carlson School of Management (2007)
- University of Washington, Foster School of Business (2007)
- University of Iowa, Tippie School of Management (2007)

EXTERNAL GRANTS & OTHER FUNDING .

Life History Theory and Risky Behavior
National Science Foundation Grant #1057482, co-PI
Total Award: $400,000 (3 Years: 2011-2014)

Fundamental Goals and Decision Making
National Science Foundation Grant #0843764, co-PI and site PI
Total Award: $600,000 (3 Years: 2009-2012)

Using Social Norms to Turn A Minority into The Majority
Ogilvy Foundation Research Grant, PI
Total Award: $15,000 (2012)

Harnessing Social Incentives for Sustainable Behavior
Institute for Research in Marketing, PI
Total Award: $20,000 (2011)

Evolutionary Roots of Modern Consumer Behavior
University of Minnesota McKnight Professorship Grant, PI
Total Award: $97,000 (2 Years: 2010-2012)

Hormonal Influences on Consumer Behavior
University of Minnesota Carlson School Dean's Small Research Grant, PI
Total Award: $9,340 (2 years: 2010-2012)

Interaction of Current and Childhood Environment on Risky Decisions
University of Minnesota Seed Grant ("Grant-in-Aid"), PI
Total Award: $15,600 (2 years: 2009-2011)

Geography of Social Influence
National Science Foundation Graduate Research Fellowship, PI
Total Award: $90,000 (3 Years: 2004-2007)

CONFERENCES ORGANIZED .

Evolutionary Preconference at the *Society for Personality and Social Psychology* conference, San Antonio, TX (with Brandy Burkett and Jenee Jackson, 2011).

Evolutionary Preconference at the *Society for Personality and Social Psychology* conference, Las Vegas, NV (with Brandy Burkett and Jenee Jackson, 2010).

Evolutionary Preconference at the *Society for Personality and Social Psychology* conference, Tampa, FL (with Brandy Burkett and Jenee Jackson, 2009).

CONFERENCE SESSIONS ORGANIZED & CHAIRED .

Lust from Our Ancestral Dust . *Society for Personality and Social Psychology*, Austin (with Jeff Simpson, 2014).

Evolutionary Economics and Decision-Making. *Human Behavior and Evolution Society*, Miami (2013).

What Does Money Buy? Happiness, Love, Status, and Reproductive Rewards, *Society for Personality and Social Psychology*, New Orleans (with Kristina Durante 2013).

Of Carrots, Candy, and Self-Control: Increasing and Decreasing Food Consumption, *Association of Consumer Research*, Vancouver (with Joseph Redden, 2012)

Life History Strategies: Psychology, Behavior, and Biomarkers, *Human Behavior and Evolution*, Albuquerque (2012).

The Psychology and Biology of Competition. *Society for Personality and Social Psychology*, San Diego (with Saul Miller, 2012).

The Power of Uncertainty and the Uncertainty of Power. *Society for Personality and Social Psychology*, San Diego (with Paul Piff, 2012).

Strategic Spending in Booms and Busts: Effects of Recessions on Consumer Behavior. *Association of Consumer Research*, St. Louis (with Kobe Millet, 2011).

Sex and Money. *Association of Consumer Research*, St. Louis (with Bram Van den Bergh, 2011).

On Sunshine, Snow, and Sex: Environmental Effects in Consumer Preference. *Association of Consumer Research*, St. Louis (with Nicholas Reinholtz, 2011).

Life History Theory and Psychology: Implications for Decision-Making, Personality, and Parenting. *Society for Personality and Social Psychology*, San Antonio (2011).

Evolution, Consumer Behavior, and Decision Making, *Association of Consumer Research*, Jacksonville (with Joshua Ackerman, 2010).

Influence of Social Norms on Consumption: Psychology, Biology, and Behavior. *Association of Consumer Research*, Jacksonville (with Noah Goldstein, 2010).

Environmental Determinants of Life History Strategy: Financial Decisions, Aggression, Physical Health, and Mental Illness. *Human Behavior and Evolution*, Eugene (2010).

Green Marketing: Spurring Pro-Environmental Consumption, Conservation, and Sustainability. *Society for Consumer Psychology*, Tampa (2010).

Civic Consumerism: Field Studies of Prosocial Consumer Behavior. *Society for Consumer Psychology* Tampa (2010).

The Selfish Origins of Selflessness: Integrating Evolutionary, Economic, and Psychological Models of Helping & Cooperation. *Society for Personality and Social Psychology*, Las Vegas (with Noah Goldstein, 2010).

Why Reproduction Involves More Than Sex: Mating Motivation and Consumer Behavior. *Association of Consumer Research*, Pittsburgh (2009).

Let's Get Emotional: The Strategic Influence of Discrete Emotions on Consumer Behavior. *Society for Consumer Psychology*, San Diego (2009).

Priming the Primeval: Integrating Evolution with Unconscious Motivation. *Society for Personality and Social Psychology*, Tampa (with John Bargh2009).

Homo Consumicus: Emerging Research in Evolutionary Consumer Behavior. *Association for Consumer Research*, Memphis (with Nicole Mead, 2007).

REFEREED CONFERENCE PROCEEDINGS/PRESENTATIONS .

2014

Financial planning under uncertainty: A life history approach. *Society for Consumer Psychology*, Miami.

Spending on boys versus girls in economic recessions. *Society for Personality and Social Psychology*, Austin.

Fertile and selectively flirty. *Society for Personality and Social Psychology*, Austin.

The rational animal. Southern Society for Psychology and Philosophy, Charleston.

2013

Financial planning under uncertainty. *Association for Consumer Research,* Chicago.

Conspicuous consumption, relationships, and rivals: Women's luxury products as signals to other women. *Association for Consumer Research,* Chicago.

Childhood environment and sense of control. *Association for Consumer Research,* Chicago.

When the economy falters do people spend or save? Responses to resource scarcity depend on childhood environments. *Human Behavior and Evolution Society*, Miami.

Conspicuous consumption, relationships, and rivals: Women's luxury products as signals to other women. *Human Behavior and Evolution Society*, Miami.

Fertile and selectively flirty: Women's behavior toward men changes across the ovulatory cycle. *Human Behavior and Evolution Society*, Miami.

Childhood environment and sense of control. *Human Behavior and Evolution Society*, Miami.

The fluctuating female vote: Politics, religion, and the ovulatory cycle. *Human Behavior and Evolution Society*, Miami.

Life history theory and menarche. *Human Behavior and Evolution Society*, Miami.

Parental spending on boys versus girls in economic recessions. *Human Behavior and Evolution Society*, Miami.

The financial consequences of too many men. *Society for Consumer Psychology*, San Antonio.

Effects of monthly ovulatory cycle on women's spending and financial decisions. *Society for Consumer Psychology*, San Antonio.

Back off my man! Women's conspicuous consumption asna mate guarding strategy. *Society for Consumer Psychology*, San Antonio.

I love you both equally but… Parental spending on daughters versus sons in economic recession.. *Society for Consumer Psychology*, San Antonio.

Going, going, going: Hormonal influences on loss aversion. *Society for Consumer Psychology*, San Antonio.

The financial consequences of too many men. *Society for Personality and Social Psychology*, New Orleans.

Effects of monthly ovulatory cycle on women's spending and financial decisions. *Society for Personality and Social Psychology*, New Orleans.

2012

Red, ripe, and ready: Food color and consumption. *Association for Consumer Research,* Vancouver.

I love you both equally but… Parental spending on daughters versus sons in economic recession. *Association for Consumer Research,* Vancouver.

The financial consequences of too many men: Sex ratio effects on saving, borrowing, and spending. *Association for Consumer Research,* Vancouver.

Money and the monthly ovulation cycle: Hidden hormonal influences on women's decision making. *Association for Consumer Research,* Vancouver.

Sex ratio and diversification. *Association for Consumer Research,* Vancouver.

The financial consequences of too many men: Sex ratio effects on saving, borrowing, and spending. *Human Behavior and Evolution*, Albuquerque.

Sex ratio and women's careers: Does a scarcity of men lead women to choose briefcase over baby? *Human Behavior and Evolution Society*, Albuquerque.

Boosting beauty in an economic decline: Mating, spending, and the lipstick effect. *Human Behavior and Evolution*, Albuquerque.

When the economy falters do people spend or save? Responses to resource scarcity depend on childhood environments. *Human Behavior and Evolution*, Albuquerque.

Ovulation, variety seeking, and loss aversion. *Human Behavior and Evolution*, Albuquerque.

Ovulation leads women to see sexy cads as good dads. *Human Behavior and Evolution*, Albuquerque.

Evolution, stress, and sensitive periods: The influence of unpredictability in early versus late childhood on sex and risky behavior. *Human Behavior and Evolution*, Albuquerque.

Putting all your eggs in one basket: Life history strategies, bet hedging, and diversification. *Human Behavior and Evolution*, Albuquerque.

When the economy falters do people spend or save: Responses to resource scarcity depend on childhood environments. *Society for Consumer Psychology*, Florence, Italy.

Reciprocity by proxy: A novel influence strategy for stimulating cooperation. *Society for Consumer Psychology*, Florence, Italy.

Economic Recession Release the Inner Child. *Society for Personality and Social Psychology*, San Diego.

The influence of sex ratio on competition and careers. *Society for Personality and Social Psychology*, San Diego.

2011

The financial consequences of too many men: Sex ratio effects on saving, borrowing, and spending. *Association for Consumer Research,* St. Louis.

Hidden hormonal influences on women's desire to acquire. *Association for Consumer Research,* St. Louis.

Sex and money: Turning up the heat on risky financial decisions. *Association for Consumer Research,* St. Louis.

Economic recessions lead people to become who they were. *Association for Consumer Research,* St. Louis.

The influence of sex ratio on competition and careers. *Association for Consumer Research,* St. Louis.

Spending on beauty in economic recessions. *Association for Consumer Research,* St. Louis.

Human nature: An evolutionary approach to sustainability. *Human Behavior and Evolution Society*.

Reciprocity by Proxy: Expanding the Boundaries of the Norm of Reciprocity to Induce Environmental Action. *Society for Personality and Social Psychology*, San Antonio.

Evolution, life history, & personality. *Society for Personality and Social Psychology*, San Antonio.

Influences of Current and Childhood Environment on Risky Decision-Making. *Society for Personality and Social Psychology*, San Antonio.

2010

Reciprocity by Proxy: Expanding the Boundaries of the Norm of Reciprocity to Induce Environmental Action. *Association for Consumer Research*, Jacksonville.

Peacocks, Porsches, and Thorstein Veblen: Conspicuous consumption as a sexual signaling system. *Association for Consumer Research*, Jacksonville.

Ovulation, Female Competition, and Product Choice: Hormonal Influences on Consumer Behavior. *Association for Consumer Research*, Jacksonville.

The Evolutionary Roots of Decision Biases: Erasing and Exacerbating Loss Aversion. *Association for Consumer Research*, Jacksonville.

Going Against the Grain: The Evolutionary Roots of Normative Influence. *Association for Consumer Research*, Jacksonville.

The Evolutionary Roots of Decision Biases: Erasing and Exacerbating Loss Aversion. *Human Behavior and Evolution* conference, Eugene.

An evolutionary perspective on humor: Sexual selection or interest indication? *Human Behavior and Evolution* conference, Eugene.

Reciprocity by Proxy: Harnessing Obligation for Cooperation in Corporate Responsibility Program. *Academy of Management* conference, Montreal.

Ovulation leads Women to Overestimate Commitment From Sexy Cads But Not Good Dads. *Human Behavior and Evolution* conference, Eugene.

Influences of Current and Childhood Environment on Risky Decision-Making. *Human Behavior and Evolution* conference, Eugene.

Reciprocity by Proxy: Harnessing Obligation for Cooperation in Corporate Responsibility Programs. *Behavioral Decision Research in Management* conference, Pittsburgh.

Mating erases loss aversion for men. *Society for Personality and Social Psychology*, Las Vegas.

Finalist Best Conference Poster Award

Going green to be seen: Status, reputation, and conspicuous conservation. *Society for Consumer Psychology*, St. Petersburg.

Social norms and conservation. *Society for Consumer Psychology*, St. Petersburg.

I'll Scratch Your Back if You Scratch My Brother's: Extradyadic Reciprocity & The Extended Self. *Society for Personality and Social Psychology*, Las Vegas.

Going green to be seen: Status, reputation, and conspicuous conservation. *Society for Personality and Social Psychology*, Las Vegas.

2009

Social norms & conservation. *Society for Personality and Social Psychology*, Tampa.

Aggress to Impress: Status, Reputation, and Hostility. *Society for Experimental Social Psychology*, Portland.

The many shades of rose-colored glasses: Discrete positive emotions and product perception. *Society for Consumer Psychology*, San Diego.

I'll Scratch Your Back if You Scratch My Brother's: Extradyadic Reciprocity and The Extended Self. *Society for Consumer Psychology*, San Diego.

Aggress to impress: Status cues and hostility. *Society for Personality and Social Psychology*, Tampa.

Going green to be seen: Status, reputation, and conspicuous conservation. *Association for Psychological Science*, San Francisco.

Going green to be seen: Status, reputation, and conspicuous conservation. *Evolution and Human Behavior Society*, Fullerton.

Sex, Certainty, & Financial Risk: Why Bikinis Lead People to Want a Sure Thing. *Association for Consumer Research*, Pittsburgh.

An evolutionary approach to discrete positive emotions and processing persuasive messages. *Association for Consumer Research*, Pittsburgh.

2008

Microbes, mating, and morality: Individual differences in three functional domains of disgust. *Human Behavior and Evolution Society*, Kyoto, Japan

**** Winner Best New Investigator Paper Award***

Limitations of global norms on global conservation: Using provincial norms to motivate pro-environmental behavior. *Association for Consumer Research*, San Francisco.

Conspicuous conservation: Promoting green consumption through status competition. *Association for Consumer Research*, San Francisco.

2007

I'll scratch your back if you scratch my brother's. *Society of Personality and Social Psychology*, Memphis.

Blatant benevolence and conspicuous consumption: When romantic motives elicit strategic costly signals. *Society for Personality and Social Psychology*, Memphis.

The push technique: Predecisional bias among fluid choice sets. *Society for Consumer Psychology*, Las Vegas.

Blatant benevolence and conspicuous consumption: When romantic motives elicit strategic costly signals. *Society for Consumer Psychology*, Las Vegas.

**** Winner Best Conference Competitive Paper Award***

Protecting consumers from harmful advertising: What constitutes an effective counter argument? *Transformative Consumer Research Conference*, Hanover.

Peacocks, Porsches and Thorstein Veblen: Romantic motivations for conspicuous consumption. *Association for Consumer Research*, Memphis.

The push technique: Predecisional bias among fluid choice sets. *Association for Consumer Research*, Memphis.

Fear and loving in Las Vegas: Evolution, emotion, and persuasion. *Association for Consumer Research*, Memphis.

Blatant benevolence and conspicuous consumption: When romantic motives elicit strategic costly signals. *Association for Consumer Research Conference*, Memphis.

2006

Going along versus going alone: Fundamental motives and (non)conformity. *Society for Personality and Social Psychology*, Palm Springs.

Peacocks, Picasso, and parental investment: The effects of romantic motives on creativity. *Human Behavior and Evolution Society*, Philadelphia.

Going along versus going alone: Fundamental motives and (non)conformity. *Human Behavior and Evolution Society*, Philadelphia.

**** Winner Best Conference Poster Award***

Going along versus going alone: Fundamental motives and (non)conformity. *Association for Consumer Research*, Orlando.

A room with a viewpoint: Using norm-based appeals to motivate conservation behaviors. *Association for Consumer Research*, Orlando.

The muse effect: When romantic motives create creativity. *Association for Consumer Research*, Orlando.

SELECTED MEDIA COVERAGE .

2014

Minneapolis Star Tribune, USA Today, Huffington Post, MSN, Scientific American, Money Magazine, Science Daily, New York Daily News, Discover Magazine, Shape, Financial Express, Pacific Standard, Business Standard, Yahoo! News, RedOrbit, Medical Daily, etc.

2013

TIME Magazine, National Public Radio (NPR), Daily Mail, Harvard Business Review, Yahoo! News, The Atlantic, Huffington Post, The Daily Telegraph, Advertising Week, Toronto Star, Edmonton Sun, US News & World Report, FOX News, CBS News, ABC News, New York Daily News, MSN, Health, Minneapolis Star Tribune, Psychology Today, Miami Herald, Pittsburgh Post Gazette, Men's Health, Cosmopolitan, Glamour, Elle, LA Weekly, Tampa Bay Times, Vancouver Sun, etc.

2012

Colbert Report, USA Today, CNN, Wall Street Journal, TIME Magazine, Yahoo! News, NPR, NBC, ABC News, FOX News, Yahoo! News, Time, Minneapolis Star Tribune, MSN Money, Men's Health, Boston Globe, Chicago Sun Times, US News & World Report, Daily Mail, Huffington Post, Scientific American, New York Post, CNBC, MSNBC, Atlantic Journal Constitution, etc.

2011

Discovery Channel, National Public Radio (NPR), Forbes, Washington Post, Chicago Tribune, Toronto Star, Boston Globe, USA Today, Men's Health, Harper's Magazine, Cosmopolitan, Glamour, Yahoo! News, BBC News, Minneapolis Star Tribune, FOX News, NBC News, MSN Money, CBS News, Daily Mail, Toronto Sun, etc.

2010

CNN, New York Times, Wall Street Journal, Financial Times, BBC News, FOX News, CBS, Business Week, Women's Health, Yahoo! News, USA Today, The Christian Science Monitor, FOX News, CBC, Minneapolis Star Tribune, etc.

2009 and Earlier

New York Times, BBC News, TIME Magazine, Wall Street Journal, Chicago Tribune, Boston Globe, The Economist, Yahoo! News, National Public Radio (NPR), Men's Health, Minneapolis Star Tribune, etc.

PROFESSIONAL AFFILIATIONS .

- American Psychological Society (APS)
- Association for Consumer Research (ACR)
- Human Behavior and Evolution Society (HBES)
- Society for Consumer Psychology (SCP)
- Society for Personality and Social Psychology (SPSP)