

**NICOLE L. MEAD**

Associate Professor, Marketing  
Schulich School of Business | York University | Canada  
[nmead@schulich.yorku.ca](mailto:nmead@schulich.yorku.ca)  
2019-Present

**FORMER ACADEMIC POSITIONS**

---

*Associate Professor, Marketing, 2016-2019*  
Faculty of Business and Economics, University of Melbourne, Australia

*Associate Professor with Tenure, Marketing Management, 2014-2016*  
*Assistant Professor, Marketing Management, 2012-2014*  
Rotterdam School of Management, Erasmus University Rotterdam, the Netherlands

*Visiting Scholar, Marketing Area, 2014, 2015, 2017*  
Stanford Graduate School of Business, Stanford University, USA

*Assistant Professor, Marketing, 2011-2012*  
Católica-Lisbon School of Business and Economics, Portugal

**EDUCATION**

---

*Post-Doctoral Fellow, Tilburg Institute for Behavioral Economics Research, 2009-2011*  
Department of Marketing, Tilburg University, the Netherlands

*Ph.D. Social Psychology, 2005-2009*  
Florida State University, USA

*B.A. Honors Psychology, 2002-2004*  
University of British Columbia, Canada

**EDITORIAL POSITIONS**

---

Associate Editor, *Journal of Experimental Social Psychology*, 2016-2017

**RESEARCH INTERESTS**

---

Self-control	Social influence
Sustainable consumption	The psychology of money
Behavioral ethics	Power and leadership

**ACADEMIC HONORS AND AWARDS**

---

Editorial Review Board, *International Journal of Research in Marketing*, 2019-2021  
Invited Speaker, UNSW/U Syd/UTS Inaugural Marketing Research Camp, 2018

Chair of Working Papers Pod “*Food, Health, and Well-Being*”, ACR, 2018  
 Invited Panelist, FARE Alcohol Advertising Research Symposium, 2018  
 Editorial Review Board, *Journal of Personality and Social Psychology: IRGP*, 2018-2020  
 Editorial Review Board, *Australian Journal of Management*, 2017-2020  
 Editorial Review Board, *Journal of Consumer Research*, 2016-2020  
 Elected Fellow, Society of Experimental Social Psychology (SESP), 2016  
 Invited Participant, Invitational Choice Symposium, 2016  
 Invited Faculty Member, Society for Consumer Psychology Doctoral Consortium, 2015  
 RSM Student Representation Professor of the Year (IBA), 2013, 2014  
 SPSP Student Travel Award, 2008  
 Sponsorship to EASP Summer School, 2008  
 JDM Student Travel Award for the 2008 JDM Preconference at SPSP, 2008  
 Florida State University Graduate Grant, 2006-2008  
 North American Society for Psychotherapy Research, Best Student Paper, 2005  
 Canadian Psychological Association, Academic Excellence Award for Thesis, 2004

## **PUBLICATIONS**

---

\* PhD student supervision

Stuppy, Anika\*, Nicole L. Mead, and Stijn M. J. van Osselaer (forthcoming), “I am, Therefore I Buy: Low Self-esteem and the Pursuit of Self-Verifying Consumption,” *Journal of Consumer Research*.

Mead, Nicole L., Roy F. Baumeister, Anika Stuppy\*, and Kathleen D. Vohs (2018), “Power Increases the Socially Toxic Component of Narcissism Among Individuals with High Baseline Testosterone,” *Journal of Experimental Psychology: General*, 147(4), 591-596.

Mead, Nicole L., Vanessa M. Patrick, Manissa P. Gunadi\* and Wilhelm Hofmann (2016), “Simple Pleasures, Small Annoyances, and Goal Progress in Daily Life,” *Journal of the Association for Consumer Research*, 1(4), 527-539.

Mead, Nicole L. and Vanessa M. Patrick (2016), “The Taming of Desire: Unspecific Postponement Reduces Desire for and Consumption of Postponed Pleasures,” *Journal of Personality and Social Psychology*, 110(1), 20-35.

Savani, Krishna, Nicole L. Mead, Tyler F. Stillman, and Kathleen D. Vohs (2016), “No Match for Money: Even in Intimate Relationships and Collectivistic Cultures Reminders of Money Weaken Sociomoral Responses,” *Self and Identity*, 15(3), 342-55.

Stuppy, Anika\* and Nicole L. Mead (2016), “Heroic Leaders and Despot Tyrants: How Power and Status Shape Leadership Outcomes” in *Handbook of Heroic Leadership*, Vol. 1, eds. Scott T. Allison, George R. Goethals, and Roderick M. Kramer, New York, NY: Routledge, 476-494.

- Mead, Nicole L., and Anika Stuppy\* (2014), "Money can Promote or Hinder Interpersonal Harmony," in *The Psychological Science of Money*, ed. E. H. Biljleveld and H. Aarts, New York, NY: Springer, 243-262.
- Yang, Qing, Xiaochang Wu, Xinyue Zhou, Nicole L. Mead, Kathleen D. Vohs, and Roy F. Baumeister (2013), "Diverging Effects of Clean Versus Dirty Money on Attitudes, Values, and Interpersonal Behavior," *Journal of Personality and Social Psychology*, 104(3), 473-489.
- Mead, Nicole L. and Jon K. Maner (2012), "When Me vs. You Becomes Us vs. Them: How Intergroup Competition Shapes Ingroup Psychology," *Social and Personality Psychology Compass*, 6(8), 566-74.
- Mead, Nicole L. and Jon K. Maner (2012), "On Keeping Your Enemies Close: Power Causes People to Seek Proximity to Ingroup Power-Threats," *Journal of Personality and Social Psychology*, 102(3), 576-91.
- Gino, Francesca, Maurice E. Schweitzer, Nicole L. Mead, and Dan Ariely (2011), "Unable to Resist Temptation: How Self-Control Depletion Promotes Unethical Behavior," *Organizational Behavior and Human Decision Processes*, 115(2), 191-203.
- Mead, Nicole L., Roy F. Baumeister, Tyler F. Stillman, Catherine D. Rawn, and Kathleen D. Vohs (2011), "Social Exclusion Causes People to Spend and Consume in the Service of Affiliation," *Journal of Consumer Research*, 37 (February), 902-19.
- Dewall, C. Nathan, Roy F. Baumeister, Nicole L. Mead, and Kathleen D. Vohs (2011), "How Leaders Self-Regulate their Task Performance: Evidence that Power Promotes Diligence, Depletion, and Disdain," *Journal of Personality and Social Psychology*, 100 (January), 47-65.
- Maner, Jon K. and Nicole L. Mead<sup>†</sup> (2010), "The Essential Tension Between Leadership and Power: When Leaders Sacrifice Group Goals for the Sake of Self-Interest," *Journal of Personality and Social Psychology*, 99 (September), 482-97. <sup>†</sup> Equal Authorship.
- Mead, Nicole L., Jessica L. Alquist\*, and Roy F. Baumeister (2010), "Ego Depletion and the Limited Resource Model of Self-Control," in *Self Control in Society, Mind, and Brain*, ed. R. R. Hassin, K. N. Ochsner, and Y. Trope, New York: Oxford University Press, 375-388.
- Caruso, Eugene M., Nicole L. Mead, and Emily Balcetis (2009), "Political Partisanship Influences Perception of Biracial Candidates' Skin Tone," *Proceedings of the National Academy of Sciences*, 106 (December), 20168-20173.

Mead, Nicole L., Roy F. Baumeister, Francesca Gino, Maurice E. Schweitzer, and Dan Ariely (2009), "Too Tired to Tell the Truth: Self-Control Resource Depletion and Dishonesty," *Journal of Experimental Social Psychology*, 45, 594-597.

Vohs, Kathleen D., Nicole L. Mead, and Miranda R. Goode (2008), "Merely Activating the Concept of Money Changes Personal and Interpersonal Behavior," *Current Directions in Psychological Science*, 17 (June), 208-212.

Baumeister, Roy F., Nathan C. DeWall, Nicole L. Mead, and Kathleen D. Vohs (2008), "Social Rejection can Reduce Pain and Increase Spending. Further Evidence that Money, Pain, and Belongingness are Interrelated," *Psychological Inquiry*, 19 (December), 145-147.

Gailliot, Matthew T., Nicole L. Mead, and Roy F. Baumeister (2008), "Self-Regulation," In *Handbook of Personality: Theory and research*, ed. O. John, R. Robins, and L. Pervin, New York: Guilford, 472-491.

Rawn, Catherine D., Nicole L. Mead, Peter Kerkhof, and Kathleen D. Vohs (2007), "Decision Making Trade Offs after Ego Threat: Taking Care of the Self versus Taking Care of Others Depends on Level of Self-Esteem," in *Do Emotions Help or Hurt Decision Making? A Hedgefoxian perspective*, ed. K. D. Vohs, R. F. Baumeister, and G. Loewenstein, New York: Russell Sage Foundation Press, 157-182.

Vohs, Kathleen D., Nicole L. Mead, and Miranda R. Goode (2006), "The Psychological Consequences of Money," *Science*, 314, 1154-1156.

## INVITED TALKS

---

Deakin University, Marketing area, May 2019

UNSW/UTS/University of Sydney, Marketing Research Camp, November 2018

Invited Panelist, FARE Alcohol Advertising Research Symposium, June 2018

York University, Schulich School of Business, March 2018

Melbourne Social Psychology Group, March 2018

Arizona State University, WP Carey School of Business, February 2018

University of Adelaide, School of Marketing and Management, November 2017

University of Toronto, Rotman School of Management, October 2017

University of Melbourne, Melbourne School of Psychological Sciences, October 2017

University of New South Wales, UNSW Business School, September 2017

Tel-Aviv University, School of Management, June 2017

Hong Kong Baptist University, Department of Marketing, May 2017

Hong Kong Polytechnic University, Department of Management & Marketing, May 2017

The Chinese University of Hong Kong, Department of Marketing, May 2017

Pompeu Fabra University, Department of Economics and Business, November 2016

Cass Business School, Faculty of Management, June 2016

Tilburg University, Department of Psychology, March 2016

INSEAD, Department of Marketing, December 2015  
 The University of Sydney Business School, Department of Marketing, November 2015  
 University of Melbourne, Faculty of Business and Economics, November 2015  
 Richard Ivey School of Business, Department of Marketing, November 2015  
 York University, Schulich School of Business, November 2015  
 VU Amsterdam, Department of Social and Organizational Psychology, January 2015  
 Tulane University, Department of Marketing, November 2014  
 University of Colorado – Boulder, Department of Marketing, September 2014  
 VU Amsterdam, Department of Marketing, September 2014  
 Self and Identity Preconference, EASP, Amsterdam, July 2014  
 Ghent University, Department of Marketing, June 2014  
 Koç University, Department of Marketing, May 2014  
 HEC Lausanne, Department of Marketing, March 2014  
 Small Group Meeting: The Meaning of Money, Russell Sage Foundation, January 2014  
 Stanford Graduate School of Business, Department of Marketing, October 2013  
 Groningen University, Department of Marketing, May 2013  
 London Business School, Department of Marketing, April 2013  
 The University of Chicago, Decision Sciences Seminar, October 2012  
 Pompeu Fabra University, Department of Economics and Business, May 2012  
 Carnegie Mellon University, Social and Decision Sciences, February 2012  
 HEC Paris, Department of Marketing, December 2011  
 Maastricht University, School of Business and Economics, November 2011  
 Leiden University, Department of Psychology, February 2011  
 Católica-Lisbon School of Business and Economics, November 2010  
 University of British Columbia, Sauder School of Business, November 2010  
 McGill University, Desautels Faculty of Management, October 2010  
 University of Houston, Bauer College of Business, September 2010  
 Erasmus University, Rotterdam School of Management, November 2009  
 Wharton School at the University of Pennsylvania, May 2009  
 Tilburg University, April 2009  
 London Business School, Department of Organizational Behavior, January 2009  
 University of Groningen, Department of Psychology, May 2008

## **CHAIRED SYMPOSIA**

---

“Virtue, Act II? The Power of the Mind in Shaping Post Self-Regulation Behavior,”  
*Society for Consumer Psychology Boutique Conference*, Sydney, Australia,  
 2018. Speakers: Szu-Chi Huang, Joshua Clarkson, and Keith Wilcox.  
 Discussant: Nicole Mead.

“Virtue, Act II? The Power of the Mind in Shaping Post Self-Regulation Behavior,”  
*Society for Experimental Social Psychology Conference*, Boston, MA, 2017.  
 Speakers: Szu-Chi Huang, Edward Hirt, Nicole Mead, Keith Wilcox.

“Ego Depletion 2.0: New Perspectives on the What, When, and Why of Ego Depletion,” *Society for Consumer Psychology International Conference*, Vienna, Austria, 2015. Speakers: Juliano Laran, Nicole Mead, Keith Wilcox.

“From the Bottom to the Top: How Hierarchical Rank Affects Voice, Decision Making, and Unethical Behavior,” *Association for Psychological Science*, NYC, NY, 2015. Speakers: Roy Baumeister, Adam Galinsky, Joe Magee, Derek Rucker.

“Making a Difference with Metal Pieces: New Findings on Seeing, Possessing, and Losing Money,” *Association for Consumer Research*, Chicago, IL, 2013. Speakers: Yuwei Jiang, Nicole Mead, Kristina Durante, and Ayelet Gneezy.

“The Best of Times, The Worst of Times: How Resource Abundance and Scarcity Shape Consumer Behavior,” *Association for Consumer Research*, Vancouver, BC, 2012. Speakers: Ravi Mehta, Femke van Horen, Nicole Mead, and Crystal Hall.

“How Metacognition and Cognition Influence Craving and Consumption,” *Society for Personality and Social Psychology Annual Meeting*, San Diego, CA, 2012. Speakers: Young Eun Huh, E.J. Masicampo, Loran Nordgren, and Vanessa Patrick.

“New Perspectives on Depletion: Expanding the Boundaries and Nature of Depletion,” *Association for Consumer Research Conference*, Jacksonville, FL, 2010. Speakers: Joshua Ackerman, Shai Danziger, Brandon Schmeichel, and Yael Zemack-Rugar.

“The Science of Money and Relationships: Ways that Money Helps and Hurts Interpersonal Functioning,” *Society for Personality and Social Psychology Annual Meeting*, Las Vegas, NV, 2010. Speakers: Nicole Mead, Scott Rick, Peter Caprariello, and Xinyue Zhou.

“Homo Consumicus: Emerging Research in Evolutionary Consumer Behavior,” *Association for Consumer Research Conference*, Memphis, TN, 2007. Speakers: Nicole Mead, Suresh Ramanathan, Vladas Griskevicius, and Bram Van den Bergh. Discussant: Darren Dahl.

## **CONFERENCE PRESENTATIONS**

---

“Meaning and Money Don’t Mix: The Link Between Meaningful Consumption and Frugality,” *INFORMS Marketing Science*, Rome, Italy, 2019.

“Changes in Environment Restore Self-Control,” *Association for Consumer Research*, Dallas, TX, 2018.

- “When Perceiving Oneself as a Spender Increases Saving,” *Association for Consumer Research*, Dallas, TX, 2018.
- “Mental Resets: A Change in Environmental Context Restores Self-Control,” *Society for Consumer Psychology*, Dallas, TX, 2018.
- “The Broken Bargain: Social Exclusion Reduces Willingness to Incur Personal Costs for the Sake of Society,” *Association for Consumer Research*, San Diego, CA, 2017.
- “Real and Imagined Changes in Environment Stimulate Self-Regulation,” *Society for Experimental Social Psychology*, Boston, MA, 2017.
- “Can Broken Hearts Lead to an Endangered Planet? Social Exclusion Reduces Sustainable Consumption,” *Society for Consumer Psychology*, San Francisco, CA, 2017.
- “Postponement Specificity Differentially Affects Desire and Consumption,” *Association for Consumer Research*, Berlin, Germany, 2016.
- “A Change is as Good as a Rest: Changing Contexts Restores Self-Control,” *Association for Consumer Research*, Berlin, Germany, 2016.
- “Shaking Things Up: Group Members Seek Hierarchy Malleability to Acquire Power,” *Academy of Management*, Vancouver, Canada, 2015. \*Selected as a Showcase Symposia.
- “A Change is as Good as Rest: Changing Contexts Offsets Ego Depletion,” *Society for Consumer Psychology International Conference*, Vienna, Austria, 2015.
- “Close Relationships Theory in Consumer Behavior: Bridging Brand and Interpersonal Relationships Research,” Roundtable participant, *Association for Consumer Research*, Baltimore, MD, 2014.
- “Can Broken Hearts Lead to an Endangered Planet? Social Exclusion Reduces Willingness to ‘Go Green,’” *Association for Consumer Research*, Baltimore, MD, 2014.
- “Monetary Cues Alter Interpersonal Behavior Because They Activate an Exchange Orientation,” *Association for Consumer Research*, Chicago, IL, 2013.
- “When Tomorrow Does Not Come: Postponing Pleasures Facilitates Self-Control,” *European Association for Consumer Research*, Barcelona, Spain, 2013.
- “Postponing Pleasures Facilitates Self-Control,” *La Londe Conference in Marketing Communications and Consumer Behavior*, France, 2013.
- “Reminders of Money Alter Interpersonal Behavior Because They Activate an Exchange Orientation,” *Association for Psychological Science*, Washington, DC, 2013.

“Perceived Resource Scarcity Reduces Trust among Men but Increases Trust among Women,” *Association for Consumer Research*, Vancouver, BC, 2012.

“Because I Deserve It! Entitlement Leads to Financial Risk Taking,” *European Marketing Academy Conference*, Lisbon, PT, 2012.

“Subtle Reminders of Money Increase Achievement Motivation Among Women but Decrease it Among Men,” *Society for Personality and Social Psychology*, San Diego, CA, 2012.

“In Praise of Putting Things Off: Postponing Consumption Pleasures Facilitates Self-Control,” *Association for Consumer Research*, St. Louis, MO, 2011.

“On Keeping Your Enemies Close: Power Causes People to Seek Proximity to Ingroup Power-Threats,” *Society for Personality and Social Psychology*, San Antonio, TX, 2011.

“Social Exclusion Causes People to Spend and Consume Strategically in the Service of Affiliation,” *Association for Consumer Research*, Jacksonville, FL, 2010.

“There is No “You” in Money: Reminders of Money Reduce the Motivation for Social Acceptance,” *Behavioral Decision Research in Management Conference*, Pittsburgh, PA, 2010.

“There is No “You” in Money: Reminders of Money Reduce the Motivation for Social Acceptance,” *European Marketing Academy Conference*, Copenhagen, Denmark, 2010.

“There is No “You” in Money: Reminders of Money Heighten Egocentrism and Decrease Likability,” *Society for Personality and Social Psychology*, Las Vegas, NV, 2010.

“Reminders of Money Weaken Sociomoral Responses,” *Association for Consumer Research*, Pittsburgh, PA, 2009.

“Too Tired to Tell the Truth: Self-Control Resource Depletion Increases Dishonest Behavior,” *Society for Judgment and Decision Making*, Chicago, IL, 2008.

“Reminders of Money Reduce Self-Presentation and Interpersonal Likability,” *Association for Consumer Research*, San Francisco, CA, 2008.

“I Won’t Think About You Unless I Need You: Money Influences Social Information Processing,” *Society for Judgment and Decision Making*, Long Beach, CA, 2007.

“Reconnection Through Consumption: Socially Excluded People Adapt Consumption Patterns to Serve Affiliation Needs,” *Association for Consumer Research*, Memphis, TN, 2007.



“Self-Regulatory Depletion Makes People More Extreme in their Emotions and Judgments,” *Yale Whitebox Conference on Behavioral Science*, New Haven, CT, 2007.

## **POSTER PRESENTATIONS**

---

“Power Causes Socially Harmful Behavior Because it Unleashes Narcissism,” *Society for Personality and Social Psychology Annual Meeting*, New Orleans, LO, 2013.

“Too Tired to Tell the Truth: Self-Control Resource Depletion and Dishonest Behavior,” *Society for Personality and Social Psychology Annual Meeting*, Tampa, FL, 2009.

“I Won’t Think About You Unless I Need You: The Effect of Money on Social Perception,” *Judgment and Decision Making Preconference at the Society for Personality and Social Psychology Annual Meeting*, Albuquerque, NM, 2008.

“Does a Broken Heart Lead to an Empty Wallet? Social Exclusion Affects Personal Spending Patterns,” *Society for Personality and Social Psychology Annual Meeting*, Albuquerque, NM, 2008.

“Priming Money Heightens Attention Toward the Self,” *Society for Personality and Social Psychology Annual Meeting*, Memphis, TN, 2007.

“Does a Broken Heart Lead to an Empty Wallet? Social Exclusion Affects Spending,” *Association for Consumer Research*, Orlando, FL, 2006.

“Priming Money Reduces Helping,” *Society for Personality and Social Psychology Annual Meeting*, Palm Springs, CA, 2006.

“Extreme Judgments as a Result of Self-Regulatory Resource Depletion,” *Society for Judgment and Decision Making Annual Meeting*, Toronto, ON, Canada, 2005.

## **DOCTORAL SUPERVISION and DEFENSE COMMITTEES**

---

2013-2018, Anika Stuppy (Co-Promotor I Daily Supervisor), *Erasmus University*

- Placement: Tilburg University, Marketing Department

2017, Sumaya AlBalooshi (External Committee Member), *BI Oslo*

2016, Roger Pagà Peris (Committee President), *Pompeu Fabra University*

2016, Iris Versluis (Committee Member), *Erasmus University*

2016, Irene Consiglio (Defense Committee Member), *Erasmus University*

2015, Cansu Karaduman (Faculty Sponsor at Erasmus University), *HEC Lausanne*

2015, Ioannis Evangelidis (Defense Committee Member), *Erasmus University*

## **PROFESSIONAL SERVICE**

---

Howard/AMA Doctoral Dissertation Award Reviewer, 2017, 2018

Founder and Organizer of the Frontiers in Consumer Psychology Conference,  
University of Melbourne, 2018  
ACR Travel Stipend Selection Committee Member, 2017  
Founder and Organizer of the Experimental Lunchtime Chat Group, University of  
Melbourne, 2016-2018  
Director of the [RSM Frontiers in Marketing Master-Class Series](#), 2015-2016  
Co-Director of the MSc Honors Program in Marketing Management, 2014-2016  
Faculty Participant of the SCP Doctoral Consortium, Phoenix, Arizona, 2015  
Faculty Recruitment Coordinator, 2013-2014  
Organizer of PhD Day, Marketing Management, Erasmus University, 2013-2015  
Organizer of Graduate Research Day, Florida State University, 2008-2010

*Conference Program Committee Member*

Association for Consumer Research, 2015, 2016, 2017  
Society for Consumer Psychology, 2016, 2017, 2018, 2019, 2020  
Society for Consumer Psychology Boutique Conference (Sydney), 2018  
Society for Consumer Psychology International Conference, 2015  
European Conference of the Association for Consumer Research, 2013, 2018

*Journal and Grant Activities*

Consulting Editor, JPSP: IRGP, 2018-2020  
Editorial Review, Australian Journal of Management, 2016-2018  
Editorial Review Board, Journal of Consumer Research, 2016-2017  
Associate Editor, Journal of Experimental Social Psychology, 2016-2017  
Editorial Review Board, Journal of Experimental Social Psychology, 2013-2016

Reviewer for: ACR Competitive Papers, Alden G. Clayton Dissertation Competition  
(Marketing Science Institute), John A. Howard Doctoral Dissertation Award  
(American Marketing Association), International Journal of Research in  
Marketing, Journal of the Association for Consumer Research, Journal of  
Consumer Psychology, Journal of Marketing Research, Management Science,  
National Science Foundation Grant Applications, Organizational Behavior and  
Human Decision Processes, Personality and Social Psychology Bulletin,  
Personality and Social Psychology Review, PLOS ONE, Psychological Science,  
Research Grants Council of Hong Kong, Review of General Psychology, Social  
Psychological and Personality Science, and Stress and Health.

**FELLOWSHIPS AND GRANTS**

---

ING Think Forward Initiative Short-Term Research Grant, 2019 (€9,500)  
University of Melbourne, Faculty Research Grant, 2018 (AUD \$10,000)  
University of Melbourne, Revise & Resubmit Research Grant, 2017, 2018 (AUD \$4,000)  
University of Melbourne, Faculty Research Grant, 2017 (AUD \$20,000)  
European Association for Social Psychology Summer Institute, Cardiff, Wales, 2008  
Summer Institute in Informed Patient Choice Fellowship, Dartmouth College, 2007

Doctoral Fellowship Grant from Social Sciences and Humanities Research Council of Canada (SSHRC; CAD \$60,000), 2006-2009.

## **TEACHING**

---

Advanced Consumer Behavior (PhD)

- Faculty of Business and Economics, University of Melbourne, 2017-2018

Consumer Behavior (Masters of Business Administration)

- Melbourne Business School, 2017

Nudging Consumer Choice (Marketing Management MSc)

- Rotterdam School of Management, Erasmus University, 2014-2016
- Responsible for developing and implementing the course into the curriculum

Marketing Management (both undergraduate and postgraduate)

- Faculty of Business and Economics, University of Melbourne, 2018
- Rotterdam School of Management, Erasmus University, 2013-2016
  - 2015 Best Professor of the Year Nominee; Student Representation
  - 2014 Best Professor of the Year Winner; Student Representation
  - 2013 Best Professor of the Year Winner; Student Representation
- Católica-Lisbon School of Business and Economics, 2011

Principles of Marketing (Bachelor of Commerce)

- Faculty of Business and Economics, University of Melbourne, 2017-2018

Thesis supervision

- Marketing Management MSc, Rotterdam School of Management, 2012-2016
- Marketing MSc, Católica-Lisbon School of Business and Economics, 2011
- Marketing BSc and MSc, Tilburg University, 2009-2011

## **PROFESSIONAL MEMBERSHIPS**

---

Association for Psychological Science

Association for Consumer Research

Elected Fellow of the Society of Experimental Social Psychology (SESP)

Society for Judgment and Decision Marketing

Society for Personality and Social Psychology