
Curriculum Vitae

Mario Pandelaere

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Academic Degrees

- M.Sc. in Business Engineering (KULeuven, Belgium, 1992)
 - B.A in Philosophy (KULeuven, Belgium, 1992)
 - M.A. in Psychology (KULeuven, Belgium, 1996)
 - M.Sc. in Statistics (KULeuven, Belgium, 1998)
 - PhD. in Psychology (KULeuven, Belgium, defended on 27 May 2003)
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Positions Held

- 1996: Research Assistant in the Research Group for Stress, Health and Well-being (KULeuven)
- 1996 –1997: Teaching Assistant in Social Psychology (UGent)
- 1997 –2003: Teaching Assistant in Social Psychology (KULeuven)
- 2003 –2005: Post-doctoral Researcher in Marketing (KULeuven)
- 2005 –2008: Assistant Professor in Communication Sciences (KULeuven)
- 2008: Visiting Professor at the Tallinn University Baltic Film- and Media School
- 2008 –2014: Associate Professor in Marketing (UGent)
- 2014: Visiting Professor at the Wirtschaftsuniversität Wienn
- 2014 - now: Full Professor in Marketing (UGent) (20% since August 2018)
- 2015 - now: Associate Professor in Marketing (Virginia Tech)

Research

Published papers

1. Sundie, J., Pandelaere, M., Lens, I. & Warlop, L. (in press). Setting the Bar: The Influence of Women's Conspicuous Display on Men's Affiliative Behavior. *Journal of Business Research* (most recent SSCI impact: 4.028)
2. Ding, W., Pandelaere, M., Slabbinck, H., & Sprott, D.E. (2020). Conspicuous gifting: When and why women (do not) appreciate men's romantic luxury gifts. *Journal of Experimental Social Psychology*, 87, article 103945 (most recent SSCI impact: 3.291)
3. Shin, H., Perdue, R., & Pandelaere, M. (2020). Managing Customer Reviews for Value Co-creation: An Empowerment Theory Perspective. *Journal of Travel Research*, 59, 792-810 (most recent SSCI impact: 5.338)
4. Haesevoets, T., Van Hiel, A., Pandelaere, M., & De Cremer, D. (2019). Towards identifying customer profiles in reactions to financial overcompensation: The role of self-interest and fairness sensitivity in explaining who prefers more money. *Journal of Consumer Behaviour*, 18, 261-271. (most recent SSCI impact: 1.580)
5. Martin, C, Czellar, S. & Pandelaere, M. (2019). Age-related changes in materialism in adults – A self-uncertainty perspective. *Journal of Research in Personality*, 78, 16-24. (most recent SSCI impact: 2.569)
6. Lembregts, C. & Pandelaere, M. (2019). Falling Back on Numbers: When Preference for Numerical Product Information Increases after a Personal Control Threat. *Journal of Marketing Research*, 56(1), 104–122 (most recent SSCI impact: 4.200)
7. Van Kerckhove, A. & Pandelaere, M. (2018). Swiping is the new liking: How product orientation shapes product evaluations conveyed through swiping. *Journal of Consumer Research*, 45, 633-647 (2018 SSCI impact: 4.701)
8. Ziano, I. & Pandelaere, M. (2018). The majority premium: Competence inferences derived from majority consumption. *Journal of Business Research*, 92, 339-349. (2018 SSCI impact: 4.028)
9. Cooremans, K., Geuens, M. & Pandelaere, M. (2017). Cross-National Investigation of the Drivers of Obesity: Re-Assessment of Past Findings and Avenues for the Future. *Appetite*, 114, 360-367 (2017 SSCI impact: 3.174).
10. Haesevoets T., Van Hiel, A., Pandelaere, M., Bostyn D. & De Cremer, D. (2017). How Much Compensation is Too Much? An Investigation of the Effectiveness of Financial Overcompensation as a Means to Enhance Customer Loyalty. *Judgment and Decision Making*, 12, 183-197. (2017 SSCI impact: 2.525)
11. Pandelaere, M. (2016). Materialism and Well-being: The Role of Consumption. *Current Opinion in Psychology*, 10, 33-38. DOI information: 10.1016/j.copsyc.2015.10.027 (no impact factor yet)
12. Cabooter, E., Millet, K., Weijters, B., & Pandelaere, M. (2016). The “I” in Extreme Responding. *Journal of Consumer Psychology*, 26, 510-523. (2016 SSCI impact: 3.385)

13. Claeys, A.-S., Cauberghe, V. & Pandelaere, M. (2016). Is Old News No News? The Impact of Self-Disclosure by Organizations in Crisis. *Journal of Business Research*, 69, 3963–3970. (2016 SSCI impact: 3.354)
14. Kazakova, S., Cauberghe, V., Pandelaere, M., & De Pelsmacker, P. (2015). Can't See the Forest for the Trees? The effect of Media Multitasking on Cognitive Processing Style. *Media Psychology*, 18, 425-450 (2015 SSCI impact: 1.333)
15. Quaschnig, S., Pandelaere, M. & Vermeir, I. (2015). When Consistency Matters: The Effect of Valence Consistency on Review Helpfulness. *Journal of Computer-Mediated Communication*, 20, 136-152 (2015 SSCI impact: 3.541)
16. Hudders, L. & Pandelaere, M. (2015). Is Having a Taste of Luxury a Good Idea? How Use vs. Ownership of Luxury Products Affects Satisfaction with Life. *Applied Research in Quality of Life*, 10, 253-262 (2015 SSCI impact: 0.894)
17. Krekels, G. & Pandelaere, M. (2015). Dispositional Greed. *Personality and Individual Differences*, 74, 225-230 (2015 SSCI impact: 1.946)
18. Lembregts, C. & Pandelaere, M. (2014). "A 20% income increase for everyone?": The effect of relative increase in income on perceived income inequality. *Journal of Economic Psychology*, 43, 37-47 (2014 SSCI impact: 1.230)
19. Arsena, A., Silvera, D., & Pandelaere, M. (2014). Brand Trait Transference: When Endorsers and Salespeople Acquire Brand Personality Traits. *Journal of Business Research*, 67, 1537–1543 (2014 SSCI impact: 1.480)
20. Quaschnig, S., Pandelaere, M. & Vermeir, I. (2014). When and why attribute sorting affects attribute weights in decision-making. *Journal of Business Research*, 67, 1530-1536. (2014 SSCI impact: 1.480)
21. Meert, K., Pandelaere, M., & Patrick, V. (2014). Taking a Shine to It: How the Preference for Glossy stems from an Innate Need for Water. *Journal of Consumer Psychology*, 24, 195-206 (2014 SSCI impact: 2.243)
22. Kazakova, S., Cauberghe, V., Pandelaere, M. & De Pelsmacker, P. (2014). Players' Expertise and Competition with Others Shape the Satisfaction of Competence Needs, Gaming Gratifications, and Contingent Self-Esteem in a Gaming Context. *Cyberpsychology Behavior, and Social Networking*, 17, 26-32 (2014 SSCI impact: 2.182)
23. Tessitore, T., Pandelaere, M., & Van Kerckhove, A. (2014). The Amazing Race to India: Prominence in Reality Television affects Destination Image and Travel Intentions. *Tourism Management*, 42, 3-12. (2014 SSCI impact: 2.544)
24. Shrum, L. J., Tina M. Lowrey, Mario Pandelaere, Ayalla Ruvio, Naomi Mandel, Pia Furcheim, Elodie Gentina, Maud Herbert, Liselot Hudders, Agnes Nairn, Adriana Sampler, Isabella Soscia, & Lauren Steinfield (2014), "Materialism: The Good, the Bad, and the Ugly," *Journal of Marketing Management*, 30(17-18):1858-1881 (first impact factor: 2017: 2.229)
25. Bogaerts, T. & Pandelaere, M. (2013). Less is More: Why Some Domains are More Positional than Others. *Journal of Economic Psychology*, 39, 225-236 (2013 SSCI impact: 1.206)

26. De Bock, T., Pandelaere, M., & Van Kenhove, P. (2013). When Colors Backfire: The Impact of Color Cues on Moral Judgment. *Journal of Consumer Psychology*, 23(3), 341-348. (2013 SSCI impact: 1.708)
27. Burroughs, J. E., Chaplin, L. N., Pandelaere, M., Norton, M., Ordabayeva, N., Gunz, A. & Dinauer, L. (2013). Using Motivation Theory to Develop a Transformative Consumer Research Agenda for Reducing Materialism in Society. *Journal of Public Policy & Marketing*, 32(1), 18-31. (2013 SSCI impact: 1.667)
28. Hudders, L., Pandelaere, M., & Vyncke, P. (2013). The Meaning of Luxury Brands in a Democratized Luxury World. *International Journal of Market Research*, 55(3), 391-412 (most recent SSCI impact: 0.418)
29. Shrum, L. J., Wong, N., Arif, F., Chugani, S., Gunz, A., Lowrey, T. M., Nairn, A., Pandelaere, M., Ross, S. M., Ruvio, A., Scott, K., & Sundie, J. (2013). Reconceptualizing Materialism as Identity Goal Pursuits: Functions, Processes, and Consequences. *Journal of Business Research*, 66, 1179–1185. (2013 SSCI impact: 1.306)
30. Lembregts, C., & Pandelaere, M. (2013). Are All Units Created Equal? The Effect of Default Units on Product Evaluations. *Journal of Consumer Research*, 39(6), 1275-1289. (2013 SSCI impact: 2.783)
31. Hoorens, V., Pandelaere, M., Oldersma, F., & Sedikides, C. (2012). The Hubris Hypothesis: You Can Self-Enhance, but You'd Better not Show It. *Journal of Personality*, 80(5), 1237-1274. (2012 SSCI impact: 2.730)
32. Hudders, L. & Pandelaere, M. (2012). The Silver Lining of Materialism: The Impact of Luxury Consumption on Subjective Well-Being. *Journal of Happiness Studies*, 13 (3), 411-437. (2012 SSCI impact: 1.462)
33. Lens, I., Driesmans, K., Pandelaere, M. & Janssens, K. (2012). Would male conspicuous consumption capture the female eye? Menstrual cycle effects on women's attention to status products. *Journal of Experimental Social Psychology*, 48(1), 346-349. (2012 SSCI impact: 2.219)
34. Pandelaere, M., Briers, B. & Lembregts, C. (2011). How to Make a 29% Increase Look Bigger: The Unit Effect in Option Comparisons. *Journal of Consumer Research*, 38(2), 308-322. (2011 SSCI impact: 3.101)
35. Defever, C., Pandelaere, M. & Roe, K. (2011). Inducing Value-Congruent Behavior Through Advertising and the Moderating Role of Attitudes Toward Advertising. *Journal of Advertising*, 40(2), 25-38. (2011 SSCI impact: 0.985)
36. Janssens, K., Pandelaere, M, Millet, K., Van den Bergh, B., Lens, I. & Roe, K. (2011). Can buy me love. Mate attraction goals lead to perceptual readiness for status products. *Journal of Experimental Social Psychology*, 47(1), 254-258. (2011 SSCI impact: 2.313)
37. Wong, N., Shrum, L. J., Arif, F., Chugani, S., Gunz, A., Lowrey, T. M., Nairn, A., Pandelaere, M., Ross, S. M., Ruvio, A., Scott, & Sundie, J. (2011). Rethinking Materialism: A Process View and Some Transformative Consumer Research Implications. *Journal of Research for Consumers*, 19.

38. Pandelaere, M., Millet, K., & Van den Bergh, B. (2010). Madonna or Don McLean? The effect of order of exposure on relative liking. *Journal of Consumer Psychology*, 20(4), 442-451. (2010 SSCI impact: 2.405)
39. Pandelaere, M., Briers, B., Dewitte, S. & Warlop, L. (2010). Better Think before Agreeing Twice. Mere Agreement: a similarity-based persuasion mechanism. *International Journal of Research in Marketing*, 27(2), 133-141. (2010 SSCI impact: 1.365)
40. Boen, F., Vanbeselaere, N., Pandelaere, M., Schutters, K., & Rowe, P. (2008). When your team is not really your team anymore: Identification with a merged basketball club. *Journal of Applied Sport Psychology*, 20, 165-183. (2008 SSCI impact: 1.093)
41. Cornelissen, G., Pandelaere, M., Dewitte, S., & Warlop, L. (2008). Positive cueing: Promoting sustainable consumer behavior by cueing common environmental behaviors as environmental. *International Journal of Research in Marketing*, 25, 46-55. (2008 SSCI impact: 1.611)
42. Geyskens, K., Dewitte, S., Pandelaere, M., & Warlop, L. (2008). Tempt Me Just a Little Bit More: The Effect of Prior Food Temptation Actionability on Goal Activation and Consumption. *Journal of Consumer Research*, 35, 600-610. (2008 SSCI impact: 1.592)
43. Briers, B., Pandelaere, M., & Warlop, L. (2007). Adding Exchange to Charity: A Reference Price Explanation. *Journal of Economic Psychology*, 28, 15-30. (2007 SSCI impact: 0.900)
44. Geyskens, K., Pandelaere, M., Dewitte, S., & Warlop, L. (2007). The Backdoor to Overconsumption: The Effect of Associating 'Low-fat' Food with Health References. *Journal of Public Policy and Marketing*, 26, 118-125. (2007 SSCI impact: 1.829)
45. Goukens C., Dewitte S., Pandelaere M., & Warlop L. (2007). Wanting a bit(e) of everything. Extending the valuation effect to variety seeking. *Journal of Consumer Research*, 34, 386-394. (2007 SSCI impact: 1.738)
46. Briers, B., Pandelaere, M., Dewitte, S., & Warlop, L. (2006). Hungry for Money: On the Exchangeability of Financial and Caloric Resources. *Psychological Science*, 17, 939-943. (2006 SSCI impact: 4.571)
47. Cornelissen, G., Pandelaere, M., & Warlop, L. (2006). Cueing common ecological behaviors to increase environmental attitudes. *Lecture Notes in Computer Science*, 3962, 39-44.
48. Pandelaere, M., & Dewitte, S. (2006). Is this a question? Not for long. The statement bias. *Journal of Experimental Social Psychology*, 42, 525-531. (2006 SSCI impact: 2.107)
49. Pandelaere, M., & Dewitte, S. (2006). On-line versus memory-based information credibility inferences: Implications for memory-based product judgments. *Advances in Consumer Research*, 33, 565-568.
50. Pandelaere, M., & Hoorens, V. (2006). The effect of category focus at encoding on category frequency estimation strategies. *Memory & Cognition*, 34, 28-40. (2006 SSCI impact: 1.409)
51. Spruyt, A., Hermans, D., Pandelaere, M., De Houwer, J., & Eelen, P. (2004). On the replicability of the affective priming effect in the pronunciation task. *Experimental Psychology*, 51, 109-115 (2004 SSCI impact: 2.309).
52. Van Hiel, A., Pandelaere, M., & Duriez, B. (2004). The impact of need for closure on conservative beliefs and racism: Differential mediation by authoritarian submission and authoritarian dominance.

Personality and Social Psychology Bulletin, 30, 824-837 (2004 SSCI impact: 1.898).

53. Dierckx, V., Vandierendonck, A., & Pandelaere, M. (2003). Is model construction open to strategic decisions? An exploration in the field of relational reasoning. *Thinking and Reasoning*, 9, 97-131 (not yet an SSCI impact in 2003; initial SSCI 2005: 1.375).
54. Pandelaere, M., Hoorens, V., & Peeters, G. (2003). Why ask about Peter? Do you think he caused it? How the description of causal events guides the selection of questions about them. *Basic and Applied Social Psychology*, 25, 291-297. (2003 SSCI impact: 0.686)
55. Boen, F., Vanbeselaere, N., Pandelaere, M., Dewitte, S., Duriez, B., Snauwaert, B., Feys, J., Dierckx, V., & Van Avermaet, E. (2002). Politics and basking-in-reflected-glory: A field-study in Flanders. *Basic and Applied Social Psychology*, 24, 205-214. (2002 SSCI impact: 0.481)
56. Peeters, G., Cornelissen, I., & Pandelaere, M. (2002). Approach-avoidance values of target-directed behaviors elicited by target-traits: The role of evaluative trait dimensions. *Current Psychology Letters: Behaviour, Brain & Cognition*. 11(2)

Books and book chapters

1. Pandelaere, M. & Shrum, L.J. (2020). Fulfilling identity motives through luxury consumption. In: F. Morhart, K. Wilcox, & S. Czellar (Eds.), *Research Handbook on Luxury Branding*, pp. 57-74.
2. Lembregts, C. & Pandelaere, M. (2016). 'Wanneer is 24 maanden meer dan 2 jaar'? Hoe consumenten beslissingen nemen op basis van numerieke productinformatie. In: A. E. Bronner et al. (eds.), *Ontwikkelingen in het marktonderzoek 2017: Jaarboek MarktOnderzoekAssociatie*, dl. 42 (pp. 9-19). Haarlem: Spaar^{en} Hout.
3. Hudders L., Pandelaere M. (2013) Indulging the Self Positive Consequences of Luxury Consumption. In: Wiedmann KP., Hennigs N. (eds) *Luxury Marketing*. Gabler Verlag, Wiesbaden
4. Van de Sompel, D., Vermeir, I., & Pandelaere, M (2012). Gender differences in children's creativity and play behavior. In: Sarah McGeown. (ed.), *Psychology of Gender Differences*. Nova Science Publishers.
5. Geyskens, K., Dewitte, S., Pandelaere, M., & Warlop, L. (2010). Verleid me net iets meer: de invloed van de mogelijkheid tot consumptie van voorafgaande voedselverleidingen op doelactivering en consumptie. In: A. E. Bronner et al. (eds.), *Ontwikkelingen in het marktonderzoek 2010: Jaarboek MarktOnderzoekAssociatie*, dl. 35 (pp. 81-94). Haarlem: Spaar^{en} Hout.
6. Defever, C. & Pandelaere, M. (2009). Fragmentation in advertising: a way to communicate beauty images. In: P. De Pelsmacker & N. Dens (Eds.), *Research in Advertising: Message, medium, and context* (pp. 87-95). Antwerpen: Garant.
7. Defever, C. & Pandelaere, M. (2009). The impact of value-laden advertisements on consumer values. In: P. De Pelsmacker & N. Dens (Eds.), *Research in Advertising: Message, medium, and context* (pp. 69-77). Antwerpen: Garant.
8. Goukens, C., Dewitte, S., Pandelaere, M. & Warlop, L. (2009). Viscerale effecten in het verlangen naar variëteit. In: A. E. Bronner et al. (eds.), *Ontwikkelingen in het marktonderzoek 2009: Jaarboek MarktOnderzoekAssociatie*, dl. 34 (pp. 181-193). Haarlem: Spaar^{en} Hout.

9. Janssens, K. & Pandelaere, M. (2009). The effect of advertising on children's materialism. In: P. De Pelsmacker & N. Dens (Eds.), *Research in Advertising: Message, medium, and context* (pp. 335-341). Antwerpen: Garant.
10. Lens, I. & Pandelaere, M. (2009). Understanding the willingness-to-pay – willingness-to-accept gap: Materialism as a moderator of the endowment effect. In: P. De Pelsmacker & N. Dens (Eds.), *Research in Advertising: Message, medium, and context* (pp. 343-351). Antwerpen: Garant.
11. Pandelaere, M. (2007). Motivated reasoning. In R. Baumeister & K. Vohs (eds.), *Encyclopedia of Social Psychology*. Thousand Oaks, CA: Sage.
12. Pandelaere, M. & Poels, K. (2007). "Dit moet je vermijden en dat moet je bereiken". Overheidscampagnes gericht op preventie en promotie. In Rik Duyck & Cyriel Van Tilborgh (eds.), *Management Jaarboek 2007* (pp. 150-155). PIMMS NV, Kalmthout.
13. Pandelaere, M. Van den Broucke, S. & Van den Bergh, O. (1997). Het effect van omgevingsinterventies op gezondheidsgerelateerd gedrag. In W. Demeester-Demeyer, B. Brughmans, J. Schrijvers, & S. Van den Broucke (Eds.). *Preventieve gezondheidszorg* (pp. 668-688). Diegem : Kluwer Editorial. [The effect of environmental interventions on health-related behavior].
14. Pandelaere, M., Van den Broucke, S., & Van den Bergh, O. (1997). *Het effect van omgevingsinterventies op gezondheidsgerelateerd gedrag*. Vlaams Instituut voor Gezondheids-promotie, VIG-publicatie nr. 8. (ISBN 90-75628-06-4). (Rapport van een onderzoek in opdracht van de Vlaamse minister voor het Gezondheidsbeleid). [The effect of environmental interventions on health-related behavior -> extended version]

Conference presentations (since 2010, papers only):

1. Krekels, G. & Pandelaere, M. (2020). The Effect of Resource Insecurity on Behavioral Greed. *Paper presented at the SCP Boutique Conference on "Paucity in the Midst of Opulence: How Scarcity, Luxury, and Inequality Impact Consumer Behavior."* Honolulu, HI, 19-21/7/2020.
2. Krekels, G. & Pandelaere, M. (2020). Dispositional Greed Influences Individual Numerical Thinking Styles. *Paper presented at the 2020 Winter Conference of the Society of Consumer Psychology*. Huntington Beach, CA, 5-7/03/2020.
3. Ince, E., Bagchi, R., Pandelaere, M., & Schneider, G. (2019). Do Consumers Expect Values to Increase or Decrease over Time? *Paper presented at the 2019 ACR Conference*. Atlanta, GA, 18-20/10/2019.
4. Lai, E., & Pandelaere, M. (2019). Motivated Happiness in Luxury Consumption. *Paper presented at the 2019 ACR Conference*. Atlanta, GA, 18-20/10/2019.
5. Li, Y. Heuinck, N., & Pandelaere M. (2019). The "Healthy=Light" Heuristic. *Paper presented at the 2019 La Londe Conference*, La Londe, France, 4-7/6/2019.
6. Han, Y., & Pandelaere, M. (2019). All That Glitters Is Not Gold: When Glossy Packaging Hurts Brand Trust. *Paper presented at the 2019 Winter Conference of the Society of Consumer Psychology*. Savannah, GA, 1-2/03/2019.
7. Heuinck, N., Yi, L. & Pandelaere M. (2018). The "Healthy=Light" Heuristic. *Paper presented at the 2019 Winter Conference of the Society of Consumer Psychology*. Savannah, GA, 1-2/03/2019.

8. Li, Y. Heuvinck, N., & Pandelaere M. (2018). The "Healthy=Light" Heuristic. *Paper presented at the 2018 ANZMAC Conference*. Adelaide, Australia, 3-5/12/2018.
9. Mukherjee, S. & Pandelaere, M. (2018). Non-normative influence of self-decided prices on product-related inferences. *Paper presented at the 2018 ACR Conference*. Dallas, TX, 12-14/10/2018.
10. Li, Y. Heuvinck, N., & Pandelaere M. (2018). The "Healthy=Light" Heuristic. *Paper presented at the 2018 ACR Conference*. Dallas, TX, 12-14/10/2018.
11. Ince, E., Bagchi, R., Pandelaere, M., & Schneider, G. (2018). Do Consumers Expect Values to Increase or Decrease over Time? *Paper presented at the 2018 European ACR Conference*. Ghent, Belgium, 21-23/06/2018.
12. Villanova, D. & Pandelaere, M. (2018). The Appeal of Deals: Are Discounts Money Saved or Quality Gained? *Paper presented at the 2018 European ACR Conference*. Ghent, Belgium, 21-23/06/2018.
13. Ignazio, Z., Pandelaere, M. & Bagchi, R. (2018). Combinations: Framing completeness. *Paper presented at the 47th European Marketing Association Conference*. Glasgow, 29/5-1/6/2018.
14. Ignazio, Z., Pandelaere, M. & Bagchi, R. (2018). Combinations: Framing completeness. *Paper presented at the 2018 Winter Conference of the Society of Consumer Psychology*. Dallas, TX, 15-17/02/2018.
15. Ince, E., Bagchi, R., Pandelaere, M., & Schneider, G. (2018). Do Consumers Expect Values to Increase or Decrease over Time? *Paper presented at the 2018 Winter Conference of the Society of Consumer Psychology*. Dallas, TX, 15-17/02/2018.
16. Krekels, G. & Pandelaere, M. (2017). \$5 of \$125 Is Still \$5: The Link Between Dispositional Greed and Thinking Styles. *Paper presented at the Summer American Marketing Association Conference*. San Francisco, CA, 4-6/08/2017.
17. Li, Y. & Pandelaere, M. (2017). The Denomination-Spending Matching Effect: When the Denomination Matches the Spending, it is Less Painful to Spend. *Paper presented at the 2017 La Londe Conference*, La Londe, France, 30/5-2/6/2017.
18. Van Kerckhove, A. & Pandelaere, M. (2017). Swiping is the New Liking: How Product Orientation Shapes Product Evaluation Conveyed Through Swiping. *Paper presented at the 2017 La Londe Conference*, La Londe, France, 30/5-2/6/2017.
19. Tessitore, T., Geuens, M., Pandelaere, M. & Cowley, E. (2017). Mind Suspicious Minds! A Mindset Account for the Carryover Effects of Suspicion on Unrelated Persuasion Attempts. *Paper presented at the 2017 La Londe Conference*, La Londe, France, 30/5-2/6/2017.
20. Krekels, G. & Pandelaere, M. (2017). The absolute more, the merrier: The effect of Dispositional Greed on Thinking Styles. *Paper presented at the 2017 Winter Conference of the Society of Consumer Psychology*. San Francisco, CA, 16-18/02/2017.
21. Bogaerts, T., Labyt, C., & Pandelaere, M. (2016). Delighted by deviating design: The Relation between Construal Level and Surface Mimicry. *Paper presented at the Association for Consumer Research Conference*. Berlin, Germany, 27-30/10/2016.
22. Krekels, G. & Pandelaere, M. (2016). The absolute more, the merrier: How Dispositional Greed influences individual Thinking Styles. *Paper presented at the Association for Consumer Research Conference*. Berlin, Germany, 27-30/10/2016.

23. Cooremans, K., Geuens, M., & Pandelaere, M. (2016). Cross-National Investigation on the drivers behind obesity: Re-assessment of past findings and avenues for the future. *Paper presented at the International Food Marketing Research Symposium*. Bologna, 13-14/6/2016.
24. Bogaerts, T., Labyt, C., & Pandelaere, M. (2016). Delighted by design: How abstract minds love surface mimicry. *Paper presented at the 45th European Marketing Association Conference*. Oslo, 24-27/5/2016.
25. Krekels, G. & Pandelaere, M. (2016). The absolute more, the merrier the effect of dispositional greed on thinking styles. *Paper presented at the 45th European Marketing Association Conference*. Oslo, 24-27/5/2016.
26. Van Kerckhove, A. & Pandelaere, M. (2016). Swiping is the new liking: How product orientation shapes product evaluation conveyed through swiping. *Paper presented at the 45th European Marketing Association Conference*. Oslo, 24-27/5/2016.
27. Ziano, I. & Pandelaere, M. (2016). The majority effect: When and why majority consumers are perceived as more competent than minority consumers. *Paper presented at the 45th European Marketing Association Conference*. Oslo, 24-27/5/2016.
28. Van den Driessche, L., Vermeir, I., & Pandelaere, M. (2015). Follow Your Curiosity, You Won't Regret It: How Disconfirmed Expectations Will Not Always Result in Dissatisfaction. *Paper presented at the Association for Consumer Research Conference*. New Orleans, 1-4/10/2015.
29. Lembregts, C. & Pandelaere, M. (2015). When Precision Protects: Precise Product Information as a Source of Control. *Paper presented at the Association for Consumer Research Conference*. New Orleans, 1-4/10/2015.
30. Quaschnig, S. & Pandelaere, M. (2015). The Effect of Gender on Willingness to Lend to Friends. *Paper presented at the 2015 La Londe Conference*, La Londe, France, 3-5/6/2015.
31. Krekels, G. & Pandelaere, M. (2015). The Effect of Greed on Absolute and Relative Thinking. *Paper presented at the 2015 La Londe Conference*, La Londe, France, 3-5/6/2015.
32. Labyt, C. & Pandelaere, M. (2015). When spendthrifts become tightwads. *Paper presented at the 44th European Marketing Association Conference*. Leuven, 26-29/5/2015.
33. Bogaerts, T. & Pandelaere, M. (2015). To like or not to like: how individual differences in evaluation difficulty affect product evaluations. *Paper presented at the 44th European Marketing Association Conference*. Leuven, 26-29/5/2015.
34. Ding, S., Pandelaere, M. & Slabbinck, H. (2015). Strained romantic relationships cause strengthened market relationships? Sexuality, relationship anxiety and materialism. *Paper presented at the 44th European Marketing Association Conference*. Leuven, 26-29/5/2015.
35. Quaschnig, S. & Pandelaere, M. (2015). The Effect of Gender on Willingness to Lend to Friends. *Paper presented at the 44th European Marketing Association Conference*. Leuven, 26-29/5/2015.
36. Bogaerts, T. & Pandelaere, M. (2015). Beauty is good: How consumers' desire to look good affects product preferences. *Paper presented at the 2015 Winter Conference of the Society of Consumer Psychology*. Phoenix, 26-28/2/2015.

37. Krekels, G. & Pandelaere, M. (2015). How to be both more and less happy: think like a greedy person! *Paper presented at the 2015 Winter Conference of the Society of Consumer Psychology*. Phoenix, 26-28/2/2015.
38. Ding, S., Pandelaere, M. & Slabbinck H. (2015). Losing Relationship Power or Getting Relationship Devotion: Luxury Gifts in Fledgling relationships versus Established Relationships. *Paper presented at the 2015 Winter Conference of the Society of Consumer Psychology*. Phoenix, 26-28/2/2015.
39. Lembregts, C. & Pandelaere, M. (2015). When Precision Protects: Precise Product Information as a Source of Control. *Paper presented at the 2015 Winter Conference of the Society of Consumer Psychology*. Phoenix, 26-28/2/2015.
40. Labyt, C. & Pandelaere, M. (2015). When spendthrifts become tightwads. *Paper presented at the 2015 Winter Conference of the Society of Consumer Psychology*. Phoenix, 26-28/2/2015.
41. Krekels, G. & Pandelaere, M. (2014). Greedy loss prevention in economic decision making. *Paper presented at the Association for Consumer Research Conference*. Baltimore, 24-26/10/2014.
42. Lembregts, C., Pandelaere, M., & Paolacci, G. (2014). "Get Lucky, Get Punished": The Effect of Serendipity on the Perception of Innovations. *Paper presented at the Association for Consumer Research Conference*. Baltimore, 24-26/10/2014.
43. Tessitore, T., Geuens, M., Pandelaere, M., & Cowley, E. (2014). Suspicion is a Heavy Armor! A Mindset Account for the Carryover Effects of Suspicion on Unrelated Information Processing. *Paper presented at the 43st European Marketing Association Conference*. Valencia, 3-6/6/2014.
44. Ding, S. & Pandelaere, M. (2014). Originality: Perception and Preference. *Paper presented at the 43st European Marketing Association Conference*. Valencia, 3-6/6/2014.
45. Van Den Driessche, L., Vermeir, I., & Pandelaere, M. (2014). The Role of I- and D-Curiosity to Start Smoking and its Consequences. *Paper presented at the 43st European Marketing Association Conference*. Valencia, 3-6/6/2014.
46. Hudders, L. & Pandelaere, M. (2014). Towards an understanding of the effects of luxury in practice. *Paper presented at the 2014 Monaco Symposium on Luxury*. Monaco, 10-11/4/2014.
47. Labyt, C. & Pandelaere, M. (2014). Pleasure for a Moment, Functionality for a Lifetime. *Paper presented at the 2014 Winter Conference of the Society of Consumer Psychology*. Miami, 6-8/3/2014.
48. Krekels, G. & Pandelaere, M. (2014). Greedy loss prevention in economic decision making. *Paper presented at the 2014 Winter Conference of the Society of Consumer Psychology*. Miami, 6-8/3/2014.
49. Tessitore, T., Geuens, M., Pandelaere, M., & Cowley, E. (2014). Mind Suspicious Minds! A Mindset Account for the Carryover Effects of Suspicion on Unrelated Information Processing. *Paper presented at the 2014 Winter Conference of the Society of Consumer Psychology*. Miami, 6-8/3/2014.
50. Bogaerts, T. & Pandelaere, M. (2013). Development and Validation of an Evaluation Difficulty Scale. *Paper presented at the Association for Consumer Research conference*. Chicago, 3-6/10/2013.
51. Labyt, C. & Pandelaere, M. (2013). Pleasure for a Moment, Functionality for a Lifetime. *Paper presented at the Association for Consumer Research conference*. Chicago, 3-6/10/2013.

52. Cabooter, E., Pandelaere, M., Weijters, B. & Millet, K., (2013). The "I" in Extreme responding. *Paper presented at the 2013 Summer SCP conference (APA Convention), Honolulu, 31/7-4/8/2013.*
53. Pandelaere, M., & Hudders, L. (2013). Indulging the Self: The Impact of Luxury Consumption on Self-Esteem. *Paper presented at the 2013 Summer SCP conference (APA Convention), Honolulu, 31/7-4/8/2013.*
54. Kazakova, S., Cauberghe, V., Pandelaere, M., & De Pelsmacker, P. (2013). Can't See the Forest for the Trees? Media Multitasking Leads to Local Perceptual Processing and Concrete Construals in Subsequent Tasks. *Paper presented at the 2013 European ACR Conference. Barcelona, 4-7/7/2013.*
55. Quaschnig, S., Pandelaere, M. & Vermeir, I. (2013). An attribution explanation of the effect of valence consistency on review helpfulness. *Paper presented at the 2013 European ACR Conference. Barcelona, 4-7/7/2013.*
56. Claeys, A.-S., Cauberghe, V., Pandelaere, M., Leysen, J. (2013). Commodity Theory as a Theoretical Explanation for the Impact of the Self-Disclosure of Organizational Crises. *Paper presented at the 63rd Annual Conference of the International Communication Association. London, 17-21/6/2013.*
57. Rae, A., Silvera, D., & Pandelaere, M. (2013). Brand Trait Transference: When Endorsers and Salespeople Acquire Brand Personality Traits. *Paper presented at The 2013 La Londe Conference. La Londe, France, 28-31/5/6/2013.*
58. Lembregts, C. & Pandelaere, M. (2013). Falling Back on Numbers: Quantitative Specifications as a Source of Control. *Paper presented at The 2013 La Londe Conference. La Londe, France, 28-31/5/6/2013.*
59. Quaschnig, S., Pandelaere, M. & Vermeir, I. (2013). Easy on the Mind: Rankings and Consumer Product Evaluations. *Paper presented at The 2013 La Londe Conference. La Londe, France, 28-31/5/6/2013.*
60. Krekels, G., Pandelaere, M., & Weijters, B. (2013). The more the merrier? The effect of insecurity on greed. *Paper presented at The 2013 La Londe Conference, La Londe, France. 28-31/5/6/2013.*
61. Quaschnig, S., Pandelaere, M. & Vermeir, I. (2013). When Being Consistent Matters: The Effect of Valence Consistency on Review Helpfulness. *Paper presented at the 42nd European Marketing Association Conference. Istanbul, 4-7/6/2013.*
62. Labyt, C. & Pandelaere, M. (2013). Exposure To Sex Cues: Does Size Matter? *Paper presented at the 42nd European Marketing Association Conference. Istanbul, 4-7/6/2013.*
63. Van Den Driessche, L., Vermeir, I., & Pandelaere, M. (2013). The Curious Case of Curiosity: Unpleasant Advertising and Curiosity. *Paper presented at the 42nd European Marketing Association Conference. Istanbul, 4-7/6/2013.*
64. Kazakova, S., Cauberghe, V., Pandelaere, M., & De Pelsmacker, P. (2013). The Impact of Media Multitasking on Media Enjoyment and Cognitive Processing Styles: Implications for Advertising Outcomes. *Paper presented at the 42nd European Marketing Association Conference. Istanbul, 4-7/6/2013.*

65. Lembregts, C. & Pandelaere, M. (2013). Falling Back on Numbers: Quantitative Specifications as a Source of Control. *Paper presented at the 2013 Winter Conference of the Society of Consumer Psychology*. San Antonio, 28/2-1/3/2013.
66. Lens, I., & Pandelaere, M. (2013). Men's romantic motives and partner preferences: The relationship with materialism. *Paper presented at the 2013 Winter Conference of the Society of Consumer Psychology*. San Antonio, 28/2-1/3/2013.
67. Van de Sompel, D., Pandelaere, M., & Vermeir, I. (2013). The influence of materialism and motivation on children's reason for playing. *Paper presented at the 2013 Winter Conference of the Society of Consumer Psychology*. San Antonio, 28/2-1/3/2013.
68. Lens, I., Warlop, L., & Pandelaere, M. (2012). Romantic Motives and Men's Conspicuous Consumption: The Role of Materialism. Paper presented at the Association for Consumer Research conference. Vancouver, 4-6/10/2012.
69. Van Kerckhove, A., Slabbinck, H., & Pandelaere, M. (2012). When Lower is Better: The Impact of Activated Number Interpretation Frames on Reactions to Alphanumeric Brand Names. Paper presented at the Association for Consumer Research conference. Vancouver, 4-6/10/2012.
70. Krekels, G., Pandelaere, M., & Weijters, B. (2012). Dispositional Greed: Scale Development and Validation. Paper presented at the Association for Consumer Research conference. Vancouver, 4-6/10/2012.
71. Quaschnig, S., Pandelaere, M. & Vermeir, I. (2012). Getting (Ex)cited: The Role of Herding in Driving Citations. Paper presented at the Association for Consumer Research conference. Vancouver, 4-6/10/2012.
72. Meert, K., Lens, I., & Pandelaere, M. (2012). Exposure to Unattainable Luxury: Boomerang Effects on Extrinsic and Materialistic Goals. Paper presented at the Association for Consumer Research conference. Vancouver, 4-6/10/2012.
73. Bogaerts, T., & Pandelaere, M. (2012). Judging by Appearances: The Effect of Goal Pursuit on Product Preferences. Paper presented at the Association for Consumer Research conference. Vancouver, 4-6/10/2012.
74. Lens, I., Pandelaere, M., Shrum, LJ & Lee, J. (2012). Keeping Up vs. Getting Ahead: How Different Dimensions of Materialism Reflect Different Underlying Motivations and Produce Different Consumption Preferences and Choices. Paper presented at the 1st European Society for Consumer Psychology Conference. Florence, Italy, 29/6-1/7/2012.
75. Driesmans, K., Warlop, L. & Pandelaere, M. (2012). Size Does Matter, but for Some People More than for Others: The Effect of Materialism on Size Preferences. Paper presented at the 41st European Marketing Association Conference. Lisbon, Portugal, 22-25/5/2012.
76. Lens, I., Warlop, L., & Pandelaere, M. (2012). Women's Conspicuous Consumption: A Threat to (Materialistic) Men? Paper presented at the 41st European Marketing Association Conference. Lisbon, Portugal, 22-25/5/2012.
77. Cabooter, E., Millet, K., Pandelaere, M., & Weijters, B. (2012). The "I" in Extreme responding. Paper presented at the 41st European Marketing Association Conference. Lisbon, Portugal, 22-25/5/2012.

78. Quaschnig, S., Pandelaere, M. & Vermeir, I. (2012). Easy on the Mind: How Rankings Influence Attribute Weights in Multi-Attribute Decision Tasks. Paper presented at the 41st European Marketing Association Conference. Lisbon, Portugal, 22-25/5/2012.
79. Krekels, G., Pandelaere, M. & Weijters, B. (2012). Dispositional greed - Scale development and validation. Paper presented at the 41st European Marketing Association Conference. Lisbon, Portugal, 22-25/5/2012.
80. Quaschnig, S., Pandelaere, M. & Vermeir, I. (2012). A Question of Taste? The Difference in Perceived Helpfulness of Online Reviews for Utilitarian versus Hedonic Products. *Paper presented at the 2012 Winter Conference of the Society of Consumer Psychology*. Las Vegas, 16-18/2/2012.
81. Quaschnig, S., Pandelaere, M. & Vermeir, I. (2012). The Influence of Rankings on Attribute Weights in Multi-Attribute Decision Tasks. *Paper presented at the 2012 Winter Conference of the Society of Consumer Psychology*. Las Vegas, 16-18/2/2012.
82. Meert, K., Lens, I., & Pandelaere, M. (2012). Exposure to Unattainable Luxury: Effects on Materialistic Goal Pursuit. *Paper presented at the 2012 Winter Conference of the Society of Consumer Psychology*. Las Vegas, 16-18/2/2012.
83. Pandelaere, M. & Hudders, L. (2012). Indulging the Self: The Impact of Luxury Consumption on Self-Esteem. *Paper presented at the 2012 Winter Conference of the Society of Consumer Psychology*. Las Vegas, 16-18/2/2012.
84. Hudders, L. & Pandelaere, M. (2012). Dealing with Insecurities through Luxury Consumption. *Paper presented at the 2012 Winter Conference of the Society of Consumer Psychology*. Las Vegas, 16-18/2/2012.
85. Lens, I., Pandelaere, M., & Warlop, L. (2012). Ovulatory Cycle Effects on Women's Conspicuous Consumption. *Paper presented at the 2012 Winter Conference of the Society of Consumer Psychology*. Las Vegas, 16-18/2/2012.
86. Lembregts, C. & Pandelaere, M. (2012). Are All Units Created Equal? The Effect Of Default Units On Product Evaluations. *Paper presented at the 2012 Winter Conference of the Society of Consumer Psychology*. Las Vegas, 16-18/2/2012.
87. Pandelaere, M., Lens, I. & Warlop, L. (2011). Understanding the role of materialism in the endowment effect. *Paper presented at the La Londe Conference in Marketing Communications and Consumer Behavior*. La Londe, France, 31/5-3/6/2011.
88. Hudders, L. & Pandelaere, M. (2011). The silver lining of materialism. The impact of luxury consumption on subjective well-being. *Paper presented at the The La Londe Conference in Marketing Communications and Consumer Behavior*. La Londe, France, 31/5-3/6/2011.
89. Bogaerts, T. & Pandelaere, M. (2011). Inherent (in)evaluability and positional concerns. *Paper presented at the 40th European Marketing Association Conference*. Ljubljana, Slovenia, 24-27/5/2011.
90. Claeys, A.-S., Cauberghe, V., & Pandelaere, M. (2011). The moderating impact of prior organizational reputation on the effect of stealing thunder on post-crisis reputation. *Paper presented at the 40th European Marketing Association Conference*. Ljubljana, Slovenia, 24-27/5/2011.

91. De Bock, T., Pandelaere, M., & Van Kenhove, P. (2011). Intuition and morality: The effect of conceptual fluency on moral judgment. *Paper presented at the 40th European Marketing Association Conference*. Ljubljana, Slovenia, 24-27/5/2011.
92. Lembregts, C. & Pandelaere, M. (2011). "When less is more": numerosity and fluency effects in separate product evaluations. *Paper presented at the 40th European Marketing Association Conference*. Ljubljana, Slovenia, 24-27/5/2011.
93. Lens, I., Pandelaere, M., Shrum, LJ & Lee, J. (2011). Doing better versus keeping up with others. Different motivations underlying different types of materialism. *Paper presented at the 40th European Marketing Association Conference*. Ljubljana, Slovenia, 24-27/5/2011.
94. Quaschnig, S., Vermeir, I., & Pandelaere, M. (2011). How rankings influence attribute importance: The role of complexity. *Paper presented at the 40th European Marketing Association Conference*. Ljubljana, Slovenia, 24-27/5/2011.
95. Van de Sompel, D., Vermeir, I. & Pandelaere, M. (2011). The effect of materialism on children's play behaviour and goal pursuit. *Paper presented at the 40th European Marketing Association Conference*. Ljubljana, Slovenia, 24-27/5/2011.
96. Arsenau, A.R., Silvera, D., Pandelaere, M., & Goss, J. (2011). Brand Trait Transference: Acquiring the Characteristics of Products. *Paper presented at the 2011 Winter Conference of the Society of Consumer Psychology*. Atlanta, 24-26/2/2011.
97. Lens, I., Pandelaere, M., Janssens, K., & Driesmans, K. (2011). Attention to status products: An evolutionary approach. *Paper presented at the 2011 Winter Conference of the Society of Consumer Psychology*. Atlanta, 24-26/2/2011.
98. Meert, K., Pandelaere, M., & Van Kenhove, P. (2011). Prominence in queuing: queue length versus basket size. *Paper presented at the 2011 Winter Conference of the Society of Consumer Psychology*. Atlanta, 24-26/2/2011.
99. Pandelaere, M., Briers, B., & Lembregts, C. (2011). The influence of number of scale units on consumer perceptions and preferences. *Paper presented at the 2011 Winter Conference of the Society of Consumer Psychology*. Atlanta, 24-26/2/2011.
100. Van Kerckhove, A., Slabbinck, H., & Pandelaere, M. (2011). Alpha-numeric brands names: is less more or is more better? *Paper presented at the 2011 Winter Conference of the Society of Consumer Psychology*. Atlanta, 24-26/2/2011.
101. Quaschnig, S., Pandelaere, M. & Vermeir, I. (2010). What determines customers' evaluation of online reviews? The role of review and product characteristics. *Paper presented at the Association for Consumer Research conference*. Jacksonville, 7-10/10/2010.
102. Lembregts, C. & Pandelaere, M. (2010). Are days more valuable than months? The time-unit effect in consumer decision making. *Paper presented at the 39th European Marketing Association Conference*. Copenhagen, Denmark, 1-4/6/2010.
103. Driesmans, K., Lens, I., & Pandelaere, M. (2010). Ovulatory Cycle Effects on Women's Attention to Prestige Goods. *Paper presented at the 39th European Marketing Association Conference*. Copenhagen, Denmark, 1-4/6/2010.

104. Meert, K., Van Kenhove, P., & Pandelaere, M. (2010). How does a consumer choose a checkout when there are queues in the store? *Paper presented at the 39th European Marketing Association Conference*. Copenhagen, Denmark, 1-4/6/2010.
105. Quaschnig, S., Vermeir, I., & Pandelaere, M. (2010). What determines customers' evaluation of online reviews? The role of review and product characteristics. *Paper presented at the 39th European Marketing Association Conference*. Copenhagen, Denmark, 1-4/6/2010.
106. Arsenau, A.R., Silvera, D., Pandelaere, M., & Goss, J. (2010). Brand Trait Transference: Acquiring the Characteristics of Products. *Paper presented at the Annual 2010 Winter Conference of the Society of Consumer Psychology*. St Pete Beach, 25-27/2/2010.
107. Lens, I., Pandelaere, M., Shrum, L.J. & Lee, J. (2010). Exploring the Motivations Underlying Material Values: The Roles of Regulatory Focus, Self-Esteem, and Extrinsic Goal Pursuit. *Paper presented at the Annual 2010 Winter Conference of the Society of Consumer Psychology*. St Pete Beach, 25-27/2/2010.

Invited Talks and Discussion Panels

1. Does consumption make us happy? Invited discussion panel member at Civil Dialogue series of the Institute for Communitarian Policy Studies, George Washington University, March 2020.
2. Price Quality Beliefs, Grenoble Ecole de Management, July 2019.
3. Price Quality Beliefs. University of Arkansas, April 2019.
4. Price Quality Beliefs. University of St. Gallen, Switzerland, March 2019.
5. Research Ethics. Université de Mons, Belgium, February 2019.
6. Research Ethics, HEC Lille, France, January 2019.
7. Dispositional Greed. Washington State University, May 2018.
8. Convincing mediation. Invited talk at the SCP preconference, Dallas, February 2018
9. Everyday Consumer Aesthetics. Invited discussion panel member at the 2017 ACR Conference, San Diego, CA, October 2017.
10. Swiping is the new liking: How product orientation shapes product evaluations conveyed through swiping, IESEG Lille, France, September 2017
11. Experimental research: Approach, design and data-analysis. University of Antwerp, March 2017
12. Getting spendthrifts to spend less: The critical role of choice restrictions, University of Virginia, November 2016
13. Getting spendthrifts to spend less: The critical role of choice restrictions, University of Cologne, Germany, May 2016.
14. Changing behavior, judgment and opinion through questions. Invited talk at the 44th European Marketing Association Conference. Leuven, May 2015.
15. Positive consumer psychology: when and why consumption fosters health, happiness and well-being. Invited discussion panel member at the 44th European Marketing Association Conference. Leuven, May 2015.
16. Is more better? On upward lines and alphanumeric brands, VU Amsterdam, The Netherlands, February 2015

17. The role of autonomy in product evaluations and purchase decisions. U. Wageningen, The Netherlands, February 2015
18. The power of questions. U. Grenoble, France, January 2015
19. Visuo-spatial effects of stimulus orientation on opinions, attitudes and evaluations, U. Wien, Austria, January 2015
20. Materialism and price-quality beliefs, U Wien, Austria, January 2015
21. Is higher better? On exposure to symbolic trends and alphanumeric brand names, Erasmus Rotterdam, The Netherlands, February 2014
22. How trivial brand communication choices undermine preferences for alphanumeric brands, IESEG Lille, France, January 2013
23. How rankings and mindsets determine the impact of numbers on consumer preferences, University of Arkansas, February 2013
24. How rankings and mindsets determine the impact of numbers on consumer preferences, Universiteit Tilburg, The Netherlands, February 2013
25. How rankings and mindsets determine the impact of numbers on consumer preferences, University of Texas at San Antonio, March 2013
26. Doing experimental research, University of Manchester, U.K., September 2013
27. A materialist's paradox, University of Manchester, U.K., September 2013
28. The value of originality, University of Leeds, U.K., March 2012
29. Fooled by numbers: How units and rankings influence quantitative decision making, keynote talk at the Johan Arndt Conference, Oslo, Norway, 30-31/5/2012.
30. The default unit effect, University of Cologne, Germany, May 2012
31. How rankings and mindsets determine the impact of numbers on consumer preferences, Virginia Tech, August 2012
32. Fooled by numbers? The impact of numbers on consumer preferences, Universiteit Groningen, The Netherlands, September 2012.
33. How to Make a 29% Increase Look Bigger: The Unit Effect in Option Comparisons, Conférence de L'Académie de Marketing Française, Brussels, Belgium, May 2011.
34. Originality cues: Impact and moderation by self-construal, invited talk at Expectations and Forecasting in Consumer Behavior Symposium, 26-28 September 2011, Germany, Cologne
35. Fooled by numbers? The impact of numbers on consumer preferences, Athens University of Economics and Business, November 2011.
36. Evolutionary underpinnings of interest in conspicuous consumption, HEC Université de Lausanne, Switzerland, November 2010.
37. Moderation analysis (in SAS), KULeuven, Belgium, May 2009.
38. Unintended effects of values in ads, Ghent University, Belgium, March 2008.
39. Materialism and endowment, University of Texas at San Antonio, April 2008.
40. Implicit communication through questions, VU Amsterdam, The Netherlands, September 2008.
41. The effect of categorization processes on frequency estimation strategies, Tilburg University, The Netherlands, June 2003.

Grants

1. 2006: OT grant 04/06 (Research Fund from the K.U.Leuven): "The influence of advertising on personal values". (€ 200.000)
2. 2007: FWO grant G.0501.08 (Flemish Fund for Scientific Research): "A cultivation analysis of advertising". (€ 249.100)
3. 2008: BOF grant BOF08/ZAP/073 (Research Fund from the U.Gent): "Unintended effects of marketing trends on regulatory focus and associated consequences". (€ 170.000)
4. 2008: FWO grant G.0516.09 (Flemish Fund for Scientific Research): "Unintended effects of marketing trends on regulatory focus and associated consequences". (€ 241.600)
5. 2009: NBB (National Bank of Belgium) grant BOF09/DOC/204 (€ 40.000)
6. 2009: BOF grant BOF08/BAS/018 (Research Fund from the U.Gent) for the development of a consumer research lab. (€ 90.000)
7. 2009: OF grant (Research Fund from the University College Ghent; as copromotor): "The influence of uncertainty on pre- and post-decision processes" (€ 250.000)
8. 2010: BOF grant BOF10/2JO/149 (Research Fund from the U.Gent) "Concern for status, conspicuous consumption and competition" (€ 89.950)
9. 2010: BOF grant BOF10/2JO/229 (Research Fund from the U.Gent) "Impact of flow on processing of media content and persuasive messages" (€ 91.900; as copromotor)
10. 2011: NBB grant BOF10/2JO/149 (€ 41.562)
11. 2011: BOF grant BOF11/24J/055 "Consequences of positional concern and conspicuous consumption" (€ 98.000)
12. 2011: FWO grant G081112N (Flemish Fund for Scientific Research): "Individual differences in greed: causes and consequences" (€ 244.000)
13. 2012: NBB grant BOF11/DOC/059 (€ 21.520)
14. 2013: BOF grant 01J04413 "Decision Making in Hard Economic Times" (€ 200.000)
15. 2014: FWO grant G020215N (Flemish Fund for Scientific Research): "The impact of materialism on price-quality perceptions" (€ 244.000)
16. 2018: FWO grant G044819N (Flemish Fund for Scientific Research): "Varieties of materialism: An analysis of differential relations with Material Values facets" (€ 208.160)
17. 2018: NBB grant BOF.COF.2018.0005.01 (€ 26.900)

Awards

- 2019 Outstanding AE award, International Journal of Research in Marketing
- Best paper in Consumer Behavior award, *2018 ANZMAC Conference*. Adelaide, Australia (The "Healthy=Light" Heuristic)
- Best overall paper award, AMA Summer Conference, 2017, San Francisco (\$5 of \$125 Is Still \$5: The Link Between Dispositional Greed and Thinking Styles)

- Best paper in Consumer Psychology and Behavior award, AMA Summer Conference, 2017, San Francisco (\$5 of \$125 Is Still \$5: The Link Between Dispositional Greed and Thinking Styles)
- Finalist 2017 MOA Science Prize (awarded by a Dutch panel of marketing professionals and academics) ('Wanneer is 24 maanden meer dan 2 jaar'? Hoe consumenten beslissingen nemen op basis van numerieke productinformatie)
- 2016 Outstanding Reviewer award, Journal of Consumer Research
- Best paper award, International Food Marketing Research Symposium, Bologna, June 2016 (Cross-national investigation on the drivers behind obesity: re-assessment of past findings and avenues for the future)
- Finalist 2010 Best paper award in International Journal of Research in Marketing (Better Think before Agreeing Twice. Mere Agreement: a similarity-based persuasion mechanism)

Academic Service

Member of National Science Foundation panels

- Social Sciences and Humanities Research Council of Canada (2014)
- Australian Research Council (2015-now)
- Flemish Research Council (2016-now; chair in 2017 and 2018)

Conference organizations

- Co-organiser of The second Workshop on Social Psychology in Belgium, Brussels, 19/9/2003
- Materialism track co-chair for the 2013 Transformative Consumer Research conference, Lille, France
- Consumer Behavior track chair for the 2015 EMAC conference, Leuven, Belgium
- Lalonde Consumer Behavior Conference Chair, La-Londe-Les-Maures, France, 2017
- European Association For Consumer Research Conference co-chair, Ghent, Belgium, 2018
- Member of the Program Committee of
 - 2011 Conference of the Society for Consumer Psychology
 - 2012 (Florence), 2015 (Vienna) European SCP conference
 - 2013 European ACR Conference (Barcelona)
 - 2014 Latin-American ACR Conference
 - Monaco Symposium on Luxury (2014,2016, 2018, 2020)
 - 2016 (Berlin), 2017 (San Diego), 2019 (Atlanta), 2020 (Paris) ACR Conference
 - 2018 international SCP conference (Sydney)

Editorial functions

- Senior Editor for International Journal of Research in Marketing (2016-now)
- Member of the Editorial Board of
 - International Journal of Research in Marketing (2010-now)
 - Journal of Consumer Research (2014-present)

Reviewing

- **Ad hoc Reviewer** for: Acta Psychologica, Asian Journal of Social Psychology, Behavior Research Methods, British Journal of Economics, Management & Trade, Cognition, Communications: The European Journal of Communication Research, European Journal of Marketing, European Journal of Social Psychology, International Journal of Psychology, International Journal of Research in Marketing, International Review of Social Psychology, Journal of Advertising, Journal of Business Research, Journal of Consumer Affairs, Journal of Consumer Psychology, Journal of Consumer Research, Journal of Economic Psychology, Journal of Environmental Management, Journal of Experimental Child Psychology, Journal of Experimental Psychology: General, Journal of Experimental Psychology: Learning, Memory & Cognition, Journal of Experimental Social Psychology, Journal of Marketing Behaviour, Journal of Marketing Communications, Journal of Marketing, Journal of Marketing Research, Journal of Personality, Journal of the Association for Consumer Research, Journalism & Mass Communication Quarterly, Management Science, Plos One, Psychologica Belgica, Psychological Reports, Public Opinion Quarterly, Social Psychological and Personality Science, Social Science Journal, Spanish Journal of Psychology, Tijdschrift voor Communicatiewetenschap, Tijdschrift voor Gerontologie
- **Conference reviewer** for: LaLonde Seminar for Marketing (2005, 2009, 2011, 2013, 2015), European Marketing Association Conference (2005-now), Conference of the Society for Consumer Psychology (2008-now), North American ACR Conference (2005-now), European ACR Conference (2010, 2013), International Conference of Research in Advertising (2008-2014), AMA Summer Marketing Educators' Conference (2014,2015), Monaco Symposium on Luxury (2014)
- **Reviewer Best Dissertation Award** for SCP (2012, 2013), John A. Howard/AMA Doctoral Award Competition, (2012, 2013), ACR/Sheth foundation dissertation proposals (2013), EMAC (2016)
- **Reviewer Best Paper Award** for the International Journal of Research in Marketing (2017)

PhD Dissertation Committees

- **Advisor** for: Katrien Meert (U.Ghent, 2013), Simon Quaschnig (U.Ghent, 2013), Tess Bogaerts (U.Ghent, 2014), Christophe Lembregts (U.Ghent, 2015), Goedele Krekels (U.Ghent, 2015), Christophe Labyt (U.Ghent, 2015), Ignazio Ziano (U.Ghent, 2018), Sudipta Mukherjee

(Virginia Tech, 2019), Evelyn Devos (U. Ghent), Daphne Ribbers (U.Ghent), Richard Essig (Virginia Tech), Stephen Juma (Virginia Tech)

- **Co-advisor** for: Barbara Briers (KULeuven, 2006), Kim Janssens (KULeuven, 2011), Liselot Hudders (U.Ghent, 2011), Inge Lens (KULeuven, 2012), Tina Tessitore (U.Ghent, 2013), Snezhanka Kazakova (U.Ghent, 2015), Liesbet van den Driessche (U.Ghent, 2016), Dieneke van den Sompel (U.Ghent, 2016), Katrien Cooremans (U.Ghent, 2018)
- **Exam committee member:**
 - **Internal member:** Gert Cornelissen (2007), Jan van Mierlo (2007), Frank Goedertier (2009), Hendrik Stouten (2010), Bert Vandecasteele (2010), Griet Verhaert (2010), Elke Cabooter (2010), Leen Adams (2010), Anneleen Vankerckhove (2011), Tine De Bock (2012), Nico Heuvinck (2012), Kristof Geskens (2014), Elke Huyghe (2016), Rebecca Rabino (2017), Caroline De Bondt (2017), Daniel Villanova (2018)
 - **External member:** Dorien Dossche (KULeuven, 2010), Alex Li (University of Sydney, 2010), David Marchiori (ULB, 2012), Ali Faradji-Rad (Oslo Business School, 2012), Ann-Sofie Claeys (U.Ghent, Dept. of Communication Sciences, 2012), Kalina Mikolajczak (VUB, 2013), Jorge Pena Marin (UTSA, 2015), Terri Seuntjens (Tilburg U., 2016), Yana Avramova (U. Antwerp, 2017), William Ding (Washington State U.)

Courses Taught

- Consumer behavior (2004-2005) (KULeuven)
- E-commerce (2005) (KULeuven)
- E-marketingcommunication (2005) (KULeuven)
- Marketingcommunication (2006-2007) (KULeuven)
- Persuasive communication (2007-2008) (KULeuven)
- Public Relations and Communication management (2005-2006) (KULeuven)
- Advertising (2008) (KULeuven)
- Seminar external and internal communication (2005) (KULeuven)
- Seminar ICT and communication management (2006-2007) (KULeuven)
- Advanced Methods of Marketing Research II (2008-2015) (UGent)
- Marketing, Society and the Public Interest (2016-2019) (Virginia Tech)
- PhD seminar in Buyer Behavior Research (2016) (Virginia Tech)
- PhD course on Experimental Research: Approach, design and data analysis (2017-2019) (Virginia Tech)