

VLADAS GRISKEVICIUS

Curriculum Vitae (May 2012)

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
Email: vladasg@umn.edu

ACADEMIC POSITIONS

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

2008 – 2012: University of Minnesota
Assistant Professor of Marketing, Carlson School of Management

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

RESEARCH AREAS

Emotion and Motivation	Social Influence and Social Norms
Sustainability and Green Marketing	Conspicuous Consumption
Evolutionary Psychology	Hormones and Decision Making

AWARDS & HONORS

- SAGE Scholar Early Career Award in Social and Personality Psychology, 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
- Named Fellow of Society for Experimental Social Psychology, 2010
- Named “Outstanding Professor” by Alpha Kappa Psi, 2009
- Best New Investigator Award, *Human Behavior & Evolution Society*, 2008
- Best Paper Award, *Society for Consumer Psychology*, 2007
- Darwin and Marie Linder Fellowship in Psychology, 2007
- Best Poster Award, *Human Behavior & Evolution Society*, 2006
- National Science Foundation Graduate Research Fellowship, 2004-2007
- Arizona State University Graduate Scholarship, 2002-2005
- University of California Regents’ Scholar, 1998-2000

EXTERNAL GRANTS & OTHER FUNDING

Influence of Harsh versus Unpredictable Environments (Pending)

National Institutes of Health, PI

Total Award: \$830,000 (3 Years: 2013-2016)

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)

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)

REFEREED JOURNAL PUBLICATIONS

- 1) Griskevicius, V., Ackerman, J. A., Cantu, S. M., Delton, A. W., & Robertson, T. E., Simpson, J. A., Thomson, M. E., & Tybur, J. M. (in press). When the economy falters do people spend or save? Responses to resource scarcity depend on childhood environments. *Psychological Science*.
- 2) Hill S. E., Rodeheffer, C., Griskevicius, V., Durante, K. M., & White, A.E. (in press). Boosting beauty in an economic decline: Mating, spending, and the lipstick effect. *Journal of Personality and Social Psychology*.
- 3) Simpson, J. A., Griskevicius, V., & Rothman, A. (in press) Consumer decisions in relationships. *Journal of Consumer Psychology*, Target Article.
- 4) Durante, K.M., Griskevicius, V., Simpson, J.A., Cantu, S.M., & Li, N.P. (in press). Ovulation leads women to see sexy cads as good dads. *Journal of Personality and Social Psychology*.

- 5) Durante, K. M., Griskevicius, V., Cantu, S.M., Simpson, J.A., & Tybur, J.M. (in press). Sex ratio and women's careers: Does a scarcity of men lead women to choose briefcase over baby? *Journal of Personality and Social Psychology*.
- 6) Sundie, J. M., Cialdini, R. B., Griskevicius, V., & Kenrick, D. T. (in press). The world's (truly) oldest profession: Social influence in evolutionary perspective. *Social Influence*.
- 7) Simpson, J. A., Griskevicius, V., & Rothman, A. (in press) Bringing Relationships into consumer decisions making. *Journal of Consumer Psychology*.
- 8) Griskevicius, V., Cantu, S.M., & Van Vugt, M. (in press). The evolutionary bases for sustainable behavior: Implications for marketing, policy, and social entrepreneurship. *Journal of Public Policy and Marketing*.
- 9) Simpson, J. A., Griskevicius, V., Kuo, S. I., Sung, S., & Collins, W. A. (in press). Evolution, stress, and sensitive periods: The influence of unpredictability in early versus late childhood on sex and risky behavior. *Developmental Psychology*.
- 10) Ellis, B. J., Dahl, R.E., Del Giudice, M., Figueredo, A.J., Gray, P., Griskevicius, V., et al. (in press). The evolutionary basis of risky adolescent behavior: Implications for science, policy and practice. *Developmental Psychology*.
- 11) 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
- 12) 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.
- 13) 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.
- 14) 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.
- 15) 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.
- 16) 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.
- 17) 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.
- 18) 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.

- 19) 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.
- 20) 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.
- 21) 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)
- 22) Schaller, M., Neuberg, S. L., Griskevicius, V., & Kenrick, D. T., (2010). Pyramid power: A reply to commentaries. *Perspectives in Psychological Science*, *5*, 335-337.
- 23) Griskevicius, V., Shiota, M. N. & Neufeld, S. (2010). Influence of different positive emotions on persuasion processing: A functional evolutionary approach. *Emotion*, *10*, 190-206.
- 24) 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.
- 25) 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.
- 26) 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.
- 27) 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.
- 28) 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.
- 29) 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.
- 30) 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**
- 31) 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
- 32) 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.

- 33) 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.
- 34) Kenrick, D. T., & Griskevicius, V. (2009). More holes in social roles. *Behavioral and Brain Sciences, 32*, 283-285.
- 35) 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**
- 36) Griskevicius, V., Cialdini, R. B., & Goldstein, N. J. (2008). Applying (and resisting) peer influence. *MIT/Sloan Management Review, 49*, 84-88.
- 37) 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.
- 38) 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.
- 39) 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**
- 40) 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.
- 41) 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.
- 42) Cialdini, R. B., Griskevicius, V., Sundie, J. M., & Kenrick, D. T. (2007). Persuasion paralysis: When unrelated motives immobilize influence. *Social Influence, 2*, 4-17.
- 43) 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.
- 44) 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.
- 45) 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

- 46) Griskevicius, V., Redden, J. P., & Ackerman, J. A. (in press). Motivation and consumer behavior: The ultimate reasons why we buy. In S. Preston, M. Kringselbach, and B. Knutson (Eds), *Interdisciplinary Science of Consumption*.
- 47) Griskevicius, V. & Neufeld, S. (in press). Positive emotions, marketing, and social influence. In M. N. Shiota *Handbook of Positive Emotions*.
- 48) Mittal, C., Griskevicius, V., & Ellis B. (in press). Life history theory and consumer behavior. In S. Preston, M. Kringselbach, and B. Knutson (Eds), *Interdisciplinary Science of Consumption*.
- 49) Griskevicius, V., Haseltom, M. G., & Ackerman, J. A. (in press). Evolution and relationships. In J. A. Simpson and J. Dovidio (Eds.) *Personality and Social Psychology: Intergroup Relations and Group Processes*.
- 50) Griskevicius, V., Ackerman, J. A., & Redden J. P. (2012). Why we buy: Evolution, marketing, & consumer behavior. In C Roberts (Ed.), *Applied Evolutionary Psychology*.
- 51) 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*.
- 52) 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.
- 53) 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.
- 54) Griskevicius, V., & Cialdini, R. B. (2011). Social influence. In R. Bagozzi (Ed.) *International Encyclopedia of Marketing*, volume on *Consumer Behavior*. Wiley.
- 55) Cialdini, R. B., & Griskevicius, V. (2010). Social influence. In R. Baumeister & E. J. Finkel (Eds.) *Advanced Social Psychology*. Oxford University Press.
- 56) 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.
- 57) Griskevicius, V. (2008). The dawn of evolutionary consumer behavior. *Evolution and Human Behavior*, 29, 297-298 (book review).
- 58) Sundie, J. M., Cialdini, R. B., Griskevicius, V., & Kenrick, D. T. (2006). Evolutionary social influence. In *Evolution and Social Psychology*, ed. Mark Schaller, Jeffrey A. Simpson and Douglas T. Kenrick, New York, NY: Psychology Press, 287-316.

PAPERS IN REVISION & UNDER REVIEW

- 59) Griskevicius, V. & Kenrick, D. T. Evolution, consumer behavior, and decision making: The fundamental motives framework.
- 60) White, A.E., Li Y.J., Griskevicius, V, Kenrick, D. T., & Neuberg, S. L. Putting all your eggs in one basket: Life history strategies, bet hedging, and diversification.
- 61) Van den Bergh, B., Millet, K., & Griskevicius, V. Sex and money: Turning up the heat on risky financial decisions.
- 62) Durante, K.M., Griskevicius, V., Cantu, S., & Simpson, J.A. Money and the monthly ovulation cycle: Hidden hormonal influences on women's decision making.
- 63) Griskevicius, V., & Van Vugt, M. Evolution, consumption, and conservation.
- 64) Li, Y.J., Kenrick, D. T., Griskevicius, V, & Neuberg, S. L. Family and Financial Decisions.
- 65) Durante, K.M., Griskevicius, V., Redden, J.P, & White, A.E. Parental spending on boys versus girls in economic recessions.
- 66) Durante, K.M. & Griskevicius. The cyclical nature of religion and politics: Ovulating women become more liberal and less religious.
- 67) Durante, K.M., Griskevicius, & Cantu, S.M. Ovulation, variety seeking, and loss aversion.
- 68) Cantu, S. M., Giskevicius, V. & Redden, J.P. Red, ripe, and ready: Effects of food color on consumption.
- 69) Cantu, S.M, Griskevicius, V., Simpson, J.A., Weisberg, Y., & Durante, K.M. Flirting behavior across the ovulatory cycle.
- 70) Li, Y.J., Neufeld, S., Griskevicius, V., Shiota, M.N., & Kenrick, D. T. Positive emotions and risk.
- 71) Petrova, P. K., Cialdini, R. B., Goldstein, N. J., & Griskevicius, V. Protecting consumers from harmful advertising: What constitutes an effective counter argument?.
- 72) Goldstein, N. J., Griskevicius V., & Mortensen, C. R. I'll scratch your back if you scratch my brother's.
- 73) Cantu, S. M., Deall, A. T., Griskevicius, V., Simpson, J. A., & Schaller, M. When are women especially attracted to attractive men? Adaptive mating psychology in a pathogen prevalent ecology.
- 74) Tybur, J.M. & Griskevicius, V. Evolution and public policy.

TEACHING

Courses Taught

Consumer Behavior (MBA)

Ratings: 5.9/6.0, 5.8/6.0

Power and Influence (Executive)

Ratings: 4.8/5.0

Marketing Communications (Undergraduate)

Ratings: 5.8/6.0, 5.9/6.0, 5.8/6.0, 5.9/6.0, 5.7/6.0, 5.7/6.0

Social Influence and Persuasion (PhD)

Ratings: 6.0/6.0

Evolution and Consumer Behavior (PhD)

Ratings: 6.0/6.0

Teaching Awards and Honors

Best Teacher Award, Carlson School of Management, 2011

Finalist for Best Teacher Award, Carlson School of Management, 2009 & 2010

Named "Outstanding Professor" by Alpha Kappa Psi, 2009

INVITED TALKS

Kellogg Graduate School of Management, Northwestern University (2011)

Columbia Business School, Columbia University (2011)

Rotman School of Management, University of Toronto (2011)

Mays Business School, Texas A&M University (2011)

University of Minnesota, Ecology, Evolution, and Behavior Department (2011)

McCombs School of Business, University of Texas at Austin (2011)

Alberta School of Business, University of Alberta (2011)

Sloan School of Management, MIT (2010)

Tepper School of Business, Carnegie Mellon University (2010)

Fuqua School of Business, Duke University (2010)

Ross School of Business, University of Michigan (2010)

Rotterdam School of Management, Erasmus University, 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 Graduate School of Business, Stanford University (2007)

Wharton School of Business, University of Pennsylvania (2007)

Harvard Business School, Harvard University (2007)

Carlson School of Management, University of Minnesota (2007)

Foster School of Business, University of Washington (2007)

Tippie School of Management, University of Iowa (2007)

PROFESSIONAL SERVICE

Editorial Boards

Journal of Personality and Social Psychology, 2008-present
 Journal of Consumer Psychology, 2012-present

Guest Editor

Journal of Personality and Social Psychology

Ad-hoc Journal Reviewing

Journal of Consumer Research	Organizational Behavior & Human Decision Processes
Journal of Marketing Research	Personality and Social Psychology Bulletin
Journal of Marketing	Journal of Experimental Social Psychology
Marketing Science	Journal of Experimental Psychology: Applied
Psychological Review	International Journal of Research in Marketing
Psychological Science	European Journal of Social Psychology
Cognition and Emotion	Group Processes & Intergroup Relations
Psychoendocrinology	Journal of Applied Social Psychology
Journal of Advertising	Journal of Evolutionary Psychology
Journal of Personality	British Journal of Social Psychology
Evolution & Human Behavior	British Journal of Psychology
Social Influence	Basic and Applied Social Psychology
Social Psychology Quarterly	Journal of Public Policy and Marketing
Journal of Nonverbal Behavior	Journal of Consumer 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

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)

CONFERENCE SESSIONS ORGANIZED & CHAIRED

- The Psychology and Biology of Competition. *Society for Personality and Social Psychology*, San Diego, CA (with Saul Miller, January, 2012).
- The Power of Uncertainty and the Uncertainty of Power. *Society for Personality and Social Psychology*, San Diego, CA (with Paul Piff, January, 2012).
- Strategic Spending in Booms and Busts: Effects of Recessions on Consumer Behavior. *Association of Consumer Research*, St. Louis, MO (with Kobe Millet, October, 2011).
- Sex and Money. *Association of Consumer Research*, St. Louis, MO (with Bram Van den Bergh, October, 2011).
- On Sunshine, Snow, and Sex: Environmental Effects in Consumer Preference. *Association of Consumer Research*, St. Louis, MO (with Nicholas Reinholz, October, 2011).
- Life History Theory and Psychology: Implications for Decision-Making, Personality, and Parenting. *Society for Personality and Social Psychology*, San Antonio, TX (January, 2011).
- Evolution, Consumer Behavior, and Decision Making, *Association of Consumer Research*, Jacksonville, FL (with Joshua Ackerman, October, 2010).
- Influence of Social Norms on Consumption: Psychology, Biology, and Behavior. *Association of Consumer Research*, Jacksonville, FL (with Noah Goldstein October, 2010).
- Environmental Determinants of Life History Strategy: Financial Decisions, Aggression, Physical Health, and Mental Illness. *Human Behavior and Evolution*, Eugene, OR (June, 2010).
- Green Marketing: Spurring Pro-Environmental Consumption, Conservation, and Sustainability. *Society for Consumer Psychology* conference, Tampa, FL (February, 2010).
- Civic Consumerism: Field Studies of Prosocial Consumer Behavior. *Society for Consumer Psychology* conference, Tampa, FL (February, 2010).
- The Selfish Origins of Selflessness: Integrating Evolutionary, Economic, and Psychological Models of Helping & Cooperation. *Society for Personality and Social Psychology* conference, Las Vegas, NV (with Noah Goldstein, January, 2010).
- Why Reproduction Involves More Than Sex: Mating Motivation and Consumer Behavior. *Association of Consumer Research* conference, Pittsburgh, PA (October, 2009).
- Let's Get Emotional: The Strategic Influence of Discrete Emotions on Consumer Behavior. *Society for Consumer Psychology* conference, San Diego, CA (February, 2009).
- Priming the Primeval: Integrating Evolution with Unconscious Motivation. *Society for Personality and Social Psychology*, Tampa, FL (with John Bargh, February, 2009).
- Homo Consumicus: Emerging Research in Evolutionary Consumer Behavior. *Association for Consumer Research* conference, Memphis, TN (with Nicole Mead, October, 2007).

CONFERENCES ORGANIZED

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

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

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

CONFERENCE PRESENTATIONS

Ackerman, J. A. & Griskevicius, V. (2012) When the economy falters do people spend or save: Responses to resource scarcity depend on childhood environments. Paper presented at the *Society for Consumer Psychology*, Florence, Italy.

Goldstein, N. J., Griskevicius, V., & Cialdini, R. B. (2012). Reciprocity by proxy: A novel influence strategy for stimulating cooperation. Paper presented at the *Society for Consumer Psychology*, Florence, Italy.

Griskevicius, V. (2012). Economic Recession Release the Inner Child. Paper presented at the *Society for Personality and Social Psychology*, San Diego, CA.

Durante, K.M., Griskevicius, V., Cantu, S., Simpson, J.A., & Tybur, J (2012). The influence of sex ratio on competition and careers. Paper presented at the *Society for Personality and Social Psychology*, San Diego, CA.

Griskevicius, V., Ackerman, J. A. (2011). The financial consequences of too many men: Sex ratio effects on saving, borrowing, and spending. Paper presented at meeting of the *Association for Consumer Research*, St. Louis, MO.

Durante, K.M., Griskevicius, V., Cantu, S., & Simpson, J.A. (2011). Hidden hormonal influences on women's desire to acquire. Paper presented at meeting of the *Association for Consumer Research*, St. Louis, MO.

Van den Bergh, B., Millet, K., & Griskevicius, V. (2011). Sex and money: Turning up the heat on risky financial decisions. Paper presented at meeting of the *Association for Consumer Research*, St. Louis, MO.

Griskevicius, V. & Ackerman, J. (2011). Economic recessions lead people to become who they were. Paper presented at meeting of the *Association for Consumer Research*, St. Louis, MO.

Durante, K.M., Griskevicius, V., Cantu, S., Simpson, J.A., & Tybur, J. (2011). The influence of sex ratio on competition and careers. Paper presented at meeting of the *Association for Consumer Research*, St. Louis, MO.

Hill, S. E., Durante, K.M., & Griskevicius, V. (2011). Spending on beauty in economic recessions. Paper presented at meeting of the *Association for Consumer Research*, St. Louis, MO.

Van Vugt, M. & Griskevicius, V. (2011). Human nature: An evolutionary approach to sustainability. Paper presented at the *Human Behavior and Evolution* conference,

- Goldstein, N. J., Griskevicius, V., & Cialdini, R. B. (2011). Reciprocity by Proxy: Expanding the Boundaries of the Norm of Reciprocity to Induce Environmental Action. Paper presented at the *Society for Personality and Social Psychology*, San Antonio, TX.
- Simpson, J. A., Griskevicius, V., & Kim, J. (2011). Evolution, life history, & personality. Paper presented at the *Society for Personality and Social Psychology*, San Antonio, TX.
- Griskevicius, V., Tybur, J. M., Delton, A. W., & Robertson, T. E. (2011). Influences of Current and Childhood Environment on Risky Decision-Making. Paper presented at the *Society for Personality and Social Psychology*, San Antonio, TX.
- Goldstein, N. J., Griskevicius, V., & Cialdini, R. B. (2010). Reciprocity by Proxy: Expanding the Boundaries of the Norm of Reciprocity to Induce Environmental Action. Paper presented at meeting of the *Association for Consumer Research*, Jacksonville, FL.
- Sundie, J. M., Griskevicius, V., & Vohs, K. D. (2010). Peacocks, Porsches, and Thorstein Veblen: Conspicuous consumption as a sexual signaling system. Paper presented at the meeting of the *Association for Consumer Research*, Jacksonville, FL.
- Durante, K. M., Griskevicius, V., Li, N.P., Hill, S.E., & Perilloux, C. (2010). Ovulation, Female Competition, and Product Choice: Hormonal Influences on Consumer Behavior. Paper presented at the meeting of the *Association for Consumer Research*, Jacksonville, FL.
- Li, Y. J., Kenrick, D. T., Griskevicius, V., & Neuberg, S. L. (2010). The Evolutionary Roots of Decision Biases: Erasing and Exacerbating Loss Aversion. Paper presented at the meeting of the *Association for Consumer Research*, Jacksonville, FL.
- Griskevicius, V., Goldstein, N. J., & Redden, J. (2010). Going Against the Grain: The Evolutionary Roots of Normative Influence. Paper presented at the meeting of the *Association for Consumer Research*, Jacksonville, FL.
- Li, Y. J., Kenrick, D. T., Griskevicius, V., & Neuberg, S. L. (2010). The Evolutionary Roots of Decision Biases: Erasing and Exacerbating Loss Aversion. Paper presented at the meeting of the *Human Behavior and Evolution* conference, Eugene, OR.
- Li, N. P., Griskevicius, V., Durante, K. M., Jonason, P. K., Pasisz, D. J., & Aumer, K. (2010). An evolutionary perspective on humor: Sexual selection or interest indication? Paper presented at the *Human Behavior and Evolution* conference, Eugene, OR.
- Goldstein, N. J., Griskevicius, V., & Cialdini, R. B. (2010). Reciprocity by Proxy: Harnessing Obligation for Cooperation in Corporate Responsibility Program. Paper presented at the meeting of the *Academy of Management* conference, Montreal, Canada.
- Durante, K.M., Griskevicius, V., Simpson, J.A., Li, N.P. (2010). Ovulation leads Women to Overestimate Commitment From Sexy Cads But Not Good Dads. Paper presented at the *Human Behavior and Evolution* conference, Eugene, OR.
- Griskevicius, V., Tybur, J. M., Delton, A. W., & Robertson, T. E. (2010). Influences of Current and Childhood Environment on Risky Decision-Making. Paper presented at the *Human Behavior and Evolution* conference, Eugene, OR.
- Goldstein, N. J., Griskevicius, V., & Cialdini, R. B. (2010). Reciprocity by Proxy: Harnessing Obligation for Cooperation in Corporate Responsibility Programs. Paper presented at the meeting of the *Behavioral Decision Research in Management* conference, Pittsburgh, PA.

Griskevicius, V., Tybur, J. M., & Van den Bergh, B. (2010). Going green to be seen: Status, reputation, and conspicuous conservation. Paper presented at the meeting of the *Society for Consumer Psychology*, St. Petersburg, FL.

Goldstein, N. J., Griskevicius, V., & Cialdini, R. B. (2010). Social norms and conservation. Paper presented at the meeting of the *Society for Consumer Psychology*, St. Petersburg, FL.

Li, Y.J., Kenrick, D.T., Neuberg, S.L., & Griskevicius, V. (2010). Mating erases loss aversion for men. Poster presented at the meeting of the *Society for Personality and Social Psychology*, Las Vegas, NV.

***Finalist Best Conference Poster Award**

Goldstein, N. Griskevicius V., & Mortensen, C. (2010). I'll Scratch Your Back if You Scratch My Brother's: Extradynamic Reciprocity & The Extended Self. Paper presented at the meeting of the *Society for Personality and Social Psychology*, Las Vegas, NV.

Griskevicius, V., Tybur, J. M., & Van den Bergh, B. (2010). Going green to be seen: Status, reputation, and conspicuous conservation. Paper presented at the meeting of the *Society for Personality and Social Psychology*, Las Vegas, NV.

Goldstein, N. J., Griskevicius, V., & Cialdini, R. B. (2009). Social norms & conservation. Paper presented at the meeting of the *Society for Personality and Social Psychology*, Tampa, FL.

Griskevicius, V. (2009). Aggress to Impress: Status, Reputation, and Hostility. Paper presented at the meeting of the *Society for Experimental Social Psychology*, Portland, ME.

Griskevicius, V., Shiota, M. N., & Nowlis, S. M. (2009). The many shades of rose-colored glasses: Discrete positive emotions and product perception. Paper presented at the meeting of the *Society for Consumer Psychology*, San Diego, CA.

Goldstein, N. J., Griskevicius V., & Mortensen, C. R. (2009). I'll Scratch Your Back if You Scratch My Brother's: Extradynamic Reciprocity and The Extended Self. Paper presented at the meeting of the *Society for Consumer Psychology*, San Diego, CA.

Griskevicius, V., Tybur, J. M., Gangestad, S. W., Perea, E. F., Shapiro, J. R., & Kenrick, D. T. (2009). Aggress to impress: Status cues and hostility. Paper presented at the meeting of the *Society for Personality and Social Psychology*, Tampa, FL.

Griskevicius, V., Tybur, J. M., & Van den Bergh, B. (2009). Going green to be seen: Status, reputation, and conspicuous conservation. Paper presented at the meeting of the *Association for Psychological Science*, San Francisco, CA.

Griskevicius, V., Tybur, J. M., & Van den Bergh, B. (2009). Going green to be seen: Status, reputation, and conspicuous conservation. Paper presented at the meeting of the *Evolution and Human Behavior Society*, Fullerton, CA.

Van den Bergh, B., Millet, K., & Griskevicius, V. (2009). Sex, Certainty, & Financial Risk: Why Bikinis Lead People to Want a Sure Thing. Paper presented at the meeting of the *Association for Consumer Research*, Pittsburgh, PA.

Griskevicius, V., Shiota, M. N., & Neufeld, S. (2009). An evolutionary approach to discrete positive emotions and processing persuasive messages. Paper presented at the meeting of the *Association for Consumer Research*, Pittsburgh, PA.

Tybur, J. M., Lieberman, D., & Griskevicius, V. (2008). Microbes, mating, and morality: Individual differences in three functional domains of disgust. Paper presented at the meeting of the *Human Behavior and Evolution Society*, Kyoto, Japan

*** Winner Best New Investigator Paper Award**

Goldstein, N. J., Griskevicius, V., & Cialdini, R. B. (2008). Limitations of global norms on global conservation: Using provincial norms to motivate pro-environmental behavior. Paper presented at the meeting of the *Association for Consumer Research*, San Francisco, CA.

Griskevicius, V., Tybur, J. M., & Van den Bergh, B. (2008). Conspicuous conservation: Promoting green consumption through status competition. Paper presented at the meeting of the *Association for Consumer Research*, San Francisco, CA.

Goldstein, N. J., Mortensen, C. R., Griskevicius, V., & Cialdini, R. B. (2007). I'll scratch your back if you scratch my brother's. Poster presented at the meeting of the *Society of Personality and Social Psychology*, Memphis, TN

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. Poster presented at the meeting of the *Society for Personality and Social Psychology*, Memphis, TN.

Goldstein, N. J., Griskevicius, V., & Cialdini, R. B. (2007). The push technique: Predecisional bias among fluid choice sets. Paper presented at the meeting of the *Society for Consumer Psychology*, Las Vegas, NV.

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. Paper presented at the meeting of the *Society for Consumer Psychology*, Las Vegas, NV.

*** Winner Best Conference Competitive Paper Award**

Petrova, P. K., Cialdini, R. B., Goldstein, N. J., Griskevicius, V. (2007). Protecting consumers from harmful advertising: What constitutes an effective counter argument? Paper presented at the *Transformative Consumer Research Conference*, Hanover, NH.

Sundie, J. M., Kenrick, D. T., Griskevicius, V., & Tybur, J. M. (2007). Peacocks, Porsches and Thorstein Veblen: Romantic motivations for conspicuous consumption. Paper presented at the meeting of the *Association for Consumer Research*, Memphis, TN.

Goldstein, N. J., Griskevicius, V., & Cialdini, R. B. (2007). The push technique: Predecisional bias among fluid choice sets. Paper presented at the meeting of the *Association for Consumer Research*, Memphis, TN.

Griskevicius, V., Goldstein, N. J., Mortensen, C. R., Sundie, J. M., Cialdini, R. B., & Kenrick, D. T. (2007). Fear and loving in Las Vegas: Evolution, emotion, and persuasion. Paper presented at the meeting of the *Association for Consumer Research*, Memphis, TN.

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. Paper presented at the *Association for Consumer Research Conference*, Memphis, TN.

Griskevicius, V., Goldstein, N. J., Mortensen, C. R., Cialdini, R. B., & Kenrick, D. T. (2006). Going along versus going alone: Fundamental motives and (non)conformity. Paper presented at the meeting of the *Society for Personality and Social Psychology*, Palm Springs, CA.

Griskevicius, V., Cialdini, R. B., & Kenrick, D. T. (2006). Peacocks, Picasso, and parental investment: The effects of romantic motives on creativity. Paper presented at the meeting of the *Human Behavior and Evolution Society*, Philadelphia, PA.

Griskevicius, V., Goldstein, N. J., Mortensen, C. R., Cialdini, R. B., & Kenrick, D. T. (2006). Going along versus going alone: Fundamental motives and (non)conformity. Poster presented at the meeting of the *Human Behavior and Evolution Society*, Philadelphia, PA.

*** Winner Best Conference Poster Award**

Griskevicius, V., Goldstein, N. J., Mortensen, C. R., Cialdini, R. B., & Kenrick, D. T. (2006). Going along versus going alone: Fundamental motives and (non)conformity. Paper presented at the meeting of the *Association for Consumer Research*, Orlando, FL.

Goldstein, N. J., Cialdini, R. B., & Griskevicius, V. (2006). A room with a viewpoint: Using norm-based appeals to motivate conservation behaviors. Paper presented at the meeting of the *Association for Consumer Research*, Orlando, FL.

Griskevicius, V., Cialdini, R. B., & Kenrick, D. T. (2006). The muse effect: When romantic motives create creativity. Paper presented at the meeting of the *Association for Consumer Research*, Orlando, FL.

SELECTED MEDIA COVERAGE

2012

USA Today, TIME Magazine, Yahoo!, NPR, NBC, Minneapolis Star Tribune, FOX News, MSN Money, Men's Health, Boston Globe, Chicago Sun Times, US News & World Report, Daily Mail, Huffington Post, Scientific American.

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, Yahoo! News, BBC News, Minneapolis Star Tribune, FOX News, NBC News, MSN Money, CBS News, Daily Mail, Toronto Sun.

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.

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.