

VLADAS GRISKEVICIUS

Curriculum Vitae (July 2013)

Carlson School of Management
University of Minnesota
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Minneapolis, MN 55455

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ACADEMIC POSITIONS

University of Minnesota, Carlson School of Management

2012 – Present: Associate Professor of Marketing and Psychology

University of Minnesota McKnight Land-Grant Professor

2008 – 2012: Assistant Professor of Marketing

EDUCATION

Ph.D. Psychology, Arizona State University, 2008

M.A. Psychology, Arizona State University, 2005

B.A. Economics & Psychology, University of California, Santa Cruz, 2001

AREAS OF EXPERTISE

Sustainable Behavior

Social Influence and Social Norms

Evolutionary Psychology

Green Marketing

Conspicuous Consumption

Competition and Status

AWARDS & HONORS

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

BOOKS

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

JOURNAL PUBLICATIONS

- 1) Wang, Y., & Griskevicius, V. (forthcoming). Conspicuous consumption, relationships, and rivals: Women's luxury products as signals to other women. *Journal of Consumer Research*.
- 2) Durante, K. M., Griskevicius, V., Cantu, S., & Simpson, J. A. (forthcoming). Ovulation, materialism, and status: Hormonal influences on women's desire to acquire. *Journal of Marketing Research*.
- 3) Cantu, S. M., Simpson, J. A., Griskevicius, V., Weisberg, Y., Durante, K. M., & Beal, D. (forthcoming). Fertile and selectively flirty: Women's behavior toward men changes across the ovulatory cycle. *Psychological Science*.
- 4) Griskevicius, V., & Kenrick, D. T. (2013). Fundamental motives: How evolutionary needs influence consumer behavior. *Journal of Consumer Psychology*, 23, 372-386 (Target Article).
- 5) White, A.E., Li Y.J., Griskevicius, V, Kenrick, D. T., & Neuberg, S. L. (2013). Putting all your eggs in one basket: Life history strategies, bet hedging, and diversification. *Psychological Science*, 24, 715-722.
- 6) Kenrick, D. T, Saad, G., & Griskevicius, V (2013). Evolutionary consumer psychology: Ask not what you can do for biology, but.... *Journal of Consumer Psychology*, 23, 404-409.
- 7) Durante, K. M., Rae, A. R., & Griskevicius, V (2013). The fluctuating female vote: Politics, religion, and the ovulatory cycle. *Psychological Science*, 24, 1007-1016.
- 8) Tybur, J. M., & Griskevicius, V. (2013). Evolutionary psychology: A fresh perspective for understanding and changing problematic behaviors. *Public Administration Review*, 73, 12-22.
- 9) Griskevicius, V., Ackerman, J. A., Cantu, S. M., Delton, A. W., & Robertson, T. E., Simpson, J. A., Thomson, M. E., & Tybur, J. M. (2013). When the economy falters do people spend or save? Responses to resource scarcity depend on childhood environments. *Psychological Science*, 24, 197-205.
- 10) Hill S. E., Rodeheffer, C., Griskevicius, V., Durante, K. M., & White, A.E. (2012). Boosting beauty in an economic decline: Mating, spending, and the lipstick effect. *Journal of Personality and Social Psychology*, 103, 275-291.

- 11) Simpson, J. A., Griskevicius, V., & Rothman, A. (2012). Consumer decisions in relationships. *Journal of Consumer Psychology*, 22, 303-314 (Target Article).
- 12) Durante, K. M., Griskevicius, V., Cantu, S.M., Simpson, J.A, & Tybur, J.M. (2012). Sex ratio and women's careers: Does a scarcity of men lead women to choose briefcase over baby? *Journal of Personality and Social Psychology*, 103, 121-134.
- 13) Durante, K.M., Griskevicius, V., Simpson, J.A., Cantu, S.M., & Li, N.P. (2012). Ovulation leads women to see sexy cads as good dads. *Journal of Personality and Social Psychology*, 103, 292-305.
- 14) Griskevicius, V., Cantu, S.M., & Van Vugt, M. (2012). The evolutionary bases for sustainable behavior: Implications for marketing, policy, and social entrepreneurship. *Journal of Public Policy and Marketing*, 31, 115-128.
- 15) Simpson, J. A., Griskevicius, V., & Rothman, A. (2012). Bringing Relationships into consumer decisions making. *Journal of Consumer Psychology*, 22, 329-331.
- 16) Sundie, J. M., Cialdini, R. B., Griskevicius, V., & Kenrick, D. T. (2012). The world's (truly) oldest profession: Social influence in evolutionary perspective. *Social Influence*, 7, 134-153.
- 17) Simpson, J. A., Griskevicius, V., Kuo, S. I., Sung, S., & Collins, W. A. (2012). Evolution, stress, and sensitive periods: The influence of unpredictability in early versus late childhood on sex and risky behavior. *Developmental Psychology*, 48, 674-686.
- 18) 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
- 19) 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.
- 20) Ellis, B. J., Dahl, R.E., Del Giudice, M., Figueredo, A.J., Gray, P., Griskevicius, V., et al. (2012). The evolutionary basis of risky adolescent behavior: Implications for science, policy and practice. *Developmental Psychology*, 48, 598-623.
- 21) 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.
- 22) 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.
- 23) 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.

- 24) 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.
- 25) 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.
- 26) 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.
- 27) 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.
- 28) 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.
- 29) 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)
- 30) Schaller, M., Neuberg, S. L., Griskevicius, V., & Kenrick, D. T., (2010). Pyramid power: A reply to commentaries. *Perspectives in Psychological Science, 5*, 335-337.
- 31) Griskevicius, V., Shiota, M. N. & Neufeld, S. (2010). Influence of different positive emotions on persuasion processing: A functional evolutionary approach. *Emotion, 10*, 190-206.
- 32) 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.
- 33) 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.
- 34) 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.
- 35) 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.

- 36) 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.
- 37) 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.
- 38) 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**

- 39) 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
- 40) 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.
- 41) 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.
- 42) Kenrick, D. T., & Griskevicius, V. (2009). More holes in social roles. *Behavioral and Brain Sciences*, 32, 283-285.
- 43) 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**

- 44) Griskevicius, V., Cialdini, R. B., & Goldstein, N. J. (2008). Applying (and resisting) peer influence. *MIT/Sloan Management Review*, 49, 84-88.
- 45) 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.
- 46) 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.

- 47) 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**

- 48) 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.
- 49) 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.
- 50) Cialdini, R. B., Griskevicius, V., Sundie, J. M., & Kenrick, D. T. (2007). Persuasion paralysis: When unrelated motives immobilize influence. *Social Influence*, *2*, 4-17.
- 51) 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.
- 52) 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.
- 53) Griskevicius, V., Cialdini, R. B., & Kenrick, D. T. (2006). Peacocks, Picasso, and parental investment: The effects of romantic motives on creativity. *Journal of Personality and Social Psychology*, *91*, 63-76.

INVITED BOOK CHAPTERS & OTHER PUBLICATIONS

- 54) Griskevicius, V., Redden, J. P., & Ackerman, J. A. (forthcoming). The fundamental motives for why we buy. In S. Preston, M. Kringelbach, and B. Knutson (Eds), *Interdisciplinary Science of Consumption*.
- 55) Neufeld, S. & Griskevicius, V. (forthcoming). Positive emotions, marketing, and social influence. In M. N. Shiota *Handbook of Positive Emotions*.
- 56) Mittal, C., Griskevicius, V., & Ellis B. (forthcoming). Life history theory and consumer behavior. In S. Preston, M. Kringelbach, and B. Knutson (Eds), *Interdisciplinary Science of Consumption*.

- 57) Griskevicius, V., Haselton, M. G., & Ackerman, J. A. (forthcoming). Evolution and relationships. In J. A. Simpson and J. Dovidio (Eds.) *Personality and Social Psychology: Intergroup Relations and Group Processes*.
- 58) Barclay, P., & Griskevicius, V. (forthcoming). The pursuit of status through generosity. In J. Cheng, J. Tracy, and C. Anderson (Eds.) *The Psychology of Social Status*.
- 59) Van Vugt, M and Griskevicius, V. (2012). Let's use evolution to turn us green. *New Scientist*, 25, 26-27.
- 60) Griskevicius, V., Ackerman, J. A., & Redden J. P. (2012). Why we buy: Evolution, marketing, & consumer behavior. In C Roberts (Ed.), *Applied Evolutionary Psychology*.
- 61) 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*.
- 62) 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.
- 63) 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.
- 64) Griskevicius, V., & Cialdini, R. B. (2011). Social influence. In R. Bagozzi (Ed.) *International Encyclopedia of Marketing*, volume on *Consumer Behavior*. Wiley.
- 65) Cialdini, R. B., & Griskevicius, V. (2010). Social influence. In R. Baumeister & E. J. Finkel (Eds.) *Advanced Social Psychology*. Oxford University Press.
- 66) 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.
- 67) Griskevicius, V. (2008). The dawn of evolutionary consumer behavior. *Evolution and Human Behavior*, 29, 297-298 (book review).
- 68) 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

- 69) “Evolution, consumption, and conservation” (with Mark van Vugt).
- 70) “Parental spending on boys versus girls in economic recessions” (with Kristina M. Durante, Joseph P. Redden, & Andrew E. White).
- 71) “Ovulation, variety seeking, and loss aversion” (with Kristina M. Durante, Ashley Arsenau, & Stephanie M. Cantu).
- 72) “Red, ripe, and ready: Effects of food color on consumption” (with Stephanie M. Cantu & Joseph P. Redden).
- 73) “Positive emotions and risk” (with Yexin Jessica Li, Samantha Neufeld, Michelle N. Shiota, & Douglas T. Kenrick).
- 74) “Sex and money: Turning up the heat on risky financial decisions” (with Bram Van den Bergh and Kobe Millet).
- 75) “Protecting consumers from harmful advertising: What constitutes an effective counter argument?” (with Petia K. Petrova, Robert B. Cialdini, & Noah J. Goldstein).
- 76) “I’ll scratch your back if you scratch my brother’s” (with Noah J. Goldstein & Chad R. Mortensen).
- 77) “When are women especially attracted to attractive men? Adaptive mating psychology in a pathogen prevalent ecology” (with Stephanie M. Cantu, Alec T. Beall, Jeffry A. Simpson, & Mark Schaller).
- 78) “How childhood environment influences financial planning” (with Chiraag Mittal).
- 79) “The psychology of fast and slow life history strategies” (with Chiraag Mittal).
- 80) “Going green to help your genes: Kin appeals in environmental messaging” (with Samantha Neufeld, Becca Neel, Jessica Li, Susan Ledlow, Steve Neuberg, & Doug Kenrick).
- 81) “Childhood unpredictability and pubertal timing” (with Jeffry Simpson, Sally Kuo, and Sooyeon Sun).

TEACHING

Courses Taught

Consumer Behavior (MBA)

Ratings: 5.9, 5.8 / 6.0

Power and Influence (Executive)

Ratings: 4.9, 4.8, 4.8 / 5.0

Marketing Communications (Undergraduate)

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

Social Influence and Persuasion (PhD)

Ratings: 5.9 / 6.0

Evolution and Consumer Behavior (PhD)

Ratings: 6.0, 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

PROFESSIONAL SERVICE

Editorial Review Boards

Journal of Marketing Research, 2013-present

Journal of Consumer Research, 2012-present

Journal of Consumer Psychology, 2012-present

Journal of Personality and Social Psychology, 2008-present

Guest Editor

Journal of Personality and Social Psychology

Grant Reviewing

National Science Foundation

Social Sciences and Humanities Research Council of Canada

The Netherlands Organisation for Scientific Research

Conference Program Committees

Association for Consumer Research

Society for Consumer Psychology

Ad-hoc Journal Reviewing

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

INVITED TALKS

- INSEAD, France (2013)
- Marketing Science Institute, Young Scholars Conference (2013)
- University of California Berkeley, Haas School of Business (2012)
- Cornell University, Johnson School of Management (2012)
- University of Minnesota, Undergraduate Anthropology Conference (2012)
- Northwestern University, Kellogg Graduate School of Management (2011)
- Columbia University, Columbia Business School (2011)
- University of Toronto, Rotman School of Management (2011)
- Texas A&M University, Mays Business School (2011)
- University of Minnesota, Ecology, Evolution, and Behavior Department (2011)
- University of Texas at Austin, McCombs School of Business, (2011)
- University of Alberta, Alberta School of Business (2011)
- MIT, Sloan School of Management (2010)
- Carnegie Mellon University, Tepper School of Business (2010)
- Duke University, Fuqua School of Business (2010)
- University of Michigan, Ross School of Business (2010)
- Erasmus University, Rotterdam School of Management, Netherlands (2010)
- Tilburg University, Marketing, Netherlands (2010)
- Katholieke Universiteit Leuven, Marketing, Belgium (2010)
- University of Michigan, Interdisciplinary Science of Consumption Conference (2010)
- VU Amsterdam, Psychology, Netherlands (2010)
- University of Minnesota, Social Psychology & Child Development (2010)

- Carlson School of Management, Institute for Research in Marketing (2009)
- Evolutionary Preconference, Society for Personality and Social Psychology (2008)
- Stanford University, Stanford Graduate School of Business (2007)
- University of Pennsylvania, Wharton School of Business (2007)
- Harvard University, Harvard Business School (2007)
- University of Minnesota, Carlson School of Management (2007)
- University of Washington, Foster School of Business (2007)
- University of Iowa, Tippie School of Management (2007)

EXTERNAL GRANTS & OTHER FUNDING

Life History Theory and Risky Behavior

National Science Foundation Grant #1057482, co-PI

Total Award: \$400,000 (3 Years: 2011-2014)

Fundamental Goals and Decision Making

National Science Foundation Grant #0843764, co-PI and site PI

Total Award: \$600,000 (3 Years: 2009-2012)

Using Social Norms to Turn A Minority into The Majority

Ogilvy Foundation Research Grant, PI

Total Award: \$15,000 (2012)

Harnessing Social Incentives for Sustainable Behavior

Institute for Research in Marketing, PI

Total Award: \$20,000 (2011)

Evolutionary Roots of Modern Consumer Behavior

University of Minnesota McKnight Professorship Grant, PI

Total Award: \$97,000 (2 Years: 2010-2012)

Hormonal Influences on Consumer Behavior

University of Minnesota Carlson School Dean's Small Research Grant, PI

Total Award: \$9,340 (2 years: 2010-2012)

Interaction of Current and Childhood Environment on Risky Decisions

University of Minnesota Seed Grant ("Grant-in-Aid"), PI

Total Award: \$15,600 (2 years: 2009-2011)

Geography of Social Influence

National Science Foundation Graduate Research Fellowship, PI

Total Award: \$90,000 (3 Years: 2004-2007)

CONFERENCES ORGANIZED

Evolutionary Preconference at the *Society for Personality and Social Psychology* conference, San Antonio, TX (with Brandy Burkett and Jenee Jackson, 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 SESSIONS ORGANIZED & CHAIRED

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

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

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

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

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 Reinholtz, 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).

REFEREED CONFERENCE PROCEEDINGS/PRESENTATIONS

2013

Wang, Y., & Griskevicius, V. (2013). Conspicuous consumption, relationships, and rivals: Women's luxury products as signals to other women. *Association for Consumer Research*, Chicago, IL.

Mittal, C., & Griskevicius, V. (2013). Financial planning under uncertainty. *Association for Consumer Research*, Chicago, IL.

Mittal, C., & Griskevicius, V. (2013). Childhood environment and sense of control. *Association for Consumer Research*, Chicago, IL.

Griskevicius, V., Ackerman, J. A., Cantu, S. M., Delton, A. W., & Robertson, T. E., Simpson, J. A., Thomson, M. E., & Tybur, J. M. (2013). When the economy falters do people spend or save? Responses to resource scarcity depend on childhood environments. *Human Behavior and Evolution Society*, Miami, FL.

Wang, Y., & Griskevicius, V. (2013). Conspicuous consumption, relationships, and rivals: Women's luxury products as signals to other women. *Human Behavior and Evolution Society*, Miami, FL.

- Cantu, S. M., Simpson, J. A., Griskevicius, V., Weisberg, Y., Durante, K. M., & Beal, D. (2013). Fertile and selectively flirty: Women's behavior toward men changes across the ovulatory cycle. *Human Behavior and Evolution Society*, Miami, FL.
- Rae, A. R., Durante, K. M., & Griskevicius, V. (2013). The fluctuating female vote: Politics, religion, and the ovulatory cycle. *Human Behavior and Evolution Society*, Miami, FL.
- Simpson, J.A., Griskevicius, V., Sun, S., & Kuo, S. (2013). Life history theory and menarche. *Human Behavior and Evolution Society*, Miami, FL.
- Durante, K. M., Griskevicius V., Redden, J. P., & White, A. E. (2013). Parental spending on boys versus girls in economic recessions. *Human Behavior and Evolution Society*, Miami, FL.
- Griskevicius, V., Tybur, J. M., Ackerman, J. A., Delton, A. W., Robertson, T. E., & White, A. E. (2013). The financial consequences of too many men. *Society for Consumer Psychology*, San Antonio, TX.
- Durante, K. M., Griskevicius, V., Cantu, S.M., & Simpson, J.A. (2013). Effects of monthly ovulatory cycle on women's spending and financial decisions. *Society for Consumer Psychology*, San Antonio, TX.
- Wang, Y., & Griskevicius, V. (2013). Back off my man! Women's conspicuous consumption as a mate guarding strategy. *Society for Consumer Psychology*, San Antonio, TX.
- Durante, K. M., Griskevicius, V., Redden, J., & White, A. E. (2013). I love you both equally but... Parental spending on daughters versus sons in economic recession.. *Society for Consumer Psychology*, San Antonio, TX.
- Arsena, A., Durante, K. M., Griskevicius V., & Canty, S. M. (2013). Going, going, going: Hormonal influences on loss aversion. *Society for Consumer Psychology*, San Antonio, TX.
- Griskevicius, V., Tybur, J. M., Ackerman, J. A., Delton, A. W., Robertson, T. E., & White, A. E. (2013). The financial consequences of too many men. *Society for Personality and Social Psychology*, New Orleans, LA.
- Durante, K. M., Griskevicius, V., Cantu, S.M., & Simpson, J.A. (2013). Effects of monthly ovulatory cycle on women's spending and financial decisions. *Society for Personality and Social Psychology*, New Orleans, LA.

2012

- Cantu, S. M. & Griskevicius, V. (2012) Red, ripe, and ready: Food color and consumption. *Association for Consumer Research*, Vancouver, BC.
- Durante, K. M., Griskevicius, V., Redden, J., & White, A. E. (2013). I love you both equally but... Parental spending on daughters versus sons in economic recession. *Association for Consumer Research*, Vancouver, BC.
- 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. *Association for Consumer Research*, Vancouver, BC.

- Durante, K. M., Griskevicius, V., Cantu, S., & Simpson, J. A. (2012). Money and the monthly ovulation cycle: Hidden hormonal influences on women's decision making. *Association for Consumer Research*, Vancouver, BC.
- Ackerman, J. A., & Griskevicius, V. (2012). Sex ratio and diversification. *Association for Consumer Research*, Vancouver, BC
- 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. *Human Behavior and Evolution*, Albuquerque, NM.
- Durante, K. M., Griskevicius, V., Cantu, S.M., Simpson, J.A., & Tybur, J.M. (2012). Sex ratio and women's careers: Does a scarcity of men lead women to choose briefcase over baby? *Human Behavior and Evolution Society*, Albuquerque, NM.
- Hill S. E., Rodeheffer, C., Griskevicius, V., Durante, K. M., & White, A.E. (2012). Boosting beauty in an economic decline: Mating, spending, and the lipstick effect. *Human Behavior and Evolution*, Albuquerque, NM.
- Ackerman, J. A., Griskevicius, V., Cantu, S. M., Delton, A. W., & Robertson, T. E., Simpson, J. A., Thomson, M. E., & Tybur, J. M. (2012). When the economy falters do people spend or save? Responses to resource scarcity depend on childhood environments. *Human Behavior and Evolution*, Albuquerque, NM.
- Arsena, A., Durante K. M., & Griskevicius, V. Ovulation, variety seeking, and loss aversion. *Human Behavior and Evolution*, Albuquerque, NM.
- Durante, K.M., Griskevicius, V., Simpson, J.A., Cantu, S.M., & Li, N.P. (2012). Ovulation leads women to see sexy cads as good dads. *Human Behavior and Evolution*, Albuquerque, NM.
- Simpson, J. A., Griskevicius, V., Kuo, S. I., Sung, S., & Collins, W. A. (2012). Evolution, stress, and sensitive periods: The influence of unpredictability in early versus late childhood on sex and risky behavior. *Human Behavior and Evolution*, Albuquerque, NM.
- White, A.E., Li Y.J., Griskevicius, V, Kenrick, D. T., & Neuberg, S. L. (2012). Putting all your eggs in one basket: Life history strategies, bet hedging, and diversification. *Human Behavior and Evolution*, Albuquerque, NM.
- 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.

2010

- 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.
- 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***

- 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.
- Goldstein, N. Griskevicius V., & Mortensen, C. (2010). I'll Scratch Your Back if You Scratch My Brother's: Extradynadic 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

2009

- 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.

2008 & Earlier

- 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

2013

TIME Magazine, Daily Mail, The Daily Telegraph, US News & World Report, FOX News, CBS News, MSN, Health, Psychology Today, Miami Herald, etc.

2012

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

2011

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

2010

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

2009 and Earlier

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

PROFESSIONAL AFFILIATIONS

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