

JANNINE D. LASALETA
Assistant Professor, Yeshiva University
Marketing Department, Syms School of Business, Yeshiva University
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ACADEMIC POSITIONS

Assistant Professor, 2018-Present

Marketing Department, Syms School of Business, Yeshiva University
New York, New York

Assistant Professor, 2013-2018

Department of Marketing, Grenoble École de Management
Grenoble, France

EDUCATION

Doctor of Philosophy (Business Administration), 2013

University of Minnesota, Carlson School of Management, Minneapolis, Minnesota

Primary Advisor: Kathleen D. Vohs

Committee Members: Deborah Roedder John, Vidas Griskevicius, and Colin DeYoung

Dissertation Thesis: Nostalgia, Wealth, and Health

Master of Arts (Psychology), 2007

York University, Toronto, Ontario

Primary Advisor: Michaela Hynie

Bachelor of Arts (Psychology), 2002

University of British Columbia, Vancouver, British Columbia

Primary Advisor: Steven J. Heine

PUBLICATIONS

Lasaleta, Jannine D. and Katherine Loveland (2019), “What’s New is Old Again: Preference for Retro-Styling in Response to Authenticity Threats,” forthcoming at *Journal of the Association for Consumer Research*.

Harding, Dustin, Diogo Hildebrand, Tom Kramer, and Jannine D. Lasaleta (2018), “The Impact of Acquisition Mode on Expected Speed of Product Mastery and Subsequent Consumer Behavior,” forthcoming at *Journal of Consumer Research*.

- Lasaleta, Jannine D. and Joseph P. Redden (2018), “When Promoting Similarity Slows Satiation: The Relationship of Variety, Categorization, Similarity, and Satiation,” *Journal of Marketing Research* (June) 446-57.
- Werle, Carolina O.C., Mia M. Birau, Jannine D. Lasaleta (2017), “Watching Easy Sports Makes Me Eat More,” *Food Quality & Preference* 60, (September) 132-37.
- Lasaleta, Jannine D., Constantine Sedikides, and Kathleen D. Vohs (2014), “Nostalgia Weakens the Desire for Money,” *Journal of Consumer Research*, 41 (October) 713-29. Select media coverage: *BBC News, Time Magazine, Harvard Business Review, Science Daily, CNBC, Fortune, Fast Company*.
- Vohs, Kathleen D., Jannine D. Lasaleta, and Bob Fennis (2009), “Self-Regulation in the Interpersonal Sphere,” in J. Forgas, R. Baumeister, and D. Tice (eds.), *Cognitive, Affective, and Motivational Processes*, Psychology Press, USA, 289-302.
- Vohs, Kathleen D., and Jannine D. Lasaleta (2008), “Heterosexual Sexual Behavior, Social Exchange, and Basic Economic Principles: Sexual Economics Theory,” *Minnesota Journal of Law, Science, and Technology*, 9, 757-74.
- Heine, Steven J., Tim Takemoto, Sophia Moskalenko, Jannine D. Lasaleta, and Joseph Henrich (2008), “Mirrors in the Head: Cultural Variation in Objective Self-Awareness,” *Personality and Social Psychology Bulletin*, 34 (July) 879-87.

SELECTED MANUSCRIPTS UNDER REVIEW

- Lasaleta, Jannine D., Constantine Sedikides, and Tim Wildschut, “Nostalgia Increases Punitiveness by Intensifying Moral Concern,” *under review at the Journal of Experimental Social Psychology*.

SELECTED RESEARCH IN PROGRESS

- Lasaleta, Jannine D., Akshay Rao, and Veena Kondaveeti, “Back to the Future: Preferences for Future-oriented versus Nostalgic Ads among Conservatives and Liberals,” *Manuscript in preparation for submission*.
- Lasaleta, Jannine D., Constantine Sedikides, Tim Wildschut, “Nostalgia, Morality, and Punishment,” *Manuscript in preparation for submission*.
- Hildebrand, Diogo, Daniel Fernandes, Leandro Maloy-Diniz, Jannine D. Lasaleta, “Financial Constraints and Decision-Making,” *Manuscript in preparation for submission*.
- Lasaleta, Jannine D., Constantine Sedikides, Tim Wildschut, “Nostalgia and Social Products,” *Data collection in progress*.

HONORS AND AWARDS

University of Minnesota Doctoral Dissertation Fellowship (\$23,700), 2012
Carlson Marketing Department Small Grant (\$750), 2012
Carlson School Dissertation Fellowship Award (\$22,500), 2011
Hendrickson Fellowship for Research Excellence, University of Minnesota (\$1,000), 2010
Haring Symposium Representative, Indiana University, 2010
SSHRC CGS Master's Scholarship (\$17,500), 2006
York University Entrance Scholarship (\$10,000), 2005
University of British Columbia Dean's List, 2002

CONFERENCE PRESENTATIONS

**=presenter*

Lasaleta, Jannine D., Carolina O.C. Werle, and Amanda Pruski-Yamim*, "Nostalgia Increases Healthy Attitudes and Behaviors," Association for Consumer Research Annual Conference, Dallas, Texas, October 2018.

Lasaleta, Jannine D., Carolina O.C. Werle*, and Amanda Pruski-Yamim, "Nostalgia Promotes Healthy Eating," French Marketing Association, Strasbourg, France, May 2018.

Harding, Dustin*, Diogo Hildebrand, Tom Kramer and Jannine D. Lasaleta, "The Impact of Acquisition Mode on Expected Speed of Product Mastery and Subsequent Consumer Behavior," European Marketing Academy, Oslo, Norway, May 2016.

Jannine D. Lasaleta*, R. Dustin Harding, Reza Movarrei, and Kathleen D. Vohs, "Money Weakens the Need for Caffeine," Society for Consumer Psychology, St. Petersburg, Florida, March 2016.

Vohs, Kathleen D.* and Jannine D. Lasaleta, "With Friends Like These, Who Needs Money?," Association for Consumer Research Annual Conference, Chicago, Illinois, October 2013.

Redden, Joseph P. and Jannine D. Lasaleta*, "Relatedness in Combined Consumption Experiences Increases Enjoyment," Association for Consumer Research Annual Conference, St. Louis, Missouri, October 2011.

Lasaleta, Jannine D.*, Kathleen D. Vohs, and Constantine Sedikides, "Nostalgia Weakens the Desire for Money," Association for Consumer Research Annual Conference, St. Louis, Missouri, October 2011.

Sukhacheva, Svetlana, Jannine D. Lasaleta*, Maura O'Brien, Charlotte Zelle, Wyatt Wenzel, Elizabeth Diebel, and Barbara Loken, "The Impact of Food Placements in Movies on Food Choices Among Young Adults," poster presented Society for Consumer Psychology 2011 Annual Conference, Atlanta, Georgia, February 2010.

- Lasaleta, Jannine D.* and Kathleen D. Vohs, “Nostalgia Decreases Positive Attitudes and Behavior Toward Money,” invited speaker at 40th Annual Haring Symposium for Doctoral Research, Kelley School of Business, Indiana University, Bloomington, Indiana, April 2010.
- Lasaleta, Jannine D.* and Kathleen D. Vohs, “Being Nostalgic Decreases Positive Attitudes and Behavior Toward Money,” poster presented at the Judgment and Decision Making Preconference at the Society for Personality and Social Psychology Annual Convention, Las Vegas, Nevada, January 2010.
- Lasaleta, Jannine D.*, Jane E. J. Ebert, and Christine Bennett, “Do We Really Want to Keep Up with the Joneses? A Closer Look at Luxury, Concealment, Social Interaction, and Justification,” poster presented at the Association for Consumer Research Annual Conference, Pittsburgh, Pennsylvania, October 2009.
- Vohs, Kathleen D.*, Bob Fennis, Jannine D. Lasaleta, Nicole Mead, and Brandon Schmeichel, “Self-Regulatory Resource Depletion: Implications for the Interpersonal Self, Feelings, and Urges,” 11th Annual Sydney Symposium in Social Psychology, Sydney, Australia, March 2008.
- Lasaleta, Jannine D.*, Michaela Hynie, and Ward Struthers, “Perceived Shame and Guilt in a Transgressor and the Decision to Forgive,” poster presented at the Society for Personality and Social Psychology Annual Convention, Albuquerque, New Mexico, October 2008.
- Lasaleta, Jannine D.*, Michaela Hynie, Alexander Santelli, Ward Struthers and Careen Khoury, “How Perceived Shame and Guilt in a Transgressor Affect Forgiveness,” poster presented at the Society for Personality and Social Psychology Annual Convention, Memphis, Tennessee, October 2007.
- Lasaleta, Jannine D.*, “Shame, Guilt, and Forgiveness: The Relationship Between Self-Conscious Emotions and the Propensity to Forgive,” Social/Personality Area Brown Bag Series, York University, Department of Psychology, Toronto, Ontario, February 2006.
- Lasaleta, Jannine D.* and Mina Myong, “Cultural Variations in Objective Self-Awareness,” Psychology Undergraduate Seminar, University of British Columbia, Vancouver, British Columbia, May 2002.

PROFESSIONAL SERVICE

Ad-hoc Reviewer, *Journal of Consumer Research*
Ad-hoc Reviewer, *Journal of Marketing Research*
Ad-hoc Reviewer, *Canadian Journal of Administrative Sciences*
Ad-hoc Reviewer, *Association for Consumer Research*
Ad-hoc Reviewer, *Journal of Business Ethics*
Ad-hoc Reviewer, *Social Psychology and Personality Science*

Undergraduate Research Pool and Experimental Laboratory Manager, *Grenoble École de Management*

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
Society for Consumer Psychology
European Association for Social Psychology

DOCTORAL COURSEWORK

Consumer Behavior	Joan Meyers-Levy
Marketing Management and Strategy	Rajesh Chandy
Inter-Organizational Relations	George John
Marketing Models	Om Narasimhan and Tony Cui
The Self	Mark Snyder
Social Cognition	Eugene Borgida
Experimental Research Methods	Deborah Roedder John and Barbara Loken
Judgment and Decision Making	Akshay Rao and Jane Ebert
Psychological Measurement	Niels Waller
Multivariate Analysis	Niels Waller

TEACHING INTERESTS

- Attitudes and Persuasion
- Principles of Marketing
- Consumer Behavior
- Marketing Communications

TEACHING EXPERIENCE

Instructor, Yeshiva University: Fall 2018 – present

Undergraduate Level – Principles of Marketing, Buyer Behavior, Science of Influence in Marketing

Instructor, Grenoble École de Management: Fall 2013 – Spring 2018

Undergraduate Level – Principles of Marketing, Market Research (co-teach), Consumer Behavior, Influencing Consumer Behaviors and Attitudes

Graduate Level – Strategic Marketing and Planning, Special Topics in Consumer Behavior Seminar, Marketing Psychology and Consumer Behavior

Instructor, Carlson School of Management, University of Minnesota: Spring 2010 – Fall 2010
Undergraduate Level – Principles of Marketing

Teaching Assistant, Carlson School of Management, University of Minnesota: Fall 2010
Master's Level – Consumer Behavior

Teaching Assistant, Psychology Department, York University: Fall 2006 – Spring 2007
Undergraduate Level – Statistics I & II

REFERENCES

Professor Kathleen D. Vohs
Land O'Lakes Professor of Excellence in
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321 19th Avenue South
Minneapolis, MN 55455
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Professor Carolina O.C. Werle
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