

**JANNINE D. LASALETA**

*Assistant Professor, Yeshiva University*

Marketing Department, Syms School of Business, Yeshiva University

215 Lexington Avenue, Suite 411

New York, NY, 10016

jannine.lasaleta@yu.edu

**ACADEMIC POSITIONS**

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*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**

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***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, Vladas 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**

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Lasaleta, Jannine D., and Katherine Loveland (2019), "What's New is Old Again: Preference for Retro-Styling in Response to Authenticity Threats," *Journal of the Association for Consumer Research* 4 (April), 172-84.

- Harding, Dustin, Diogo Hildebrand, Tom Kramer, and Jannine D. Lasaleta (2019), “The Impact of Acquisition Mode on Expected Speed of Product Mastery and Subsequent Consumer Behavior,” *Journal of Consumer Research*, 46 (June) 140-58. Select media coverage: *CBS News*.
- 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*, *Business Insider*, *Forbes*, *Medium*, *Time Magazine*, *Harvard Business Review*, *Science Daily*, *CNBC*, *Fortune*, *Fast Company*, *Harper’s Bazaar*.
- 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 Moskalkenko, 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. Select media coverage: *Allure magazine*.

#### **SELECTED MANUSCRIPTS UNDER REVIEW**

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- Lasaleta, Jannine D., Constantine Sedikides, and Tim Wildschut, “Nostalgia Increases Punitiveness by Intensifying Moral Concern,” *invited resubmission at the Journal of Experimental Social Psychology*.
- Lasaleta, Jannine D., Carolina O.C. Werle, and Amanda Pruski-Yamim, “Nostalgia Increases Healthy Attitudes and Behaviors,” *revise and resubmit at Appetite*.

#### **SELECTED RESEARCH IN PROGRESS**

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Hildebrand, Diogo, Daniel Fernandes, Leandro Maloy-Diniz, Jannine D. Lasaleta, “Financial Constraints and Decision-Making,” *Manuscript in preparation for submission*.

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 and Social Products,” *Data collection in progress*.

Lasaleta, Jannine D., and Katherine Loveland, “Nostalgia and Gifting,” *Data collection in progress*.

## **HONORS AND AWARDS**

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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**

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\*=*presenter*

Hildebrand, Diogo\*, Daniel Fernandes, Leandro Maloy-Diniz, and Jannine D. Lasaleta, “De-Democratizing Search: When Financial Resources Scarcity Decreases Opportunity Cost Consideration,” Association for Consumer Research Annual Conference, October 2020.

Lasaleta, Jannine D., Carolina O.C. Werle, and Amanda Pruski-Yamim\*, “Nostalgia Increases Healthy Attitudes and Behaviors,” Marketing Science Annual Conference, Rome, Italy, June 2019.

Lasaleta, Jannine D., “Motivation, Nostalgia, and Consumer Behavior,” Celebration of University Authors, Yeshiva University, May 2019.

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**

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Ad-hoc Reviewer, *Journal of Consumer Research*  
Ad-hoc Reviewer, *Journal of Marketing Research*  
Ad-hoc Reviewer, *Marketing Letters*  
Ad-hoc Reviewer, *Social Psychological and Personality Science*  
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, *Association for Consumer Research*  
Ad-hoc Reviewer, *Social Psychology and Personality Science*

Institution Review Board Member, *Yeshiva University*

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

## **PROFESSIONAL AFFILIATIONS**

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Association for Consumer Research  
European Association for Social Psychology  
Marketing Science Institute  
Society for Consumer Psychology

## **DOCTORAL COURSEWORK**

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

### **TEACHING INTERESTS**

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

### **TEACHING EXPERIENCE**

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*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**

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