

**JANNINE D. LASALETA**

*Department Chair and Associate Professor*

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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**YESHIVA UNIVERSITY**

Department Chair of Marketing, Sy Syms School of Business, 2025-present

Associate Professor of Marketing, Sy Syms School of Business, 2024-present, *tenured*

Assistant Professor of Marketing, Sy Syms School of Business, 2018-2021

Assistant Professor of Marketing, Sy Syms School of Business, 2018-2021

Assistant Professor of Marketing, Sy Syms School of Business, 2018-2021

**NEW YORK UNIVERSITY**

Visiting Scholar of Marketing, Stern School of Business, Spring 2021-2022

**UNIVERSITY OF SOUTHAMPTON**

Visiting Fellow, Psychology Department, Faculty of Environmental and Life Sciences,  
Spring 2022-Spring 2026

**GRENOBLE ÉCOLE DE MANAGEMENT**

Assistant Professor of Marketing, 2013-2018

**EDUCATION**

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**UNIVERSITY OF MINNESOTA**

Ph.D, Business Administration (Marketing), 2013

**YORK UNIVERSITY**

M.A., (Psychology), 2007

**UNIVERSITY OF BRITISH COLUMBIA**

B.A., (Psychology), 2002

**RESEARCH INTERESTS**

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- Nostalgia

- Social Forces
- Motivation

## REFEREED PUBLICATIONS

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Lasaleta, Jannine D., Constantine Sedikides, and Tim Wildschut (2024), “Nostalgia Increases Punitiveness by Intensifying Moral Concern,” *Nature, Scientific Reports*, 4, 11425.

Lasaleta, Jannine D., Carolina O.C. Werle, and Amanda Pruski-Yamim (2021), “Nostalgia Increases Healthy Attitudes and Behaviors,” *Appetite*, 162, 105187.

Harding, Dustin, Diogo Hildebrand, Thomas 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.

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.

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.

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.

## INVITED WORK AND CHAPTERS

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Sedikides, Constantine, Tim Wildschut, Paul Conway, and Jannine D. Lasaleta (*forthcoming*), “Nostalgia as a Moral Emotion”, in *Handbook of Ethics and Social Psychology*, ed. Simon Laham, Edward Elgar Publishing Ltd, UK.

Vohs, Kathleen D., Jannine D. Lasaleta, and Bob Fennis (2009), “Self-Regulation in the Interpersonal Sphere,” in *Cognitive, Affective, and Motivational Processes*, eds. Joseph P. Forgas, Roy F. Baumeister, and Diane M. Tice (eds.), *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.

## **MANUSCRIPTS UNDER REVIEW OR IN PREPARATION FOR REFEREED JOURNALS**

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Lasaleta, Jannine D. and Katherine Loveland, “Brands with Benefits: The Protective Power of Nostalgia During a Product Harm Crisis,” *Under review*.

Lasaleta, Jannine D. and Tamar Avnet, “Scheduling Style and Nostalgic Preferences,” *Under review*.

Lasaleta, Jannine D., Katherine Loveland, and Bryan Buechner, “Nostalgia and Political Identity,” *Data collection in progress*.

Bluvstein, Shirley and Jannine D. Lasaleta, “Framing on Participative Payment for Services,” *Data collection in progress*.

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

Lasaleta, Jannine D. and Emily Powell, “Nostalgia and Scarcity,” *Data collection in progress*.

Vohs, Kathleen D., Jannine D. Lasaleta, and Lan Chaplin-Nguyen, “With Friends Like These, Who Needs Money?,” *Manuscript available*.

## **SELECT MEDIA COVERAGE**

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Television, Newspapers, and Magazines: *NBC’s Today Show*, *BBC News*, *Business Insider*, *Forbes*, *LA Times*, *Well + Good*, *Medium*, *Time Magazine*, *Harvard Business Review*, *Science Daily*, *CNBC*, *Fortune*, *Fast Company*, *Allure*, *CBS*, *Harper’s Bazaar*

Podcasts and Radio: *People Who Read People* invited guest (2021), *BBC’s The Food Chain* invited guest (2016)

## **HONORS AND AWARDS**

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2024 Yeshiva University Faculty Research Fund (\$5000)

2024 Sy Syms School of Business, Dean’s Summer Fund Award (\$10, 000)

2023 Sy Syms School of Business, Dean’s Summer Fund Award (\$7500)

2022 Israel Institute Faculty Development Grant Recipient (with Dr. Bluvstein, \$10,000).

2022 Sy Syms School of Business, Dean’s Summer Fund Award (\$5000)

2021 Yeshiva University Faculty Research Fund (\$7500)

2021 Sy Syms School of Business, Dean’s Award for Innovation and Excellence Teaching (\$2500)

2012 University of Minnesota Doctoral Dissertation Fellowship (\$23,700)  
2012 Carlson Marketing Department Small Grant (\$750)  
2011 Carlson School Dissertation Fellowship Award (\$22,500)  
2010 Hendrickson Fellowship for Research Excellence, University of Minnesota (\$1000)  
2010 Haring Symposium Representative, Indiana University  
2006 SSHRC CGS Master's Scholarship (\$17,500)  
2005 York University Entrance Scholarship (\$10,000)  
2002 University of British Columbia Dean's List

## CONFERENCE PRESENTATIONS

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*\*=presenter*

Loveland, Katherine\*, and Jannine D. Lasaleta\*, "Brands with Benefits: The Protective Power of Nostalgia During a Product Harm Crisis," Society for Consumer Psychology Annual Conference, March 2023.

Hildebrand, Diogo\*, Daniel Fernandes, Leandro Maloy-Diniz, and Jannine D. Lasaleta, "De-Democratizing Search: When Financial Resources Scarcity Decreases Opportunity Cost Consideration," Society for Consumer Psychology Annual Conference, March 2023.

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, Thomas 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,” 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,” 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,” 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,” 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,” 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
- Journal of Marketing Research
- Journal of Personality and Social Psychology
- Psychology and Marketing
- Journal of Experimental Social Psychology
- Journal of Business Ethics
- Canadian Journal of Administrative Sciences
- Emotion
- Marketing Letters
- Social Psychological and Personality Science
- Humanities and Social Sciences Communications

### Scholarly Conference Service

- Ad Hoc Reviewer, Association for Consumer Research
- Ad Hoc Reviewer, Society for Consumer Psychology
- Ph.D. Student Poster Award Judge, Society for Judgement and Decision Making (2019)
- Volunteer, ACR North American Conference (2011)

### Institution Review Board

- Representative, Sy Syms Schools of Business (2019-2021)

### Undergraduate Research Pool and Experimental Laboratory

- Manager, Grenoble École de Management (2013-2018)

## **PROFESSIONAL AFFILIATIONS**

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Association for Consumer Research

European Association for Social Psychology

Marketing Science Institute

Society for Consumer Psychology

## **TEACHING INTERESTS**

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

## **TEACHING**

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*Instructor, Yeshiva University: Fall 2018 – present*

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

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

Undergraduate Level – Principles of Marketing, Market Research, 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, Carlson School of Management, University of Minnesota: Spring 2011*

Undergraduate Level – Marketing Communications

*Teaching Assistant, Psychology Department, York University: Fall 2006 – Spring 2007*

Undergraduate Level – Statistics I & II

## **OTHER WORK EXPERIENCE (ACADEMIC)**

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*Research Assistant* (September 2007– May 2013) – Selin Malkoc, Rohini Ahluwalia, Vlasdis Griskevicius, Kathleen Vohs, Jane Ebert

*Research Assistant* (September 2005 – May 2007) – Kelley Main

*Research Assistant* (Fall 2002 – Spring 2003) – Darren Dahl, Peter Darke

*Lab Member* (Spring 2021 – Present), Head: Michel Pham, Marketing Department, Columbia University

## **OTHER WORK EXPERIENCE (INDUSTRY)**

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*Contributor* (November 2021 – present) – Psychology Today

*Consultant* (Fall 2018) – Spotify

*Hip-Hop Director* (January 2000 – July 2003) – CiTR 101.9 FM

*On-Air DJ and Radio Personality, Rhymes and Reasons* (October 1998 – July 2003) – CiTR 101.9 FM

*Writer* (March 1999 – July 2003) – Discorder Magazine