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FRANCESCA VALSESIA

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ACADEMIC POSITIONS

Foster School of Business, University of Washington, Seattle, WA
Assistant Professor of Marketing, July 2018 – Present

EDUCATION

Marshall School of Business, University of Southern California, Los Angeles, CA
Ph.D. Marketing

London School of Economics, London, UK
M.S. with distinction, Political Science and Political Economy

Bocconi University, Milan, Italy
M.S. summa cum laude, Economics and Management

Bocconi University, Milan, Italy
B.S., Economics and Management

RESEARCH INTERESTS

Signaling and Impression Management
Social Influence and WOM
Experiential Consumption
Strategic Communication
Social Media

PUBLICATIONS

Valesia, Francesca, Davide Proserpio, and Joseph C. Nunes (2020), “The Positive Effect of Not Following Others: How Influencers on Social Media Convey Autonomy to Signal Status,” *Journal of Marketing Research*, forthcoming.

Valesia, Francesca, Kristin Diehl, and Joseph C. Nunes (2017), “Based on a True Story: Making People Believe the Unbelievable,” *Journal of Experimental Social Psychology*, 71, 105-110.

Valsesia, Francesca, Joseph C. Nunes and Andrea Ordanini (2016), “What Wins Awards is Not Always What I Buy: How Creative Control Affects Authenticity and Thus Recognition (But Not Liking),” *Journal of Consumer Research*, 42(6), 897-914.

Nunes, Joseph C., Andrea Ordanini, and **Francesca Valsesia** (2015), “The Power of Repetition: Repetitive Lyrics in a Song Increase Processing Fluency and Drive Market Success,” *Journal of Consumer Psychology*, 25(2), 187-199.

- Selected media coverage: NPR, Washington Post, The Telegraph, Good Morning America, MTV

WORKING PAPERS AND MANUSCRIPTS UNDER REVIEW

“Look I Am Knowledgeable, The Influence of Self-Presentation Concerns on Consumer Ratings,” with Elisa Solinas, Joseph C. Nunes and Andrea Ordanini

“The Sideline Effect: How Partitioning an Audience Facilitates Self-Presentation Objectives,” with Joseph C. Nunes and Andrea Ordanini

“See What I Did Vs. See What I Have: Impression Management Using Experiences Versus Material Goods,” with Kristin Diehl

“Manager Responses on TripAdvisor – Does Gender Matter?,” with Isamar Troncoso and Davide Proserpio

SELECTED RESEARCH IN PROGRESS

“The Complementarity Effect: Projecting Expertise via Product Complement Recommendations,” with J. D’Angelo

“The Bystander Effect and Persuasion,” with Joseph C. Nunes and Kristin Diehl

“Story Ubiquity,” with Jacqueline Rifkin and Keisha Cutright

AWARDS AND RECOGNITION

- John A. Howard/American Marketing Association Doctoral Dissertation Award, Finalist, 2018
- American Marketing Association Sheth Foundation Doctoral Consortium Fellow, 2017
- Society for Consumer Psychology Dissertation Proposal Competition, Winner, 2017
- University of Southern California James S. Ford Fellowship, Winner, 2016
- Graduation with Distinction, LSE, 2010
- Graduation Summa Cum Laude, Bocconi University, 2007

CHAired SYMPOSIA

- Valsesia, Francesca (2020, March). "Persuasion 2.0," *Society of Consumer Psychology*, Huntington Beach, CA.
- Valsesia, Francesca (2019, October). "Persuasion 2.0," *Association for Consumer Research*, Atlanta, GA.
- Valsesia, Francesca (2017, October). "It's A Brave New World - The Consequences of Consumers' Self-Disclosure in Online Settings," *Association for Consumer Research*, San Diego, CA.
- Valsesia, Francesca (2017, February). "Unveiling the Social Dynamics of Word of Mouth," *Society of Consumer Psychology*, San Francisco, CA.
- Valsesia, Francesca (2017, February). "Self Presentation in Online and Offline Word of Mouth," *Society of Consumer Psychology*, San Francisco, CA.
- Valsesia, Francesca (2016, October). "Unveiling the Social Dynamics of Word of Mouth," *Association for Consumer Research*, Berlin, Germany.
- Valsesia, Francesca (2016, October). "Self Presentation in Online Word of Mouth," *Association for Consumer Research*, Berlin, Germany.
- Valsesia, Francesca (2015, October). "Experiences in the Moment," *Association for Consumer Research*, New Orleans, LO.

CONFERENCE PRESENTATIONS

- Valsesia, Francesca,* Kristin Diehl, and Joseph C. Nunes (2020, March). "The Bystander Effect and Persuasion" *Society of Consumer Psychology*, Huntington Beach, CA.
- Valsesia, Francesca,* I. Troncoso, and D. Proserpio (2019, October). "Manager Responses on TripAdvisor – Does Gender Matter?," *Association for Consumer Research*, Atlanta, GA.
- Valsesia, Francesca,* Kristin Diehl, and Joseph C. Nunes (2019, October). "The Bystander Effect and Persuasion," *Association for Consumer Research*, Atlanta, GA.
- Valsesia, Francesca* and Kristin Diehl (2019, June). "See What I Did Vs. See What I Have: Impression Management Using Experiences Versus Material Goods," *Marketing Science*, Rome, Italy.
- Valsesia, Francesca*, and Norbert Schwarz (2018, February). "Easy to Pronounce? Everybody Has It! Brand Name Fluency and Consumer Differentiation Motives," *Society for Consumer Psychology*, San Diego, CA.
- Valsesia Francesca, Davide Proserpio, and Joseph C. Nunes* (2018, February). "Tell Me Who You Follow, and I'll Tell You Who You Are: Unexplored Antecedents and Consequences of Status Perceptions on Social Media," *Society for Consumer Psychology*, San Diego, CA.

- Valsesia, Francesca and Kristin Diehl* (2017, October). “See What I Did Vs. See What I Have: Impression Management Using Experiences Versus Material Goods,” *Association for Consumer Research*, San Diego, CA.
- Valsesia, Francesca*, Joseph Nunes and Andrea Ordanini (2017, February). “The Influence of Self-Presentation Concerns on Online Reviews,” *Society of Consumer Psychology*, San Francisco, CA.
- Valsesia, Francesca*, Joseph Nunes and Andrea Ordanini (2017, February). “I Got Here First! Feelings of Psychological Ownership and Consumer Ratings,” *Society of Consumer Psychology*, San Francisco, CA.
- Valsesia, Francesca*, Joseph Nunes and Andrea Ordanini (2016, October). “The Influence of Self-Presentation Concerns on Online Reviews,” *Association for Consumer Research*, Berlin, Germany.
- Valsesia, Francesca*, Joseph Nunes and Andrea Ordanini (2016, October). “I Got Here First! Feelings of Psychological Ownership and Consumer Ratings,” *Association for Consumer Research*, Berlin, Germany.
- Valsesia, Francesca*, and Norbert Schwarz (2016, January). “Easy to Pronounce? Everybody Has It! Brand Name Fluency and Consumer Differentiation Motives,” *Society for Personality and Social Psychology*, San Diego, CA (poster).
- Valsesia, Francesca, Kristin Diehl and Joseph Nunes* (2015, October). “Based on True Events: The Effects of Veracity on the Consumption Experience,” *Association for Consumer Research*, New Orleans, LO.
- Valsesia, Francesca*, Joseph C. Nunes and Andrea Ordanini (2015, February). “Being Lauded is Not the Same as Being Liked: How Creative Control Affects Perceived Authenticity and Recognition, but Not Liking,” *Society for Consumer Psychology*, Phoenix, AZ.
- Valsesia, Francesca*, Joseph C. Nunes and Andrea Ordanini (2014, October). “Being Lauded is Not the Same as Being Liked: How Creative Control Affects Perceived Authenticity and Recognition, but Not Liking,” *Association for Consumer Research*, Baltimore, MD.

TEACHING

- MKTG 301 Marketing Concepts (undergraduate) – Foster School of Business, Fall 2018, Winter 2019, Winter 2020
- BUAD 307 Marketing Fundamentals (undergraduate) – Marshall School of Business, Spring 2018

AFFILIATIONS

- Association for Consumer Research (ACR)
- Society for Consumer Psychology (SCP)

PROFESSIONAL EXPERIENCE

- Bocconi University (Italy) – Clinical Assistant Professor and Researcher at CERMES (Center of Research in Marketing and Services) (2013)
- The Nielsen Company (Italy) – Senior Research Analyst (2011-2013)
- Quantum Marketing Italia (Italy) – Account Executive (2008-2009)
- The Hideaways Club (UK) – Marketing Executive (2007-2008)