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# ACADEMIC POSITIONS

**Foster School of Business, University of Washington**, Seattle, WA

* Evert McCabe Endowed Fellow, July 2022 - Present
* Assistant Professor of Marketing, July 2018 – Present

# EDUCATION

**Marshall School of Business, University of Southern California**, 2013-2018

Ph.D. Marketing, 2013-2018

**London School of Economics**, 2009-2010

M.S. with distinction, Political Science and Political Economy

**Bocconi University**, 2004-2007

M.S. summa cum laude, Economics and Management

**Bocconi University**, 2001-2004 B.S., Economics and Management

# RESEARCH INTERESTS

Signaling and Impression Management, Social Influence and WOM, Experiential Consumption, Inclusivity, Social Media

# AWARDS AND RECOGNITION

* **Cornell Saroj & Vithala Rao Young Scholar** **Award** (awarded to four “rising stars” in marketing), 2023
* **Outstanding Reviewer Award** – Journal of Consumer Research, 2022
* Foster School of Business **Dean’s Excellence Award for Faculty Research**, 2022
* **Evert McCabe Endowed Fellow**, July 2022 - Present
* Recipient of **CBSIG Small Research Grant**, 2020
* **John A. Howard/American Marketing Association Doctoral Dissertation Award**, Honorable Mention, 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

# PUBLICATIONS

D’Angelo, Jennifer and **Francesca Valsesia** (2023), “You Should Try These Together: Combinatory Recommendations Signal Expertise and Improve ProductAttitudes,” *Journal of Marketing Research,* 60(1), 155-169 (equal authorship)

**Valsesia, Francesca** and Kristin Diehl (2022), “Let Me Show You What I Did versus What I Have: Sharing Experiential versus Material Purchases Alters Authenticity and Liking of Social Media Users,” *Journal of Consumer Research*, 49(3), 430-449.

Proserpio, Davide, Isamar Troncoso, and **Francesca Valsesia** (2021), “Does Gender Matter? The Effect of Management Responses on Reviewing Behavior,” *Marketing Science*, 40(6), 1199- 2013.

**Valsesia, Francesca**, Joseph C. Nunes, and Andrea Ordanini (2021), “I Am Not Talking to You: Partitioning an Audience in an Attempt to Solve the Self-Promotion Dilemma,” *Organizational Behavior and Human Decision Processes*, 165, 76-89.

**Valsesia, Francesca**, Davide Proserpio, and Joseph C. Nunes (2020), “The Positive Effect of Not Following Others on Social Media,” *Journal of Marketing Research,* 57(6), 1152-1168.

**Valsesia, 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.

# WORKING PAPERS AND MANUSCRIPTS UNDER REVIEW

“Is This for Me? Differential Responses to Inclusivity Initiatives by Represented and Underrepresented Consumers,” with Jennifer D’Angelo and Lea Dunn, under second round review at *Journal of Marketing*

“Starting Positive: The Impact of Self-Presentation Concerns on Consumer Reviews,” with Elisa Solinas, Joseph C. Nunes and Andrea Ordanini, invited revision at *Journal of Consumer Research*

 “Product Modifications in Quality Versus Taste: What Does It Mean For Consumers?*,*” with Elisa Solinas and Joseph C. Nunes, under review at *Journal of Marketing Research*

“You’re More Expandable: Consumers’ Risky Usage of Repurposed Products,” with Jennifer D’Angelo and Sylvia Chang, preparing for resubmission at *Journal of Consumer Research*

 “Behavioral Frequency and Dollar Amounts as Antecedents of Perceived Motivation*,*” with Fausto Gonzales, Jared Watson, Alexander Park, Yanyi Leng, and Cynthia Cryder

“The Same Thing Happened to Me!': Exploring Divergent Outcomes of Experience Ubiquity,” with Jacqueline Rifkin and Keisha Cutright

# SELECTED RESEARCH IN PROGRESS

“Skin Tone Emojis? Who Should Use Them and Why,” with Jennifer D’Angelo

“Trying Too Hard,” with Freeman Wu and Michelle Daniels

“What Changing Tastes Says About You*,*” with Elisa Solinas and Joseph C. Nunes

 “Present-Oriented Imagination and Experiential Satisfaction,” with Lilia Fromm and Mark Forehand

# CHAIRED SYMPOSIA

 “Persuasion 2.0,” *Society of Consumer Psychology*, Huntington Beach, CA (2020, March)..

 “Persuasion 2.0,” *Association for Consumer Research*, Atlanta, GA (2019, October)..

 “It’s A Brave New World - The Consequences of Consumers’ Self-Disclosure in Online Settings,” *Association for Consumer Research*, San Diego, CA (2017, October).

“Unveiling the Social Dynamics of Word of Mouth,” *Society of Consumer Psychology*, San Francisco, CA (2017, February).

 “Self Presentation in Online and Offline Word of Mouth,” *Society of Consumer Psychology*, San Francisco, CA (2017, February).

 “Unveiling the Social Dynamics of Word of Mouth,” *Association for Consumer Research*, Berlin, Germany (2016, October).

 “Self Presentation in Online Word of Mouth,” *Association for Consumer Research*, Berlin, Germany (2016, October).

“Experiences in the Moment,” *Association for Consumer Research*, New Orleans, LO (2015, October).

# CONFERENCE PRESENTATIONS

Valsesia, Francesca\*, Lea Dunn\* and Jennifer D’Angelo\* (2022, March). “Is This for Me?

Differential Responses to Inclusivity Initiatives by Represented and Underrepresented Consumers,” *Society of Consumer Psychology, virtual.*

Valsesia, Francesca\*, Lea Dunn\* and Jennifer D’Angelo\* (2021, October). “Is This for Me?

Differential Responses to Inclusivity Initiatives by Represented and Underrepresented Consumers,” *Association for Consumer Research, virtual.*

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.

# INVITED TALKS

# Roundtable on Social Influence Research (ACR 2023), Cornell University, Texas Christian University, Harvard University, Northwestern University, University of Illinois at Chicago, HEC Montreal, Bocconi University, Georgetown University, University of Washington, University of Minnesota

# STUDENT ADVISING

# Lilia Fromm (expected 2027), co-chair with Mark Forehand

# T.J. Weiten (2022), committee member

# Sylvia Chang (expected 2024), committee member

# Yue Liang (expected 2026), committee member

# Kevin Jiang (expected 2026), committee member

# TEACHING

* MKTG 581 Consumer Behavior (PhD) – Foster School of Business, Winter 2022
* MKTG 501 Marketing Management (graduate) – Foster School of Business, Spring 2022, Spring 2023
* MKTG 301 Marketing Concepts (undergraduate) – Foster School of Business, Fall 2018, Winter 2019, Winter 2020, Winter 2021, Spring 2022
* BUAD 307 Marketing Fundamentals (undergraduate) – Marshall School of Business, Spring 2018

# PROFESSIONAL ACTIVITIES AND SERVICE

**Editorial Services**:

* Journal of Consumer Research, Editorial Board, 2022-present
* Journal of Consumer Psychology, Editorial Board, 2022-present

**Ad-hoc Reviewing**: Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, Marketing Science, Journal of Consumer Psychology, International Journal of Consumer Research, Journal of Experimental Psychology: General, Association for Consumer Research conference, Society for Consumer Psychology conference (Program Committee 2023), American Marketing Association conference American Psychology Association - Technology Mind and Society conference, SCP Dissertation Competition, MSI Clayton Dissertation Competition

Other:

* **Social Chair**, Association for Consumer Research, Seattle, WA, 2023
* **Vice-Chair of Awards and Recognition**, CBSIG, American Marketing Association, 2023-today
* **Panelist**, Doctoral Symposium, Association for Consumer Research, 2021

# PROFESSIONAL EXPERIENCE

* Bocconi University (Italy) –Researcher at CERMES (2013)
* The Nielsen Company (Italy) – Senior Research Analyst (2010-2013)
* Quantum Marketing Italia (Italy) – Account Executive (2008-2009)
* The Hideaways Club (UK) – Marketing Executive (2007-2008)