

Stefano Puntoni

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 Rotterdam School of Management, Erasmus University
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ACADEMIC APPOINTMENTS

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| Rotterdam School of Management, Erasmus University Professor | Rotterdam, the Netherlands 2014-Present |
| Lancaster University School of Management, Lancaster University Visiting Professor | Lancaster, UK 2013-Present |
| Rotterdam School of Management, Erasmus University Associate Professor | Rotterdam, the Netherlands 2010-2014 |
| London Business School Visiting Professor | London, UK 2009-2010 |
| Rotterdam School of Management, Erasmus University Assistant Professor | Rotterdam, the Netherlands 2005-2010 |
| Bocconi University Visiting Professor | Milan, Italy 2003-2004 |

EDUCATION

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|---|-----------------------|
| London Business School Ph.D. in Marketing | London, UK 2005 |
| University of Padova B.Sc. (Hons) in Statistics and Economics | Padova, Italy 2000 |

HONORS AND AWARDS

EFMD Case Writing Award, 2020

Case Centre's Outstanding Case Writer Award, 2020

C.W. Park Award for Outstanding Contribution, *Journal of Consumer Psychology* (best article in the 2016 volume), 2019

AMA-Sheth Doctoral Consortium Fellow, 2019, 2018, 2015, 2013

MSI Scholar. Awarded by the Marketing Science Institute "with the purpose of recognizing individuals' excellence in scholarship", 2018

Fellow, Erasmus Research Institute of Management (ERIM), 2017

Research Grant, Marketing Science Institute (\$4.500), 2017

Outstanding Reviewer Award, *International Journal of Research in Marketing*, 2016

MSI Young Scholar. Awarded by the Marketing Science Institute to “potential leaders of the next generation of marketing academics,” 2011

ERIM Award for Outstanding Performance by a Young Researcher. Awarded by the Erasmus Research Institute of Management, 2010

Selected by the *Financial Times* for the “**Professor to Watch**” profile series, 2008

Marie Curie Fellowship. Research grant from the European Commission (€139.000), 2006

EUR Fellowship. Research grant from the Board of Erasmus University to most promising young faculty (€200.000), 2006

Emerald/EFMD Outstanding Doctoral Research Award for best Ph.D. thesis in consumer marketing, 2006

Ogilvy Foundation Research Grant, 2004-2005

Cum Laude honors from the University of Padova, Italy, 2000

RESEARCH

Publications

Puntoni, Stefano, Rebecca Walker Reczek, Markus Giesler, and Simona Botti (2020), “**Consumers and Artificial Intelligence: An Experiential Perspective**,” *Journal of Marketing*, forthcoming.

Granulo, Armin, Christoph Fuchs, and Stefano Puntoni (2020), “**Preference for Human (vs. Robotic) Labor is Stronger in Symbolic Consumption Contexts**,” *Journal of Consumer Psychology*, forthcoming.

Wertenbroch, Klaus, Rom Y. Schrift, Joseph W. Alba, Alixandra Barasch, Amit Bhattacharjee, Markus Giesler, Joshua Knobe, Donald R. Lehmann, Sandra Matz, Gideon Nave, Jeffrey R. Parker, Stefano Puntoni, Yanmei Zheng, and Yonat Zwebner (2020), “**Autonomy in Consumer Choice**,” *Marketing Letters*, <https://doi.org/10.1007/s11002-020-09521-z>.

van Osselaer, Stijn, Christoph Fuchs, Martin Schreier, and Stefano Puntoni (2020), “**The Power of Personal**,” *Journal of Retailing*, 96 (1), 88-100.

Granulo, Armin, Christoph Fuchs, and Stefano Puntoni (2019), “**Psychological Reactions to Human Versus Robotic Job Replacement**,” *Nature Human Behaviour*, 3, 1062-1069. [2019 impact factor: 10.5]

Leung, Eugina, Gabriele Paolacci, and Stefano Puntoni (2019), “**How Technology Shapes Identity-Based Consumer Behavior**,” in *Handbook of Research on Identity Theory in Marketing*, Americus Reed II and Mark Forehand (eds). Elgar, 240-254.

Kleinsmith, Niela, Matthieu Champion, Stefano Puntoni, and Steven Sweldens (2019), “**TomTom: Mapping the Course from B2C to B2B**,” *RSM Case Development Centre*, Case Centre Reference no. 519-0037-1. [Winner, Case Centre’s Outstanding Case Writer Award. Winner, EFMD Case Writing Award]

Leung, Eugina, Gabriele Paolacci, and Stefano Puntoni (2018), "**Man Versus Machine: Resisting Automation in Identity-Based Consumer Behavior**," *Journal of Marketing Research*, 55 (6), 818-831.

Puntoni, Stefano (2018), **Amazing Machines and the Quest for Meaning in Consumption**, *GfK Marketing Intelligence Review*, 10 (2), 18-23.

Moreau, Page and Stefano Puntoni (2017), **Advances in Consumer Research, Volume 44**. Duluth, MN: Association for Consumer Research.

De Langhe, Bart, Stefano Puntoni, and Richard Larrick (2017), "**Linear Thinking in a Nonlinear World**," *Harvard Business Review*, May-June, 130-139. [Reprinted in Davenport, T. H., Redman, T. C., Ashkenas, R., Li, M., Kassengaliyeva, M. & Perkins, R., *HBR guide to data analytics basics for managers* (pp. 131-154). Boston: Harvard Business Review Press.]

Weijters, Bert, Stefano Puntoni, and Hans Baumgartner (2017), "**Methodological Issues in Cross-Linguistic and Multilingual Advertising Research**," *Journal of Advertising*, 46 (1), 115-128.

De Langhe, Bart and Stefano Puntoni (2016), "**Productivity Metrics and Consumers' Misunderstanding of Time Savings**," *Journal of Marketing Research*, 53 (3), 396-406.

Fernandes, Daniel, Stefano Puntoni, Stijn van Osselaer, and Elizabeth Cowley (2016), "**When and Why We Forget to Buy**," *Journal of Consumer Psychology*, 36 (3), 363-380. [Winner, C.W. Park Award]

Acar, Oguz and Stefano Puntoni (2016), "**Customer Empowerment in the Digital Age**," *Journal of Advertising Research*, 56 (1), 4-8.

De Langhe, Bart and Stefano Puntoni (2015), "**Bang for the Buck: Gain-Loss Ratio as a Driver of Judgment and Choice**," *Management Science*, 61 (5), 1137-1163.

Puntoni, Stefano, Ilona de Hooge, and Willem Verbeke (2015), "**Ad-Induced Embarrassment**," *Journal of Advertising*, 44(1), 71-79.

Puntoni, Stefano and Bart De Langhe (2015), "**Consumers Don't Understand the Relationship Between Time and Speed**," *Harvard Business Review*, <https://hbr.org/2015/11/consumers-dont-understand-the-relationship-between-time-and-speed>

Puntoni, Stefano (2015), "**Embracing Diversity**", *Inaugural Address Series Research in Management*. Rotterdam: Erasmus Research Institute of Management, <http://repub.eur.nl/pub/77854/>

De Langhe, Bart, Stijn van Osselaer, Stefano Puntoni, and Ann McGill (2014), "**Foiled by Heteroscedastic Randomness: Local Consistency Breeds Extremity in Price-Based Quality Inferences**," *Journal of Consumer Research*, 41 (4), 978-994.

Urminsky, Oleg, Dan Bartels, Paola Giuliano, George Newman, Stefano Puntoni, and Lance Rips (2014), "**Choice and Self: How Synchronic and Diachronic Identity Shape Choices and Decision Making**," *Marketing Letters*, 25 (3), 281-291.

Sweldens, Steven, Stefano Puntoni, Gabriele Paolacci, and Maarten Vissers (2014), "**Event Social Undesirability as a Predictor of Comparative**

Optimism,” *Organizational Behavior and Human Decision Processes*, 124 (2), 229-244.

Lenoir, Anne-Sophie, Stefano Puntoni, Americus Reed II, and Peeter Verlegh (2013), “**The Impact of Cultural Symbols and Spokesperson Identity on Attitudes and Intentions**”, *International Journal of Research in Marketing*, 30 (4), 426-428. [Winner, ESOMAR Young Researcher of the Year Award]

Reed II, Americus, Mark Forehand, Stefano Puntoni, and Luk Warlop (2012), “**Identity-Based Consumer Behavior**,” *International Journal of Research in Marketing*, 29 (4), 310-321.

Puntoni, Stefano (2011), “**The Color Pink is Bad for Fighting Breast Cancer**,” *Harvard Business Review*, 89 (7/8), 30-31.

Puntoni, Stefano, Steven Sweldens, and Nader Tavassoli (2011), “**Gender Identity Salience and Perceived Vulnerability to Breast Cancer**,” *Journal of Marketing Research*, 48 (June), 413-424. [Lead article]

De Langhe, Bart, Stefano Puntoni, Daniel Fernandes, and Stijn van Osselaer (2011) “**The Anchor Contraction Effect in International Marketing Research**,” *Journal of Marketing Research*, 48 (April), 366-380.

Puntoni, Stefano, Joelle Vanhamme, and Ruben Visscher (2011) “**Two Birds and One Stone: Purposeful Polysemy in Minority Targeting and Advertising Evaluations**,” *Journal of Advertising*, 40 (1), 25-41.

Puntoni, Stefano, Jonathan Schroeder, and Mark Ritson (2010), “**Meaning Matters: Polysemy in Advertising**,” *Journal of Advertising*, 39 (2), 51-64.

Hamilton, Rebecca W., Stefano Puntoni, and Nader T. Tavassoli (2010), “**Categorization by Groups and Individuals**,” *Organizational Behavior and Human Decision Processes*, 112, 70-81.

Puntoni, Stefano, Bart de Langhe, and Stijn van Osselaer (2009), “**Bilingualism and the Emotional Intensity of Advertising Language**,” *Journal of Consumer Research*, 35 (April), 1012-25.

Puntoni, Stefano and Nader T. Tavassoli (2007), “**Social Context and Advertising Memory**,” *Journal of Marketing Research*, 44 (May), 284-296.

Ambler, Tim, Flora Kokkinaki, and Stefano Puntoni (2004), “**Assessing Marketing Performance: Reasons for Metrics Selection**,” *Journal of Marketing Management*, 20 (3/4), 475-498.

Ambler, Tim and Stefano Puntoni (2003), “**Measuring Marketing Performance**,” in *Marketing Changes*, Susan Hart, ed. London: International Thompson Business Press, 289-352.

Invited Academic Seminars

Audencia Business School, Nantes, France (To be rescheduled)

National University of Singapore, Singapore (To be rescheduled)

Columbia Business School, New York, USA, October 2020 (Scheduled)

Johns Hopkins University, Baltimore, USA, September 2020 (Scheduled)

University of Southampton, UK, June 2020 (Virtual seminar)

University of Colorado Boulder, USA, June 2020 (Virtual seminar)

The Wharton School (Marketing Camp), Philadelphia, USA, February 2020
City University, London, UK, January 2020
EDHEC, Lille, France, January 2020
Ludwig-Maximilians-University, Munich, Germany, September 2019
LUISS University, Rome, Italy, July 2019
University of Cologne, Germany, June 2019
Universidade NOVA, Lisbon, Portugal, March 2019
Tilburg University, Tilburg, the Netherlands, March 2019
Cornell University, Ithaca, USA, February 2019
Goethe University, Frankfurt, Germany, January 2019
University of St. Gallen (Swiss Consumers' Research Summit), Switzerland, September 2018
Tel Aviv University, Israel, March 2018
Wageningen University, the Netherlands, February 2018
HKUST (Marketing Camp), Hong Kong, China, December 2017
Nanyang Technological University, Singapore, October 2017
University of Neuchatel, Switzerland, September 2017
University of Cambridge (Marketing Camp), UK, June 2017
Bocconi University, Milan, Italy, June 2017
BI Norwegian Business School, Oslo, Norway, March 2017
Copenhagen Business School, Denmark, March 2017
Tilburg University (Social Psych.), Tilburg, the Netherlands, March 2017
IESEG, Lille, France, December 2016
University of Oxford (Marketing Camp), UK, September 2016
Free University, Amsterdam, the Netherlands, April 2016
University of Michigan, Ann Arbor, USA, April 2016
New York University, USA, April 2016
University of Groningen, the Netherlands, March 2016
INSEAD (Marketing Camp), Fontainebleau, France, May 2015
Eindhoven University of Technology, the Netherlands, May 2015
Cardiff University, UK, July 2014
Vienna University of Economics and Business, Austria, June 2014
ESSEC (Marketing Camp), Paris, France, December 2013
Lancaster University, UK, June 2013
Stanford University, Palo Alto, USA, February 2013
University of California at Berkeley, USA, February 2013

University of Southern California, Los Angeles, USA, February 2013
Free University, Amsterdam, the Netherlands, July 2012
INSEAD, Fontainebleau, France, June 2012.
Catholic University of Portugal, Lisbon, Portugal, April 2012
EDHEC, Lille, France, March 2012
University of Colorado at Boulder, USA, February 2012
University of Lausanne, Switzerland, December 2011
Bocconi University, Milan, Italy, May 2011
HEC, Paris, France, April 2011
Ghent University, Belgium, March 2011
MIT, Boston, USA, March 2011
University of Cambridge, UK, November 2010
LSE, London, UK, November 2010
Imperial College, London, UK, November 2010
London Business School, UK, May 2010
IESEG, Lille, France, February 2010
Tilburg University, the Netherlands, April 2009
City University, London, UK, March 2009
Maastricht University, the Netherlands, March 2009
University of Bologna, Italy, October 2008
University of Groningen, the Netherlands, April 2008
Wageningen University, the Netherlands, October 2007
IESE, Barcelona, Spain, December 2006
ESMT, Berlin, Germany, November 2006
Tilburg University, the Netherlands, November 2006
Catholic University of Leuven (Marketing Camp), December 2005
ESSEC, Paris, France, December 2004
City University of New York, USA, November 2004
Northwestern University, Chicago, USA, October 2004
HEC, Paris, France, September 2004
Erasmus University, Rotterdam, the Netherlands, September 2004
Stockholm School of Economics, Sweden, June 2004
Bocconi University, Milan, Italy, May 2004
University of Worcester, UK, December 2003

- Selected Invited Presentations** **“Human Judgement in the Age of AI,”** Erasmus Data Summit (virtual), 2020
- “The Future of Work,”** Synapse Festival, Sao Paulo, Brazil, 2019
- “Consumers and Workers in the Age of Smart Machines,”** RSM Leadership Summit, Rotterdam, the Netherlands, 2019
- “At the Innovation Café’,”** AMA-Sheth Doctoral Colloquium, New York, USA, 2019
- “The Psychology of Human Replacement,”** 11th Invitational Choice Symposium, Chesapeake Bay, USA, 2019
- “Designing Consumer AI,”** MSI Webinar, 2019
- “The Age of Smart Machines,”** MSI Scholars Conference, Breckenridge, USA, 2018
- “Man-Machine Interaction,”** Roundtable on Automated Decision Making in Law, Erasmus School of Law, Rotterdam, the Netherlands, 2018
- “How Should I Call Thee?”** JAMS Thought-Leaders Conference, Amsterdam, the Netherlands, 2017
- “Amazing Machines and the Quest for Meaning in Consumption,”** Invitational Symposium on Alienation and Meaning in Production and Consumption, Munich, Germany, 2017
- “Should You Address Customers Formally or Informally?,”** 10th Invitational Choice Symposium, Lake Louise, Canada, 2016
- “The Bang for the Buck: Gain/Loss Ratio as a Driver of Judgment and Choice,”** European Marketing Academy Conference, Valencia, Spain, 2014
- “Identity and Likelihood Judgments,”** 9th Invitational Choice Symposium, Noordwijk, the Netherlands, 2013
- “Homo Socialis: Micro and Macro Perspectives on the Social Foundations of Consumption,”** MSI Young Scholars Conference, Park City, USA, 2011

Selected Media

The Times; Financial Times; Wall Street Journal; Huffington Post; The Daily Mail; APS Observer; Bloomberg; Forbes; Advertising Age; The Globe and Mail; NRC Handelsblad; New Scientist; World Economic Forum; Ars Technica; Yahoo Finance; Marginal Revolution

TEACHING

- Degree Programmes (RSM)** **Brand Management,** Executive MBA, 2009-Present (MBA, 2006–2008; MSc in Marketing Management, 2005–2007)
- Marketing Strategy,** MSc in Marketing Management, 2012-Present
- Current Topics in Marketing Research,** PhD, 2014
- Consumer Behavior: Social Psychological Perspectives,** PhD, 2010
- Degree Programmes (other)** **Brand Management,** MBA, Lancaster University, 2015

Consumer Behavior, PhD, London Business School, 2010

Advertising, BSc in Business Administration, Bocconi University, 2004

Non-Degree Programmes

Rules for Effective Decision Making, Open Enrollment Executive Programme, RSM, 2018-Present

Brand Strategy, Open Enrollment Executive Programme, RSM, 2012-Present

EDEN Doctoral Seminar on Consumer Behavior, European Institute for Advanced Studies in Management, Brussels, Belgium, 2012-Present

Marketing and Value Creation, Open Enrollment Executive Programme, RSM, 2018-2019

Essentials of Marketing, Open Enrollment Executive Programme, RSM, 2013-2017

Frontiers in Marketing, Programme Director, RSM, 2011-2014

Brand Management and Customer Engagement, part of open programme on Strategic Marketing, RSM, 2012

Marketing Cultural Experience, part of open programme on Sustainable Cultural Entrepreneurship, RSM/Erasmus Academy, 2011-2012

Customized in-company programmes and workshops (e.g., AstraZeneca, General Motors, Shimano)

PhD Mentoring

Promoter or Co-promoter (in progress): Manissa Gunadi, Gizem Yalcin, Almira Abilova

Promoter or Co-promoter (completed):

Phyliss (Jia) Gai (2020), first placement: Peking University

Eugina Leung (2019), first placement: Tulane University

Elisa Maira (2018), first placement: Technical University of Eindhoven

Christilene Du Plessis (2017), Winner, Dissertation Proposal Award, Society for Consumer Psychology, first placement: Singapore Management University

Anne-Sophie Lenoir (2015), Winner, ESOMAR Young Researcher of the Year Award, first placement: ZS Associates

Daniel Fernandes (2013), Winner, Emerald/EFMD Outstanding Doctoral Research Award, first placement: Catholic University of Portugal

Committee membership (ERIM): Steven Sweldens, Bart De Langhe, Ezgi Akpınar, Ioannis Evangelidis, Mirre Stallen, Irene Consiglio, Rumen Pozharliev, Laura Straeter, Anika Stuppy, Linda Couwenberg

Committee membership (Others): Stefan Bernritter (University of Amsterdam), Bart Claus (Catholic University of Leuven), Mario Cortese (LUISS Guido Carli University), Monika Hartmann (LUISS Guido Carli University), Esther Jaspers (Tilburg University), Anne Klesse (Maastricht University), Maria Lagomarsino (University of Neuchatel), Arash Talebi (ESSEC), Jacob Wiebenga (University of Groningen), Ignazio Ziano (Ghent University)

Doctoral Colloquium Track Chair, European Marketing Academy, 2013, 2014, 2015

Doctoral & Research Colloquium Faculty, Italian Marketing Society, Bologna, 2017; Florence, 2018; Rome, 2019; Virtual, 2020

Doctoral Consortium Fellow, American Marketing Association, Ann-Arbor, USA, 2013; London, UK, 2015; Leeds, UK, 2018; New York, 2019

Doctoral Colloquium Fellow, Association for Consumer Research Conference, Vancouver, Canada, 2012

Doctoral Colloquium Fellow, European Marketing Academy, Ljubljana, Slovenia, 2010

Doctoral Colloquium Fellow, European Association for Consumer Research Conference, Milan, Italy, 2007

SERVICE

Editorial Leadership

Associate Editor, *Journal of Marketing*, 2020-Present

Associate Editor, *Journal of Consumer Research*, 2018-Present

Associate Editor, *Journal of Consumer Psychology*, 2018-Present

Area Editor, *International Journal of Research in Marketing*, 2013-2015

Associate Editor, Association for Consumer Research, North American Conference, 2013, 2018

Editor, Special Issue on Consumer Identities, *International Journal of Research in Marketing*, 2011-2012

Editorial Review Board

Italian Journal of Marketing, 2019–Present;

International Journal of Research in Marketing, 2008–Present

Journal of Marketing Behavior, 2013–2019;

Journal of Consumer Research, 2015–2017;

Journal of Consumer Psychology, 2014–2017;

Journal of Advertising, 2014–2017;

Conference Organization

Chair, Association for Consumer Research, North American Conference, Berlin, Germany, 2016

Chair, Society for Consumer Psychology, First Boutique Conference, Florence (Italy), 2012

Other Leadership Roles

International Perspectives Director, Association for Consumer Research, 2019-Present.

Chair, Consumer Behavior Special Interest Group, European Marketing Academy, 2017-2020

Chair, Mid-Career Mentorship Program, Association for Consumer Research, North American Conference, New Orleans, USA, 2015

Track Chair, Advanced Consumer Behavior, Doctoral Colloquium, European Marketing Academy Conference, 2013, 2014, 2015

Track Chair, Advertising, Promotion and Marketing Communication, European Marketing Academy Conference, 2010, 2011

Ad-Hoc Reviewer

Blavatnik Interdisciplinary Cyber Research Center; British Academy; Cognition; Consciousness & Cognition; Consumption, Markets & Culture; Current Directions in Psychological Science; International Journal of Advertising; Israel Science Foundation; Journal of Business Ethics; Journal of Cross-Cultural Psychology; Journal of Experimental Psychology: Applied; Journal of Interactive Marketing; Journal of Marketing Research; Journal of Organizational Change Management; Journal of Retailing; Research Foundation – Flanders; Journal of Public Policy and Marketing; Management Science; Marketing Letters; National Agency for the Evaluation of Universities and Research Institutes (Italy); Netherlands Organisation for Scientific Research; Personality and Social Psychology Bulletin; Social Sciences and Humanities Research Council of Canada; Swiss National Science Foundation.

University Service

Academic Director, Psychology of AI Lab, Erasmus Centre for Data Analytics, 2020-Present

Funding Advisory Board, Erasmus Research Institute of Management (ERIM), 2015-Present

Academic Director, MSc in Marketing Management, 2014-2019

PhD Coordinator, Marketing Track, ERIM, 2012-2014

Recruiting Coordinator, Marketing Department, 2010

MBA Committee of Examiners, 2009-2016

Seminar Coordinator, Research Seminar Series in Marketing, 2008-2010

Founding Administrator and Supervisor, ERIM Research Participation System (ERPS), ERIM's participant pool, 2006-2010