

Vlad Griskevicius

Carlson School of Management
University of Minnesota, Twin Cities

ACADEMIC LEADERSHIP EXPERIENCE

Associate Dean, Undergraduate Education, June 2021 – Present

Lead strategy and operations for the college's UG program, spanning 7 academic departments and offering 11 majors & 16 minors to 3200+ UG students. Oversee team of 42 talented professionals in student affairs & advising; diversity, equity, inclusion & enrollment; student career & life design; and business operations. Direct the college's curriculum planning & development; assessment of learning; honors experience; undergraduate policy; scholarships; and experiential education.

KEY TEAM ACCOMPLISHMENTS AND DUTIES

- **Curricular Innovation, Assessment of Learning and New Programs**
 - Chaired committee that designed a cohesive college core curriculum rooted in 3 pillars: *people & planet, data & decisions, and foundations & impact*. The curriculum included 9 new core courses, 3 signature experiences, and involved all academic departments.
 - Successfully implemented the new college curriculum by building new infrastructures and partnering with all units, dept. chairs, faculty, academic advisors and students.
 - The new curriculum was recognized with an "Innovations That Inspire" award from the college's accreditor (AACSB) for uplifting DEI, embedding project-based learning & socially impactful problem-solving, and preparing all students for life, work & citizenship.
 - Led the design and implementation of the college's new assessment of learning plan for the HLC accreditation in 2025 and the college's AACSB accreditation in 2026.
 - Facilitated partnerships and collaboration with 8 different colleges at the University of Minnesota to develop a university-wide Entrepreneurship Minor, which integrates coursework from multiple colleges and provides flexible pathways for different students.
- **Scholarships, Fundraising and Equity, Inclusion & Belonging**
 - Collaboratively reimagined the college's UG vision & mission to better serve all students as the college doubled the number of students of color & doubled Pell-eligible students.
 - Ensured access and affordability by managing the college's UG student scholarships.
 - Fundraised to grow the college's THRIVE program that provides community building, mentorship and leadership development, expanding access to the cohorted program to 400 first-generation and historically underrepresented students each year.
 - Repurposed physical spaces to foster inclusion and support students by creating the "Equity, Belonging & Inclusion Hub," the "Take What You Need Closet," and a Reflection Room where students, staff and faculty can engage in religious or meditative practices.

- Fundraised to establish new programming to foster student inclusion and belonging, hosting over 50 events each year such as Community of Color lunches, LGBTQIA2S+ lunches, First Gen lunches, Ally Week, heritage celebrations, the Equity and Leadership Conference, the Global Scholars program for international students.
 - Championed the creation of the “Race, Power and Justice in Business” course – the first such course to be required for all students at any business college in the world.
 - Fundraised for pathway programs for underrepresented students in middle and high schools, doubling the number of students participating annually in 3 summer programs.
- ***Fostering Excellence & Wellness Inside and Outside the Classroom***
 - Launched the first-year “Design Your Life” course to build community, teach resiliency and life skills, while also embedding one-on-one senior peer mentorship for all students.
 - Expanded student wellness and mental health programming; destigmatized the seeking of support for students and empowered staff to be certified as mental health advocates.
 - Formed the Carlson Classroom Wellness Collaborative, which brought together faculty, students and staff to uncover challenges in the post-pandemic classroom and establish best practices to foster teaching excellence and wellness for both students and faculty.
 - Established guaranteed one-on-one career coaching for 100% of students in the college along with the requisite “Design Your Career” course to develop professional success.
 - Raised funds and directed the building of the Carlson Impact Lab, which partners with nonprofits, social enterprises & community businesses to teach problem-solving through experiential, socially impactful research projects for all 3200+ UG students in the college.
 - Directed the college’s Lunch & Learn series for faculty and staff on topics such as ChatGPT & AI, academic integrity, disability resource accommodations, etc.
- ***Technological Innovation for Student Success and Operational Effectiveness***
 - Fostered transparency and accountability by launching an accessible web portal for all students in the college to report any concerns, feedback or grievances anonymously or by name and receive feedback within 48 hours.
 - Pioneered two separate dashboards to see how students are utilizing various student services and see student career outcomes; both dashboards were used as the model for two dashboards that were later created for the entire university and entire UMN system.
 - Commenced an enrollment tracking system to optimize course & section scheduling to ensure that all students have access to courses needed to graduate in a timely manner.
- ***Financial & Human Resource Management and Staff Support***
 - Recruited & hired 27 new professional staff members and increased diversity of staff by race/ethnicity, gender, and LGBTQIA2S+ identity.
 - Collaboratively reimaged the unit’s structure to better serve student needs, streamline operations, facilitate team communication and collaboration, and foster staff retention.
 - Administered the unit within financial constraints in times of decreasing budgets.

Chair, Marketing Department, June 2014 – June 2021 (Co-Chair in 2014-2015)

Supervised and administered research support, teaching and service assignments for 20+ full-time faculty, a team of staff, and dozens of part-time faculty. Oversaw PhD student training, teaching assistants, professional graduate experiential education, and steered an externally facing, self-sustaining center – the Institute for Research in Marketing.

KEY TEAM ACCOMPLISHMENTS AND DUTIES

- ***Program, Curricular and Teaching Innovation***
 - Developed and launched a new Master in Marketing program, which earned a #4 national ranking in QS Quacquarelli Symonds.
 - Led the redesign of the department's UG core course, Principles of Marketing, to enhance student learning and incorporate evidence-based teaching practices.
 - Increased the number of fully online course options in the department from 0 to 11.
 - Reimagined the UG marketing major, the MBA marketing concentration, and oversaw the development of 20 different new courses to stay current with industry needs.

- ***Fundraising and External Relations***
 - Successfully fundraised to provide additional support to faculty most at risk of being poached and to fully support 4 additional PhD students through department funds.
 - Grew the external board of the Instit. for Research in Marketing from 8 to 24 members.
 - Fundraised and developed corporate partnerships to fund an annual conference attracting over 250 attendees at the intersection of academia and industry.
 - Consulted with 23 different marketing industry professionals to update the curriculum.
 - Traveled to engage with alumni at events in New York City, Vienna and Warsaw.

- ***Faculty Development and Support***
 - Successfully recruited & hired 8 new FT faculty members in a highly competitive market.
 - Successfully nurtured, retained and promoted 7 FT faculty members.
 - Created a more equitable and transparent annual faculty review process.
 - Developed materials to promote the department nationally and internationally.

OTHER LEADERSHIP POSITIONS

- Associate Editor, *Journal of Marketing Research*, 2014-2020
- Conference Co-Chair, Annual Meeting of the Association for Consumer Research, 2017
- Elected representative, Carlson School Faculty Consultative Committee, 2013

SELECTED LEADERSHIP TRAINING

- Equity and Diversity Certificate Program (ECHO), University of Minnesota, 2024
 - Civil Mediation Training Program, Hamline University, 2016
 - Department Executive Officer Program, Big Ten Academic Alliance, 2015-16
 - Authentic Leadership Development Program, Harvard Business School, 2015
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EDUCATION

Arizona State University

Ph.D. in Social Psychology 2008
M.A. in Social Psychology 2005

University of California, Santa Cruz

B.A. in Psychology; B.A. in Economics; Minor in History 2001

ACADEMIC LEADERSHIP EXPERIENCE

University of Minnesota, Carlson School of Management

Associate Dean, Undergraduate Education 2021 – present
Chair, Marketing Department 2014 – 2021 (co-chair 2014-2015)

FACULTY APPOINTMENTS

University of Minnesota

Professor of Marketing 2015 – present
Carlson Family Foundation Endowed Chair 2015 – present
Adjunct Professor of Psychology in CLA 2011 – present

Associate Professor of Marketing 2012 – 2015
Carlson Board of Overseers Professorship 2014 – 2015

Assistant Professor of Marketing 2008 – 2012
McKnight Land-Grant Professorship 2010 – 2012

AREAS OF SCHOLARLY EXPERTISE

- Human motivation and emotion
- Consumer psychology
- Social influence

SCHOLARLY OUTPUT AND IMPACT

- 104 scholarly publications, 3 grants of \$300K+, 1 book, 100+ talks and presentations
- Google Scholar citations: 37,000+

AWARDS AND HONORS

Scholarship

Named Marketing Science Institute Scholar	2020
Awarded to recognize “the most prominent marketing scholars in the world”	
Paper of the Year Award, <i>Self & Identity</i>	2020
Named Fellow of the Association for Psychological Science	2018
Distinguished Scholarly Contribution, Association for Consumer Research	2015
Distinguished Scientific Contribution, Human Behavior & Evolution Society	2014
Outstanding Research, Society for Consumer Psychology	2013
Marketing Science Institute Young Scholar – Early Career Top Research Award	2013
Outstanding Research Award, Carlson School of Management	2013
Finalist, Best Paper Award, Human Behavior & Evolution Society	2013
SAGE Scholar Early Career Award, Society for Personality and Social Psychology	2012
Best Paper Award, <i>Journal of Consumer Research</i>	2011
Best Conference Paper Award, Society for Consumer Psychology	2007
Best Poster Award, Human Behavior & Evolution Society	2006
Graduate Research Fellowship, National Science Foundation	2004

Teaching

Part-Time MBA Faculty of the Year, Carlson School of Management	2021
Part-Time MBA Faculty of the Year, Carlson School of Management	2019
Part-Time MBA Faculty of the Year, Carlson School of Management	2017
Outstanding Teaching Award, Carlson School of Management	2014
Finalist for Undergraduate Faculty of the Year, Carlson School of Management	2013
Outstanding Teaching Award, Carlson School of Management	2011
Finalist for Undergraduate Faculty of the Year, Carlson School of Management	2010
Finalist for Undergraduate Faculty of the Year, Carlson School of Management	2009
Named Outstanding Professor by Alpha Kappa Psi	2009

General

Innovations That Inspire award, Assoc. to Advance Collegiate Schools of Business	2023
Awarded for the new Carlson college-wide core undergraduate curriculum	
Co-Chair of the Association for Consumer Research Conference, San Diego, CA	2017
Selected as the Faculty Speaker for the University of Minnesota Convocation	2016
Invited Plenary Address at the Evolution & Human Behavior Society Conference	2016
Carlson Family Foundation Endowed Chair in Marketing	2015 - present
Top 40 Business School Professors Under 40, Poets & Quants	2014
Board of Overseers Professorship in Marketing	2014 - 2015
Outstanding Service Award, Carlson School of Management	2013
McKnight Land-Grant Professorship, University of Minnesota	2010 - 2012
University of California Regents’ Scholar	1998 - 2000

TEACHING AND PHD ADVISING

Courses Taught (*denotes new courses developed)

Principles of Marketing	Undergraduate
Integrated Marketing Communications	Undergraduate
*Design Your Life	Undergraduate
*Why Before How: Thriving in a World of Uncertainty	Freshman Seminar - Undergraduate
*Persuasion and Influence Across Cultures	Study Abroad - Undergraduate
*The Art and Science of Storytelling	Freshman Seminar - Undergraduate
Social Psychology	Undergraduate
Consumer Behavior	MBA
*Persuasion & Influence	Executive + MBA
*Power of Story	Executive + MBA
*Social Influence	PhD
*Evolution and Consumer Behavior	PhD
Field Experiments	PhD

Dissertation Committees

Mayank Anand – member	Marketing - 2024
Anthony Massaro – member	Anthropology - 2023
Chloe Hueltsnitz – member	Psychology - 2020
Xinyu Lu – member	Communications - 2019
Ethan Young – member	Psychology - 2019
Yoori Chae – co-advisor	Design - 2018
Chiraag Mittal – advisor	Marketing - 2016
John Myers – member	Psychology - 2016
Yajin Wang – member	Marketing - 2015
Ryan Rahinel – member	Marketing - 2014
Stephanie Cantu – co-advisor	Psychology - 2013
Jannine Lasaleta – member	Marketing - 2013
John Kim – co-advisor	Psychology - 2013

Postdocs Supervised

Kristina Durante	Marketing 2009 - 2011
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UNIVERSITY SERVICE

Strategic Enrollment Management Committee	2022 - present
International Academic Enhancement Fee Committee	2021 - present
Writing Enriched Curriculum liaison	2021 - present
Faculty Senate Academic Freedom and Tenure Committee	2020 - 2021
Liberal Education Redesign Committee	2017 - 2019
McKnight Land-Grant Professorship Committee	2017 - 2019
Faculty Senate Research Committee	2016 - 2018
Provost's Grand Challenges Committee	2016 - 2018
Graduate Education Council	2016 - 2017
Student Sexual Misconduct Subcommittee	2016 - 2017

COLLEGE AND DEPARTMENT SERVICE

Marketing Department Postdoc Search Committee	2023 - 2024
Carlson Classroom Wellness Collaborative	2022 - 2023
Dean's Advisory Committee on Diversity, Equity and Inclusion	2021 - 2022
Chair, Carlson Undergraduate Curriculum Redesign Committee	2020 - 2021
Marketing Masters Development Committee	2019
Carlson School Centennial Celebration Committee	2017 - 2019
Carlson School Strategy Implementation Team	2016
Chair, Carlson Honors Program Review Committee	2015
Tenure Faculty Review Reading Committee	2014
Chair, Marketing Department, co-chair in 2014-2015	2014 - 2021
Faculty Consultative Committee	2013 - 2014
Chair, Marketing Faculty Hiring Committee	2013
Fourth-Year Faculty Review Reading Committee	2013
Chair, Marketing Faculty Hiring Committee	2012
Marketing Department PhD Program Committee	2021 - 2014
Marketing Research Participant Pool Coordinator	2011 - 2014
Marketing Faculty Hiring Committee	2011

PROFESSIONAL SERVICE**Conference Chairing**

Co-Chair, Association for Consumer Research conference	San Diego, CA 2017
Co-Chair, Evolutionary Preconference, Society for Personality & Social Psychology conference	San Antonio, TX 2011
Co-Chair, Evolutionary Preconference, Society for Personality & Social Psychology conference	Las Vegas, NV 2010
Co-Chair, Evolutionary Preconference, Society for Personality & Social Psychology conference	Tampa, FL 2009

Journal Editorships

Associate Editor: <i>Journal of Marketing Research</i>	2014 - 2020
Co-Editor: Special Issue on Scarcity & Consumer Behavior <i>Journal of the Association for Consumer Research</i>	2020

Journal Editorial Boards

<i>Journal of Consumer Psychology</i>	2012 - 2018
<i>Journal of Consumer Research</i>	2012 - 2017
<i>Journal of Marketing Research</i>	2913 - 2014
<i>Journal of Personality and Social Psychology</i>	2008 - 2017

Ad-Hoc Journal and Grant Reviewing

<i>Journal of Consumer Research</i>	<i>Proceedings of the National Academy of Sciences</i>
<i>Journal of Marketing Research</i>	<i>Journal of Personality and Social Psychology</i>
<i>Journal of Marketing</i>	<i>Organizational Behavior & Human Decision Processes</i>
<i>Marketing Science</i>	<i>Personality and Social Psychology Bulletin</i>
<i>Management Science</i>	<i>Journal of Experimental Social Psychology</i>
<i>National Science Foundation</i>	<i>Perspectives on Psychological Science</i>
<i>Journal of Consumer Psychology</i>	<i>Journal of Environmental Psychology</i>
<i>Psychological Review</i>	<i>Journal of Experimental Psychology</i>
<i>Psychological Science</i>	<i>International Journal of Research in Marketing</i>
<i>Behavioral and Brain Sciences</i>	<i>European Journal of Social Psychology</i>
<i>Cognition and Emotion</i>	<i>Group Processes & Intergroup Relations</i>
<i>Psychoendocrinology</i>	<i>Journal of Applied Social Psychology</i>
<i>Journal of Advertising</i>	<i>Journal of Evolutionary Psychology</i>
<i>Journal of Personality</i>	<i>British Journal of Social Psychology</i>
<i>Evolution & Human Behavior</i>	<i>British Journal of Psychology</i>
<i>Evolutionary Psychology</i>	<i>Basic and Applied Social Psychology</i>
<i>Social Influence</i>	<i>Journal of Public Policy and Marketing</i>
<i>Social Psychology Quarterly</i>	<i>Journal of Nonverbal Behavior</i>
<i>Biology Letters</i>	<i>Social Psychological and Personality Science</i>
<i>PLoS ONE</i>	<i>Social Sciences & Humanities Research Council of Canada</i>
<i>Human Nature</i>	<i>The Netherlands Organization for Scientific Research</i>

INVITED TALKS AND KEYNOTES

Universities

Boston College
 Brigham Young University
 Carnegie Mellon University
 Columbia University
 Cornell University
 Duke University
 Erasmus University
 Harvard University
 Hong Kong University of Science and Technology
 Katholieke Universiteit Leuven
 MIT
 New York University
 Northwestern University
 Ohio State University
 Stanford University
 Texas A&M University
 Tilburg University
 University of Alberta
 University of California Berkeley
 University of Chicago
 University of Hawaii
 University of Illinois
 University of Iowa
 University of Louisville
 University of Maryland
 University of Miami
 University of Michigan (x2)
 University of Minnesota (x9)
 University of Pennsylvania (x2)
 University of Texas at Austin
 University of Toronto (x2)
 University of Washington
 University of Western Ontario
 University of Wisconsin (x2)
 Vanderbilt University
 Vienna University of Economics and Business
 VU Amsterdam

Conferences, Companies and Other

Higher education conferences

AACSB Innovative Curriculum Conference, Utah
 AACSB New Curriculum Workshop, Florida
 National UG Business Symposium, Utah
 National UG Business Symposium, Michigan
 UG Business Deans Conference, Texas

Companies

3M
 Best Buy
 United Healthcare
 PBS
 Advertising Week Conference
 Universal McCann Global Summit
 TRC Consumer Insights

Invited scholarly conference presentations:

American Marketing Association Doctoral Consortium
 Association for Psychological Science, invited address
 Association for Consumer Research, PhD Symposium
 Choice Symposium, Lake Louise
 Choice Symposium, Chesapeake Bay
 Human Behavior & Evolution Society meeting, Plenary
 Marketing Science Institute, Young Scholars Conference
 Society for Personality and Social Psychology meeting
 –Attitudes Preconference
 –Evolutionary Preconference
 –PhD Training Preconference

Over 50 refereed presentations at these conferences:

Association for Consumer Research
 Society for Personality and Social Psychology
 Society for Consumer Psychology
 Evolution and Human Behavior Society

REFEREED SCHOLARLY PUBLICATIONS

1. Szepeswol, O., Simpson, J. A., Griskevicius, V., Zamir, O., Young, E. S., Shoshani, A., Doron, G. (2022). The effects of childhood unpredictability and harshness on emotional control and relationship quality: A life history perspective. *Development and Psychopathology*, 34(2), 607-620.
2. Wang, Y., John, D. R., & Griskevicius, V. (2021). Does the Devil wear Prada? Luxury product experiences can affect prosocial behavior. *International Journal of Marketing Research*, 38, 104-119.
3. Brough, A. R., Donnelly, G. E., Griskevicius, V., Markowitz, E. M., Raimi, K. T., Reeck, C. et al. (2021). Understanding how sustainability initiatives fail: A framework to aid design of effective interventions. *Social Marketing Quarterly*, 26(4), 309-324.
4. Mittal, C., Griskevicius, V., & Haws, K. L. (2020). From cradle to grave: How childhood and current environments impact consumers' subjective life expectancy and decision making. *Journal of Consumer Research*, 47, 350-372.
5. Mittal, C., Laran, J., & Griskevicius, V. (2020). How early-life resource scarcity influences self-confidence and task completion judgments. *Journal of the Association for Consumer Research*, 5(4), 404-414.
6. Durante, K. M., Griskevicius, V., & Ulu, S. (2020). The effect of fertility on loss aversion. *Journal of Business Research*, 120, 599-607.
7. Li, Y. J., Haws, K. L., & Griskevicius, V. (2019). Parenting motivation and consumer decision making. *Journal of Consumer Research*, 45, 1117-1137.
8. Hamilton, R. W., Mittal, C., Shah, A., Thompson, D. V., & Griskevicius, V. (2019). How financial constraints influence consumer behavior: An integrated framework. *Journal of Consumer Psychology*, 29, 285-305.
9. Hamilton, R. W., Bone, S., Chaplin, L., Goldsmith, K., Griskevicius, V., Hill, R. et al. (2019). The effects of scarcity on consumer decision journeys. *Journal of the Academy of Marketing Science*, 47, 532-550.
10. Miron, C., Farrell, A., Simpson, J. A., Szepeswol, O., & Griskevicius, V. (2018). Attachment and jealousy: Understanding the dynamic experience of jealousy using the response escalation paradigm. *Personality and Social Psychology Bulletin*, 44, 1664-1680.
11. Nikiiforidis, L., Durante, K.M., Redden, J.P. & Griskevicius, V. (2018). Do mothers spend more on daughters while fathers spend more on sons? *Journal of Consumer Psychology*, 28, 149-156.
12. Young, E. S., Griskevicius, V., Simpson, J. A., Waters, T., & Mittal, C. (2018). Can an unpredictable childhood environment enhance working memory? Testing the sensitized-specialization hypothesis. *Journal of Personality and Social Psychology*, 114, 891-908.
13. Young, E. S., Simpson, J. A., Griskevicius, V., Huelsnitz, C., & Fleck, C. (2018). Childhood attachment and adult personality: A life history perspective. *Self and Identity*, 18, 22-38.
14. Burtch, G., Hong, Y., Bapna, R., & Griskevicius, V. (2018). Stimulating online reviews by combining financial incentives and social norms. *Management Science*, 64, 2065-2082.
15. Ellis, B. J., Bianchi, J., Griskevicius, V., & Frankenhuis, W. E. (2017). Beyond risk and protective factors: An adaptation-based approach to resilience. *Perspectives on Psychological Science*, 12, 561-587.
16. Szepeswol, O., Simpson, J. A., Griskevicius, V., Young, E. S., Fleck, C., & Jones, R. E. (2017). The effect of predictable early childhood environments of sociosexuality in early adulthood. *Evolutionary Behavioral Sciences*, 11, 131-145.

17. Hill, S. E., Prokosch, M., Delpriore, D., & Griskevicius V. (2016). Low childhood socioeconomic status promotes eating in the absence of energy need. *Psychological Science, 27*, 254-264.
18. Mittal, C. & Griskevicius, V. (2016). Silver spoons and platinum plans: How childhood environment affects adult healthcare decisions. *Journal of Consumer Research, 43*, 636-656.
19. Sung, S., Simpson, J. A., Griskevicius, V., Kuo, S., Belsky, J., & Schlomer, G. (2016). Secure infant-mother attachment buffers the effect of early-life stress on age of menarche. *Psychological Science, 27*, 667-674.
20. Szepeswol, O., Simpson J. A., Griskevicius, V., & Raby, L. (2015). The effect of unpredictable early childhood environments on parenting in adulthood. *Journal of Personality and Social Psychology, 109*, 1045-1067.
21. Durante, K. M., Griskevicius, V., Redden, J. P. & White, A. E. (2015). Spending on daughters versus sons in economic recessions. *Journal of Consumer Research, 42*, 435-457.
22. Mittal, C., Griskevicius, V., Simpson J. A., Sung, S., & Young, E. (2015). Cognitive adaptations to stressful environments: When childhood adversity enhances adult executive function. *Journal of Personality and Social Psychology, 109*, 604-621.
23. Durante, K. M., Griskevicius, V., Cantu, S., & Simpson, J. A. (2014). Money, status, and the ovulatory cycle. *Journal of Marketing Research, 51*, 27-39.
24. Mittal, C., & Griskevicius, V. (2014). Sense of control under uncertainty depends on people's childhood environment: A life history theory approach. *Journal of Personality and Social Psychology, 107*, 621-637.
25. Kniffin, K. M., Wansink, B., Griskevicius, V., & Sloan Wilson, D. (2014). Beauty is in the in-group of the beheld: Intergroup differences in the perceived attractiveness of leaders. *The Leadership Quarterly, 25*, 1143-1153.
26. Cantu, S. M., Simpson, J. A., Griskevicius, V., Weisberg, Y., Durante, K. M., & Beal, D. (2014). Fertile and selectively flirty: Women's behavior toward men changes across the ovulatory cycle. *Psychological Science, 25*, 431-438.
27. Van Vugt, M., Griskevicius, V., & Schultz, P. W. (2014). Naturally green: Harnessing Stone Age psychological biases to foster environmental behavior. *Social Issues and Policy Review, 8*, 1-32.
28. Griskevicius, V., Ackerman, J. A., Cantu, S. M., Delton, A. W., & Robertson, T. E., Simpson, J. A., Thomson, M. E., & Tybur, J. M. (2013). When the economy falters do people spend or save? Responses to resource scarcity depend on childhood environments. *Psychological Science, 24*, 197-205.
29. White, A. E., Li Y. J., Griskevicius, V., Kenrick, D. T., & Neuberg, S. L. (2013). Putting all your eggs in one basket: Life history strategies, bet hedging, and diversification. *Psychological Science, 24*, 715-722.
30. Durante, K. M., Rae, A. R., & Griskevicius, V. (2013). The fluctuating female vote: Politics, religion, and the ovulatory cycle. *Psychological Science, 24*, 1007-1016.
31. Griskevicius, V., & Kenrick, D. T. (2013). Fundamental motives: How evolutionary needs influence consumer behavior. *Journal of Consumer Psychology, 23*, 372-386 (Target Article).
32. Sundie, J. M., Cialdini, R. B., Griskevicius, V., & Kenrick, D. T. (2012). The world's (truly) oldest profession: Social influence in evolutionary perspective. *Social Influence, 7*, 134-153.
33. Hill S. E., Rodeheffer, C., Griskevicius, V., Durante, K. M., & White, A. E. (2012). Boosting beauty in an economic decline: Mating, spending, and the lipstick effect. *Journal of Personality and Social Psychology, 103*, 275-291.
34. Durante, K. M., Griskevicius, V., Cantu, S. M., Simpson, J. A., & Tybur, J. M. (2012). Sex ratio and women's careers: Does a scarcity of men lead women to choose briefcase over baby? *Journal of Personality and Social Psychology, 103*, 121-134.

35. Durante, K. M., Griskevicius, V., Simpson, J. A., Cantu, S. M., & Li, N. P. (2012). Ovulation leads women to see sexy cads as good dads. *Journal of Personality and Social Psychology, 103*, 292-305.
36. Griskevicius, V., Cantu, S.M., & Van Vugt, M. (2012). The evolutionary bases for sustainable behavior: Implications for marketing, policy, and social entrepreneurship. *Journal of Public Policy and Marketing, 31*, 115-128.
37. Simpson, J. A., Griskevicius, V., Kuo, S. I., Sung, S., & Collins, W. A. (2012). Evolution, stress, and sensitive periods: The influence of unpredictability in early versus late childhood on sex and risky behavior. *Developmental Psychology, 48*, 674-686.
38. Griskevicius, V., Tybur, J. M., Ackerman, J. A., Delton, A. W., Robertson, T. E., & White, A. E. (2012). The financial consequences of too many men: Sex ratio effects on saving, borrowing, and spending. *Journal of Personality and Social Psychology, 102*, 69-80.
39. Li, Y. J., Kenrick, D. T., Griskevicius, V., & Neuberg, S. L. (2012). Economic decision biases and fundamental motivations: How mating and self-protection alter loss aversion. *Journal of Personality and Social Psychology, 102*, 550-561.
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41. Simpson, J. A., Griskevicius, V., & Rothman, A. (2012). Consumer decisions in relationships. *Journal of Consumer Psychology, 22*, 303-314 (Target Article).
42. Goldstein, N. J., Griskevicius, V., & Cialdini, R. B. (2011). Reciprocity by proxy: A novel influence strategy for stimulating cooperation. *Administrative Science Quarterly, 56*, 441-473.
43. Durante, K. M., Griskevicius, V., Hill, S. E., Perilloux, C., & Li, N. P. (2011). Ovulation, female competition, and product choice: Hormonal influences on consumer behavior. *Journal of Consumer Research, 37*, 921-934.
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48. Griskevicius, V., Shiota, M. N., & Nowlis, S. M. (2010). The many shades of rose-colored glasses: An evolutionary approach to the influence of different positive emotions. *Journal of Consumer Research, 37*, 238-250.
49. Griskevicius, V., Tybur, J. M., & Van den Bergh, B. (2010). Going green to be seen: Status, reputation, and conspicuous conservation. *Journal of Personality and Social Psychology, 98*, 392-404.
50. Kenrick, D. T., Griskevicius, V., Neuberg, S. L., & Schaller, M. (2010). Renovating the pyramid of needs: Contemporary extensions built upon ancient foundations. *Perspectives on Psychological Science, 5*, 292-314.

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BOOK

Kenrick, D. T. & Griskevicius, V. (2013). *The Rational Animal: How Evolution Made Us Smarter Than We Think*. Basic Books, New York.

GRANTS AND EXTERNAL FUNDING

Developmental and Interpersonal Antecedents of Parenting Orientations and Behavior

National Science Foundation Grant #1728168, co-I

Total Award: \$330,000 (2018 – 2021)

Life History Theory and Risky Behavior

National Science Foundation Grant #1057482, co-PI

Total Award: \$400,000 (2011 – 2014)

Fundamental Goals and Decision Making

National Science Foundation Grant #0843764, co-PI and site PI

Total Award: \$600,000 (2009 – 2012)

Using Social Norms to Turn A Minority into The Majority

Ogilvy Foundation Research Grant, PI

Total Award: \$15,000 (2012)

Harnessing Social Incentives for Sustainable Behavior

Institute for Research in Marketing, PI

Total Award: \$20,000 (2011)

Evolutionary Roots of Modern Consumer Behavior

University of Minnesota McKnight Professorship Grant, PI

Total Award: \$97,000 (2010 – 2012)

Hormonal Influences on Consumer Behavior

University of Minnesota Carlson School Dean's Small Research Grant, PI

Total Award: \$9,340 (2010 – 2012)

Interaction of Current and Childhood Environment on Risky Decisions

University of Minnesota Seed Grant ("Grant-in-Aid"), PI

Total Award: \$15,600 (2009 – 2011)

Geography of Social Influence

National Science Foundation Graduate Research Fellowship, PI

Total Award: \$90,000 (2004 – 2007)