

Gert Cornelissen

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Education

- 2003 - 2007 PhD. in Psychology
Catholic University of Leuven, Belgium
Thesis: *Rendering sustainable consumer behavior more sustainable: psychological tools for marketing pro-social commitment.*
- 1998 - 2001 M.A. in Psychology
Catholic University of Leuven, Belgium
Dissertation: *Social Judgeability in the case of Multidimensional Stereotypes*
- 1996 - 1998 B.A. in Psychology
Catholic University of Leuven, Belgium

Positions

- 2013 - present Associate Professor,
Universitat Pompeu Fabra, Barcelona, Spain
- 2008 - present Affiliate professor,
Barcelona Graduate School of Economics
- 2014- present Academic Director of MSc. Management
Barcelona School of Management
- 2015-2016 Vice Chair of the Department of Economics and Business
Universitat Pompeu Fabra
- 2007 - 2013 Assistant professor,
Universitat Pompeu Fabra, Barcelona, Spain
- 2003 - 2007 PhD Candidate
Catholic University Leuven, Belgium
Supervisors: Siegfried Dewitte and Luk Warlop
- 2002 Research assistant - Centre of learning psychology and the department of
marketing,
Catholic University Leuven, Belgium
Topic: *Cue Competition and Evaluative Learning Effects on Brand Equity*
- 2000 - 2001 Research assistant - Centre of development psychology,
Catholic University Leuven, Belgium.
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Research

Publications in refereed scientific journals

- Bolderdijk, J. W., Brouwer, C., and Cornelissen, G. (2018). When Do Morally Motivated Innovators Elicit Inspiration Instead of Irritation? *Frontiers in Psychology*, 8(2362)
- Rode, J., Le Menestrel, M., and Cornelissen, G. (2017). Ecosystem Service Arguments Enhance Public Support for Environmental Protection - But Beware of the Numbers! *Ecological Economics*, 141, 213-221.
- Bouwmeester, S., ..., Cornelissen, G., ..., Wollbrant, C.E., (2017). Registered Replication Report: Rand, Greene & Nowak (2012). *Perspectives on Psychological Science*, 12(3), 527-542.
- Cojuharenco, I., Cornelissen, G., & Karelaia, N. (2016). Yes, I can: Feeling connected to others increases perceived effectiveness and socially responsible behavior. *Journal of Environmental Psychology*, 48, 75-86.
- Cornelissen, G. and Palacios-Fenech, J. (2016). Status-Relevant Experiences and Conspicuous Consumption - the Moderating Role of Prenatal Androgen Exposure. *The Spanish Journal of Psychology*, 19.
- Cornelissen, G., Bashshur, M. R., Rode, J., & Le Menestrel, M. (2013). Rules or Consequences? The Role of Ethical Mind-Sets in Moral Dynamics. *Psychological Science*, 24(4), 482-488
- Cornelissen, G., Dewitte, S. and Warlop, L. (2011). Are Social Value Orientations expressed automatically? Decision making in the dictator game. *Personality and Social Psychology Bulletin*, 37(8), 1080-1090.
- Cornelissen, G., Pandelaere, M., Warlop, L. and Dewitte, S. (2008). Positive Cueing: Promoting Sustainable Consumer Behavior by Cueing Common Ecological Behaviors as Environmental. *International Journal of Research in Marketing*, 25(1), 46-55.
- Cornelissen, G., Dewitte, S., Warlop, L., Yzerbyt, V. (2007). Whatever people say I am, that's what I am. Social labeling as a social marketing tool. *International Journal of Research in Marketing*, 24(4), 278-288.

Publications in other scientific journals

- Smeesters D, Warlop L, Cornelissen G, & Vanden Abeele P. (2003). Consumer motivation to recycle when recycling is mandatory: Two exploratory studies. *The Review of Business and Economics*, vol. XLVIII, no. 3, pp. 451 - 468.

Book Sections

- Cornelissen, G., Reutskaja, E., Valenzuela, A. (2013). *European Advances in Consumer Research, Volume 10*. [ISBN: 978-0-915552-73-3]
- Warlop, L. and Cornelissen, G. (2008). Ecological Behavior the day after "the day after tomorrow", in C. Fernández Collado and L. Galguera (Eds.), *La Comunicación Humana en el Mundo Contemporáneo [Human Communication in the Modern World]*. McGraw Hill Interamericana.

Work in progress

- Clicktivism or slacktivism? The ironic effects of symbolic prosocial behavior, *with Emre Soyer and Natalia Karelaia*
Manuscript in Preparation

Do externally enforced rules and regulations undermine the moral self? *with Natalia Karelaia*
Manuscript in preparation

The undercover altruist - how fear for social sanction may discourage moral behavior, *with*
Jan-Willem Bolderdijk

The rejection of moral exemplars, *with Jan-Willem Bolderdijk*
Is appropriation by brands appropriate? *with Maria Galli*

Conference Presentations

Bolderdijk, J. W., Brouwer, C., and Cornelissen, G. When Do Ethical Consumers Elicit Inspiration Instead of Denigration? *Association of Consumer Research (ACR 2017)*. San Diego (CA), Oct 26-29, 2017.

Cornelissen, G., Galli, M., How Appropriate is Appropriation as a Branding Tool? Commercialization and the Value of Experiences. *Association of Consumer Research (ACR 2016)*. Berlin, Germany, Oct 27-30, 2016.

Bolderdijk, J.W., Cornelissen. G., The undercover altruist: When doing good is socially awkward. *European Marketing Academy Conference (EMAC 2016)*. Oslo, Norway, May 24-27, 2016.

Bolderdijk, J.W., Cornelissen. G., The undercover altruist - How the fear for social sanction may discourage moral behavior. *Association of Consumer Research (ACR 2015)*, New Orleans (LA), Oct 1-4, 2015.

Bolderdijk, J.W., Cornelissen. G., Tauber, S., Too good for this world - The risks of positioning sustainable brands as morally superior. *European Marketing Academy Conference (EMAC 2015)*. Leuven, Belgium, May 26-29, 2015

Cornelissen, G., Karelaia, N., Soyer, E., Clicktivism or slacktivism? Impression Management and Moral Licensing. *European Marketing Academy Conference (EMAC 2015)*. Leuven, Belgium, May 26-29, 2015.

Fennis, B., Van Ittersum, K., Mead, N., De Ridder, D., Van Herpen, E., Cornelissen, G., Pandelaere, M. Positive consumer psychology: when and why consumption fosters health, happiness and well-being (Round Table), *European Marketing Academy Conference (EMAC 2015)*. Leuven, Belgium, May 26-29, 2015.

Cornelissen, G., Karelaia, N., Soyer, E., Clicktivism or slacktivism? Impression Management and Moral Licensing. Society for Judgment and Decision making annual meeting (SJDM 2014), Long Beach (CA), November 21-24, 2014.

Cornelissen, G., Karelaia, N., Soyer, E., Clicktivism or slacktivism? Impression Management and Moral Licensing. First meeting of the *Society for the Advancement of Judgment and Decision Making Studies*, Granada (Spain), September 26-27, 2013.

Cornelissen, G., Karelaia, N., Soyer, E., Clicktivism or slacktivism? Impression Management and Moral Licensing. *Association for Consumer Research European Conference*, Barcelona (Spain), July 4-7, 2013.

Cornelissen, G., Karelaia, N., Soyer, E., Clicktivism or slacktivism? Impression Management and Moral Licensing. *The 2013 La Londe Conference in Marketing Communications and Consumer Behavior*. La Londe (France), May 28-31, 2013.

Jordan, J., Cornelissen, G., Gino, F., Bashshur, M., Tenbrunsel A., Rode, J., Leliveld, M., Le Menestrel, M., Moral Consistency, Compensation, and the Dynamic Moral Self. *The Society for Personality and Social Psychology 14th Annual meeting*, New Orleans, (LA), January 17-19, 2013.

Cornelissen, G., Cojuharenco, I., and Karellaia, N., One person in the field is not a warrior: self-construal, perceived ability to make a change and pro-social decision making. *The Society for Personality and Social Psychology 14th Annual meeting*, New Orleans (LA), January 17-19, 2013.

Cornelissen, G., Cojuharenco, I., and Karellaia, N., One person in the field is not a warrior: self-construal, perceived ability to make a change and pro-social decision making. *Behavioural Environmental Economics workshop*, Toulouse (France), October 11-12, 2012.

Cornelissen, G., Dewitte, S. and Warlop, L. Social Value Orientations as moral intuitions: Decision making in the dictator game. *30th International Congress of Psychology (ICP2012)*, Cape town (South Africa), July 22-27, 2012.

Cornelissen, G., Bashshur, M., Rode, J., Le Menestrel, M., Moral Dynamics in Consumer Behavior - the Moderating Effect of Ethical Frameworks. *Society for Judgment and Decision making Conference (SJDM)*. Seattle (WA), November 4 -7, 2011.

Cornelissen, G., Bashshur, M., Rode, J., Le Menestrel, M., Moral Dynamics in Consumer Behavior - the Moderating Effect of Ethical Frameworks. *Association of Consumer Research (ACR 2011)*. St. Louis (MO), October 13 - 16, 2011.

Karellaia, N., Cojuharenco, I., and Cornelissen, G., One person in the field is not a warrior: self-construal, perceived ability to make a change and pro-social decision making. *Subjective Probability, Utility, and Decision Making Conference (SPUDM 2011)*. London, England, August 21-25, 2011.

Cornelissen, G., Bashshur, M., Rode, J., Le Menestrel, M., Moral Dynamics in Consumer Behavior - the Moderating Effect of Ethical Frameworks. *American Psychological Association Convention (APA 2011)*. Washington DC, August 4-7, 2011.

Palacios, X., and Cornelissen, G., Status-relevant cues and conspicuous consumption - the moderating role of prenatal androgen exposure. *European Marketing Academy Conference (EMAC 2011)*. Ljubljana, Slovenia, May 24-27, 2011

Cornelissen, G., Bashshur, M., Rode, J., Le Menestrel, M., Moral Dynamics in Consumer Behavior - the Moderating Effect of Ethical Frameworks. *European Marketing Academy Conference (EMAC 2011)*. Ljubljana, Slovenia, May 24-27, 2011

Cornelissen, G., Karellaia, N., Cojuharenco, I., Self-Construal and socially responsible consumer behavior. *Association of Consumer Research (ACR 2010) North American Conference*, Jacksonville (FL), October 7-10, 2010.

Cornelissen, G., Dewitte, S. and Warlop, L. Social Value Orientations as moral intuitions: Decision making in the dictator game. *Association of Consumer Research (ACR 2009) Asian-Pacific Conference*, Hyderabad (India), January 2 - January 4, 2009

Cornelissen, G., Dewitte, S. and Warlop, L. Social Value Orientations as moral intuitions: Decision making in the dictator game. *Association of Consumer Research (ACR 2008) North American Conference*, San Francisco (CA), October 23 - October 26, 2008

Cornelissen, G., Warlop, L., Dewitte, S., & Yzerbyt, V. Whatever people say I am, that's what I am. Social labeling as a social marketing tool. *Association of Consumer Research (ACR 2007) North American Conference*, Memphis (TN), October 25 - October 28, 2007

Cornelissen, G., Pandelaere, M., Warlop, L. & Dewitte, S.
Cueing Common Ecological Behaviors to Increase Environmental Attitudes and Behavior. Paper presented at the *2006 Association of Consumer Research (ACR 2006) North American Conference*, Orlando (FL), September 28 - October 1, 2006

Cornelissen, G., Warlop, L., & Yzerbyt, V.
Whatever people say I am, that's what I am (not). How to apply the social labeling technique successfully when self-attribution is not plausible. Paper presented at the 8th European Social Cognition Network Conference (ESCON 2006), Pultusk/Warsaw (Poland), September 6-10, 2006

Cornelissen, G., Pandelaere, M., & Warlop, L.
Cueing Common Ecological Behaviors to Improve Environmental Attitudes and Behavior. Poster presented at the *35th European Marketing Academy Conference (EMAC 2006)*, Athens (Greece), May 23-25, 2006

Cornelissen, G., Pandelaere, M., & Warlop, L.
Cueing Common Ecological Behaviors to Increase Environmental Attitudes. Paper presented at the *First International Conference on Persuasive Technology for Human Well-Being (PERSUASIVE 2006)* Eindhoven (The Netherlands), May 18-19, 2006

Cornelissen, G., Dewitte, S., Warlop, L. Yzerby, V., Liégeois, A., & Corneille, O.
Free bumper stickers for a better future. The long term effect of the labeling technique. Poster presented at the *2005 Association of Consumer Research (ACR 2005) North American Conference*, San Antonio (TX), September 29 - October 2, 2005

Workshop presentations

Moral dynamics.

Invited workshop presented at the WOP Europeo en Psicología de Los Recursos Humanos (Work and Organizational Psychology European Doctoral Program) under the patronage of the Banco Santander Central Hispano and Vice Rectorado de Postgrado Universitat de Valencia, Valencia, Spain, September 2012

Ethics in the publication process.

Invited workshop presented at the WOP Europeo en Psicología de Los Recursos Humanos (Work and Organizational Psychology European Doctoral Program) under the patronage of the Banco Santander Central Hispano and Vice Rectorado de Postgrado Universitat de Valencia, Valencia, Spain, September 2012

Rendering Sustainable Consumer Behavior More Sustainable.

Workshop on *The Role of Scientific Research in the Promotion of Ethical and Ecological (Consumer) Behavior*, Leuven (Belgium), December 2005

Invited presentations

University of Groningen (The Netherlands), November 2014
Universidade Católica Portuguesa (Portugal), December 2012
Universidad de Valencia (Spain), September 2012
Universidad Autónoma Barcelona (Spain), November 2010
Universidad Carlos III (Spain), September 2009
Wageningen UR (Holland), February 2007
Catholic University Leuven (Belgium), January 2007
Universitat Pompeu Fabra, Barcelona (Spain), January 2007
Strathclyde University, Glasgow (Scotland), January 2007

Press Coverage

New York Times, August 16, 2013
Good Deeds Gone Bad

Psychology Today, May 14, 2013
Your Ethical Mindset - When are you ethically consistent?

Live Science, March 7, 2013
Why a good deed sometimes leads to bad behavior

El Comerç, November 2010
"L'excés d'opcions pot consumir molt temps del client i esgotar-lo psicològicament". Joint interview with Rosemarie Nagel (UPF and BGSE) and Elena Reutskaja (IESE)

Teaching

Graduate level	Consumer Behavior <i>Barcelona Graduate School of Economics (2008-2010)</i> <i>Barcelona School of Management (2011-)</i>
Undergraduate level	International Marketing <i>Universitat Pompeu Fabra (2013)</i>
	Consumer behavior <i>ESCI Barcelona (2012-2015)</i> <i>Universitat Pompeu Fabra (2009-)</i>
	Current topics in marketing <i>Universitat Pompeu Fabra (2008-2009)</i>
	Marketing management II <i>Universitat Pompeu Fabra (2008)</i>

Academic Service

Societies	First president of the Society for the Advancement of Judgment and Decision Making Studies
Universitat Pompeu Fabra	Recruiting Member of the recruiting committee, management, 2007-2008, 2011-2012 Secretary of the recruiting committee, management, 2012-2013
	Doctoral theses supervised Burak OÇ (UPF, 2014) Roger Paga (UPF, 2016)
	PhD dissertation committee Giampaolo Viglia (UPF, 2016) Aiste Grubliauskiene (Katholieke Universiteit Leuven, 2014) Emre Soyer (UPF, 2012) Joaquín Gómez Miñambres (Carlos III, Madrid, 2011) Ipek Aktar (UPF, 2011) Mitja Pirc (UPF, 2008)
	Teaching Coordination Undergraduate Studies in Business Sciences, Universitat Pompeu Fabra, 2013-2015
	Doctoral proposal committee Josep Gisbert (UPF, 2016) Aiste Grubliauskiene (Katholieke Universiteit Leuven, 2014)

Hrvoje Stojic (UPF, 2013)
Roger Paga (UPF, 2012)
Burak OÇ (UPF, 2012)
Giampaolo Viglia (UPF, 2012)
Andriy Ivchenko (UPF, 2011)
Giovanni Giusti (UPF, 2010)
Xavier Palacios (UPF, 2009)

Master Tesis director

Nagham Nabil Al Zahlawi (UPF, 2014)
Ana Filipa Da Silva Francisco (UPF, 2014)
Duygu Güler (UPF, 2014)
Pietro Aldobrandini Sanchez (UPF, 2014)
Roya Amin Sobhani (UPF, 2014)
Maria Inês Gonçalves (UPF, 2013)
Maryam Zarreh (UPF, 2012)
Aiste Slenyte (UPF, 2012)
Esen Kilic (UPF, 2013)

Jury member

Premi al Millor Treball de Recerca en Ensenyament Secundari (2010-)
Scholarship awarded to the best research Project by a secondary school student in Catalunya

Conferences

Organization

European ACR conference, Barcelona, Spain, 2013 (co-chair)
Moral dimensions in consumer behavior, EACR pre-conference, Barcelona, Spain (chair)

Reviewing

EMAC - European Marketing Academy conference (2006-)
ACR - Association for consumer research conference (2007-)
SCP - Society for consumer psychology (2012-)
La Londe conference in marketing communications and consumer behavior (2013-)

Ad Hoc

Reviewer for:

Journal of Personality and Social Psychology, Psychological Science, Organizational Behavior and Human Decision Processes, Judgment and Decision Making, Frontiers in Psychology, PLOS ONE, European Journal of Social Psychology, International Journal of Research in Marketing, Environment & Behavior, Journal of Applied Social Psychology, Global Environmental Change, Journal of Advertising, Journal of Economic Psychology, British Journal of Social Psychology, British journal of Education, Society & Behavioural Science, Journal of Business Ethics, Journal of Consumer Policy, Swiss Journal of Psychology, The Spanish Journal of Psychology, Experimental Economics, Journal of Behavioral and Experimental Economics.

Other Reviewing activities

Agencia Nacional de Evaluación y Prospectiva (ANEP), Spanish State Research Grants
Fonds Wetenschappelijk Onderzoek Vlaanderen, FWO Grant, Belgium (2012).

Grants and Awards

2014 Teaching excellence award by Universitat Pompeu Fabra

2011-2013 Joint grant from Ministerio de Ciencia e Innovación (Spain), *Behavioral and biological*

data from the laboratory and the field, theory and empirics, ECO2011-25295 (139.755 €).

- 2010 Joint grant from AGAUR-Generalitat de Catalunya (38.400 €)
- 2010 Rated in top 10% best evaluated teachers of UPF
- 2008-2010 Joint grant from Ministerio de Ciencia e Innovación, *Experimentation, Markets and Behaviour*, ECO2008-01768 (239.580 €)
- 2010-2013 Joint grant from AGAUR-Generalitat de Catalunya, Grup de Recerca en Estratègies Empresarials, 2010-2013 (38.400€)
- 2006-2009 Joint grant from Spanish Ministry of Science and Education, *Satisfaction and Variety: the optimal number of alternatives in a choice set*, SEJ2006-14098
- 2007-2010 Juan De La Cierva grant, Spanish Ministry of Education and Science

Professional affiliations

Association for Consumer Research (ACR)
European Marketing Academy (EMAC)
American Psychological Association (APA)
Association for Psychological Science (APS)

Updated: September, 2016