

ZACHARY ESTES

Bocconi University
Department of Marketing
Milan, Italy

estes@unibocconi.it
+39 0258 36 36 34 (office)
+39 3466 058 252 (mobile)

ACADEMIC POSTS

Bocconi University (Italy), 2012-

Associate Professor, Department of Marketing
Faculty Fellow, Center for Research on Marketing & Services, 2014-2018
Faculty Fellow, Center for Research on Innovation, Organization and Strategy, 2014-
Visiting Professor, Department of Marketing, 2009, 2010

Rotterdam School of Management, Erasmus University (Netherlands), 2017-2018

Visiting Professor, Department of Marketing

University of Warwick (U.K.), 2005-2012

Reader, Department of Psychology, 2010-2012
Associate Professor, Department of Psychology, 2005-2010

University of Georgia (U.S.), 2001-2005

Assistant Professor, Department of Psychology
Faculty Fellow, Institute for Artificial Intelligence

EDUCATION

Ph.D. Psychology, Princeton University, 2001

Visiting Scholar, City University (London), 1999-2000

M.A. Psychology, Princeton University, 1998

B.Sc. Psychology, Texas A&M University, 1996

RESEARCH GRANTS AND AWARDS

Center for Research on Marketing and Services (CERMES), €12,000, 2014-2015

- Principal Investigator with Dr. Alberto Gallace (University of Milano - Bicocca)

Economic and Social Research Council, UK, £100,000, 2011-2012

- Principal Investigator with Dr. Lara L. Jones (Wayne State University, USA)

British Academy, £5146, 2010-2011

- Co-Investigator with Dr. Chris Stinton (Warwick Medical School)

Research Development Grant, €10,000, Bocconi University (Italy), 2010

- Co-Investigator with Professors Michael Gibbert (Bocconi University, Milan) and David Mazursky (Hebrew University, Jerusalem)

Research Development Grant, €9,000, Bocconi University (Italy), 2009

- Co-Investigator with Professors Michael Gibbert (Bocconi University, Milan) and David Mazursky (Hebrew University, Jerusalem)

Research Development Grant, £2341, University of Warwick, 2007

Faculty Research Grant, \$5000, University of Georgia, 2003

Faculty Research Grant, \$4500, University of Georgia, 2002

Graduate Research Fellowship, National Science Foundation, 1997-2000

Undergraduate Research Award, Psi Chi (Southwest Region), 1996

Thesis Award, written presentation, Texas A&M University (Social Science Division), 1996

Thesis Award, oral presentation, Texas A&M University (Social Science Division), 1996
Magna cum laude, with Psychology Honors, Texas A&M University, 1996
Undergraduate Research Fellowship, Texas A&M University, 1995-1996
President's Endowed Scholarship, Texas A&M University, 1992-96

PROFESSIONAL SERVICE

Associate Editor:

Cognitive Science, 2012-2015
Proceedings of the Cognitive Science Society, 2008-2013

Grant Review Board:

Economic and Social Research Council (U.K.), 2010-2015

Editorial Boards:

Journal of Consumer Psychology, 2018-
Cognition and Emotion, 2011-2014
Journal of Experimental Psychology: Learning, Memory, and Cognition, 2011-2014
Cognitive Science, 2010-2012
Memory & Cognition, 2005-2009

Conference Committees:

Co-Chair, Consumer Behavior track, European Marketing Academy (2017-
 Groningen; 2019-Hamburg)
Program Committee, Association for Consumer Research (2016)
Program Committee, European Association for Consumer Research (2018)

External Examiner (research assessment): Department of Marketing, Faculty of Economics and Business Administration, Ghent University (Belgium), 2015

External Examiner (degree course): Psychology BSc, City University (London), 2010-2011

External Examiner (PhD thesis):

University of Leuven, Belgium (Dr. Wolf van Paemel, 2007)
 University College, Dublin (Dr. Barry Devereux, 2007)
 University of Edinburgh (Dr. Claudine Raffray, 2007)
 Birkbeck College, University of London (Dr. Joseph Wiltshire, 2010)
 University of Birmingham (Dr. Katerina Kantartzis, 2011)
 City University, London (Dr. Roberta Pischedda, 2013)
 University of Leuven (Dr. Justin Saddlemyer, 2016)
 University of Lugano (Dr. Qizhang Sun, 2017)
 University of Lugano (Dr. Lisa Maria Schiestel, 2017)
 Vienna University of Economics and Business (Dr. Ruta Ruzeviciute, 2017)
 Copenhagen Business School (Dr. Dalia Bagdziunaite, 2018)

Occasional Reviewer (grants):

Economic and Social Research Council (U.K.)
 Fund for Scientific Research – FNRS (Belgium)
 Leverhulme Trust (U.K.)
 National Science Foundation (U.S.)
 National Science Foundation (Switzerland)
 Natural Sciences and Engineering Research Council (Canada)

Occasional Reviewer (manuscripts; representative journals): *Brain and Language*; *Cognition*; *Cognitive Neuropsychology*; *Cognitive Psychology*; *Emotion*; *International Journal of Research in Marketing*; *Journal of Consumer Psychology*; *Journal of Consumer Research*; *Journal of Experimental Psychology: General*; *Journal of Marketing Research*; *Journal of Personality and Social Psychology*; *Journal of Product Innovation Management*; *Psychological Bulletin*; *Psychological Science*

Departmental Service: Hiring Committee (Chair, 2013-2016); Research Pool (Founder and Coordinator, 2012-2017); Internal Seminar Coordinator (2007-2009); Staff-Student Liaison Committee (2007-2009); Staff Search Committee (2003-04; 2009); Quantitative Committee (2001-03); Research Participation Committee (2004-2005); Teaching Quality and Curriculum Review Committee (2005-2006)

Member: American Marketing Academy; Association for Consumer Research; Association for Psychological Science; Cognitive Science Society; European Marketing Academy; Society for Consumer Psychology

PUBLICATIONS

- Adelman, J. S., **Estes, Z.**, & Cossu, M. (2018). Emotional sound symbolism: Languages rapidly signal valence via phonemes. *Cognition*, *175*, 122-130.
- Estes, Z.** & Barsalou, L. W. (2018). A comprehensive meta-analysis of spatial interference from linguistic cues: Beyond Petrova et al. (2018). *Psychological Science*, *29*, 1558-1564.
- Estes, Z.**, Brotto, L., & Busacca, B. (2018). The value of art in marketing: An emotion-based model of how artworks in ads improve product evaluations. *Journal of Business Research*, *85*, 396-405.
- Guest, D., **Estes, Z.**, Gibbert, M., & Mazursky, D. (2016). Brand suicide? Memory and liking of negative brand names. *PLoS ONE*, *11*(3): e0151628.
- Guest, D., Gibbert, M., **Estes, Z.**, Mazursky, D., & Lam, M. (2016). Modulation of taxonomic (versus thematic) similarity judgments and product choices by inducing local and global processing. *Journal of Cognitive Psychology*, *28*, 1013-1025.
- Streicher, M. C., & **Estes, Z.** (2016-a). Multisensory interaction in product choice: Grasping a product affects choice of other seen products. *Journal of Consumer Psychology*, *26*, 558-565.
- Streicher, M. C., & **Estes, Z.** (2016-b). Shopping to and fro: Ideomotor compatibility of arm posture and product choice. *Journal of Consumer Psychology*, *26*, 325-336.
- Adelman, J. S., & **Estes, Z.** (2015). Why to treat subjects as fixed effects. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, *41*, 1602-1605.
- Estes, Z.**, Verges, M., & Adelman, J. S. (2015). Words, objects, and locations: Perceptual matching explains spatial interference and facilitation. *Journal of Memory and Language*, *84*, 167-189.

- Jones, L. L. & **Estes, Z.** (2015). Convergent and divergent thinking in verbal analogy. *Thinking & Reasoning, 21*, 473-500.
- Streicher, M. C., & **Estes, Z.** (2015). Touch and go: Merely grasping a product facilitates brand perception and choice. *Applied Cognitive Psychology, 29*, 350-359.
- Adelman, J. S., Sabatos-DeVito, M. G., Marquis, S. J., & **Estes, Z.** (2014). Individual differences in reading aloud: A mega-study, item effects, and some models. *Cognitive Psychology, 68*, 113-160.
- Cirrincone, A., **Estes, Z.**, & Carù, A. (2014). The effect of ambient scent on the experience of art: Not as good as it smells. *Psychology & Marketing, 31*, 615-627.
- Kuperman, V., **Estes, Z.**, Brysbaert, M., & Warriner, A. B. (2014). Emotion and language: Valence and arousal affect word recognition. *Journal of Experimental Psychology: General, 143*, 1065-1081.
- Mather, E., Jones, L. L., & **Estes, Z.** (2014). Priming by relational integration in perceptual identification and Stroop colour naming. *Journal of Memory and Language, 71*, 57-70.
- Adelman, J. S., & **Estes, Z.** (2013). Emotion and memory: A recognition advantage for positive and negative words independent of arousal. *Cognition, 129*, 530-535.
- Adelman, J. S., Marquis, S. J., Sabatos-DeVito, M. G., & **Estes, Z.** (2013). The unexplained nature of reading. *Journal of Experimental Psychology: Learning, Memory, and Cognition, 39*, 1037-1053.
- Arbore, A., & **Estes, Z.** (2013). Loyalty program structure and consumers' perceptions of status: Feeling special in a grocery store? *Journal of Retailing and Consumer Services, 20*, 439-444.
- Badham, S. P., **Estes, Z.**, & Maylor, E. A. (2012). Integrative and semantic relations equally alleviate age-related associative memory deficits. *Psychology and Aging, 27*, 141-152.
- Estes, Z.** & Felker, S. (2012). Confidence mediates the sex difference in mental rotation performance. *Archives of Sexual Behavior, 41*, 557-570.
- Interviewed on BBC Radio-Birmingham, BBC Radio-Coventry, and BBC Radio-Scotland (7 Dec 2011).
 - Described in newspapers, magazines, and websites worldwide, including the US (*Huffington Post, Forbes, The Atlantic, Psychology Today, Yahoo! News, eurekaalert.org, physorg.com, sciencedaily.com*), UK (*The Mail, The Telegraph*), Italy (*Corriere Della Sera*), India (*Times of India, Indian Express, India Today, Sunday Guardian, The Tribune*), South Africa (*Independent Online*), New Zealand (*TopNews*), Finland (*Iltalehti*), The Philippines (*Philippine Times*), and Korea (*Korea Times*). Dec 2011, April 2014.

- Estes, Z.**, Gibbert, M., Guest, D., & Mazursky, D. (2012). A dual-process model of brand extension: Taxonomic feature-based and thematic relation-based similarity independently drive brand extension evaluation. *Journal of Consumer Psychology*, *22*, 86-101.
- Estes, Z.**, Jones, L. L., & Golonka, S. (2012). Emotion affects similarity via social projection. *Social Cognition*, *30*, 582-607.
- Gibbert, M., Hampton, J. A., **Estes, Z.**, & Mazursky, D. (2012). The curious case of the refrigerator-TV: Similarity and hybridization. *Cognitive Science*, *36*, 992-1018.
- Greenberg, S. N., Tokarev, J., & **Estes, Z.** (2012). Affective orientation influences memory for emotional and neutral words. *American Journal of Psychology*, *125*, 71-80.
- Jones, L. L. & **Estes, Z.** (2012). Lexical priming: Associative, semantic, and thematic influences on word recognition. In J. S. Adelman (Ed.), *Visual Word Recognition, Volume 2*. Hove, UK: Psychology Press.
- Stinton, C., Tomlinson, K., & **Estes, Z.** (2012). Examining reports of mental health in adults with Williams syndrome. *Research in Developmental Disabilities*, *33*, 144-152.
- Estes, Z.**, Golonka, S., & Jones, L. L. (2011). Thematic thinking: The apprehension and consequences of thematic relations. *Psychology of Learning and Motivation*, *54*, 249-294.
- Pasterski, V. L., Zwierzyńska, K., & **Estes, Z.** (2011). Sex differences in semantic categorization. *Archives of Sexual Behavior*, *40*, 1183-1187.
- Interviewed on BBC Radio-Birmingham, BBC Radio-Coventry, and BBC Radio-Scotland (19 April 2011).
 - Described in newspapers, magazines, and websites worldwide, including the US (e.g., *Scientific American*, *US News & World Report*, *The Atlantic*, ABCNews, CBSNews, FoxNews, NBCNews, Yahoo! News, eurekaalert.org, physorg.com, sciencedaily.com), the UK (e.g., *Daily Mail*, *Daily Express*, *Daily Telegraph*, *Daily Mirror*, *Daily Star*), India (e.g., *Times of India*, *Indian Express*, *DailyIndia*), China (e.g., *China Times*), Canada (e.g., *The Globe and Mail*, *Toronto Sun*), Germany (e.g., *Bild*, *Greenpeace* magazine), Netherlands (e.g., *De Telegraaf*), Spain (e.g., *ABC*), Austria (e.g., *Der Standard*), South Africa (e.g., *The Star*), Poland (e.g., *Newsweek Poland*), Australia (e.g., *Courier Mail*), New Zealand (e.g., *New Zealand Herald*), Chile (e.g., *La Tercera*), Venezuela (*Diario del Pueblo*), Panama (e.g., *TVN*), and Pakistan (e.g., *The Nation*). April-Sept 2011.
- Thompson, P. D., & **Estes, Z.** (2011). Sound symbolic naming of novel objects is a graded function. *Quarterly Journal of Experimental Psychology*, *64*, 2392-2404.
- Estes, Z.** & Jones, L. L. (2009). Integrative priming occurs rapidly and uncontrollably during lexical processing. *Journal of Experimental Psychology: General*, *138*, 112-130.

- Golonka, S. & **Estes, Z.** (2009). Thematic relations affect similarity via commonalities. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, *35*, 1454-1464.
- Estes, Z.** & Adelman, J. S. (2008-a). Automatic vigilance for negative words in lexical decision and naming: Comment on Larsen, Mercer, and Balota (2006). *Emotion*, *8*, 441-444.
- Estes, Z.** & Adelman, J. S. (2008-b). Automatic vigilance for negative words is categorical and general. *Emotion*, *8*, 453-457.
- Estes, Z.** & Jones, L. L. (2008). Relational processing in conceptual combination and analogy. *Behavioral and Brain Sciences*, *31*, 385-386. [Commentary on Leech, Mareschal, & Cooper, 2008.]
- Estes, Z.** & Verges, M. (2008). Freeze or flee? Negative stimuli elicit selective responding. *Cognition*, *108*, 557-565.
- Estes, Z.**, Verges, M., & Barsalou, L. W. (2008). Head up, foot down: Object words orient attention to the objects' typical location. *Psychological Science*, *19*, 93-97.
- Described in *New Scientist* (24 Feb. 2008).
- Jones, L. L., **Estes, Z.**, & Marsh, R. L. (2008). An asymmetric effect of relational integration on recognition memory. *Quarterly Journal of Experimental Psychology*, *61*, 1169-1176.
- Simmons, S. & **Estes, Z.** (2008). Individual differences in the perception of similarity and difference. *Cognition*, *108*, 781-795.
- Described in *BusinessWeek* (17 Oct. 2008), *MarketingWeek* (1 Oct. 2008), and *The New Yorker* (21 Oct. 2008).
- Hampton, J. A., **Estes, Z.**, & Simmons, S. (2007). Metamorphosis: Essence, appearance and behavior in the categorization of natural kinds. *Memory & Cognition*, *35*, 1785-1800.
- Estes, Z.** & Jones, L. L. (2006). Priming via relational similarity: A COPPER HORSE is faster when seen through a GLASS EYE. *Journal of Memory and Language*, *55*, 89-101.
- Jones, L. L. & **Estes, Z.** (2006). ROOSTERS, ROBINS, and ALARM CLOCKS: Aptness and conventionality in metaphor comprehension. *Journal of Memory and Language*, *55*, 18-32.
- Reprinted in P. Hanks & R. Giora (Eds.), *Metaphor and Figurative Language*, 2010. Routledge Press.
- Simmons, S. & **Estes, Z.** (2006). Using latent semantic analysis to estimate similarity. *Proceedings of the Cognitive Science Society*.
- Hampton, J. A., **Estes, Z.**, & Simmons, C. L. (2005). Comparison and contrast in perceptual categorization. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, *31*, 1459-1476.

- Jones, L. L. & **Estes, Z.** (2005). Metaphor comprehension as attributive categorization. *Journal of Memory and Language*, 53, 110-124.
- Estes, Z.** (2004). Confidence and gradedness in semantic categorization: Definitely somewhat artifactual, maybe absolutely natural. *Psychonomic Bulletin & Review*, 11, 1041-1047.
- Estes, Z.** & Hasson, U. (2004). The importance of being nonalignable: A critical test of the structural alignment theory of similarity. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 30, 1082-1092.
- LeBoeuf, R. A. & **Estes, Z.** (2004). "Fortunately, I'm no Einstein:" Comparison relevance as a determinant of behavioral assimilation and contrast. *Social Cognition*, 22, 607-636.
- Estes, Z.** (2003-a). A tale of two similarities: Comparison and integration in conceptual combination. *Cognitive Science*, 27, 911-921.
- Estes, Z.** (2003-b). Attributive and relational processes in nominal combination. *Journal of Memory and Language*, 48, 304-319.
- Estes, Z.** (2003-c). Domain differences in the structure of artifactual and natural categories. *Memory & Cognition*, 31, 199-214.
- Estes, Z.** & Alix-Gaudreau, R. (2003). The misattribution of relations in similarity judgments of person concepts. *Proceedings of the Cognitive Science Society*, 372-377.
- Estes, Z.** & Ward, T. B. (2002). The emergence of novel attributes in concept modification. *Creativity Research Journal*, 14, 149-156.
- Estes, Z.** & Glucksberg, S. (2000-a). Interactive property attribution in concept combination. *Memory & Cognition*, 28, 28-34.
- Estes, Z.** & Glucksberg, S. (2000-b). Similarity and attribution in concept combination: Reply to Wisniewski. *Memory & Cognition*, 28, 39-40.
- Glucksberg, S. & **Estes, Z.** (2000). Feature accessibility in conceptual combination: Effects of context-induced relevance. *Psychonomic Bulletin & Review*, 7, 510-515.
- Estes, Z.** & Glucksberg, S. (1999). Relevance and feature accessibility in combined concepts. *Proceedings of the Cognitive Science Society*, 149-154.
- Estes, Z.** & Glucksberg, S. (1998). Contextual activation of features of combined concepts. *Proceedings of the Cognitive Science Society*, 333-338.

INVITED RESEARCH SEMINARS & SYMPOSIA

- Rotterdam School of Management**, Erasmus University, ERIM, Netherlands (March 2018).
Exploratory shopping: How attentional breadth affects unplanned purchasing.
- Imperial College London**, Department of Marketing, England (Feb 2018). Exploratory shopping: How attentional breadth affects unplanned purchasing.
- Erasmus University**, Department of Psychology, Netherlands (Feb 2018). Emotional sound symbolism: Languages rapidly signal valence via phonemes.
- Vrije Universiteit (VU) Amsterdam**, Department of Marketing, Netherlands (Feb 2018).
Stop and see the roses: Pictures can induce olfactory imagery and improve product evaluations.
- King's College (University of London)**, Department of Marketing, England (Oct 2017). A picture is worth a thousand whiffs: Pictures can induce olfactory imagery and improve product evaluations.
- University of Sussex**, Department of Marketing, England (Oct 2017). Eye buy: Visual exploration affects product choice.
- University of Sussex**, Department of Psychology, England (Oct 2017). Boring unpublished research on the surprisingness of published research.
- Oxford Saïd Marketing Camp**, Department of Marketing, Oxford University, England (June 2017). Exploratory shopping.
- University of Lugano**, Institute for Communication Sciences, Switzerland (Nov 2016).
Speak no evil: How speech sounds affect brand perception and choice.
- Copenhagen Business School**, Department of Marketing, Denmark (Nov 2016). Attractive and effective brand elements.
- TEDx**, BocconiU, Milan, Italy (May 2016). Speaking of good and bad.
<https://www.youtube.com/watch?v=2-hh4UkPVCc>
- Invitational Choice Symposium**, Alberta, Canada (May 2016). The influence of expression modalities on preference construction and decision making. 4-day workshop.
- University of Leuven**, Center for Behavioral Engineering Research, Belgium (April 2016).
Speak no evil: How speech sounds affect brand perception and choice.
- University of Innsbruck**, Brand Ventures lecture, Austria (April 2014). Attractive and effective brand elements.
- Vienna University of Economics and Business**, Department of Marketing, Austria (June 2013). Brand suicide? Negative brand names are not as bad as they sound.
- University of Trento**, Department of Cognitive Sciences and Education, Italy (Oct. 2012).
Language guides visual attention and affects perception.

Rotterdam School of Management and the Erasmus School of Economics, Erasmus University, Netherlands (Oct. 2012). Brand Suicide? Negative brand names influence consumer perception and memory.

European Society for Cognitive and Affective Neuroscience, Marseilles, France (May 2012). Contributions of arousal and valence to word recognition.

Cardiff University, Department of Psychology, Wales (Nov. 2011). From laughter to slaughter: Detecting and responding to positive and negative words.

University College London, Department of Psychology, England (Nov. 2011). From laughter to slaughter: Detecting and responding to positive and negative words.

University of Manchester, Department of Psychology, England (Oct. 2011). From laughter to slaughter: Detecting and responding to positive and negative words.

Bocconi University, Department of Marketing, Milan, Italy (Feb. 2011). Brand extension by thematic relation.

Judge Business School, University of Cambridge, Strategy and Marketing Group, England (Jan. 2011). Would you like a McCigarette with that? Brand extension by thematic relation.

Cognitive Interaction Technology Center, Bielefeld University, Language and Cognition colloquium, Germany (Nov. 2009). From laughter to slaughter: Responding to positive and negative words.

University College London, Department of Psychology, England (July 2008). Escaping snakes and acquiring cash: Responding to affective stimuli.

Birkbeck College, University of London, Cognitive Science Seminars, England (Jan. 2007). On escaping sharks and acquiring cash: Selective responding to affective stimuli.

Cognition and Communication Research Centre, Northumbria University, Newcastle, England (Feb. 2007). On escaping sharks and acquiring cash: Selective responding to affective stimuli.

Workshop on Early Analogical Reasoning, Birkbeck College, University of London, England (Feb. 2007). Relational priming.

Princeton University, Festschrift for Sam Glucksberg, NJ, USA (June 2007). Metagluck Comprehensberg.

University of Exeter, Department of Psychology, England (Feb. 2006). Evolution and categorization.

University of Chicago, Department of Psychology, IL, USA (Jan. 2005). How theoretical beliefs affect everyday categorization.

University of Edinburgh, Department of Psychology, Scotland (Jan. 2005). Retrieval and resolution of thematic relations and roles.

Northeastern University, Department of Psychology, Boston, MA, USA (Jan. 2005). How theoretical beliefs affect everyday categorization.

University of Kent, Department of Psychology, England (Mar. 2005). Retrieval and resolution of conceptual relations and roles.

University of Warwick, Department of Psychology, England (May 2005). Retrieval and resolution of thematic relations and roles.

University of Edinburgh, Department of Psychology, Scotland (May 2005). How theoretical beliefs affect everyday categorization.

Workshop on Formal Modeling of Natural Language Concepts, Leuven, Belgium (July 2004). In Darwin's wake: Evolution and categorization. 1-day event.

University of Georgia, Department of Psychology, Athens, GA, USA (Jan. 2001). The structure of semantic concepts.

Columbia University, Department of Psychology, NY, USA (Dec. 2000). The structure of semantic concepts.

TEACHING CREDENTIALS

AWARDS AND QUALIFICATIONS**Bocconi Teaching Award, 2015-2016**

- Only 20 university-wide awards given annually among 650 staff

Bocconi Teaching Award, 2012-2013

- Only 20 university-wide awards given annually among 650 staff

Warwick Student Union “Star of Warwick”, Nominee, 2012

- Fewer than 30 university-wide nominations among 1000+ staff

Warwick Award for Teaching Excellence, Commendation, 2008

- Only 10 university-wide awards given annually among 1000+ staff

Postgraduate Certificate in Academic and Professional Practice, University of Warwick, 2008**REGULAR COURSES TAUGHT**

Bocconi University (Italy), 2009-current	Class Size	Evaluation
Brand Management (MSc): 2011-2016	100	8.62/10
*Consumer Neuroscience (MSc): 2014-2017	100	8.98/10
Experimental Design (PhD): 2011-2016	12	8.67/10
Marketing (Undergrad): 2013, 2016	125	8.91/10
*Psychology of Marketing (MSc): 2012-2014	60	9.32/10
*Psychology of Marketing (Undergrad): 2013-2017	200	9.30/10
*Selected Topics in Marketing (MSc): 2009, 2010	100	8.80/10
Strategic Marketing & Marketing Plan (MSc): 2009	100	8.64/10
University of Warwick (UK), 2005-2011		
Language & Thought (Undergrad): 2005-2011	120	4.71/5
Experimental Design (MSc): 2005-2009	10	4.71/5
Second Year Research Project (Undergrad): 2006-2011	120	4.25/5
*Topics in Psychology (Undergrad): 2010-2012	120	NA
University of Georgia (USA), 2001-2005		
Cognitive Psychology (Undergrad): 2001-2005	40	4.50/5
Cognitive Psychology (PhD): 2002-2004	20	4.68/5
*Knowledge Representation (PhD): 2003, 2005	10	4.77/5
Cognitive Theories & Models (PhD): 2004	10	4.25/5
Quantitative Methods (PhD): 2001, 2002	20	4.16/5

*Newly developed course.

SPECIAL INVITED TEACHING

Rotterdam School of Management, Department of Marketing Management, Erasmus University, Netherlands (March-April 2018). Sensory Marketing. 6-week MSc course.

Vienna University of Economics and Business, Austria (Dec. 2017, 2018). Consumer Neuroscience. 1-week undergraduate course.

Rotterdam School of Management, Department of Strategy and Entrepreneurship, Erasmus University, Netherlands (Oct 2017). Best Practices in Experimental Research.

Strategic Management Society, Extension conference on Experimental Designs in Strategy Research, Milan (Sept 2016). Experimental Research: Key lessons learned from marketing and psychology.

Swiss Summer School, University of Lugano, Switzerland (Aug. 2016). Winning the Publication Game: How to publish research in the social sciences. 1-week PhD course to be co-taught with Prof M Gibbert.

Swiss Summer School, University of Lugano, Switzerland (Aug. 2015, 2018). Experimental Methods: from ideation to publication. 1-week PhD course.

Cognitive Science Summer School, New Bulgarian University, Sofia, Bulgaria (July 2013). Words: How do we understand them, and what are they good for? 1-week PhD course.

PhD Study Day, Department of Marketing, Vienna University of Economics and Business, Austria (June 2013). 1-day PhD consortium.

Organizations and Society group, Department of Marketing, University of Innsbruck, Austria (April 2013). Designing and conducting behavioral experiments. 1-day PhD workshop.

Warwick Business School Symposium, Warwick, England (Mar. 2011). Brand suicide? Memory and liking of negative brand names. Special symposium for business students.

University of Birmingham, England (Apr. 2009, 2010, 2011). Research methods. 1-day workshop for healthcare professionals on the High Intensity Course for Cognitive-Behavioural Therapy.

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