

# IRENE CONSIGLIO

## Assistant Professor of Marketing (tenure track)

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NOVA School of Business and Economics  
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### RESEARCH INTERESTS

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Consumer behavior | Consumer-Brand relationships | Interpersonal relationships | Consumer vulnerability

### EMPLOYMENT

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Visiting Professor, MIT Sloan School of Management, Fall 2018-2019

Assistant Professor of Marketing, NOVA School of Business and Economics, 2015-

### EDUCATION

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Ph.D., Marketing, Rotterdam School of Management, Erasmus University, 2016

Visiting Ph.D. student, Harvard Business School, Fall 2011

MScBA, *Cum laude*, Marketing, Rotterdam School of Management, Erasmus University, 2008

B.Sc., *Cum laude*, Economics and Management of Arts and Culture, Bocconi University, Milano, 2005

### PUBLICATIONS

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Consiglio, Irene, and Stijn M.J. van Osselaer (2019). The Devil You Know: Self-Esteem and Brand Switching. *Journal of Consumer Research*, 46 (3), 590-605.

Consiglio, Irene, Matteo De Angelis, and Michele Costabile (2018). The effect of social density on word of mouth. *Journal of Consumer Research*, 45 (3), 511-28.

Consiglio, Irene, Daniella Kupor, Francesca Gino, and Michael I. Norton (2018). Brand (in)fidelity: When flirting with the competition strengthens brand relationships. *Journal of Consumer Psychology*, 28 (1), 5-22.

### BOOK CHAPTERS

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Consiglio, Irene. *Evaluative Conditioning and its marketing implications*. In *Comportamento do Consumidor*, Martinez, L.F. (Ed.) (forthcoming). Lisbon: Edições Sílabo.

## SELECTED RESEARCH IN PROGRESS

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Consiglio, Irene, Margaret C. Campbell, and Stijn M.J. van Osselaer. Dumb muscle: When and why physical strength increases persuadability. In preparation for *Journal of Consumer Research*.

Margaret C. Campbell, Consiglio, Irene, and Stijn M.J. van Osselaer. Persuasion and Decision Making in Older consumers. Status: Data collection. Target: *Journal of Marketing Research*.

Lena Kenma, Irene Consiglio, and Catherine da Silveira. Customer abuse: Exploring the abusive brand (relationship) analogue. In preparation for *Journal of Consumer Research*.

Sellier, Anne-Laure, Sofia Kousi, and Irene Consiglio. Problem solving mindsets and confirmation bias. Status: Data collection. Target: *Organizational Behavior and Human Decision Making Processes, Psychological Science*.

Faust T. Natalie, Jennifer Argo, Irene Consiglio. The transformative makeup effect. Status: Data collection. Target: *Journal of Consumer Research, Journal of Consumer Psychology, Journal of Marketing Research*.

## AWARDS AND GRANTS

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EMAC Vice-President Nominee, 2017.

Fundação para a Ciência e a Tecnologia, Research grant, 2015-2019.

Erasmus Research Institute of Management Travel Grant for visit to Cornell University, 2014.

Erasmus Research Institute of Management Travel Grant for visit to Harvard Business School, 2014.

Erasmus University Rotterdam TrustFonds Research Visit Grant, 2011.

Erasmus Research Institute of Management Travel Grant for visit to Harvard Business School, 2011.

European Institute for Advances in Studies in Management scholarship, 2010.

Erasmus Ph.D. Association (EPAR) Ph.D. student of the year award nominee, 2010.

Economics and Management of Arts and Culture valedictorian, Bocconi University, Milano, November 2005.

## PRESENTATIONS

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Consiglio, Irene, Margaret C. Campbell, and Stijn M.J. van Osselaer. "Dumb muscle: When and why physical strength increases persuadability."

Society for Consumer Psychology. Savannah, GA, February 2019.

Boston Judgment and Decision Making Day. Boston, MA, November 2018.

EMAC. Glasgow, United Kingdom, May 2018.

- Consiglio, Irene, Matteo De Angelis, and Michele Costabile “The effect of crowdedness on information sharing.”  
EMAC, Groningen. The Netherlands, May 2017.  
Beliefs and Decisions, Lisbon. Portugal, October 2016.  
Society for Consumer Psychology. St. Petersburg, FL, February 2016.  
Mediterranean Consumer Research Symposium. Madrid, Spain, November 2015.  
Association for Consumer Research. New Orleans, LA, Ottobre 2015.  
SIM D&R colloquium. Urbino, Italy, Giugno 2015.
- Consiglio, Irene, and Stijn M.J. van Osselaer “The devil you know: Service failures, self-esteem, and behavioral loyalty.”  
Association for Consumer Research. New Orleans, LA, October 2015.  
AMS World Congress. Bari, Italy, July 2015.  
EMAC. Leuven, Belgium, May 2015.
- Consiglio, Irene, Daniella M. Kupor, Michael I. Norton, and Francesca Gino “Brand (In)fidelity: When flirting with the competition strengthens brand relationships.”  
Society for Consumer Psychology. Phoenix, AZ, Febbraio 2015.  
Brand and Brand Relationships. Boston, MA, May 2014.  
Association for Consumer Research. Chicago, IL, October 2013.
- Consiglio, Irene, and Stijn M.J. van Osselaer “Abused and faithful: Customer entrapment in a marketing relationship.”  
EMAC Doctoral Colloquium. Istanbul, Turkey, June 2013.
- Consiglio, Irene “Marketing in the Cultural Sector: Perceptions of Marketeers and Cultural Operators.”  
Marketing Culturale. Palermo, Italy, January 2009.

## **INVITED TALKS**

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- Consiglio, Irene, Margaret C. Campbell, and Stijn M.J. van Osselaer. “Dumb muscle: When and why physical strength increases persuadability.”  
ESADE Research Seminar Series. Barcelona, June 2020.  
Católica Research Seminar Series. Lisbon, April 2020.  
MIT Sloan B-lab, Cambridge. Cambridge, December 2018.  
MIT Sloan, International Faculty Fellows meeting. Cambridge, November 2018.  
Harvard Business School B-lab. Cambridge, October 2018.  
NOVA SBE, Research Management topics, senior series. Lisbon, November 2016.
- Consiglio Irene, “Marketing principles to hack the planet.”  
ISCTE – University Institute of Lisbon. Lisbon, May 2018.

Consiglio, Irene, Matteo De Angelis, and Michele Costabile. "The effect of environmental crowdedness on information sharing."

Instituto Superior de Psicologia Aplicada. Lisbon, November 2017.

NOVA SBE, Research Management topics, senior series. Lisbon, November 2015.

Consiglio, Irene, and Stijn M.J. van Osselaer. "The devil you know: Service failures, self-esteem, and behavioral loyalty."

Pompeu Fabra University. Barcelona, December 2014

Disney Research. Pittsburgh, December 2014

Grenoble School of Management. Grenoble, November 2014

NOVA School of Business and Economics. Lisbon, November 2014

Groningen University. Groningen, October 2014

## **TEACHING EXPERIENCE**

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### *NOVA School of Business and Economics*

#### *PhD level*

Coordinator, Hot-topics in exemplary research, Spring 2017-

Instructor, Hot-topics in exemplary research – Word of Mouth, Spring 2016-2017

#### *Master level*

Supervisor, L'Oréal Brandstorm Challenge, Spring 2016-

Instructor, Marketing Management, Spring and Fall, 2015-

#### *Executive education*

Smart Data-Driven Marketing, Spring 2019-2020

Brand Management, Spring 2017-2018

### *Rotterdam School of Management, Erasmus University*

#### *Master level*

Instructor, Thesis Clinic, Spring 2014

Instructor, Master Thesis, Spring 2013-2014

Teaching Assistant, Marketing Strategy, Fall 2007

#### *Bachelor level*

Supervisor of Bachelor Internships in Marketing, 2013-2014

Instructor, Bachelor Thesis, Spring 2012

## SELECTED MEDIA COVERAGE

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“When flirting increases loyalty,” *Scientific American*, February 4, 2014

<http://www.scientificamerican.com/article/when-flirting-increases-loyalty/>

Lizzie O’Leary (Narrator). (February 4, 2014). “When flirting makes you more loyal” [Radio broadcast episode]. In Kai Ryssdal (ed.), *Marketplace*. Washington DC: National Public Radio.

<http://www.marketplace.org/topics/business/final-note/when-flirting-makes-you-more-loyal>

“Flirting with other brands makes you more devoted to your favorite companies,” *The Consumerist*, February 5, 2014

<http://consumerist.com/2014/02/05/study-flirting-with-other-brands-makes-you-more-devoted-to-your-favorite-companies/>

## PROFESSIONAL AND UNIVERSITY SERVICE

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NOVA Behavioral Lab Faculty Director

Reviewer for: Journal of Consumer Research

Journal of Consumer Psychology

North American Association for Consumer Research conference

Society for Consumer Psychology Winter Conference

AMS World Marketing Congress (Consumer Behavior Track)

EMAC

North American Association for Consumer Research conference 2020 Program Committee member

Mediterranean Consumer Research Symposium, NOVA SBE coordinator. Since 2015.

Promoter for the first Mediterranean Consumer Research Symposium (co-founder), 2015.

Organizer: Mediterranean Consumer Research Symposium 2020

Beliefs and Decisions (Management and Economics/Neuroscience experimental research workshop), 2016; NOVA contact person. (Co-organizers: Alexander Coutts and Alexandra Veiga, *NOVA School of Business and Economics*)

Mediterranean Consumer Research Symposium, 2016. NOVA contact person. (Co-organizers: Daniel Fernandes, *UCP*, and Antonios Stamatogiannakis, *IE*)

Jury member: BGI startup pitches 2019, ISCTE – IUL, Lisbon

Hack the Planet 2018-, ISCTE – IUL, Lisbon

NOVA Internal jury member, case selection for FAE case competition, since 2016.

Instructor: Marketing Management, “Futuros Lideres” Easter and Summer program 2017, 2018.

Marketing Management, “Living the future @ NOVA SBE” Easter and Summer program 2017, 2018.

Discussant, S&D colloquium 2015, Urbino, Italy.

Subject pool manager, Rotterdam School of Management, Erasmus University, 2010-2011.

## DOCTORAL SUPERVISION AND COMMITTEES

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2019, Lucas Franieck, Thesis Advisor, NOVA School of Business and Economics.

2018, Cátia Alves, Thesis Co-advisor, NOVA School of Business and Economics.

2016, Sara F. Jahanmir, Doctoral Defense Committee Member, NOVA School of Business and Economics.

## PROFESSIONAL AFFILIATIONS

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Association for Consumer Research

European Marketing Academy

Society for Consumer Psychology

Society for Judgment and Decision Making

Società Italiana Marketing

## SELECTED ABSTRACTS (RESEARCH IN PROGRESS)

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### **Dumb muscle: When and why physical strength increases persuadability**

With:

Margareth C. Campbell, *Colorado Boulder*

Stijn M. J. van Osselaer, *Cornell University*

This research shows that perceptions of physical strength (i.e., feeling physically strong) may negatively affect the ability to detect persuasive attempts, which in turn increases the likelihood to be persuaded by advertising or by another person's advice. I propose that physical strength makes consumers underestimate the power of external forces on their decisions, which actually increases the influence that these external forces have on them.

### **Persuasion and Decision Making in Older Consumers**

With:

Margaret C. Campbell, *Leeds School of Business, University of Colorado at Boulder*

Stijn M.J. van Osselaer, *Cornell University*

Evidence on whether the elderly are more likely to be victims of fraud and on whether the elderly are more persuadable than other age groups is mixed. We aim to write a comprehensive literature review to identify areas of consensus and disagreement and to make an agenda for further research in this domain.

### **Customer abuse: Exploring the abusive brand (relationship) analogue**

With:

Lena Kenma and Catherine da Silveira, *NOVA School of Business and Economics*

I investigate the lived experience of abusive brand relationships as emerging from consumers' narratives of their experiences with products and service providers. My analysis revealed that abuse in the marketing context exhibits the typical markers of abuse found in other contexts: the consumer feels powerless, trapped, and belittled; moreover, the mistreatment is usually not an isolated incident, and the brand often blames the consumer for it. Importantly, consumers perceive that the mistreatment is not an accident, but is due to the brand's malicious intent. This research also reveals that often consumers believe that mistreatment in a brand relationship is normative and inescapable. In sum, consumers' experiences of product and service failures resonate with the concept of abuse, and consumers do not react to abuse only by switching or seeking revenge, but also by normalizing it.

### **Problem solving mindsets and confirmation bias**

With:

Anne-Laure Sellier, *HEC*

Sofia Kousi, *Nova School of Business and Economics*

Confirmation bias occurs when decision makers (e.g., managers) selectively attend to and take into account information that supports their initial hypothesis (e.g., the decision to launch a product) and disregard disconfirming information. We designed an intervention that reduces this bias by stimulating divergent creativity in problem solving. We hypothesize that stimulating divergent creativity in problem solving reduces confirmation bias, because divergent creativity (vs. convergent creativity) leads individuals to consider a wider range of different solutions and therefore reduces the likelihood that disconfirming information is overlooked. This research has important implications for the literature on de-biasing as well as for education and training in management.

### **The transformative makeup effect**

With:

Natalie Truong, *Nova School of Business and Economics*

Jennifer Argo, *University of Alberta*

Dresscodes in companies often dictate not only what type of clothes employees should wear, but also what type and amount of makeup they should wear. We argue that this seemingly innocuous requirement might have an impact on employees' behavior, especially in their interactions with others. Because makeup can significantly alter the way a person looks, we argue that using more makeup than a person would normally use is transformative: it alters a person's perceived identity, with different downstream consequences. In particular, we hypothesize that transformative makeup (makeup that significantly alters one's features compared to a person's usual daily look) leads the wearer to self-regulate their behavior less in social interactions. This happens because their identity is altered (compared to their everyday identity), and thanks to this artificial anonymity they are less concerned to behave in line with social norms.