

ELENA FUMAGALLI

Curriculum Vitae – May 2020

Torcuato Di Tella University
School of Business
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ACADEMIC APPOINTMENTS

Assistant Professor

Torcuato Di Tella University, Buenos Aires, Argentina
March 2019 - Present

EDUCATION

Ph.D. in Marketing

HEC Paris
September 2013 – June 2018
Dissertation title: “Aversive States Affecting Consumer Behavior”
Advisor: L. J. Shrum

Visiting Ph.D. Student

Texas A&M, Mays Business School
January 2016 – December 2016

Master of Science in Marketing Management

Università Commerciale Luigi Bocconi, Milano, Italy
Grade 110/110, Magna cum Laude
September 2008 – April 2011

Undergraduate degree in Language Expert for Business

Università Cattolica del Sacro Cuore, Milano, Italy
Grade 110/110, Magna cum Laude
September 2005 - September 2008

RESEARCH INTERESTS

Identity Threats, Compensatory Consumption, Consumers Identity Negotiation, Affective and Motivational Processes.

HONORS AND AWARDS

Best Marketing Business Case of 2019, SAGE Publishing Editorial Team
 AMA Sheth Doctoral Consortium Fellow, 2017
 2016 Doctoral Fellowship, Labex ECODEC
 2015 Travel grant from HEC Paris for a visit to Mays Business School, Texas A&M
 2013-15 Doctoral Fellowship, HEC Paris
 Post-graduate Research Scholarship, Bocconi University, Research Fellow, 2011
 Graduated Top 10% of graduating class 2009-2010, Bocconi University

RESEARCH IN PROGRESS

1. **Elena Fumagalli** and L. J. Shrum, "When Disgust Puts You Down: The Effect of Disgust Exposure on Consumers' Identity and Compensatory Consumption." Manuscript available, preparing for submission to the Journal of Advertising
2. **Elena Fumagalli**, Jaehoon Lee, and L. J. Shrum, "Chronically Lonely Consumers Avoid Rather than Seek Out Interpersonal Touch-Related Services Because of Lack of Interpersonal Trust and Lack of Comfort with Interpersonal Touch.", preparing for submission to the Journal of Personality and Social Psychology
3. **Elena Fumagalli** and Yi Li, "Spoiled Rotten: The Effect of Delight Gifts on Customer Desire for Revenge." Under review at the Journal of Retailing
4. **Elena Fumagalli**, and Luca M. Visconti, "To Me or Not to Me: Personal Body as Contended Ownership." Manuscript in preparation, targeted at the Journal of Consumer Research
5. **Elena Fumagalli**, L. J. Shrum, and Suresh Ramanathan, "Being a Chameleon Helps: How Holding Multiple Identities Protects Consumers Against Identity Threats." Data collection in progress.
6. **Elena Fumagalli**, and Christina Kan, "Multiple Identities and Multiple Resources: How Scarcity Perception is Influenced by Identity Salience." Data collection in progress.

CONFERENCE PRESENTATIONS & PROCEEDINGS

1. **Elena Fumagalli**, Jaehoon Lee, and L. J. Shrum (2019), "Chronic Loneliness and Consumer Responses to Interpersonal Haptic Experiences", in NA - *Advances in Consumer Research* Volume 47, eds. Rajesh Bagchi, Lauren Block, and Leonard Lee, Duluth, MN : Association for Consumer Research, Pages: 563-564.
2. **Elena Fumagalli**, Jaehoon Lee, & L. J. Shrum (2019), "Can't Touch Me: The Effect of Loneliness on Preference for Haptic Consumption Experiences," in *Advances in Consumer Psychology*, eds. Kelly Haws & Brent McFerran, Savannah, GA: Society for Consumer Psychology.

3. **Elena Fumagalli** and L.J. Shrum (2017), "Yuck! Feelings of Disgust, Self-Threats and Compensatory Behaviors.", in *Advances in Consumer Research*, Vol. 45, eds. Ayelet Gneezy, Vladas Griskevicius, and Patti Williams, Duluth, MN: Association for Consumer Research.
4. **Elena Fumagalli** and Yi Li, "Spoiled Rotten: Unearned Preferential Treatment and Consumer Retaliation Intentions," paper presented at 46th European Marketing Academy Conference (EMAC), University of Groningen, Netherlands, May 2017.
5. **Elena Fumagalli** and L. J. Shrum, "When Disgust Puts You Down: The Effect of Disgust Exposure on Consumers' Identity and Compensatory Consumption. Special session "Some surprising effects of negative emotions on consumers' behavior," paper presented at 46th European Marketing Academy Conference (EMAC), University of Groningen, Netherlands, May 2017.
6. **Elena Fumagalli**, Luca M. Visconti, and Kristine De Valck (2016), "To Me or Not to Me: Personal Body as Contested Ownership," in *Advances in Consumer Research*, Vol. 44, eds. Page Moreau and Stefano Puntoni, Duluth, MN: Association for Consumer Research, Pages: 441-442.
7. **Elena Fumagalli** and L. J. Shrum, "When Disgust Puts You Down: The Effect of Disgust Exposure on Consumers' Identity and Compensatory Consumption," poster presented at ACR North American Conference, New Orleans, U.S.A, October 2015.
8. **Elena Fumagalli** and Gabriele Troilo, "Does Motivation Really Matter in Pursuing Artists' Goals? An Investigation on the Mediating Role of Artists' Strategies," paper presented at the 41st European Marketing Academy Conference (EMAC), ISCTE Business School, Lisbon, May 2012.

INVITED COLLOQUIA & OTHER TALKS

9. Elena Fumagalli, Jaehoon Lee, and L. J. Shrum, "Can't Touch Me: The Effect of Loneliness on Preference for Haptic Consumption Experiences," invited colloquium, Simposio de investigación en Management, FCE – Universidad de Buenos Aires, November 2019.
10. Elena Fumagalli, Jaehoon Lee, and L. J. Shrum, "Can't Touch Me: The Effect of Loneliness on Preference for Haptic Consumption Experiences," invited colloquium, VU University Amsterdam, May 2018.
11. Elena Fumagalli and Yi Li, "Spoiled Rotten: Unearned Preferential Treatment and Consumer Retaliation Intentions," invited colloquium, INCAE Business School, April 2017.

PEER-REVIEWED CONFERENCES

2019. Association for Consumer Research North American Conference. Atlanta, USA
 2019. Society for Consumer Psychology Winter Conference. Savannah, USA
 2018. Association for Consumer Research North American Conference. Dallas, USA
 2017. Association for Consumer Research North American Conference. San Diego, USA
 2017. European Marketing Academy 46th Annual Conference. Groningen, Netherlands
 2016. Association for Consumer Research North American Conference. Berlin
 2015. Association for Consumer Research North American Conference. New Orleans, USA
 2012. European Marketing Academy 41st Annual Conference. Lisbon, Portugal

INVITED WORKSHOPS & DOCTORAL COLLOQUIA

2018. ACR Workshop on Consumer Neuroscience, Dallas, USA
 2017. AMA Sheth Doctoral Consortium, Iowa City, USA
 2016. Association for Consumer Research Doctoral Symposium, Berlin
 2015. Association for Consumer Research Doctoral Symposium, New Orleans, USA
 2012. Summer School on Structural Equation Modeling, SDIPA Summer School, Italy

ACADEMIC SERVICE

HEC Paris

2017 - 2018 Coordinator, Brown Bag Seminar, HEC Marketing Department

Reviewing for Journals

2019 – Present Ad Hoc Reviewer for Psychology & Marketing
 2018 – Present Journal of Business Research
 2016 – Present Trainee reviewer for Journal of Consumer Research

Reviewing for Conferences

2017 – Present Lalonde
 2016 – Present Society for Consumer Psychology
 2016 – Present Association for Consumer Research

PROFESSIONAL AFFILIATIONS

American Marketing Association (AMA)
 Association for Consumer Research (ACR)
 Society for Consumer Psychology (SCP)
 European Marketing Academy (EMAC)

TEACHING INTERESTS

Consumer Behavior, Digital and Social Media Marketing, Principles of Marketing, Marketing Research, Strategic Marketing

TEACHING EXPERIENCE

Instructor

- 2019 Consumer Behavior, Torcuato Di Tella University (Master in Management & Analytics, 15 hours, 40 students, 3.93/5)
- 2019 Consumer Behavior, Torcuato Di Tella University (Undergraduate, 45 hours, 38 students, average evaluation 4.12/5)
- 2019 Consumer Behavior, Torcuato Di Tella University (Undergraduate, 45 hours, 26 students, average evaluation 3.76/5)
- 2018 Research Methods for Social Sciences (co-instructor), University of Calabria (average evaluation 6.3/7)
- 2017 Research Methods for Social Sciences (co-instructor), University of Calabria (average evaluation 6.2/7)
- 2017 Consumer Behavior, ESCP Europe (Specialized Master, 15 hours, 49 students, average evaluation 3.34/4)
- 2015 Research Methods for Social Sciences (co-instructor), University of Calabria (average evaluation 6.8/7)

PEDAGOGICAL CONTRIBUTION

Elena Fumagalli (in press). “Ethical Consumerism and Glass Box Branding: When Companies’ Actions Speak Louder Than Words,” SAGE Business Cases.

Elena Fumagalli (2020). “Tough love: when social media influencers’ digital detox goes wrong,” SAGE Business Cases. (Voted Best Marketing Business Case of 2019 by SAGE Editorial Team)

Elena Fumagalli (2019). “Direct-to-consumer DNA testing and product personalization: one size does not fit all genes,” SAGE Business Cases.

OTHER PROFESSIONAL EXPERIENCE

Consultant

Focus Management, Milano, Italy
March 2013 – August 2013

Research Fellow

Bocconi University, Milano, Italy
September 2011 – February 2013

Digital Marketing Consultant

Educom Srl, Pontida, Italy

July 2011 – February 2013

Junior Brand Manager, Regional Waters (Internship)

Nestle Waters Sanpellegrino, Milano, Italy

October 2010 – April 2011

Marketing Assistant (Internship)

Bleicher/Golightly Art Gallery, Santa Monica, USA

February 2010 – April 2010

LANGUAGES

Italian (native), English (fluent), Spanish (fluent), French (beginner)

COMPUTER PROGRAMS

MS Office, SPSS, R, NVivo

ACADEMIC REFERENCES

L. J. Shrum

Professor of Marketing

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