**FRANCESCA VALSESIA**

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Los Angeles, CA 90089-0443

**EDUCATION**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Marshall School of Business, University of Southern California**, Los Angeles, CA

Ph.D. Marketing (expected May 2018)

**London School of Economics**, London, UK

M.S. with distinction, Political Science and Political Economy (October 2010)

**Bocconi University**, Milan, Italy

M.S. summa cum laude, Economics and Management (March 2007)

**Bocconi University**, Milan, Italy

B.S., Economics and Management (September 2004)

**RESEARCH INTERESTS**\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signaling and impression management

Social influence and WOM

Consumption of cultural goods

Metacognition

**PUBLICATIONS AND MANUSCRIPTS UNDER REVIEW** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Valsesia, Francesca, Joseph C. Nunes and Andrea Ordanini (2016), “Being Lauded is Not the Same as Being Liked: How Creative Control Affects Perceived Authenticity and Recognition, but Not Liking,” *Journal of Consumer Research,* 42(6), 897-914

Nunes, Joseph C., Andrea Ordanini, and Francesca Valsesia (2015), “The Effect of Repetition on Processing Fluency and its Marketplace Implications,” *Journal of Consumer Psychology*, 25(2), 187-199. (Equal authorship)

* Selected media coverage: NPR, Washington Post, The Telegraph, Good Morning America, MTV

Valsesia, Francesca, Kristin Diehl, and Joseph C. Nunes, “Based On a True Story: Making People Believe the Unbelievable*,*” invited for revision at *Journal of Experimental Social Psychology* (Equal authorship)

Valsesia, Francesca and Norbert Schwarz, “Easy to Pronounce? Everybody Has It! Brand Name Fluency and Consumer Differentiation Motives”, under review

Valsesia, Francesca, Joseph C. Nunes and Andrea Ordanini, “The Sideline Effect: How Partitioning an Audience Facilitates Self-Presentation Objectives,” under review

**WORKING MANUSCRIPTS**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

“Look I Am Knowledgeable, The Influence of Self-Presentation Concerns on Consumer Ratings,” with Joseph C. Nunes and Andrea Ordanini

“Going on Record Early and Feeling of Psychological Ownership,” with Joseph C. Nunes and Andrea Ordanini

**SELECTED RESEARCH IN PROGRESS**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*“*Signaling with Experiences*,”* with K. Diehl

“The Bystander Effect and Persuasion*,*” with J. Nunes

“Subtle Signals of Status on Twitter*,*” with J. Nunes and D. Proserpio

**CHAIRED SYMPOSIA**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Valsesia, Francesca (2016, October). “Unveiling the Social Dynamics of Word of Mouth,” *Association for Consumer Research*, Berlin, Germany.

Valsesia, Francesca (2016, October). “Self Presentation in Online Word of Mouth,” *Association for Consumer Research*, Berlin, Germany.

Valsesia, Francesca (2015, October). “Experiences in the Moment,” *Association for Consumer Research*, New Orleans, LO.

**CONFERENCE PRESENTATIONS**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Valsesia, Francesca\*, Joseph Nunes and Andrea Ordanini (2016, October). “The Influence of Self-Presentation Concerns on Online Reviews,” *Association for Consumer Research*, Berlin, Germany.

Valsesia, Francesca\*, Joseph Nunes and Andrea Ordanini (2016, October). “I Got Here First! Feelings of Psychological Ownership and Consumer Ratings,” *Association for Consumer Research*, Berlin, Germany.

Valsesia, Francesca, and Norbert Schwarz (2016, January). “I Got Here First! Feelings of Psychological Ownership and Consumer Ratings,” *Society for Personality and Social Psychology*, San Diego, CA.

Valsesia, Francesca, Kristin Diehl and Joseph Nunes\* (2015, October). “Based on True Events: The Effects of Veracity on the Consumption Experience,” *Association for Consumer Research*, New Orleans, LO.

Valsesia, Francesca\*, Joseph C. Nunes and Andrea Ordanini (2015, February). “Being Lauded is Not the Same as Being Liked: How Creative Control Affects Perceived Authenticity and Recognition, but Not Liking,” *Society for Consumer Psychology*, Phoenix, AZ.

Valsesia, Francesca\*, Joseph C. Nunes and Andrea Ordanini (2014, October). “Being Lauded is Not the Same as Being Liked: How Creative Control Affects Perceived Authenticity and Recognition, but Not Liking,” *Association for Consumer Research*, Baltimore, MD.

**TEACHING EXPERIENCE**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*Instructor*

* Basic Marketing, New Product Development classes (executive), SDA Bocconi School of Management, April 2013

*Teaching Assistant*

* Internet Publishing and Music (undergraduate), Bocconi University, Spring 2013
* Business Marketing, SDA Bocconi School of Management (executive), February 2013

Teaching Excellence Program, SDA Bocconi School of Management, 2012

**AWARDS AND RECOGNITION**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* AMA Seth Foundation Doctoral Consortium Fellow, 2017
* 2016 James S. Ford Fellowship (4,800 USD)

**AFFILIATIONS**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* Association for Consumer Research (ACR)
* Society for Consumer Psychology (SCP)
* Society for Personality and Social Psychology (SPSP)

**OTHER\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* Ad Hoc reviewer for *Journal of Consumer Research*
* Member of SEEP Lab

**PROFESSIONAL EXPERIENCE**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* The Nielsen Company (Italy) – Senior Research Analyst
* Quantum Marketing Italia (Italy) – Account Executive
* The Hideaways Club (UK) – Marketing Executive

**PHD CLASSES** \_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Marketing

* **Consumer Behavior and Decision Making** – *Instructors*: Kristin Diehl and Joseph Nunes
* **Understanding Consumer and Organizational Buying Behavior** (A) – *Instructor*: Joseph Priester
* **Strategic and Marketing Mix Models** – *Instructors*: Gerry Tellis and Sivaramakrishnan Siddarth
* **Marketing Models in Consumer and Business to Business Markets** (A) – *Instructors*: Anthony Dukes and Shantanu Dutta
* **Seminar in Consumer Behavior** – *Instructor*: Stephen Spiller

Psychology

* **The Psychology of Self-Report** – *Instructor*: Norbert Schwarz
* **Self-Concept and Motivation** – Instructor: Daphna Oyserman
* **Current Issues in Social Cognition** – Instructor: Norbert Schwarz

Methods and Statistics

* **Designing and Running Experiments** – *Instructor*: Sarah Bonner
* **Advanced Research Methods in Marketing** – *Instructor*: Valerie Folkes
* **Quantitative Methods and Statistics II** – *Instructor*: Tim Biblarz
* **Regression and Multivariate Communication Research** – *Instructor*: Lynn Miller
* **Regression and the General Linear Model** (Audit) – *Instructor*: Laura Baker
* **Multivariate Statistics** (Audit)– *Instructor*: Eli Tsukayama

Other

* **Writing a Journal Article for Publication** – *Instructor*: Lee Cerling
* **Communication for Doctoral Students: Succeeding as a Teacher** – *Instructor*: Lee Cerling