

## ANTHONY SALERNO

Owen Graduate School of Management  
Vanderbilt University  
401 21st Avenue South, Nashville, TN 37203  
Email: anthony.salerno@vanderbilt.edu

### ACADEMIC POSITIONS

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Owen Graduate School of Management, Vanderbilt University  
Associate Professor of Marketing, 2021 – Present

Carl H. Lindner College of Business, University of Cincinnati  
Associate Professor of Marketing, 2019 – 2021  
Assistant Professor of Marketing, 2014 – 2019

### EDUCATION

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Ph.D. Marketing, University of Miami (2014)  
B.S. Communications, Departmental Honors in Psychology, University of Miami (2009)

### RESEARCH INTERESTS

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- Emotion
- Goal Pursuit
- Self-Regulation

### JOURNAL PUBLICATIONS (\*denotes paper with equal author contribution)

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Salerno, Anthony and Brianna Escoe (2020), “Resource Scarcity Increases the Value of Pride,” *Journal of the Association for Consumer Research*, 5 (October), 458–69.

Salerno, Anthony, Juliano Laran, and Chris Janiszewski (2019), “The Bad Can Be Good: When Benign and Malicious Envy Motivate Goal Pursuit,” *Journal of Consumer Research*, 46 (August), 388–405.

- Featured in Harvard Business Review, Psychology Today, and on Consumer Talk with Michael Finney

\*Laran, Juliano, Chris Janiszewski, and Anthony Salerno (2019), “Nonconscious Nudges: Encouraging the Sustained Pursuit of Nonconscious Goals,” *Journal of Consumer Research*, 46 (August), 307–29.

Salerno, Anthony and Julio Sevilla (2019), “Scarce Foods are Perceived as Having More Calories,” *Journal of Consumer Psychology*, 29 (July), 472–82.

\*Kettle, Keri and Anthony Salerno (2017), “Anger Promotes Economic Conservatism,” *Personality and Social Psychology Bulletin*, 43 (October), 1440–54.

- Featured in Dow Jones’s Moneyish, CTV Television Network, CBC Radio One, MSN News, Mic, and Science Daily

\*Laran, Juliano, Chris Janiszewski, and Anthony Salerno (2016), “Exploring the Differences between Conscious and Unconscious Goal Pursuit,” *Journal of Marketing Research*, 53 (June), 442–58.

Salerno, Anthony, Juliano Laran, and Chris Janiszewski (2015), “Pride and Regulatory Behavior: The Influence of Appraisal Information and Self-Regulatory Goals,” *Journal of Consumer Research*, 42 (October), 499–514.

- Featured in Forbes, Men’s Health Magazine, Yahoo! News, Psychology Today, and Psych Central

Salerno, Anthony, Juliano Laran, and Chris Janiszewski (2014), “Hedonic Eating Goals and Emotion: When Sadness Decreases the Desire to Indulge,” *Journal of Consumer Research*, 41 (June), 135–51.

Laran, Juliano and Anthony Salerno (2013), “Life History Strategy, Food Choice, and Caloric Consumption,” *Psychological Science*, 24 (February), 167–73.

- Featured in The Wall Street Journal, The Huffington Post, National Public Radio, US News and World Report, New York Daily News, The Miami Herald, Women’s and Men’s Health Magazine

## **BOOK CHAPTER**

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Salerno, Anthony (2019), “Contemporary Methods in Consumer Goal Pursuit and Emotion Research,” in *Handbook of Research Methods in Consumer Psychology*, ed. Frank R. Kardes, Paul M. Herr, and Nobert Schwarz, New York: Routledge, 208–40.

## **MANUSCRIPTS UNDER REVIEW AND IN PREPARATION**

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Ho, Cony, Dan Grossman, Anthony Salerno, and Josh Clarkson “Goal Paralysis: The Effect of Bad Luck on Self-Efficacy and Goal Pursuit,” under review.

Ho, Cony M., Frank Kardes, Anthony Salerno, and Steven S. Posavac “A Construal Level Account of the Valuation Effect,” under review.

Salerno, Anthony and Juliano Laran “Affect Type and Goal Pursuit,” under review.

Escoe, Brianna, Nate Martin, and Anthony Salerno “That’s So Cringeworthy! Understanding What Cringe Is and Why We Want to Share It,” manuscript in preparation.

Salerno, Anthony, Chris Janiszewski, and Juliano Laran “How Cognitive versus Affective Self-Discrepancies Influence Consumer Compensatory Consumption Strategies,” manuscript in preparation.

## **SELECTED WORK IN PROGRESS**

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“Emotion, Charitable Appeal Framing, and Donation Behavior,” with Tatiana Fajardo

“Emotion, Color, and Consumption,” with Julio Sevilla

“Consumer Reactions to Cringe,” with Brianna Escoe

“Political Ideology and Consumer Behavior,” with Alberto Barchetti

“Psychological Determinants of Consumer Product Materiality Preferences,” with Brianna Escoe, Julio Sevilla, and Kevin L. Sample

## **CONFERENCE PRESENTATIONS**

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(Presenting author in bold)

**Salerno, Anthony** and Brianna Escoe (2022), “Resource Scarcity Increases the Value of Pride,” Paper presented at the Society for Consumer Psychology Boutique Conference on Paucity in the Midst of Opulence: How Scarcity, Luxury, and Inequality Impact Consumer Behavior, Honolulu, Hawaii.

Salerno, Anthony and **Brianna Escoe** (2019), “Resource Scarcity Increases the Value of Pride,” Paper presented at the Association for Consumer Research Conference, Atlanta, Georgia.

**Ho, Cony**, Dan Grossman, Anthony Salerno, and Josh Clarkson (2019), “Today is Just Not My Day: Bad Luck's Effect on Goal Pursuit,” Paper presented at the Association for Consumer Research Conference, Atlanta, Georgia.

**Salerno, Anthony**, Chris Janiszewski, and Juliano Laran (2019), “When Does Mood Repair Occur? An Examination Within the Context of Unfulfilled Needs,” Paper presented at the Society for Consumer Psychology Boutique Conference on Addiction and Maladaptive Consumption, Seattle, Washington.

**Salerno, Anthony** and Julio Sevilla (2019), “Scarce Foods are Perceived as Having More Calories,” Paper presented at the American Marketing Association Winter Academic Conference, Austin, Texas.

**Salerno, Anthony**, Chris Janiszewski, and Juliano Laran (2019), “Understanding the Determinants of Hedonic versus Instrumental Affect Regulation,” Paper presented at the Winter Conference of the Society for Consumer Psychology, Savannah, Georgia.

**Sevilla, Julio** and Anthony Salerno (2018), “The Effect of Incidental Emotion and Food Color on Satiation from Repeated Consumption,” Paper presented at the Winter Conference of the Society for Consumer Psychology, Dallas, Texas.

**Fajardo, Tatiana** and Anthony Salerno (2018), “Prevention versus Treatment: How Negative Emotion and Charitable Appeal Affect Donation Behavior,” Paper presented at the Winter Conference of the Society for Consumer Psychology, Dallas, Texas.

**Sevilla, Julio** and Anthony Salerno (2018), “The Interplay Between Incidental Emotion and Food Color on Satiation from Repeated Consumption,” Paper presented at the American Marketing Association Winter Academic Conference, New Orleans, Louisiana.

Fajardo, Tatiana and **Anthony Salerno** (2017), “Prevention versus Treatment: How Negative Emotion and Charitable Appeal Affect Donation Behavior,” Paper presented at the Association for Consumer Research Conference, San Diego, California.

**Salerno, Anthony**, Juliano Laran, and Chris Janiszewski (2017), “Process versus Outcome: How Envy and Goal Framing Affect Goal Pursuit,” Paper presented at the Association for Consumer Research Conference, San Diego, California.

**Sevilla, Julio** and Anthony Salerno (2017), “The Food Scarcity Heuristic: People Overestimate the Caloric Content of Scarce Foods,” Paper presented at the Association for Consumer Research Conference, San Diego, California.

**Salerno, Anthony** and Juliano Laran (2017), “Incidental versus Integral Affect: An Examination of Affect Type on Goal Pursuit,” Paper presented at the Society for Consumer Psychology Boutique Conference on Emotion, Motivation, and Product Value, New York, New York.

**Salerno, Anthony** and Julio Sevilla (2017), “Scarce Foods are Perceived as Having More Calories,” Paper presented at the Winter Conference of the Society for Consumer Psychology, San Francisco, California.

**Salerno, Anthony** and Keri Kettle (2015), “Anger Promotes Economic Conservatism,” Poster presented at the Society for Judgment and Decision Making annual conference, Chicago, Illinois.

**Salerno, Anthony**, Juliano Laran, and Chris Janiszewski (2015), “The Influence of Envy on Individually- versus Socially-Framed Hedonic Goal Pursuit,” Paper presented at the Winter Conference of the Society for Consumer Psychology, Phoenix, Arizona.

**Salerno, Anthony**, Juliano Laran, and Chris Janiszewski (2013), “The Influence of Pride Diagnosticity on Self-Control,” Paper presented at the Association for Consumer Research Conference, Chicago, Illinois.

**Salerno, Anthony**, Juliano Laran, and Chris Janiszewski (2012), “How Sadness Signals Danger of Over-Indulgence,” Paper presented at the Association for Consumer Research Conference, Vancouver, British Columbia.

**Salerno, Anthony**, Juliano Laran, and Chris Janiszewski (2012), “Evidence for Emotion-Specific Goal Modification,” Paper presented at the American Psychological Association Annual Convention, Orlando, Florida.

Juliano Laran, Chris Janiszewski, and **Anthony Salerno** (2012), “When the Absence of Focused Attention Helps Goal Pursuit,” Paper presented at the American Psychological Association Annual Convention, Orlando, Florida.

**Salerno, Anthony**, Juliano Laran, and Chris Janiszewski (2012), “How Sadness Signals Danger in Indulgent Goal-Pursuit,” Paper presented at the Winter Conference of the Society for Consumer Psychology, Las Vegas, Nevada.

Juliano Laran, and **Anthony Salerno** (2012), “Survival Mindset and Food Choices,” Paper presented at the Winter Conference of the Society for Consumer Psychology, Las Vegas, Nevada.

Juliano Laran, and **Anthony Salerno** (2011), “Survival Mindset and Food Choices,” Paper presented at the Association for Consumer Research Conference, St. Louis, Missouri.

Juliano Laran, and **Anthony Salerno** (2011), “Survival Mindset and Food Choices,” Paper presented at the American Psychological Association Annual Convention, Washington D.C.

Juliano Laran, and **Anthony Salerno** (2011), “Survival Mindset and Food Choices,” Poster presented at the Winter Conference of the Society for Consumer Psychology, Atlanta, Georgia.

## **INVITED TALKS AND COLLOQUIA**

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Vanderbilt University; Marketing Colloquia (March 2021)  
Gatlinburg, Tennessee; Fifth Annual IDEA Conference Participant (June 2019)  
Kent State University; Ohio Marketing Academic Colloquium (OMAC; April 2019)  
University of Louisville; 2018 Consumer Behavior Research Forum (June 2018)  
Georgia Institute of Technology; Fourth Annual IDEA Conference Participant (June 2018)  
ACR Roundtable Participant on Resource Scarcity (October 2017)  
University of Cincinnati; Marketing Department Research Camp (March 2017)  
University of Georgia; Marketing Colloquia (January 2016)  
University of Cincinnati; Interdisciplinary Research Seminar Series (August 2014)  
George Washington University; Marketing Colloquia (November 2013)  
University of Washington; Marketing Colloquia (October 2013)  
University of British Columbia; Marketing Colloquia (September 2013)  
University of Cincinnati; Marketing Colloquia (August 2013, March 2017)

## **HONORS, AWARDS, AND GRANTS**

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### **Field**

- Marketing Science Institute (MSI) Young Scholar: 2019
- SCP Doctoral Consortium Faculty Participant: February 2016, February 2018
- Brierley Professor Institute Participant: 2017

### **Honors at University of Cincinnati**

- University of Cincinnati Provost’s Award for Faculty Excellence: 2020
- University of Cincinnati Lindner Summer Research Grant Award Recipient: Fall 2020
- University of Cincinnati Research Excellence Emerging Scholar Award Recipient: 2019
- University of Cincinnati Mid-Career Research Award: Spring 2017

- University of Cincinnati Research Excellence Department Award Recipient: Fall 2016
- University of Cincinnati Research Excellence Faculty Award Recipient: Fall 2015, Fall 2016, Fall 2017, Fall 2018
- University of Cincinnati Dean's Excellence in Teaching Award (discontinued after 2018): Fall 2015, Fall 2016, Fall 2017, Fall 2018
- University of Cincinnati Faculty Development Award Recipient: Fall 2014, Fall 2015, Spring 2018, Fall 2019, Spring 2021

#### **Honors at University of Miami (as a Ph.D. Student)**

- AMA-Sheth Consortium Fellow: June 2013
- University of Miami Research Creativity and Innovation Forum Participant: April 2011
- University of Miami Graduate Activity Fee Allocation Committee (GAFAC) Travel Grant Award Recipient: October 2010, February 2012
- University of Miami Ph.D. Travel Grant Award Recipient: February 2010
- University of Miami Dean's Fellowship Award Recipient: 2009-2014

#### **TEACHING INTERESTS**

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- Consumer Behavior
- Advertising and Integrated Marketing Communications

#### **TEACHING EXPERIENCE**

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##### **Graduate Courses**

Quantitative Analysis for Marketing Decision Making, Vanderbilt University: Spring 2022

Ph.D. Seminar: Consumer Judgment and Decision Making, University of Cincinnati: Fall 2020 (with Ryan Rahinel)

Ph.D. Current Topics Seminar: Consumer Goal Pursuit and Emotion, University of Cincinnati: Fall 2018

Advertising and Marketing Communication, University of Cincinnati: Fall 2016, Fall 2017, Fall 2018, Fall 2019, Fall 2020

##### **Invited Guest Lectures in Graduate Courses**

Consumer-Focused Marketing Management, Vanderbilt University: Fall 2021

##### **Undergraduate Courses**

Advertising Management, University of Cincinnati: Fall 2014, Fall 2015, Fall 2016, Fall 2017, Fall 2018, Fall 2019, Fall 2020

International Study Abroad Program, University of Cincinnati: Spring 2016

Independent Study in Marketing, University of Cincinnati: Spring 2017

Principles of Marketing, University of Miami: Spring 2014

##### **Invited Guest Lectures in Undergraduate Courses**

Academic Research Assistant in Marketing, University of Cincinnati: Fall 2016, Fall 2017, Fall 2018, Fall 2019

Introduction to Marketing, University of Miami: Fall 2018

Principles of Marketing, University of Miami: Fall 2012

Consumer Behavior, University of Miami: Fall 2012

## **SERVICE TO THE FIELD**

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### **Editorial Review Board (ERB)**

*Journal of Consumer Psychology*  
*Journal of Consumer Research*  
*Journal of Marketing Research*  
*Journal of Retailing*

### **Ad Hoc Reviewer (Journals)**

*Annals of Behavioral Medicine*  
*Appetite*  
*Applied Cognitive Psychology*  
*Cognition and Emotion*  
*Current Psychology*  
*Emotion*  
*European Journal of Marketing*  
*Evolutionary Psychological Science*  
*International Journal of Research in Marketing*  
*Journal of Business Research*  
*Journal of Consumer Behaviour*  
*Journal of Consumer Psychology*  
*Journal of Consumer Research*  
*Journal of Environmental Psychology*  
*Journal of Experimental Psychology: Applied*  
*Journal of Marketing Communications*  
*Journal of Marketing Management*  
*Journal of Marketing Research*  
*Journal of Retailing*  
*Journal of the Academy of Marketing Science*  
*Journal of the Association for Consumer Research*  
*Marketing Letters*  
*Motivation and Emotion*  
*Personality and Social Psychology Bulletin*  
*Physiology & Behavior*

### **Associate Editor (Conferences)**

Society for Consumer Psychology (SCP): 2022

### **Ad Hoc Reviewer (Conferences)**

Association for Consumer Research (ACR): 2011-Present  
Society for Consumer Psychology (SCP): 2011-Present  
American Marketing Association (AMA) Winter Marketing Educators' Conference: 2015-2017

### **Conference Program Committee Member**

Society for Consumer Psychology (SCP): 2018, 2020, 2021, 2022

**Conference Doctoral Consortium Faculty Participant**

Society for Consumer Psychology (SCP): February 2016, February 2018

**Ph.D. Candidate Mentor**

SCP Job Market Mentorship Program: 2019 (Mentee: Joyce Jingshi Liu, HKUST)

**SERVICE TO THE DEPARTMENT, COLLEGE, AND UNIVERSITY**

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**Consumer and Market Insights (CMI) Co-Lab Adviser (with Josh Clarkson)**

University of Cincinnati, 2020, 2021

**Carl H. Lindner College of Business Research Excellence Committee Member**

University of Cincinnati, 2019, 2020, 2021

**Lindner Marketing Department Research Camp Co-Organizer (with Ryan Rahinel)**

University of Cincinnati, Spring 2016, Spring 2017, Spring 2018, Spring 2019, Spring 2020\*  
(canceled due to COVID-19 pandemic)

**Ph.D. Program Recruiting Committee Member**

University of Cincinnati, 2015, 2016, 2017, 2018, 2019

**Tenure Track Faculty Recruiting Committee Member**

University of Cincinnati, 2015, 2016

**Doctoral Dissertation Committees**

Brianna Escoe: chair, 2021, Vanderbilt University

Cony Ho: co-chair (Josh Clarkson), 2019, Clemson University

**Ph.D. Student Advising in Research Involvement**

Ruth Pogacar (2014-2016), Cony Ho (2014-Present), Brianna Escoe (2016-Present), Dan Grossman (2016-Present), Nate Martin (2018-Present), Alberto Barchetti (2020-Present)

**Master's Student Advising in Research Involvement**

Serkan Saka (2016-2017)

**Undergraduate Student Advising in Research Involvement**

Mason Maier (2014-2015), John Giles (2015), Justin Walter (2015), Gika Okonji (2016), Chris DiBiase (2016), Fernanda Talzzia (2017), Nhi Tran (2019)

**Undergraduate Student Independent Study Advising**

Fernanda Talzzia (Spring 2017): Social Marketing and Behavioral Change

**Lab Manager**

University of Miami, 'CANES Behavioral Lab, University of Miami, 2012, 2013



**PROFESSIONAL AFFILIATIONS**

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- American Marketing Association (AMA)
- Association for Consumer Research (ACR)
- Society for Consumer Psychology (SCP)

**OTHER PROFESSIONAL EXPERIENCE**

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2013-2014, Marketing Intern, Amadeus, Miami, FL

2010, Consultant, McGraw-Hill Higher Education, Management and Marketing Department

2007, Marketing Intern, Johnson & Johnson, Skillman, NJ

2005-2004, Product Manufacturer, Pure Biotech LLC, Middlesex, NJ