

ANTHONY SALERNO

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

ACADEMIC POSITIONS

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

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

RESEARCH INTERESTS

- Emotion
- Goal Pursuit
- Self-Regulation

JOURNAL ARTICLE PUBLICATIONS (*denotes paper with equal author contribution)

Escoe, Brianna, Nathanael S. Martin, and Anthony Salerno (forthcoming), “That’s So Cringeworthy! Understanding What Cringe Is and Why We Want to Share It,” *Journal of Marketing Research*.

Ho, Cony M., Daniel M. Grossman, Anthony Salerno, and Joshua J. Clarkson (2024), “Goal Paralysis: How Bad Luck Affects Goal Commitment,” *Motivation and Emotion*, 48 (February), 1–16.

Salerno, Anthony, Chris Janiszewski, and Juliano Laran (2023), “Focus on the Need or Feeling Good? Coping Through Instrumental Action versus Prohedonic Distraction Depends on the Temporal Efficacy of Means,” *Motivation and Emotion*, 47 (December), 887–907.

- Featured in Character & Context.

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, Business Insider, 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!, 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

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.

OTHER PUBLICATIONS

Salerno, Anthony (2024), “Stressed? How We Cope Depends on the Opportunities We Have,” *Character & Context*.

MANUSCRIPTS IN THE REVIEW PROCESS AND IN PREPARATION

Palcu, Johanna, Martin Schreier, Chris Janiszewski, Janet Kleber, and Anthony Salerno, “Fixing the Bug in Insect Consumption,” under 2nd round review.

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

Salerno, Anthony and Tatiana Fajardo, “Emotion, Charitable Appeal Framing, and Donation Behavior,” in preparation for submission.

Salerno, Anthony and Juliano Laran, “Affect Type and Goal Pursuit,” in preparation for submission.

SELECT WORK IN PROGRESS

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

“Consumer Reactions to Cringe,” with Brianna Escoe

“Understanding Cringe Consumption,” with Brianna Escoe and Evan Weingarten

“Political Ideology and Consumer Behavior,” with Alberto Barchetti

“Anthropomorphizing Debt”

CONFERENCE PRESENTATIONS

(Presenting author in bold)

Palcu, Johanna, Martin Schreier, Chris Janiszewski, **Janet Kleber**, and Anthony Salerno (2024), “Fixing the Bug in Insect Consumption,” Paper presented at the 15th Alps Adria Psychology Conference, Klagenfurt, Austria.

Salerno, Anthony and Tatiana Fajardo (2023), “To Treat or Prevent the Charitable Cause? How the Efficacy of Different Donation Appeals Varies Based on Negative Emotion,” Paper presented at the American Marketing Association Marketing + Public Policy Conference, Arlington, VA.

Escoe, Brianna, Nathanael S. Martin, and Anthony Salerno (2023), “Understanding What Cringe Is and Why We Want to Talk About It,” Paper presented at the Winter Conference of the Society for Consumer Psychology, San Juan, Puerto Rico.

Escoe, Brianna, Nathanael S. Martin, and Anthony Salerno (2023), “Understanding What Cringe Is and Why We Want to Talk About It,” Paper presented at the American Marketing Association Winter Academic Conference, Nashville, Tennessee.

Salerno, Anthony and Tatiana Fajardo (2023), “To Treat or Prevent the Charitable Cause? How the Efficacy of Different Donation Appeals Varies Based on Negative Emotion,” Paper presented at the American Marketing Association Winter Academic Conference, Nashville, Tennessee.

Escoe, Brianna, Nathanael S. Martin, and **Anthony Salerno** (2022), “Understanding What Cringe Is and Why We Want to Talk About It,” Paper presented at the Association for Consumer Research Conference, Denver, Colorado.

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.

Ho, Cony, Frank Kardes, Anthony Salerno, and Steve Posavac (2022), “A Construal Level Account of the Valuation Effect,” Paper presented at the Winter Conference of the Society for Consumer Psychology, Nashville, Tennessee.

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

Southern Methodist University: Marketing Colloquia (October 2024)

University of Oregon: Marketing Colloquia (September 2024)

ACR Doctoral Symposium “Speed Dating” Faculty Mentor (October 2023)

AMA Marketing + Public Policy Conference Panel Participant on U.N. Sustainable Development Goals (June 2023)

Vanderbilt University: Marketing Research Camp (April 2023)

ACR Doctoral Symposium “Motivation and Emotion” Faculty Track Judge for the Shark Tank Research Competition (October 2022)

SCP Doctoral Consortium Panel Participant on Identifying Valuable Ideas (March 2022)

Hong Kong University of Science and Technology (HKUST): Doctoral Seminar Speaker (March 2022)

University of Miami: Doctoral Seminar Speaker (October 2021, October 2024)

Vanderbilt University: Marketing Colloquia (March 2021, October 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

Field

- Outstanding Reviewer Award, *Journal of Consumer Psychology*, 2024
- Outstanding Reviewer Award, *Journal of Consumer Psychology*, 2023
- Marketing Science Institute (MSI) Young Scholar: 2019
- ACR Doctoral Symposium Faculty Participant: October 2022, October 2023
- SCP Doctoral Consortium Faculty Participant: February 2016, February 2018, March 2022, March 2024
- Brierley Professor Institute Participant: 2017

Honors at Vanderbilt University

- Business of Vanderbilt Participant: 2023

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 2018
- University of Cincinnati Dean's Excellence in Teaching Award (discontinued after 2018): Fall 2015-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

- Consumer Behavior
- Advertising and Integrated Marketing Communications
- Quantitative Methods

TEACHING EXPERIENCE

Graduate Courses

Executive MBA: Marketing Strategy: Spring 2024-Present

Directed Study: Filling the Marketing Toolbox, Vanderbilt University: Spring 2022-Present

Quantitative Methods for Marketing Decision Making, Vanderbilt University: Spring 2022-Present

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 2020

Invited Guest Lectures in Graduate Courses

Consumer-Focused Marketing Management, Vanderbilt University: Fall 2021-Fall 2022

Undergraduate Courses

Advertising Management, University of Cincinnati: Fall 2014-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 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

Associate Editor (AE)

Journal of Marketing Research

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 Experimental Social Psychology
Journal of Interactive Marketing
Journal of Marketing
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
Organizational Behavior and Human Decision Processes
Personality and Social Psychology Bulletin
Physiology & Behavior
Social Psychology

Elected Treasurer, Board of Directors

Association for Consumer Research (ACR): 2025-2027

Conference Social Co-Chair (with Robin Soster)

Society for Consumer Psychology (SCP): March 2024

Associate Editor (Conferences)

Society for Consumer Psychology (SCP): 2022

Conference Program Committee Member

Society for Consumer Psychology (SCP): 2018, 2020-2023

Ad Hoc Reviewer (Conferences)

Association for Consumer Research (ACR): 2011-Present

Society for Consumer Psychology (SCP): 2011-Present

Society for Consumer Psychology (SCP): 2011-Present

European Association of Consumer Research 2023: 2023

American Marketing Association (AMA) Winter Marketing Educators' Conference: 2015-2017

Conference Doctoral Consortium Faculty Participant

Association for Consumer Research (ACR): October 2022, October 2023

Society for Consumer Psychology (SCP): February 2016, February 2018, March 2022, March 2024

Ph.D. Candidate Mentor

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

Ad Hoc Reviewer (Dissertations)

MSI Clayton Dissertation Proposal Competition

SERVICE TO THE DEPARTMENT, COLLEGE, AND UNIVERSITY

Owen Diversity and Inclusion Advisory Board

Vanderbilt University, 2023-Present

Owen Insights Lab Faculty Director

Vanderbilt University, 2022-Present

Master of Marketing Program Advisory Committee Member

Vanderbilt University, 2021-Present

Owen Marketing Department Research Camp Co-Organizer (with Kelly Haws)

Vanderbilt University, Spring 2023

Owen Marketing Tenure-Track Faculty Recruiting Committee Chair

Vanderbilt University, 2022, 2024

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, 2019-2021

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

University of Cincinnati, Spring 2016-Spring 2019

Ph.D. Program Recruiting Committee Member

University of Cincinnati, 2015-2019

Tenure Track Faculty Recruiting Committee Member

University of Cincinnati, 2015-2016

Doctoral Dissertation Committees

Brianna Escoc: 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 Escoc (2016-Present), Dan Grossman (2016-2023), Nate Martin (2018-Present), Alberto Barchetti (2020-Present), Roger Saumure (2023-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

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

OTHER PROFESSIONAL EXPERIENCE

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