

Steven Sweldens

RSM Erasmus University
Burgemeester Oudlaan 50
3062 PA Rotterdam
The Netherlands
Email: sweldens@rsm.nl

INSEAD
Boulevard de Constance
77305 Fontainebleau Cedex
France
Email: steven.sweldens@insead.edu

Academic Appointments

- 2018 – present **Director of Doctoral Education**
Erasmus Research Institute of Management (ERIM)
- 2017 – present **Endowed Professor of Consumer Behavior and Marketing**
RSM Erasmus University
- 2015 – present **Distinguished Research Fellow**
INSEAD
- 2014 – 2017 **Associate Professor of Marketing**
RSM Erasmus University
- 2014 – 2015 **Assistant Professor of Marketing (on leave)**
INSEAD
- 2009 – 2014 **Assistant Professor of Marketing**
INSEAD

Education

- 2004-2009 PhD (Marketing), RSM Erasmus University
- 2007 Visiting Research Scholar, University of Florida
- 2001-2004 Licentiaat in de Psychologie, Catholic University Leuven (*Magna Cum Laude*)
- 1999-2001 Kandidaat in de Psychology Catholic University Leuven (*Cum Laude*)

Honors

ERIM Fellow Marketing Program, 2017 - 2022

ERIM High Performance Member, 2014 – present

ECCH Case Award, Overall Winner, 2012

INSEAD Dean's Commendation for Excellence in MBA Teaching, 2011, 2012, 2013, 2014

ECCH / The Case Centre Best Selling Case Award, 2010, 2011, 2012, 2013, 2015, 2016, 2017
Runner-up, John A. Howard American Marketing Association Dissertation Competition, 2010
EMAC-McKinsey Doctoral Dissertation Award, 2010
Emerald/EFMD Outstanding Doctoral Research Award, 2010
SAP-PIM Marketing Science Dissertation Award, 2010
Dutch Marketing Research Association's (MOA) Research Prize, 2010
AMA Doctoral Consortium Fellow, 2008

Publications

Journal Articles

- Hütter, Mandy, and Steven Sweldens (2018), "Dissociating Controllable and Uncontrollable Effects of Affective Stimuli on Attitudes and Consumption," *Journal of Consumer Research*, forthcoming
- Sweldens, Steven, Mirjam Tuk, and Mandy Hütter (2017), "How to Study Consciousness in Consumer Research, A Commentary on Williams and Poehlman," *Journal of Consumer Research*, 44 (August), 266-275. [invited comment]
- Kim, Jeehye Christine, Steven Sweldens, and Mandy Hütter, (2016), "The Symmetric Nature of Evaluative Memory Associations: Equal Effectiveness of Forward versus Backward Evaluative Conditioning," *Social Psychological and Personality Science*, 7 (January), 61-68.
- Tuk, Mirjam, Kuangjie Zhang, and Steven Sweldens (2015), "The Propagation of Self-Control: Self-Control in One Domain Simultaneously Improves Self-Control in Other Domains," *Journal of Experimental Psychology: General*, 144 (June), 639-654.
- Sweldens, Steven, Stefano Puntoni, Gabriele Paolacci, and Maarten Vissers (2014), "The Bias in the Bias: Comparative Optimism as a Function of Event Social Undesirability," *Organizational Behavior and Human Decision Processes*, 124 (July), 229-244.
- Sweldens, Steven, Olivier Corneille, and Vincent Yzerbyt (2014), "The Role of Awareness in Attitude Formation through Evaluative Conditioning," *Personality and Social Psychology Review*, 18 (May), 187-209.
- Hütter, Mandy, and Steven Sweldens (2013), "Implicit Misattribution of Evaluative Responses: Contingency-Unaware Evaluative Conditioning Requires Simultaneous CS-US presentations," *Journal of Experimental Psychology: General*, 142 (August), 638-643.
- Hütter, Mandy, Steven Sweldens, Christoph Stahl, Christian Unkelbach, and Karl Christoph Klauer (2012), "Dissociating Contingency Awareness and Conditioned Attitudes: Evidence for Contingency-Unaware Evaluative Conditioning," *Journal of Experimental Psychology: General*, 141 (August), 539-557.

Puntoni, Stefano, Steven Sweldens, and Nader T. Tavassoli (2011), "Gender Identity Salience and Perceived Vulnerability to Breast Cancer," *Journal of Marketing Research*, 48 (June), 413-424.

Sweldens, Steven, Stijn M. J. van Osselaer, and Chris Janiszewski (2010), "Evaluative Conditioning Procedures and the Resilience of Conditioned Brand Attitudes," *Journal of Consumer Research*, 37 (October), 473-489.

Teaching Materials

"Renova Toilet Paper: Avant-garde Marketing in a Commoditized Category," INSEAD case developed with Raquel Seabra, Yakov Bart, and Pierre Chandon.

Book Chapters

Sweldens, Steven, Stijn M. J. van Osselaer, and Chris Janiszewski (2010), "Evaluatieve Conditionering 2.0: Directe versus Indirecte Transfer Van Gevoel Naar Merken [Evaluative Conditioning 2.0: Direct versus Indirect Transfer of Affect to Brands]," in *Ontwikkelingen in Het Marktonderzoek [Developments in Marketing Research]*, ed. A.E. Bronner, P. Dekker, E. de Leeuw, L.J. Paas, K. de Ruyter, A. Smidts and J.E. Wieringa, Haarlem, the Netherlands: Spaar en Hout, 43-59.

Peer-reviewed Conference Proceedings

Du Plessis, Christilene, Steven Sweldens, and Stijn M. J. van Osselaer (2017), "How Multitasking Influences Consumer Learning of Brand Associations," *Proceedings of the Society for Consumer Psychology*, forthcoming

Du Plessis, Christilene, Steven Sweldens, and Stijn M. J. van Osselaer (2016), "How Multitasking Influences Consumer Learning of Brand Associations," *Advances in Consumer Research*, forthcoming

Hütter, Mandy, and Steven Sweldens (2014), "On the Automatic Effects of Advertising: The Uncontrollability of Evaluative Conditioning Effects", *Advances in Consumer Research*, 41

Tuk, Mirjam, Kuangjie Zhang, and Steven Sweldens (2013), "Reconciling Ego Depletion and Inhibitory Spillover in Self-Control: The Role of Task Simultaneity," *La Londe Consumer Behavior Conference Proceedings*

Hütter, Mandy, and Steven Sweldens (2013), "I... Must... Resist: On the (Un)Controllability of Evaluative Conditioning," *Proceedings of the Society for Consumer Psychology*, 16, 285-86

Zhang, Kuangjie, Steven Sweldens, and Monica Wadhwa (2013), "Negative Scope Sensitivity: The Collapse of Feeling-Based Valuation for Multiple Desirable Objects," *Advances in Consumer Research*, 40, 909-10.

Tuk, Mirjam, Kuangjie Zhang, and Steven Sweldens (2013), "Self-Control Spillover: Impulse Inhibition Facilitates Simultaneous Self-Control in Unrelated Domains," *Advances in Consumer Research*, 40, 858-59.

- Hütter, Mandy, and Steven Sweldens (2012), "I... Must... Resist: On the (Un)Controllability of Evaluative Conditioning," *Proceedings of the International Conference of the Society for Consumer Psychology*
- Tuk, Mirjam, Kuangjie Zhang, and Steven Sweldens (2012), "Self-Control Spillover: Impulse Inhibition Facilitates Simultaneous Self-Control in Unrelated Domains," *Proceedings of the International Conference of the Society for Consumer Psychology*
- Zhang, Kuangjie, Steven Sweldens, and Monica Wadhwa (2012), "When Temptations Collide: More Temptations Are Less Desired," *Proceedings of the Society for Consumer Psychology*, 250-252
- Sweldens, Steven, Stefano Puntoni, Justin Kruger, and Maarten Vissers (2012), "The Bias in the Bias: Socially Desirable Responding in Comparative Optimism," *Advances in Consumer Research*, 39, 48-50
- Sweldens, Steven, Stijn M. J. van Osselaer, and Chris Janiszewski (2009), "Evaluative Conditioning 2.0: Direct and Indirect Attachment of Affect to Brands," *Advances in Consumer Research*, 36, 676-77
- Sweldens, Steven, Stefano Puntoni, and Nader T. Tavassoli (2009), "Gender Identity Salience and Perceived Vulnerability to Breast Cancer," *Advances in Consumer Research*, 36, 667
- De Langhe, Bart, Steven Sweldens, Stijn M. J. van Osselaer, and Mirjam Tuk (2009), "The Emotional Information Processing System Is Risk Averse: Ego-Depletion and Investment Behavior," *Advances in Consumer Research*, 36, 604-05.
- Sweldens, Steven, Stefano Puntoni, and Nader Tavassoli (2007), "At Your Own Risk: The Influence of Self-Identity on Perceived Vulnerability to Identity-Specific Risks," *Proceedings of the Society for Consumer Psychology*, 230-31

Teaching Experience

2014 - 2017	Marketing Management , EMBA Program – RSM Erasmus University
	Marketing Management , MBA Program – RSM Erasmus University
2014	Advanced Marketing , MBA Program – RSM Erasmus University
2010 - 2014	Market Driving Strategies , MBA Program – INSEAD
	Social Psychological Foundations of Management , PhD Program – INSEAD
	Experimental Design & Analysis , PhD Program – INSEAD
2013	Strategic Management in Banking Program , Executive Education – INSEAD
2012 - 2013	Inter-Alpha Banking Program , Executive Education – INSEAD
2006-2009	Customer Insights & Research Methodology , Bachelor Program – RSM Erasmus University

Work in Progress

Zhang, Kuangjie, Monica Wadhwa, and Steven Sweldens, "When One Is Better Than Two: The Imagery Spotlight Effect in Consumer Valuation of Experiences" (preparing for 3rd round review at Journal of Consumer Research)

Tuk, Mirjam, Du Plessis, Christilene, and Steven Sweldens, "The Impact of Voiding Urgency on Consumer Preferences" (to be submitted to Journal of the Association for Consumer Research)

Galli, Maria, Gerry Gorn, and Steven Sweldens, "Unconscious Learning of Associations Between Stimuli" (to be submitted to Journal of Experimental Psychology: General)

Sweldens, Steven, Mirjam Tuk, and Stijn van Osselaer, "The Advertising Implications of Conditioning Research" (startup-stage, targeted at Harvard Business Review)

Invited Presentations

Polish Academy of Sciences	June 2015
University of Tilburg	December 2014
IE Madrid	September 2014
University of Amsterdam	July 2014
University of Tübingen	June 2014
RSM Erasmus University	November 2013
University College London	September 2013
University of Colorado	March 2013
University of Timisoara	September 2012
Université Catholique de Louvain	March 2012
London Business School	November 2011
University of Heidelberg	November 2011
RSM Erasmus University	June 2011
Ghent University	December 2010
University of Chicago	April 2009
University of Groningen	November 2008
ESSEC, Paris	October 2008
University of Tilburg	October 2008
IESE, Barcelona	October 2008
HEC, Paris	October 2008
INSEAD	September 2008
Catholic University Leuven	February 2008
University of Florida	December 2007

Conference Presentations

"The Propagation of Self-Control: Self-Control in One Domain Simultaneously Improves Self-Control in Other Domains." Tilburg University X-Mas Research Camp, December 2015

"Evaluative Conditioning without Awareness? The Influence of Conditioning Procedures on Mental Processes." ESCON/ISCON Social Cognition Preconference to the European Association of Social Psychology Conference, Amsterdam, July 2014

- “The Symmetric Nature of Affective Brand Associations: Functional Equivalence of Forward versus Backward Evaluative Conditioning.” Expert Meeting on Evaluative Conditioning, Tübingen, June 2014
- “On the Automatic Effects of Advertising: The Uncontrollability of Evaluative Conditioning Effects.” Association for Consumer Research, Chicago, October 2013
- “Automaticity in Advertising: The Uncontrollability of Evaluative Conditioning.” Society for Consumer Psychology Winter Conference, San Antonio, February 2013
- “Implicit versus Explicit Learning in Evaluative Conditioning: The Role of the Conditioning Procedure.” Expert Meeting on Evaluative Conditioning, Timisoara, September 2012
- “Dissociating Contingency Awareness and Conditioned Attitudes: Evidence for Contingency-Unaware Evaluative Conditioning.” INSEAD/HEC/ESSEC research camp, HEC, March 2012
- “Stimulus – Stimulus & Stimulus – Response Learning in Evaluative Conditioning.” Expert Meeting on Evaluative Conditioning, Ghent, December 2010
- “Evaluative Conditioning 2.0: Direct and Indirect Attachment of Affect to Brands.” Association for Consumer Research, San Francisco, October 2008
- “Gender Identity Salience and Perceived Vulnerability to Breast Cancer.” Association for Consumer Research, San Francisco, October 2008
- “Evaluative Conditioning 2.0: Referential versus Intrinsic Learning of Affective Value.” European Marketing Academy Doctoral Colloquium, Brighton, UK, May 2008
- “You Talkin’ to Me? Detrimental Effects of Identity Salience on Identity-Specific Risk Perception.” European Association for Consumer Research, Milan, July 2007
- “At Your Own Risk: The Influence of Self-Identity on Perceived Vulnerability to Identity-Specific Risks.” Society for Consumer Psychology Winter Conference, Las Vegas, February 2007

PhD Students Supervised

Gizem Yalcin (in progress, RSM Erasmus)
 Jia ‘Phyliss’ Gai (in progress, RSM Erasmus)
 Christilene Du Plessis (2017, chair, RSM Erasmus, first placement: Singapore Management University)
 Kuangjie Zhang (2014, co-chair, INSEAD, first placement at Nanyang Technological University)

PhD Committees

Pieter van Dessel (2016, Ghent University)
 Serena D’Hooghe (in-progress, Ghent University)
 Anne-Sophie Lenoir (2015, RSM Erasmus)
 Ioannis Evangelidis (2015, RSM Erasmus)

Gijs van Houwelingen (2015, RSM Erasmus)
Antonios Stamatogiannakis (2011, INSEAD)

Professional Service

@Journals

Editorial Review Board, Journal of Consumer Research, 2014 -

Ad-Hoc Reviewer for Acta Psychologica, Applied Cognitive Psychology, Appetite, Austrian Science Foundation, Cognition & Emotion, Cognitive Science, European Journal of Social Psychology, Experimental Psychology, International Journal of Research in Marketing, Israel Science Foundation, Journal of Consumer Psychology, Journal of Consumer Research, Journal of the Association for Consumer Research, Journal of Experimental Psychology: General, Journal of Experimental Social Psychology, Journal of Marketing Research, Journal of Marketing Behavior, Journal of Personality and Social Psychology, Learning & Behavior, Learning and Motivation, Memory, Organizational Behavior and Human Decision Processes, Personality and Social Psychology Review, Research Foundation – Flanders (FWO), Social Cognition, Social Psychological and Personality Science

@RSM Erasmus University

ERIM Director of Doctoral Education, 2018 -
PhD and Research Master Coordinator, ERIM Marketing Track, 2014 - 2017
Research Master Education Committee, 2014 - 2017
Recruiting Coordinator, Marketing Management Department, 2015, 2016
MBA Examination Board, 2016 -

@INSEAD

PhD Coordinator, Marketing Area, 2012 - 2014
Drive Safe Campaign, 2010 - 2018
MBA Admissions Committee 2011 - 2012
INSEAD Social Science Research Centre Committee, 2011 - 2014
Marketing Research Seminar Series, 2011 - 2012

@Conferences

Chair, EMAC doctoral consortium, beginners' CB track, 2016, 2017, 2018
Co-Chair, EMAC doctoral consortium, advanced CB track, 2013
Associate Editor, North American ACR conference, 2016
Program Committee, North American ACR conference, 2013, 2017
Program Committee, European ACR conference, 2013, 2018
Program Committee, International SCP conference, 2012, 2014

Selected Media Coverage

Wall Street Journal, Harvard Business Review, Psychology Today, the Huffington Post, National Affairs, the Globe and Mail, MarketingWeek, De Standaard

Professional Affiliations

American Psychological Association

Association for Consumer Research

European Marketing Academy

Society for Consumer Psychology