

Maria Langlois

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Assistant Professor of Marketing

Cox School of Business • Southern Methodist University

EDUCATION

- Ph.D.** INSEAD, Marketing, Consumer Behavior (2022)
- M.S.** INSEAD, Management (2019)
- M.S.** Université Paris I Panthéon-Sorbonne & Paris V Descartes, Behavioral Economics (2017)
- B.S.** The University of Texas at Austin, Psychology (2013)
- B.A.** The University of Texas at Austin, Sociology (2013)

RESEARCH INTERESTS

Consumer behavior, food choice, judgment and decision making, motivation, habits, self-control, experiential consumption, consumer well-being, perceptual biases, consumer engagement, brand management

JOURNAL PUBLICATIONS

- Maria Langlois and Pierre Chandon. “Inequality, Stress, and Obesity: Socioeconomic Disparities in the Short- and Long-Term Effects of the Covid-19 Pandemic.” *Forthcoming, JACR Special Issue: The Pandemic Transformed Economy*.

WORKING PAPERS

- Maria Langlois and Pierre Chandon. “Healthy by Nature: Does Exposure to the Natural Environment lead to Healthier Food Choices?” *Manuscript in preparation*.
- Pierre Chandon*, Maria Langlois*, and Andde Indaburu. “Cutting your Cake and Having More of it: A Discretization Account of the Effects of Partitioning on Quantity Perceptions.” *Manuscript in preparation*.
*denotes equal authorship
- Maria Langlois and Alix Barasch. “Addictive Ad Aversion: The Backfiring Effects of Marketing Foods as Addictive Substances.” *Working paper*.

SELECTED RESEARCH IN PROGRESS

- Maria Langlois and Matthew Fisher. “Pay to play or Procure then Pay+? Consumer Decision-Making and Outcome-based Pricing Models.”
- Maria Langlois and Sungjin Jung. “The Conflation of Perceived Variety in the Marketplace and Subjective Consumer Well-being.”

HONORS AND AWARDS

AMA-Sheth Foundation Doctoral Consortium Fellow, 2022

- Selected Doctoral Candidate for INSEAD

Intellectual Entrepreneurship Pre-Graduate Scholar at *The University of Texas at Austin*, 2013

- Undergraduate honors program and research fellowship

Most Cooperative Award, at *College Houses Cooperatives*, 2012

- Distinguished as the director of Nueces co-op

Sierra team cyclist and food retailer liaison, at *Texas 4000 for Cancer*, 2011

- Cycled from Austin, TX to Anchorage, AK to raise money for cancer research
- Developed innovative fundraising efforts for the cause, personally raising over \$4,500
- Secured food donations from large retailers for the 70-day bike ride

Distinguished Rower Award, at *The University of Texas at Austin*, 2010

- Awarded and recognized by the *Texas Crew Rowing Team*

Metropolitan Academic Scholarship Award, 2009-2013

- 4-year merit-based scholarship awarded by the *Houston Livestock Show and Rodeo*
- Funding for undergraduate studies at *The University of Texas at Austin*

CONFERENCE PRESENTATIONS

Healthy by Nature: How Exposure to the Natural Environment Enhances Feelings of Connectedness and Body Appreciation, leading to Healthy Dietary Choice Decisions.

- Competitive paper at *AMA Marketing & Public Policy Conference, 2022*.
- Selected talk at *The East Coast Doctoral Conference, 2022*.
- Competitive paper at *Society for Consumer Psychology, 2022*.
- Poster presentation at *Society for Judgment and Decision Making, 2022*.

Inequality, Stress, and Obesity: Socioeconomic Disparities in the Short- and Long-Term Effects of the COVID-19 Pandemic.

- Selected talk, COVID-19 symposium, *Society for Personality and Social Psychology, 2022*.
- Special session (chair) at the *Association for Consumer Research, 2021*.
- Poster presentation at the *Society for Consumer Psychology, 2021*.

Cutting your Cake and Having More of it: A Discretization Account of the Effects of Partitioning on Quantity Perceptions.

- Special session at the *Association for Consumer Research, 2022*.

DISSERTATION COMMITTEE

Pierre Chandon	Professor of Marketing (<i>Dissertation Chair</i>)	INSEAD	pierre.chandon@insead.edu
Manoj Thomas	Professor of Marketing	Cornell University	manojthomas@cornell.edu
Amitava Chattopadhyay	Professor of Marketing	INSEAD	amitava.chattopadhyay@insead.edu
Alixandra Barasch	Associate Professor of Marketing	INSEAD	alix.barasch@insead.edu

AFFILIATIONS

- Association for Consumer Research (ACR)
- Society for Consumer Psychology (SCP)
- American Marketing Association (AMA)
- Society for Judgment and Decision Making (SJDM)
- Society for Personality and Social Psychology (SPSP)

TEACHING EXPERIENCE

- Professor — Foundations of Marketing, Cox School of Business, Southern Methodist University, Spring 2023.
- Invited Teaching Faculty — Danone Specialized Nutrition Executive Board Program (with Marc Le Menestrel), INSEAD, Fall 2021.
- Instructor — Online Experiments and Qualtrics workshop for PhD students, INSEAD, Fall 2021.
- TA — Brand Management course for MBA students (with Pierre Chandon), INSEAD, Fall 2020.
- TA — Business and Society: Public Policy simulation exercise for MBA students (with Alexandra Roulet), INSEAD, Fall 2020.
- TA — Brand Management course for MBA students (with Pierre Chandon), INSEAD, Spring 2020.
- Instructor — Online Experiments and Qualtrics workshop for PhD students, INSEAD, Spring 2020.
- TA — Business and Society: Ethics course for MBA students (with Craig Smith), INSEAD, Fall 2018.
- TA — The Body Business course for MBA students (with Pierre Chandon), INSEAD, Spring 2018.

PREVIOUS EMPLOYMENT AND SERVICE

Epic Systems , Madison, WI <i>Healthcare software company</i>	Project Manager (2014-2015)
North American Students of Cooperation , Chicago, IL <i>Alliance of group-equity housing cooperatives</i>	Board of Directors (2013-2014)
The University of Texas at Austin , Austin, TX <i>Campus Environmental Center</i>	Outreach Coordinator (2013)
College Houses Cooperatives , Austin, TX <i>Affordable housing non-profit organization</i>	Board of Directors (2011-2013)
Project Vote Smart , Austin, TX <i>Non-profit, non-partisan research organization</i>	Legislative Research Intern (2012)
The University of Texas at Austin , Austin, TX <i>The Population Research Center</i>	Research Assistant (2011)

ACADEMIC SERVICE

Southern Methodist University , Master of Arts in Design and Innovation <i>Strategic Structure for Collaboration</i>	September 2022
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SKILLS AND PERSONAL INTERESTS

- Languages: English (native), French (fluent)
- Hobbies: endurance running, hiking, traveling, weightlifting, cycling, listening to podcasts and audiobooks, and all things related to food