

# Juliano Laran

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## Education

Ph.D., Marketing, University of Florida, 2008

M.Sc., Marketing, Federal University of Rio Grande do Sul - Brazil, 2003

B.A., Business Administration, Universidade do Vale do Rio dos Sinos - Brazil, 2000

## Academic Positions

University of Miami, Marketing Department PhD Program Coordinator, July 2015 - present

University of Miami, Professor of Marketing, June 2015 - present

University of Miami, Associate Professor of Marketing, June 2013 - May 2015

University of Miami, Assistant Professor of Marketing, June 2008 - May 2013

## Academic Honors

Association for Consumer Research Early Career Award, 2015

Outstanding Reviewer Award, Journal of Consumer Research, 2015

Listed by Wang, Bendle, Mai, and Cotte (2015) as a Top Author of the Journal of Consumer Research Over the Last Decade, 2015

Invited Faculty Member, Association for Consumer Research Doctoral Consortium, 2013, 2014, 2015, 2016

Invited Faculty Member, Society for Consumer Psychology Doctoral Consortium, 2015, 2017

Listed by the DocSig as one of the 50 most productive authors in the past five years in the premier marketing journals, 2012, 2013, 2014, 2015

AMA - Sheth Foundation Doctoral Consortium Faculty Fellow, University of Michigan, 2013

MSI Young Scholar, 2013

Provost Research Award, University of Miami, 2010, 2011, 2012, 2013

Ferber Award for best article based on a dissertation, *Journal of Consumer Research*, 2009

AMA-Sheth Foundation Doctoral Consortium Fellow, 2007

## Research Interests

Consumer goal pursuit, self-control, associative learning, busyness, stress, creativity.

## Research

### A. Publications

Laran, Juliano and Eva Buechel (2017) "Mental Resources Increase Preference for Dissimilar Experiences," *Journal of the Association for Consumer Research*, 2 (April), forthcoming.

VanBergen, Noah and Juliano Laran (2016) "Loss of Control and Self-Regulation: The Role of Childhood Lessons," [\*Journal of Consumer Research\*](#), 43 (December), 534-48.

Durante, Kristina and Juliano Laran (2016), "The Effect of Stress on Consumer Saving and Spending," [\*Journal of Marketing Research\*](#), 53 (October), 814-28.

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.

Laran, Juliano (2016), "Consumer Goal Pursuit," [\*Current Opinion in Psychology\*](#), 10 (August), 22-26.

Wilcox, Keith, Juliano Laran, Andrew Stephen, and Peter Zubcsek (2016), "How Being Busy Can Increase Motivation and Reduce Task Completion Time," [\*Journal of Personality and Social Psychology\*](#), 110 (March), 371-84.

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.

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 Michael Tsiros (2013), "An Investigation of the Effectiveness of Uncertainty in Marketing Promotions Involving Free Gifts," [\*Journal of Marketing\*](#), 77 (March), 112-23.

- Laran, Juliano and Anthony Salerno (2013), "Life History Strategy, Food Choice, and Caloric Consumption," [\*Psychological Science\*](#), 24 (February), 167-73.
- Laran, Juliano, Amy Dalton, and Eduardo Andrade (2011), "Why Consumers Rebel Against Slogans," [\*Harvard Business Review\*](#), November, 34.
- Laran, Juliano and Keith Wilcox (2011), "Choice, Rejection, and Elaboration on Preference-Inconsistent Alternatives," [\*Journal of Consumer Research\*](#), 38 (August), 229-41.
- Laran, Juliano, Amy Dalton, and Eduardo Andrade (2011), "The Curious Case of Behavioral Backlash: Why Brands Produce Priming Effects and Slogans Produce Reverse Priming Effects," [\*Journal of Consumer Research\*](#), 37 (April), 999-1014.
- Laran, Juliano and Chris Janiszewski (2011), "Work or Fun? How Task Construal and Completion Influence Regulatory Behavior," [\*Journal of Consumer Research\*](#), 37 (April), 967-83.
- Laran, Juliano (2010), "Goal Management in Sequential Choices: Consumer Choices for Others Are More Indulgent Than Personal Choices," [\*Journal of Consumer Research\*](#), 37 (August), 304-14.
- Laran, Juliano (2010), "Choosing Your Future: Temporal Distance and the Balance Between Self-Control and Indulgence," [\*Journal of Consumer Research\*](#), 36 (April), 1002-15.
- Laran, Juliano (2010), "The Influence of Information Processing Goal Pursuit on Post-Decision Affect and Behavioral Intentions," [\*Journal of Personality and Social Psychology\*](#), 98 (January), 16-28.
- Fay, Scott and Juliano Laran (2009), "Implications of Expected Changes in the Seller's Price in Name-Your-Own-Price Auctions," [\*Management Science\*](#), 55 (November), 1783-96.
- Laran, Juliano and Chris Janiszewski (2009), "Behavioral Consistency and Inconsistency in the Resolution of Goal Conflict," [\*Journal of Consumer Research\*](#), 35 (April), 967-84.
- \*Winner of the 2009 Ferber Award**
- Cunha, Jr., Marcus and Juliano Laran (2009), "Asymmetries in the Sequential Learning of Brand Associations: Implications for the Early Entrant Advantage," [\*Journal of Consumer Research\*](#), 35 (February), 788-99.
- Laran, Juliano, Chris Janiszewski, and Marcus Cunha, Jr. (2008), "Context-Dependent Effects of Goal Primes," [\*Journal of Consumer Research\*](#), 35 (December), 653-67.
- Cunha, Jr., Marcus, Chris Janiszewski, and Juliano Laran (2008), "Protection of Prior Learning in Complex Consumer Learning Environments," [\*Journal of Consumer Research\*](#), 34 (April), 850-64.
- Sawyer, Alan Juliano Laran, and Jun Xu (2008), "The Readability of Marketing Journals: Are Award-Winning Articles Better Written?," [\*Journal of Marketing\*](#), 72 (January), 108-17.

#### B. Papers under review and working papers

- Salerno, Anthony, Chris Janiszewski, and Juliano Laran, "Safety and Eating"
- Simpson, Bonnie, Kate White, and Juliano Laran "Self-Construal and Donations"
- Salerno, Anthony, Juliano Laran, and Chris Janiszewski, "Envy, Effort, and Reward"
- Wilcox, Keith and Juliano Laran, "Busyness and Confidence"

Kim, Aekeyoung, Kristina Durante, and Juliano Laran, "Stress and Consumer Engagement"

Laran, Juliano, Anthony Salerno, and Chris Janiszewski, "Conscious and Unconscious Goals in Sequential Choices"

Nowlan, Luke and Juliano Laran, "Busyness and Creativity"

Salerno, Anthony and Juliano Laran, "Incidental and Integral Affect"

Fernandes, Daniel, Juliano Laran, "Intertemporal Effort"

Dalton, Amy, Juliano Laran, and Keith Wilcox "Priming Brand Meaning and Liking"

### C. Conference Presentations

Nowlan, Luke and Juliano Laran (2017), "Busyness Enhances Creativity" *Society for Consumer Psychology*, San Francisco, California.

Durante, Kristina and Juliano Laran (2016), "The Effect of Stress on Consumer Saving and Spending," *Association for Consumer Research*, Berlin, Germany.

Janiszewski, Chris, Juliano Laran, and Wonseok (Eric) Jang (2015), "Deriving Vitality from Intrinsically and Extrinsically Motivated Tasks," *Society for Consumer Psychology*, Vienna, Austria.

VanBergen, Noah and Juliano Laran (2015), "Loss of Control and Self-regulation," *Society for Consumer Psychology*, Phoenix, Arizona.

Salerno, Anthony, Juliano Laran, and Chris Janiszewski (2015), "The Influence of Envy on Individually- versus Socially-framed Hedonic Goal Pursuit," *Society for Consumer Psychology*, Phoenix, Arizona.

Bayuk, Julia and Juliano Laran (2014), "It is Just Too Easy: How Planning Affects Perceived Effort, Goal Value, and Motivation," *Association for Consumer Research*, Baltimore, Maryland.

Stephen, Andrew, Keith Wilcox, Juliano Laran, and Peter Zubeck (2014), "How Being Busy Overcomes Procrastination and Enhances Productivity," *BDRM*, London, England.

Salerno, Anthony, Juliano Laran, and Chris Janiszewski (2013), "The Influence of Pride Diagnosticity on Self-Control," *Association for Consumer Research*, Chicago, Illinois.

Salerno, Anthony, Juliano Laran, and Chris Janiszewski (2012), "How Sadness Signals Danger of Over-indulgence," *Association for Consumer Research*, Vancouver, Canada.

Etkin, Jordan and Juliano Laran (2012), "Let Freedom Ring? Divergent Effects of Free Choice on Goal Pursuit," *Association for Consumer Research*, Vancouver, Canada.

Townsend, Claudia, Tatiana Fajardo, and Juliano Laran (2012), "Where You Say It Matters: Distance between Product Claims and Products Influences Claim Believability," *Association for Consumer Research*, Vancouver, Canada.

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

Laran, Juliano and Keith Wilcox (2012), "Goal Pursuit Oriented Toward Motivational Source vs. Completion," *American Psychological Association Annual Convention*, Orlando, Florida.

Laran, Juliano and Eva Buechel (2012), "Mental Energy and Preference for Hedonic and Utilitarian Experiences Following an Initial Experience," *American Psychological Association Annual Convention*, Orlando, Florida.

Salerno, Anthony, Juliano Laran, and Chris Janiszewski (2012), "Evidence for Emotion-specific Goal Modification," *American Psychological Association Annual Convention*, Orlando, Florida.

Townsend, Claudia, Juliano Laran, and Tatiana Fajardo (2012), "Where you say it matters: Distance between Product Claims and Products Influence Claim Believability," *American Psychological Association Annual Convention*, Orlando, Florida.

Laran, Juliano and Anthony Salerno (2012), "Survival Mindset and Food Choices," *Society for Consumer Psychology*, Florence, Italy.

Laran, Juliano and Eva Buechel (2012), "Mental Energy and Preference for Hedonic and Utilitarian Experiences Following an Initial Experience," *Society for Consumer Psychology*, Las Vegas, Nevada.

Laran, Juliano, Anthony Salerno (2012), "Survival Mindset and Food Choices," *Society for Consumer Psychology*, Las Vegas, Nevada.

Wilcox, Keith, Juliano Laran, and Sankar Sen (2012), "Far Away or So Close: The Effect of Target Ambiguity and Processing Mindset on Judgment," *Society for Consumer Psychology*, Las Vegas, Nevada.

Laran, Juliano, Anthony Salerno (2012), "How Sadness Signals Danger in Indulgent Goal Pursuit," *Society for Consumer Psychology*, Las Vegas, Nevada.

Haws, Kelly, Juliano Laran, and Michael Lowe (2012), "Postponing Pleasure as a Self-control Mechanism," *Society for Consumer Psychology*, Las Vegas, Nevada.

Etkin, Jordan and Juliano Laran (2012), "Freedom for All? The Downside of Variety for Goal Pursuit" *Society for Consumer Psychology*, Las Vegas, Nevada.

Laran, Juliano and Keith Wilcox (2011), "Pleasure, Pain, and Focus on Initial vs. End States as Determinants of Motivation in Goal Pursuit," *Association for Consumer Research*, St. Louis, Missouri.

Wilcox, Keith, Juliano Laran, and Sankar Sen (2011), "Far Away or so Close: The Influence of Counterfeits on Genuine Brand Preference," *Association for Consumer Research*, St. Louis, Missouri.

Laran, Juliano, Anthony Salerno (2011), "Survival Mindset and Food Choices," *Association for Consumer Research*, St. Louis, Missouri.

Bayuk, Julia and Juliano Laran (2011), "It is Just Too Easy: The Impact of Planning on Effort and Behavior," *Association for Consumer Research*, St. Louis, Missouri.

Rob Tanner, Juliano Laran, Tanya Chartrand, and Kate Euiyoung (2011), "The Competing Goal Strikes Back: Volitional Fulfillment of Nonconscious Goals Enables Opposing Goals to Rebound," *Association for Consumer Research*, St. Louis, Missouri.

Dalton, Amy and Juliano Laran (2011), "Are There Situations in Which Consumers Want to be Primed?," *Association for Consumer Research*, St. Louis, Missouri.

- Laran, Juliano and Anthony Salerno (2011), "Survival Mindset and Food Choices," *American Psychological Association Annual Convention*, Washington D.C.
- Laran, Juliano and Keith Wilcox (2011), "Choice, Rejection, and Elaboration on Preference-Inconsistent Alternatives," *La Londe Conference*, La Londe Les Maures, France.
- Laran, Juliano and Keith Wilcox (2011), "Choice, Rejection, and Elaboration on Goal-Inconsistent Alternatives," *Society for Consumer Psychology*, Atlanta, Georgia.
- Laran, Juliano (2010), "The Effect of Action and Inaction Goal Primes on Consumers' Information Processing," *Association for Consumer Research*, Jacksonville, Florida.
- Laran, Juliano and Marcus Cunha, Jr. (2010), "Can We Help Consumers Make Healthier Food Choices? The Role of Product Associations," *Association for Consumer Research*, Jacksonville, Florida.
- Laran, Juliano and Chris Janiszewski (2010), "An Obligation to Work or an Opportunity to Play? The Influence of Task Construal and Task Completion on Regulatory Behavior," *European Association for Consumer Research*, Egham, United Kingdom.
- Laran, Juliano (2010), "Strategic Allocation of Attention in Consumer Learning," *8<sup>th</sup> Invitational Choice Symposium*, Key Largo, Florida.
- Laran, Juliano, Amy Dalton, and Eduardo Andrade (2010), "The Curious Case of Behavioral Backlash: Nonconscious Reactance to Marketing Slogans," *Society for Consumer Psychology*, St. Pete, Florida.
- Laran, Juliano and Marcus Cunha, Jr. (2010), "Can We Help Consumers Make Healthier Food Choices? The Role of Product Associations," *Society for Consumer Psychology*, St. Pete, Florida.
- Laran, Juliano, Amy Dalton, and Eduardo Andrade (2009), "The Curious Case of Behavioral Backlash: Nonconscious Reactance to Marketing Slogans," *Association for Consumer Research*, Pittsburgh, Pennsylvania.
- Laran, Juliano and Chris Janiszewski (2009), "An Obligation to Work or an Opportunity to Play? The Influence of Task Construal and Task Completion on Regulatory Behavior," *Association for Consumer Research*, Pittsburgh, Pennsylvania.
- Laran, Juliano (2009), "Choosing Your Future: Temporal Distance and the Balance Between Self-Control and Indulgence," *Association for Consumer Research*, Pittsburgh, Pennsylvania.
- Laran, Juliano (2009), "Intertemporal Dynamics of Self-Control," *Society for Consumer Psychology*, San Diego, California.
- Laran, Juliano, Marcus Cunha Jr., and Chris Janiszewski (2007), "Prior Relevance and Prior Irrelevance in Multiple Outcome Learning," *Association for Consumer Research*, Memphis, Tennessee.
- Cunha Jr., Marcus, Juliano Laran, and Chris Janiszewski (2007), "Prior Relevance and Prior Irrelevance in Multiple Outcome Learning," *Society for Consumer Psychology*, Las Vegas, Nevada.
- Cunha, Jr., Marcus and Juliano Laran (2006), "Cue Competition, Attention Shifting, and the Highlighting Effect," *Association for Consumer Research*, Orlando, Florida.
- Laran, Juliano A., Hoffmann, Jonas A., Almeida, Stefania O. (2003), "Testing the Role of Desires and Desires Congruency in the Satisfaction Formation Process," *AMA Winter Educator's Conference*, Orlando, Florida.

# Reviewing

- Associate Editor: Journal of Marketing Research (2014-present)
- Editorial Review Board Member: Journal of Consumer Research (2012-present), Journal of Marketing Research (2012-2014), Journal of Consumer Psychology (2012-present), International Journal of Research in Marketing (2014-present)
- Reviewer for: Journal of Retailing, Marketing Letters, International Journal of Research in Marketing, Journal of Economic Psychology, European Journal of Marketing, Journal of Consumer Affairs, Psychological Science, Organizational Behavior and Human Decision Processes, Journal of Business Research, Basic and Applied Social Psychology, Current Directions in Psychological Science, Journal of Experimental Social Psychology, Social Cognition, European Journal of Social Psychology, Motivation and Emotion, Evolutionary Psychological Science, Appetite, Physiology & Behavior, Learning and Individual Differences, Public Opinion Quarterly, Electronic Commerce Research Journal, , ACR Conference (program committee member in 2009, 2017), ACR Conference Latin America, SCP Conference (program committee member in 2010, 2012, 2013, 2014, 2015, 2017), SCP International Conference (program committee member in 2012), ACR/Sheth Foundation Dissertation Proposal Competition, SCP Doctoral Dissertation Competition, John A. Howard Doctoral Dissertation Competition, MSI Clayton Doctoral Dissertation Research Competition, AMA Conference, La Londe Conference, National Science Foundation, Israel Academy of Sciences, Research Council K.U. Leuven, Research Grants Council Hong Kong
- Organizer: AMA Winter Conference (New Orleans, 2018), SCP Boutique Conference (New York, 2017), APA Conference - SCP track co-chair (Orlando, 2012)

# Invited Talks and Visits

IDC Herzliya, Israel (2018), Florida State University (2017), University of British Columbia (2017), Rice University (2017), University of Pittsburgh (2017), Society for Consumer Psychology Doctoral Consortium (2017), Association for Consumer Research Roundtable on Consciousness (2016), Association for Consumer Research Doctoral Consortium (2016), Association for Consumer Research Mid-career Mentoring (2016), Catholic University of Portugal (2016), Florida International University (2016), Oxford University (2016), University of Maryland (2015), Temple University (2015), Association for Consumer Research Doctoral Consortium (2015), Association for Consumer Research Mid-career Mentoring (2015), PhD Project Conference (2015), Federal University of Rio Grande do Sul - Brazil (2015), Ohio State University (2015), University of Hamburg (2014), Society for Consumer Psychology Doctoral Consortium (2015), Association for Consumer Research Doctoral Consortium (2014), Association for Consumer Research Mid-career Mentoring (2014), University of Hamburg (2014), University of Florida (2014), Wharton School at the University of Pennsylvania (2014), University of Delaware (2014), Society for Consumer Psychology Conference: Invited Session on Goal Pursuit (2014), Society for Consumer Psychology Doctoral Consortium (2014), Cornell University (2014), University of Houston (2014), University of Alabama, Nutrition Obesity Research Center (2014), Association for Consumer Research Doctoral Consortium (2013), Enanpad Conference, Keynote Speaker (2013), AMA - Sheth Foundation Doctoral Consortium (2013), University of Leuven (2012), INSEAD (2012), IE Business School Madrid (2012), New York University (2012), Columbia University (2012), Society for Consumer Psychology Conference: Invited Session on Motivation (2012), University of Georgia (2012), Tilburg University (2011), Bocconi University (2011), Duke University (2011 March, 2011 November), Hong Kong University of Science and Technology (2011), National University of Singapore (2011), University of California, Berkeley (2011), Stanford University (2011), University of Michigan (2011), University of Southern California (2010), University of Pittsburgh (2010), Association for Consumer Research Doctoral Consortium (2010), University of

Wisconsin (2010), University of Alberta (2010), PhD Project Conference (2009), University of Miami (2008, 2009, 2010, 2012), Erasmus University (2008)

## **Doctoral Dissertation Committees**

Luke Nowlan (Chair, 2019)  
Noah VanBergen (Member, 2017)  
Tatiana Fajardo (Member, 2015, Florida State University)  
Anthony Salerno (Chair, 2014, University of Cincinnati)  
Eva Buechel (Member, 2014, University of South Carolina)  
Julio Sevilla (Member, 2013, University of Georgia)

## **Teaching Interests**

Consumer Behavior, International Marketing, Marketing Management, Marketing Communications

## **Teaching and Service**

University of Miami  
Consumer Behavior (Undergraduate, MBA, PhD), Fall 2008-present  
Contemporary Topics in Marketing (PhD), Fall 2015-present

University of Florida  
International Marketing, Spring 2008

University of Florida  
Consumer Behavior, Fall 2004

Federal University of Rio Grande Sul/Brazil  
Consumer Behavior, Fall 2002

Pontificia Universidade Catolica/Brazil  
Management Theory II, Fall 2002

Federal University of Rio Grande do Sul/Brazil  
Chair of five postbaccalaureate honor theses, 2002-2003

Federal University of Rio Grande do Sul/Brazil  
Supervisor of consulting projects at PS Business Majors Enterprise, 2001-2003

## **Other Professional Experience**

RBS Interativa S.A. - Market Analyst, Summer 2001

Consultant - Consulting services in marketing research, planning, and strategy, 2001-2003



Conversation and Culture English Institute - Partner, 1996-2001

Unicon Junior at Universidade do Vale do Rio dos Sinos/Brazil - President and Junior Marketing Consultant, 1999-2000

Universidade do Vale do Rio dos Sinos/Brazil - Marketing research assistant, 1999-2000

## **Membership**

Association for Consumer Research, Society for Consumer Psychology, American Marketing Association