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**FRANCESCA VALSESIA**

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**ACADEMIC POSITIONS**

**Foster School of Business, University of Washington**, Seattle, WA

Assistant Professor of Marketing, July 2018 – Present

**EDUCATION**

**Marshall School of Business, University of Southern California**, Los Angeles, CA

Ph.D. Marketing

**London School of Economics**, London, UK

M.S. with distinction, Political Science and Political Economy

**Bocconi University**, Milan, Italy

M.S. summa cum laude, Economics and Management

**Bocconi University**, Milan, Italy

B.S., Economics and Management

**RESEARCH INTERESTS**

Signaling and Impression Management

Social Influence and WOM

Experiential Consumption

Strategic Communication

Social Media

**PUBLICATIONS**

**Valsesia, Francesca** and Kristin Diehl (2021), “See What I Did Vs. See What I Have: Impression Management Using Experiences Versus Material Goods,” *Journal of Consumer Research*, conditionally accepted.

Proserpio, Davide, Isamar Troncoso, and **Francesca Valsesia** (2021), “Does Gender Matter? The Effect of Management Responses on Reviewing Behavior,” *Marketing Science*, forthcoming.

**Valsesia, Francesca**, Joseph C. Nunes, and Andrea Ordanini (2021), “I Am Not Talking to You:

Partitioning an Audience in an Attempt to Solve the Self-Promotion Dilemma,” *Organizational Behavior and Human Decision Processes*, 165, 76-89.

**Valsesia, Francesca**, Davide Proserpio, and Joseph C. Nunes (2020), “The Positive Effect of Not Following Others: How Influencers on Social Media Convey Autonomy to Signal Status,” *Journal of Marketing Research,* 57(6), 1152-1168.

**Valsesia, Francesca**, Kristin Diehl, and Joseph C. Nunes (2017), “Based on a True Story: Making People Believe the Unbelievable*,*” *Journal of Experimental Social Psychology*, 71, 105-110.

**Valsesia, Francesca**, Joseph C. Nunes and Andrea Ordanini (2016), “What Wins Awards is Not Always What I Buy: How Creative Control Affects Authenticity and Thus Recognition (But Not Liking),” *Journal of Consumer Research,* 42(6), 897-914.

Nunes, Joseph C., Andrea Ordanini, and **Francesca Valsesia** (2015), “The Power of Repetition: Repetitive Lyrics in a Song Increase Processing Fluency and Drive Market Success,” *Journal of Consumer Psychology*, 25(2), 187-199.

* Selected media coverage: NPR, Washington Post, The Telegraph, Good Morning America, MTV

**WORKING PAPERS AND MANUSCRIPTS UNDER REVIEW**

“The Complementarity Effect: Signaling Expertise via Product Complement Recommendations,” with Jennifer D’Angelo, invited for 2nd round review

“Look I Am Knowledgeable, The Influence of Self-Presentation Concerns on Consumer Ratings,” with Elisa Solinas, Joseph C. Nunes and Andrea Ordanini

“Inclusive Marketing,” with Jennifer D’Angelo and Lea Dunn

**SELECTED RESEARCH IN PROGRESS**

“Cavalier Behavior and Recycling,” with Jennifer D’Angelo and Sylvia Chang

“Story Ubiquity,” with Jacqueline Rifkin and Keisha Cutright

“The Bystander Effect and Persuasion*,*” with Joseph C. Nunes and Kristin Diehl

“The Value of Intentionality*,*” with Elisa Solinas and Joseph C. Nunes

**AWARDS AND RECOGNITION**

* Recipient of CBSIG Small Research Grant, 2020
* John A. Howard/American Marketing Association Doctoral Dissertation Award, Honorable Mention, 2018
* American Marketing Association Sheth Foundation Doctoral Consortium Fellow, 2017
* Society for Consumer Psychology Dissertation Proposal Competition, Winner, 2017
* University of Southern California James S. Ford Fellowship, Winner, 2016
* Graduation with Distinction, LSE, 2010
* Graduation Summa Cum Laude, Bocconi University, 2007

**CHAIRED SYMPOSIA**

Valsesia, Francesca (2020, March). “Persuasion 2.0,” *Society of Consumer Psychology*, Huntington Beach, CA.

Valsesia, Francesca (2019, October). “Persuasion 2.0,” *Association for Consumer Research*, Atlanta, GA.

Valsesia, Francesca (2017, October). “It’s A Brave New World - The Consequences of Consumers’ Self-Disclosure in Online Settings,” *Association for Consumer Research*, San Diego, CA.

Valsesia, Francesca (2017, February). “Unveiling the Social Dynamics of Word of Mouth,” *Society of Consumer Psychology*, San Francisco, CA.

Valsesia, Francesca (2017, February). “Self Presentation in Online and Offline Word of Mouth,” *Society of Consumer Psychology*, San Francisco, CA.

Valsesia, Francesca (2016, October). “Unveiling the Social Dynamics of Word of Mouth,” *Association for Consumer Research*, Berlin, Germany.

Valsesia, Francesca (2016, October). “Self Presentation in Online Word of Mouth,” *Association for Consumer Research*, Berlin, Germany.

Valsesia, Francesca (2015, October). “Experiences in the Moment,” *Association for Consumer Research*, New Orleans, LO.

**CONFERENCE PRESENTATIONS**

Valsesia, Francesca,\* Kristin Diehl, and Joseph C. Nunes (2020, March). “The Bystander Effect and Persuasion *Society of Consumer Psychology*, Huntington Beach, CA.

Valsesia, Francesca,\* I. Troncoso, and D. Proserpio (2019, October). “Manager Responses on TripAdvisor – Does Gender Matter?,” *Association for Consumer Research*, Atlanta, GA.

Valsesia, Francesca,\* Kristin Diehl, and Joseph C. Nunes (2019, October). “The Bystander Effect and Persuasion,” *Association for Consumer Research*, Atlanta, GA.

Valsesia, Francesca\* and Kristin Diehl (2019, June). “See What I Did Vs. See What I Have: Impression Management Using Experiences Versus Material Goods,” *Marketing Science*, Rome, Italy.

Valsesia, Francesca\*, and Norbert Schwarz (2018, February). “Easy to Pronounce? Everybody Has It! Brand Name Fluency and Consumer Differentiation Motives,” *Society for Consumer Psychology*, San Diego, CA.

Valsesia Francesca, Davide Proserpio, and Joseph C. Nunes\* (2018, February). “Tell Me Who You Follow, and I’ll Tell You Who You Are: Unexplored Antecedents and Consequences of Status Perceptions on Social Media,” *Society for Consumer Psychology*, San Diego, CA.

Valsesia, Francesca and Kristin Diehl\* (2017, October). “See What I Did Vs. See What I Have: Impression Management Using Experiences Versus Material Goods,” *Association for Consumer Research*, San Diego, CA.

Valsesia, Francesca\*, Joseph Nunes and Andrea Ordanini (2017, February). “The Influence of Self-Presentation Concerns on Online Reviews,” *Society of Consumer Psychology*, San Francisco, CA.

Valsesia, Francesca\*, Joseph Nunes and Andrea Ordanini (2017, February). “I Got Here First! Feelings of Psychological Ownership and Consumer Ratings,” *Society of Consumer Psychology*, San Francisco, CA.

Valsesia, Francesca\*, Joseph Nunes and Andrea Ordanini (2016, October). “The Influence of Self-Presentation Concerns on Online Reviews,” *Association for Consumer Research*, Berlin, Germany.

Valsesia, Francesca\*, Joseph Nunes and Andrea Ordanini (2016, October). “I Got Here First! Feelings of Psychological Ownership and Consumer Ratings,” *Association for Consumer Research*, Berlin, Germany.

Valsesia, Francesca\*, and Norbert Schwarz (2016, January). “Easy to Pronounce? Everybody Has It! Brand Name Fluency and Consumer Differentiation Motives,” *Society for Personality and Social Psychology*, San Diego, CA (poster).

Valsesia, Francesca, Kristin Diehl and Joseph Nunes\* (2015, October). “Based on True Events: The Effects of Veracity on the Consumption Experience,” *Association for Consumer Research*, New Orleans, LO.

Valsesia, Francesca\*, Joseph C. Nunes and Andrea Ordanini (2015, February). “Being Lauded is Not the Same as Being Liked: How Creative Control Affects Perceived Authenticity and Recognition, but Not Liking,” *Society for Consumer Psychology*, Phoenix, AZ.

Valsesia, Francesca\*, Joseph C. Nunes and Andrea Ordanini (2014, October). “Being Lauded is Not the Same as Being Liked: How Creative Control Affects Perceived Authenticity and Recognition, but Not Liking,” *Association for Consumer Research*, Baltimore, MD.

**TEACHING**

* MKTG 301 Marketing Concepts (undergraduate) – Foster School of Business, Fall 2018, Winter 2019, Winter 2020, Winter 2021
* BUAD 307 Marketing Fundamentals (undergraduate) – Marshall School of Business, Spring 2018

**AFFILIATIONS**

* Association for Consumer Research (ACR)
* Society for Consumer Psychology (SCP)

**PROFESSIONAL EXPERIENCE**

* Bocconi University (Italy) – Clinical Assistant Professor and Researcher at CERMES (Center of Research in Marketing and Services) (2013)
* The Nielsen Company (Italy) – Senior Research Analyst (2011-2013)
* Quantum Marketing Italia (Italy) – Account Executive (2008-2009)
* The Hideaways Club (UK) – Marketing Executive (2007-2008)