

# ELENA FUMAGALLI

Curriculum Vitae – July 2022

Torcuato Di Tella University  
School of Business  
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## ACADEMIC APPOINTMENTS

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### **Assistant Professor**

Torcuato Di Tella University, Buenos Aires, Argentina

*March 2019 - Present*

## EDUCATION

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### **Ph.D. in Marketing**

HEC Paris

*September 2013 – June 2018*

Dissertation title: “Aversive States Affecting Consumer Behavior”

Advisor: L. J. Shrum

### **Visiting Ph.D. Student**

Texas A&M, Mays Business School

*January 2016 – December 2016*

### **Master of Science in Marketing Management**

Università Commerciale Luigi Bocconi, Milano, Italy

Grade 110/110, Magna cum Laude

*September 2008 – April 2011*

### **Undergraduate degree in Language Expert for Business**

Università Cattolica del Sacro Cuore, Milano, Italy

Grade 110/110, Magna cum Laude

*September 2005 - September 2008*

## RESEARCH INTERESTS

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Loneliness, Identity Threats, Compensatory Consumption, Identity Negotiation, Affective and Motivational Processes.

## HONORS AND AWARDS

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2022 Best Professor - Undergraduate Courses, Third Place – Di Tella Business School  
 2022 GloColl Program Scholarship, Harvard Business School (\$5000)  
 SAGE's 2021 Editor's Choice Award for Marketing  
 Best Marketing Business Case of 2019, SAGE Publishing Editorial Team  
 2017 AMA Sheth Doctoral Consortium Fellow  
 2016 Doctoral Fellowship, Labex ECODEC  
 2015 Travel grant from HEC Paris for a visit to Mays Business School, Texas A&M (€2000)  
 2013 - 2015 Doctoral Fellowship, HEC Paris  
 2011 Post-graduate Research Scholarship, Bocconi University, Research Fellow  
 Graduated Top 10% of graduating class 2009-2010, Bocconi University

## REFEREED JOURNAL ARTICLES

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**Fumagalli, Elena**, L.J. Shrum, Tina M. Lowrey (2022), "Consuming in Response to Loneliness: Bright Side and Dark Side Effects." *Current Opinion in Psychology*, 101329.  
<https://doi.org/10.1016/j.copsyc.2022.101329>.

Yi Li and **Elena Fumagalli** (2021), "Spoiled Rotten: How and When Discontinuation of Repetitive and Regular Delight Offers Increases Customer Desire for Revenge." *Journal of Retailing*. <https://doi.org/10.1016/j.jretai.2021.08.002>

**Elena Fumagalli**, Marina B. Dolmatzian, and L. J. Shrum (2021), "Centennials, FOMO, and Loneliness: An Investigation of the Impact of Social Networking and Messaging/VoIP Apps Usage During the Initial Stage of the Coronavirus Pandemic." *Frontiers in Psychology*, 12.  
<https://doi.org/10.3389/fpsyg.2021.620739>

## CITATIONS

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[Google Scholar](#)

## MANUSCRIPTS UNDER REVIEW AND WORKING PAPERS

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**Elena Fumagalli**, L. J. Shrum, and Jaehoon Lee, "Chronically Lonely Consumers Avoid Rather than Seek Out Interpersonal Touch-Related Services Because of Lack of Interpersonal Trust and Comfort with Interpersonal Touch," revision invited, *International Journal of Research in Marketing*. (SSRN's Top Ten download list for: Marketing topic and Consumer Behavior subtopic; April 2022)

**Elena Fumagalli**, L. J. Shrum, and Tina M. Lowrey, "A Review of How Loneliness and Social Exclusion Impact Consumer Behavior and Well-Being," in preparation for submission (invited piece) to *Journal of Consumer Psychology*.

**Elena Fumagalli**, Marina B. Dolmatzian, Candelaria B. Krick, Julieta E. Del Negro, and Joaquín Navajas, "COVID-19 Vaccine Brand Preference and Political Orientation: The

Insightful Case of Argentina,” in preparation for submission to *Humanities and Social Sciences Communications*.

**Elena Fumagalli**, L. J. Shrum, and Tina M. Lowrey, “Children and Adolescent Consumer Behavior: A Review of Social Media Influence,” in preparation for submission (invited piece) to *Journal of the Association for Consumer Research*.

**Elena Fumagalli** and L. J. Shrum, “When Disgust Puts You Down: The Effect of Disgust Exposure on Consumers’ Identity and Compensatory Consumption.” Manuscript available, under review at *Current Research in Ecological and Social Psychology*

## RESEARCH IN PROGRESS

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**Elena Fumagalli**, Candelaria B. Krick, and Fei Gao, “The ‘hot-person vaccine’: the effect of COVID-19 vaccines’ brand perceptions on risk-taking behaviors.” Data analysis in progress.

**Elena Fumagalli** and Rania Semaan, “He Who Sleeps Catches No Fish: The Effect of Lazy Products on Helping Behavior.” Data collection in progress.

**Elena Fumagalli** and Luca M. Visconti, “To Me or Not to Me: Personal Body as Contended Ownership.” Manuscript in preparation.

**Elena Fumagalli** and Gabriele Troilo, “Does Motivation Really Matter in Pursuing Artists’ Goals? An Investigation on the Mediating Role of Artists’ Strategies,” Manuscript in preparation.

## CONFERENCE PRESENTATIONS & PROCEEDINGS

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**Elena Fumagalli**, Jaehoon Lee, and L. J. Shrum (2019), “Chronic Loneliness and Consumer Responses to Interpersonal Haptic Experiences”, in NA - *Advances in Consumer Research* Volume 47, eds. Rajesh Bagchi, Lauren Block, and Leonard Lee, Duluth, MN: Association for Consumer Research, Pages: 563-564.

**Elena Fumagalli**, Jaehoon Lee, & L. J. Shrum (2019), “Can’t Touch Me: The Effect of Loneliness on Preference for Haptic Consumption Experiences,” in *Advances in Consumer Psychology*, eds. Kelly Haws & Brent McFerran, Savannah, GA: Society for Consumer Psychology.

**Elena Fumagalli** and L.J. Shrum (2017), “Yuck! Feelings of Disgust, Self-Threats and Compensatory Behaviors.”, in *Advances in Consumer Research*, Vol. 45, eds. Ayelet Gneezy, Vladas Griskevicius, and Patti Williams, Duluth, MN: Association for Consumer Research.

**Elena Fumagalli** and Yi Li, “Spoiled Rotten: Unearned Preferential Treatment and Consumer Retaliation Intentions,” paper presented at 46<sup>th</sup> European Marketing Academy Conference (EMAC), University of Groningen, Netherlands, May 2017.

**Elena Fumagalli** and L. J. Shrum, “When Disgust Puts You Down: The Effect of Disgust Exposure on Consumers’ Identity and Compensatory Consumption. Special session “Some surprising effects of negative emotions on consumers’ behavior,” paper presented at 46th European Marketing Academy Conference (EMAC), University of Groningen, Netherlands, May 2017.

**Elena Fumagalli**, Luca M. Visconti, and Kristine De Valck (2016), "To Me or Not to Me: Personal Body as Contested Ownership," in *Advances in Consumer Research*, Vol. 44, eds. Page Moreau and Stefano Puntoni, Duluth, MN: Association for Consumer Research, Pages: 441-442.

**Elena Fumagalli** and L. J. Shrum, “When Disgust Puts You Down: The Effect of Disgust Exposure on Consumers’ Identity and Compensatory Consumption,” poster presented at ACR North American Conference, New Orleans, U.S.A, October 2015.

**Elena Fumagalli** and Gabriele Troilo, “Does Motivation Really Matter in Pursuing Artists’ Goals? An Investigation on the Mediating Role of Artists’ Strategies,” paper presented at the 41<sup>st</sup> European Marketing Academy Conference (EMAC), ISCTE Business School, Lisbon, May 2012.

#### INVITED COLLOQUIA AND OTHER TALKS

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Elena Fumagalli, and Jaqueline Pels, [“Marketing y consumo: el efecto catalizador de la pandemia”](#), Conversaciones Ditellianas: Coronavirus, Sociedad, Economía y Negocios. 15.º encuentro

Elena Fumagalli, Jaehoon Lee, and L. J. Shrum, “Can’t Touch Me: The Effect of Loneliness on Preference for Haptic Consumption Experiences,” invited colloquium, Simposio de investigación en Management, FCE – Universidad de Buenos Aires, November 2019.

Elena Fumagalli, Jaehoon Lee, and L. J. Shrum, “Can’t Touch Me: The Effect of Loneliness on Preference for Haptic Consumption Experiences,” invited colloquium, VU University Amsterdam, May 2018.

Elena Fumagalli and Yi Li, “Spoiled Rotten: Unearned Preferential Treatment and Consumer Retaliation Intentions,” invited colloquium, INCAE Business School, April 2017.

#### MEDIA COVERAGE

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*Psychology Today* quotes Elena Fumagalli’s research on consuming in response to loneliness: [“Why Buying Things Makes Us Feel Less Lonely,”](#) (April 15, 2022)

*La Nación* quotes Elena Fumagalli on technology, adolescence, and loneliness: [“La dispersión, un mal de época que pone a la tecnología en la mira,”](#) (February 13, 2022)

*PCmag India* quotes Elena Fumagalli’s research on Centennials, FOMO, and loneliness: [“It’s Time to Digital Detox: How to Put 6 Feet Between You and Your Tech,”](#) (June 10, 2021)

## PEER-REVIEWED CONFERENCES

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2019. Association for Consumer Research North American Conference. Atlanta, USA  
 2019. Society for Consumer Psychology Winter Conference. Savannah, USA  
 2018. Association for Consumer Research North American Conference. Dallas, USA  
 2017. Association for Consumer Research North American Conference. San Diego, USA  
 2017. European Marketing Academy 46<sup>th</sup> Annual Conference. Groningen, Netherlands  
 2016. Association for Consumer Research North American Conference. Berlin  
 2015. Association for Consumer Research North American Conference. New Orleans, USA  
 2012. European Marketing Academy 41<sup>st</sup> Annual Conference. Lisbon, Portugal

## INVITED WORKSHOPS & DOCTORAL COLLOQUIA

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2018. ACR Workshop on Consumer Neuroscience, Dallas, USA  
 2017. AMA Sheth Doctoral Consortium, Iowa City, USA  
 2016. Association for Consumer Research Doctoral Symposium, Berlin  
 2015. Association for Consumer Research Doctoral Symposium, New Orleans, USA  
 2012. Summer School on Structural Equation Modeling, SDIPA Summer School, Italy

## PROFESSIONAL AFFILIATIONS

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American Marketing Association (AMA)  
 Association for Consumer Research (ACR)  
 Society for Consumer Psychology (SCP)  
 European Marketing Academy (EMAC)

## UNIVERSITY SERVICE

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### Universidad Torcuato Di Tella

2020 - *Present*      Co-coordinator, Seminar Series, Escuela de Negocios

### HEC Paris

2017 - 2018      Coordinator, Brown Bag Seminar, HEC Marketing Department

## Reviewing for Journals

### [Publons list of verified reviews](#)

2021 – Present      Ad Hoc Reviewer for Philosophical Psychology  
 2021 – Present      Frontiers in Psychology  
 2019 – Present      Psychology & Marketing  
 2018 – Present      Journal of Business Research  
 2016 – Present      Trainee reviewer for Journal of Consumer Research

## Reviewing for Conferences

2017 – Present	Lalonde
2016 – Present	Society for Consumer Psychology
2016 – Present	Association for Consumer Research

## Master's Thesis Committees

2022 **Advisor**, Luis Ezequiel Muñoz, MiM + Analytics, Universidad Torcuato di Tella, Thesis: “Customer Churn Detection and Marketing Retention Strategies in the Online Food Delivery Business.”

2021 **Advisor**, Juan Martín Leguizamón Maurette, MiM + Analytics, Universidad Torcuato di Tella, Thesis: “Psychological Reactance: Background music when promoting Spotify brand and consumer behaviour?”

2021 **Advisor**, Santiago de Zavalía, MiM + Analytics, Universidad Torcuato di Tella, Thesis: “Understanding Customer Experience: How Does the Lack of Customer Service Affect the Frequency of Use and Retention of Users in a Fintech? It is Profitable to Invest in Improving the Customer Service Center?”

2020 **Advisor**, Maria Eugenia Irala, MiM + Analytics, Universidad Torcuato di Tella, Thesis: “Influencer Marketing on Instagram: A framework to find the best marketing strategy using clustering algorithms on influencer data and similarity with the target audience.”

2020 **Advisor**, Teresita Inés Canelo, MiM + Analytics, Universidad Torcuato di Tella, Thesis: “Influencer Marketing on Instagram: A framework for finding the best marketing strategy based on clustering algorithms, different sizes of influencers and sponsor-product fit.”

## TEACHING INTERESTS

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Consumer Behavior, Principles of Marketing, Marketing Research, Emerging markets, Sensory Marketing, Neuromarketing, Customer Experience Management, Design Thinking, Value-proposition Design.

## TEACHING EXPERIENCE

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### Instructor

2021 – <i>Present</i>	Consumer Behavior and Emerging Markets (Torcuato Di Tella University, MBA)
2021 – <i>Present</i>	Neurociencia Aplicada a los Negocios (Torcuato Di Tella University, Executive Education)

2019 – <i>Present</i>	Consumer Behavior (Torcuato Di Tella University, Undergraduate)
2019 – <i>Present</i>	Consumer Behavior (Torcuato Di Tella University, Master in Management & Analytics)
2017	Consumer Behavior (ESCP Europe, Specialized Master)
2015 - 2018	Research Methods for Social Sciences (University of Calabria, Doctoral Summer School)

## **PEDAGOGICAL CONTRIBUTIONS**

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### **Blended learning design**

2022	Design of a blended course “Consumer Behavior and Emerging Markets” for the <a href="#">INSENDI</a> platform
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### **Business Cases and Teaching Materials**

**Elena Fumagalli** (forthcoming). “McCarthy's 4Ps,” Marketing Module of SAGE Business Core.

**Elena Fumagalli** (2021). “Ethical Consumerism and Glass Box Branding: When Companies’ Actions Speak Louder Than Words,” SAGE Business Cases. (Voted SAGE’s 2021 Editor’s Choice Award for Marketing)

**Elena Fumagalli** (2020). “Tough love: when social media influencers’ digital detox goes wrong,” SAGE Business Cases. (Voted Best Marketing Business Case of 2019 by SAGE Editorial Team)

**Elena Fumagalli** (2019). “Direct-to-consumer DNA testing and product personalization: one size does not fit all genes,” SAGE Business Cases.

## **RELEVANT PROFESSIONAL/INDUSTRY EXPERIENCE**

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### **Consultant**

Focus Management, Milano, Italy  
*March 2013 – August 2013*

### **Research Fellow**

Bocconi University, Milano, Italy  
*September 2011 – February 2013*

### **Digital Marketing Consultant**

Educom Srl, Pontida, Italy  
*July 2011 – February 2013*

**Junior Brand Manager, Regional Waters (Internship)**

Nestle Waters Sanpellegrino, Milano, Italy

*October 2010 – April 2011*

**Marketing Assistant (Internship)**

Bleicher/Golightly Art Gallery, Santa Monica, USA

*February 2010 – April 2010*

**LANGUAGES**

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Italian (native), English (fluent), Spanish (fluent), French (beginner)

**COMPUTER PROGRAMS**

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MS Office, SPSS, R, NVivo