

KRISTINA M. DURANTE

Associate Professor of Marketing and PhD Program Coordinator
Rutgers Business School—Newark and New Brunswick
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[Google Scholar Profile](#)

[TEDx Talk](#)

EMPLOYMENT

ACADEMIC EMPLOYMENT (2009 – PRESENT)

Rutgers Business School—Newark and New Brunswick
Associate Professor of Marketing (with tenure), 2015 – present

University of Texas, San Antonio, College of Business
Assistant Professor of Marketing, 2011 – 2015

University of Minnesota, Carlson School of Management
Post-doctoral Research Associate, 2009 – 2011

INDUSTRY EMPLOYMENT (1995 – 2002)

Planet Hollywood Intl., New York, NY
Manager of National Publicity & Promotions, 1998 – 2002

Loud Records/RCA Records, Los Angeles, CA and New York, NY
Marketing Manager, 1997 – 1998

- *Loud Records is the pioneer of the street team marketing concept*

Metro-Goldwyn-Mayer, Santa Monica, CA
Assistant, Vice President, National Feature Publicity, 1995 – 1997

EDUCATION

University of Texas, Austin
Ph.D. Social Psychology, 2009

University of Chicago
M.A. Behavioral Endocrinology, 2004

Boston University
B.S. Mass Communication, 1995

AREAS OF EXPERTISE

Women's Consumer Behavior
Family Spending
Stress
Hormones & Behavior

Status Seeking & Luxury Spending
Social Influence
Evolutionary Psychology
Close Relationships

PUBLICATIONS

*PhD Student

Jones, Aziza C. *, Kristina M. Durante, and Vladas Griskevicius, (2019), "Evolutionary Approaches to Identity Research," In A. Reed and M. Forehand (Eds.), *Handbook of Research on Identity Theory in Marketing*, Elsevier.

Durante, Kristina M., Vladas Griskevicius, and Sevincgul Ulu* (2019), "The Effect of Fertility on Loss Aversion," *Journal of Business Research*, forthcoming.

Kim, Aekeyoung*, Hannah K. Bradshaw*, Kristina M. Durante, and Sarah E. Hill (2018), "Life History, Fertility, and Short-term Mating Motivation," *Evolutionary Psychology*, forthcoming.

Durante, Kristina M., and Vladas Griskevicius (2018), "Evolution and Consumer Psychology", *Consumer Psychology Review*, 1, 4-21.

*Inaugural Issue

Nikiforidis, Lambrianos*, Kristina M. Durante, Joseph P. Redden, and Vladas Griskevicius (2018), "Do Mothers Spend More on Daughters While Fathers Spend More on Sons?", *Journal of Consumer Psychology*, 28, 149-156.

Durante, Kristina M., and Juliano Laran (2016), "The Effect of Stress on Consumer Saving and Spending", *Journal of Marketing Research*, 53, 814-828.

Durante, Kristina M., and Vladas Griskevicius (2016), "Evolution and Consumer Behavior", *Current Opinion in Psychology*, 10, 27-32.

Durante, Kristina M., Paul W. Eastwick, Eli J. Finkel, Steven W. Gangestad, and Jeffrey A. Simpson (2016), "Pair-Bonded Relationships and Romantic Alternatives: Toward an Integration of Evolutionary and Relationship Science Perspectives", *Advances in Experimental Social Psychology*, 53, 1-74.

Griskevicius, Vladas and Kristina M. Durante (2015) "Evolution and Consumer Behavior", In M. Norton, D. Rucker, and C. Lambertson (Eds.) *The Cambridge Handbook of Consumer Psychology*. New York: Cambridge University Press.

Durante, Kristina M., Vladas Griskevicius, Joseph P. Redden, and Andrew E. White (2015), "Spending on Daughters in Economic Recessions", *Journal of Consumer Research*, 42 (3), 435-457.

Eastwick, Paul W. and Kristina M. Durante (2015), "Adaptive Workarounds", *Current Opinion in Psychology*, 1 (1), 92-96.

Durante, Kristina M. and Ashley Rae Arsena* (2015), "Playing the Field: The Effect of Fertility on Women's Desire for Variety", *Journal of Consumer Research*, 41 (2), 1372-1391.

Durante, Kristina M., Vladas Griskevicius, Stephanie M. Cantu, and Jeffrey A. Simpson (2014), "Money, Status, and the Ovulatory Cycle", *Journal of Marketing Research*, 51 (1), 27-39.

Durante, Kristina M., Ashley Rae Arsena*, and Vladas Griskevicius (2014), "Fertility Can Have Different Effects for Single and Non-Single Women," *Psychological Science*, 25 (5), 1150-1152.

Cantu, Stephanie M.*, Jeffrey A. Simpson, Vladas Griskevicius, Yanna J. Weisberg, Kristina M. Durante, and Daniel J. Beal (2014), "Fertile and Selectively Flirty: Women's Behavior Toward Men Changes Across the Ovulatory Cycle", *Psychological Science*, 25 (2), 431-438.

Durante, Kristina M., Ashley Rae*, and Vladas Griskevicius (2013), "The Fluctuating Female Vote: Politics, Religion, and the Ovulatory Cycle", *Psychological Science*, 24 (6), 1007-1016.

Durante, Kristina M., Vladas Griskevicius, Jeffrey A. Simpson, Stephanie M. Cantu, and Norman P. Li (2012), "Ovulation Leads Women to Perceive Sexy Cads as Good Dads," *Journal of Personality and Social Psychology*, 103 (2), 292-305.

Hill, Sarah E., Christopher D. Rodeheffer, Vladas Griskevicius, Kristina M. Durante, and Andrew E. White (2012), "Boosting Beauty in an Economic Decline: Mating, Spending, and the Lipstick Effect," *Journal of Personality and Social Psychology*, 103 (2), 275-291.

Durante, Kristina M., Vladas Griskevicius, Jeffrey A. Simpson, Stephanie M. Cantu, and Joshua M. Tybur (2012), "Sex Ratio and Women's Career Choice: Does a Scarcity of Men Lead Women to Choose Briefcase over Baby?," *Journal of Personality and Social Psychology*, 103 (1), 121-134.

Durante, Kristina M., Vladas Griskevicius, Sarah E. Hill, Carin Perilloux, and Norman P. Li (2011), "Ovulation, Female Competition, and Product Choice: Hormonal Influences on Consumer Behavior," *Journal of Consumer Research*, 37 (6), 921-934.

*Lead Article

*Most Cited Paper in *JCR* in 2011

Hill, Sarah E. and Kristina M. Durante (2011), "Courtship, Competition, and the Pursuit of Attractiveness: Mating Goals Facilitate Health-Related Risk-Taking and Strategic Risk Suppression in Women," *Personality and Social Psychology Bulletin*, 37 (3), 383-394.

Bailey, Drew H., Kristina M. Durante, and David C. Geary (2011), "Men's Perception of Women's Attractiveness is Calibrated to Relative Mate Value and Dominance of the Women's Partner," *Evolution & Human Behavior*, 32 (2), 138-146.

Hill, Sarah E. and Kristina M. Durante (2009), "Do Women Feel Worse to Look Their Best? Testing the Relationship between Self-Esteem and Fertility Status across the Menstrual Cycle," *Personality and Social Psychology Bulletin*, 35 (12), 1592-1601.

Li, Norman P., Vladas Griskevicius, Kristina M. Durante, Peter K. Jonason, Derek J. Pasisz, and Katherine Aumer (2009), "An Evolutionary Perspective on Humor: Sexual Selection or Interest Indication?," *Personality and Social Psychology Bulletin*, 35 (7), 923-936.

Durante, Kristina M. and Norman P. Li (2009), "Oestradiol Level and Opportunistic Mating in Women," *Proceedings of the Royal Society of London: Biology Letters*, 5 (2), 179-182.

Durante, Kristina M., Norman P. Li, and Martie G. Haselton (2008), "Changes in Women's Choice of Dress across the Ovulatory Cycle: Naturalistic and Laboratory Task-Based Evidence," *Personality and Social Psychology Bulletin*, 34 (11), 1451-1460.

Roney, James R., Katherine N. Hanson, Kristina M. Durante, and Dario Maestripietri (2006), "Reading Men's Faces: Women's Mate Attractiveness Judgments Track Men's Testosterone and Interest in Infants," *Proceedings of the Royal Society of London B*, 273 (1598), 2169-2175.

Maestripietri, Dario, James R. Roney, Nicole DeBias, Kristina M. Durante, and Geertrui M. Spaepen (2004), "Father Absence, Menarche and Interest in Infants among Adolescent Girls," *Developmental Science*, 7 (5), 560-566.

Maestripietri, Dario and Kristina M. Durante (2004), "Infant Colic: Re-Evaluating the Adaptive Hypotheses," *Behavioral and Brain Sciences*, 27, 468-469.

PAPERS UNDER REVIEW AND WORKING PAPERS

*PhD Student

Kim, Aekeyoung*, Juliano Laran, and Kristina M. Durante, "An Examination of the Role of Stress in Increasing Customer", under review at *Journal of Marketing*.

Kim, Aekeyoung*, Kristina M. Durante, Vladas Griskevicius, and Lambrianos Nikiforidis*, "The Effect of Fertility on Women's Luxury Spending", under review at *Journal of Personality and Social Psychology*.

Jones, Aziza C.*, Kristina M. Durante, and Sarah E. Hill, "Motherhood and Luxury Spending", under review at *Journal of Consumer Research*.

Jones, Aziza C.*, Aparna Labroo, and Kristina M. Durante, "Status and Food Choice", working paper, preparing for submission to *Journal of Consumer Research*.

SELECT RESEARCH IN ADVANCED PROGRESS

“Impact of Daughters on Decision-Making in Fathers”

“The Effect of Fertility on Women’s Interpersonal Communication”

“The Dove Effect: When Non-traditional Spokespersons Succeed versus Fail,”

OTHER PUBLICATIONS

Nikiforidis, Lambrianos, Ashley Rae Arsena, and Kristina M. Durante, (2015) “Fertility and Women’s Competition,” In M. Fisher (Ed.), *Handbook of Women and Competition*. New York: Oxford University Press.

Griskevicius, Vladas, Jeffry A. Simpson, Kristina M. Durante, John Kim, and Stephanie M. Cantu, (2012) “Evolution, Social Influence, and Sex Ratio,” In D. Kenrick, N. Goldstein, and S. Braver (Eds.), *Six Degrees of Social Influence: Science, Application, and the Psychology of Robert Cialdini*. New York: Oxford University Press.

Durante, Kristina M. and Gad Saad (2010), “Strategic Shifts in Women’s Social Motives and Behaviors: Implications for Corporate Organizations,” In M. Day, A. Stanton, I. Welpé (Eds.) *Neuroeconomics and The Firm*. Northampton, MA: Edward Elgar.

Hill, Sarah E. and Kristina M. Durante (2008), “Decision-Making Evolving: Choice and Strategic Behavior Coordination through the Lens of Evolutionary Psychology,” *The General Psychologist*, 43, 16-19.

Li, Norman P. and Kristina M. Durante (2007), “Sex and Mating,” In W. A. Darity, Jr. (Ed.). *International Encyclopedia of the Social Sciences* (2nd Ed.). Farmington Hills, MI: Macmillan Reference.

AWARDS AND EXTERNAL FUNDING

Rutgers Business School Dean’s Meritorious Award for Research Excellence (2017)

UTSA Research Development Award (2014 – 2015)

UTSA Dean’s Distinguished Research Award (2014)

National Science Foundation Grant, Consultant (2013 – 2015)

Impact of Fathers on Decision-Making in Daughters

UTSA College of Business International Research Grant, PI (2012 – 2014)

Hormonal Influences on Consumer Behavior: A Cross-Cultural Examination

UTSA College of Business International Research Grant, PI (2013 – 2014)

Spending on Girls in an Economic Recession

Consumer and Professional Diagnostic Research Grant, PI (2004 – 2008)

Inverness Medical Innovations, Inc., Waltham, MA,

Society for Personality and Social Psychology Travel Award (2009)

Andy Pearson Scholarship Award (2007 – 2009)

University of Texas Professional Development Award (2004 – 2008)

COMPETITIVE CONFERENCE CHAIRED SYMPOSIA

Durante, Kristina M., and Paul W. Eastwick (January 2016). From the Bedroom to the Kitchen Table: Common Pathways that Guide Appetites for Food and Mates. Symposium presented at the annual meeting of the *Society for Personality and Social Psychology Conference*, San Diego, CA.

Durante, Kristina M., and Eli J. Finkel (February 2015). Emerging Research at the Intersection of Evolutionary and Relationship Science. Symposium presented at the annual meeting of the *Society for Personality and Social Psychology Conference*, Long Beach, CA.

Durante, Kristina M. (October 2013). From the Bedroom to the Bank: Novel Insights into Sex and Consumer Choice. Session presented at the *Association for Consumer Research Conference*, Chicago, IL.

Durante, Kristina M. and Kelly Gildersleeve (July 2013). Women's Sexual Behavior: Causes, Constraints, and Context. Symposium presented at the *Human Behavior and Evolution Society Conference*, Miami, FL.

Durante, Kristina M. (February 2013). For Love and Money: Sex, Relationships, and Financial Decisions. Session presented at the *Society for Consumer Psychology Conference*, San Antonio, TX.

Durante, Kristina M. and Vladas Griskevicius (January 2013). What Does Money Buy? Happiness, Love, Status, and Reproductive Rewards. Symposium presented at the *Society for Personality and Social Psychology Conference*, New Orleans, LA.

Durante, Kristina M. and Scott Rick (October 2012). The Good, the Bad, and the Ugly of Spending within Close Relationships. Session presented at the *Association for Consumer Research Conference*, Vancouver, B.C.

Durante, Kristina M. (June 2012). Advances in Ovulation Research. Symposium presented at the *Human Behavior and Evolution Society Conference*, Albuquerque, NM.

Durante, Kristina M. (June 2009). Evolutionary Economics: Insights into Motivation, Satisfaction, and Consumer Behavior. Symposium presented at the *Human Behavior and Evolution Society Conference*, Fullerton, CA.

Durante, Kristina M. (May 2009). Evolutionary Economics: Synergistic Insights into Motivation, Satisfaction, and Consumer Behavior. Symposium presented at the *Annual Convention of the Association for Psychological Science*, San Francisco, CA.

COMPETITIVE CONFERENCE PRESENTATIONS

Ulu, Sevincgul, Kristina M. Durante, Jonah Berger, and Aekeyoung Kim (February 2018), "The Effect of Fertility on Women's Word-of-Mouth", Paper presented at the *Association for Consumer Research Conference*, Dallas, TX.

Ulu, Sevincgul, Kristina M. Durante, Jonah Berger, and Aekyoung Kim (February 2018), “The Effect of Fertility on Women’s Word-of-Mouth”, Paper presented at the *AMA Winter Academic Conference*, New Orleans, LA.

Jones, Aziza, Kristina M. Durante, and Sarah E. Hill (February 2018), “Motherhood and the Indirect Benefits of Conspicuous Consumption,” Paper presented at the *Society for Consumer Psychology Conference*, Dallas TX .

Kim, Aekyoung, Kristina M. Durante, and Vladas Griskevicius (February 2018), “Fertility and Women’s Luxury Spending,” Paper presented at the *Society for Consumer Psychology Conference*, Dallas, TX.

Kim, Aekyoung, Dengfeng Yan, and Kristina M. Durante (February 2017), “The Effect of Romantic Motives on Numerical Preferences,” Paper presented at the *Society for Consumer Psychology Conference*, San Francisco, CA.

Durante, Kristina M., and Americus Reed II (January 2017), “The Daughter Effect: Daughter Presence Facilitates Romantic Pair-Bonding in Fathers,” Paper presented at the *Society for Personality and Social Psychology Conference*, San Antonio, TX.

Durante, Kristina M., and Juliano Laran (October 2016), “The Effect of Stress on Consumer Saving and Spending,” Paper presented at the *Association for Consumer Research Conference*, Berlin, Germany.

Durante, Kristina M., Vladas Griskevicius, Joseph P. Redden, and Andrew Edward White (July 2016), “Spending on Girls in Recessions,” Paper presented at the *International Association for Relationship Research Conference*, Toronto, ON.

Durante, Kristina M., Paul W. Eastwick, Eli J. Finkel, Steven W. Gangestad, and Jeffrey A. Simpson (June 2016), “Pair-bonded Relationships and Romantic Alternatives: Toward an Integration of Evolutionary and Relationship Science Perspectives,” Paper presented at the *Human Behavior and Evolution Society Conference*, Vancouver, BC.

Durante, Kristina M., Aekyoung Kim, Michael I. Norton, and Eli J. Finkel (January 2016), “Consuming Love: When the Mating Market Resembles the Super Market,” Paper presented at the *Society for Personality and Social Psychology Conference*, San Diego, CA.

Finkel, Eli J., Kristina M. Durante, Paul W. Eastwick, Steven W. Gangestad, and Jeffrey A. Simpson (January 2016), “Pair-Bonds and Adaptations to Ovulation: An Integration Approach to Guide Future Research,” Paper presented at the *Society for Personality and Social Psychology Conference*, San Diego, CA.

Kim, Aekyoung, Kristina M. Durante, and Vladas Griskevicius (October 2015), “Fertility and Women’s Luxury Spending,” Paper presented at the *Association for Consumer Research Conference*, New Orleans, LA.

Kim, Aekeyoung, Kristina M. Durante, and Michael I. Norton (February 2015), “Serendipity: The Sweet Side Effects of No Choice”, Paper presented at the *Society for Consumer Psychology Conference*, Phoenix, AZ.

Kim, Aekeyoung, Kristina M. Durante, and Vladas Griskevicius (February 2015), “Fertility and Women’s Luxury Spending,” Paper presented at the *Society for Consumer Psychology Conference*, Phoenix, AZ.

Durante, Kristina M. and Eli J. Finkel, (February 2015), “My Lover, My Product: The Effect of Fertility on Women’s Desire for Variety,” Paper presented at the *Society for Personality and Social Psychology Conference*, Long Beach, CA.

Durante, Kristina M., Vladas Griskevicius, Joseph P. Redden, and Andrew E. White (October 2014), “Spending on Daughters in Economic Recessions,” Paper presented at the *Association for Consumer Research Conference*, Baltimore, MD.

Durante, Kristina M., Vladas Griskevicius, Joseph P. Redden, and Andrew E. White (February 2014), “Spending on Girls versus Boys in Economic Recessions,” Paper presented at the *Society for Personality and Social Psychology Conference*, Austin, TX.

Arsena, Ashley Rae and Kristina M. Durante, (October 2013), “Playing the Field: The Effect of Fertility on Women's Desire for Variety”, Paper presented at the *Association for Consumer Research Conference*, Chicago, IL.

Arsena, Ashley Rae and Kristina M. Durante, (October 2013), “Going, Going, Gone: Hidden Hormonal Influences on Loss Aversion,” Paper presented at the *Association for Consumer Research Conference*, Chicago, IL.

Durante, Kristina M. (August 2013), “Ovulation Leads Women to Perceive Sexy Cads as Good Dads,” Paper presented at the *International Academy of Sex Research Conference*, Chicago, IL.

Durante, Kristina M., Ashley Rae Arsena, and Vladas Griskevicius (July 2013), “The Fluctuating Female Vote: Politics, Religion, and the Ovulatory Cycle,” Paper presented at the *Human Behavior and Evolution Society Conference*, Miami, FL.

Durante, Kristina M., Vladas Griskevicius, Joseph P. Redden, and Andrew E. White (July 2013), “Spending on Boys versus Girls in Economic Recessions: Experimental Evidence for the Trivers-Willard Hypothesis,” Paper presented at the *Human Behavior and Evolution Society Conference*, Miami, FL.

Arsena, Ashley Rae and Kristina M. Durante (February 2013), “Materialism and the Monthly Ovulatory Cycle: Hidden Hormonal Influences on Women’s Desire to Acquire,” Paper presented at the *Society for Consumer Psychology Conference*, San Antonio, TX.

Durante, Kristina M., Vladas Griskevicius, Joseph P. Redden, and Andrew E. White, (February 2013), "Parental Spending on Daughters Versus Sons in Economic Recessions," Paper presented at the *Society for Consumer Psychology Conference*, San Antonio, TX.

Arsena, Ashley Rae and Kristina M. Durante (February 2013), "Going, Going, Gone: Hormonal Influences on Loss Aversion," Paper presented at the *Society for Consumer Psychology Conference*, San Antonio, TX.

Arsena, Ashley Rae and Kristina M. Durante (February 2013), "Out With the Old and In With the New: The Effect of Ovulation on Women's Consumer Variety Seeking," Paper presented at the *Society for Consumer Psychology Conference*, San Antonio, TX.

Durante, Kristina M., Vladas Griskevicius, Stephanie M. Cantu, and Jeffrey A. Simpson (February 2013), "Effects of the Monthly Ovulatory Cycle on Women's Financial Decisions," Paper presented at the *Society for Personality and Social Psychology Conference*, New Orleans, LA.

Arsena, Ashley Rae and Kristina M. Durante (February 2013), "Out With The Old and In With The New: The Effect of Ovulation on Women's Consumer Variety Seeking," Paper presented at the meeting of the *Society for Personality and Social Psychology Conference*, New Orleans, LA.

Durante, Kristina M., Vladas Griskevicius, Joseph P. Redden, and Andrew E. White (October 2012), "I Love You Both Equally But... Parental Spending on Girls vs. Boys in Economic Recessions," Paper presented at the *Association for Consumer Research Conference*, Vancouver, B. C.

Durante, Kristina M., Vladas Griskevicius, and Jeffrey A. Simpson, "Sex Ratio and Women's Career Choice: Does a Scarcity of Men Lead Women to Choose Briefcase over Baby," (June 2012), Paper presented at the *Human Behavior and Evolution Society Conference*, Albuquerque, NM.

Arsena, Ashley Rae and Kristina M. Durante (June 2012), "Out With the Old and In With the New: The Effect of Ovulation on Women's Variety Seeking and Loss Aversion," Paper presented at the *Human Behavior and Evolution Society Conference*, Albuquerque, NM.

Durante, Kristina M., Vladas Griskevicius, Jeffrey A. Simpson, Stephanie M. Cantu, and Norman P. Li (June 2012), "Ovulation Leads Women to Perceive Sexy Cads as Good Dads," Paper presented at the *Human Behavior and Evolution Society Conference*, Albuquerque, NM.

Hill, Sarah E., Christopher Rodeheffer, Vladas Griskevicius, Kristina M. Durante, and Andrew E. White (June 2012), "Boosting Beauty in an Economic Decline: Mating, Spending, and the Lipstick Effect," Paper presented at the *Human Behavior and Evolution Society Conference*, Albuquerque, NM.

Durante, Kristina M., Vladas Griskevicius, and Jeffrey A. Simpson (February 2012), "The Influence of Sex Ratio on Competition and Careers," Paper presented at the *Society for Personality and Social Psychology Conference*, San Diego, CA.

Durante, Kristina M., Vladas Griskevicius, Stephanie M. Cantu, and Jeffrey A. Simpson (October 2011), "Hidden Hormonal Influences on Women's Desire to Acquire," Paper presented at the *Association for Consumer Research Conference*, St. Louis, MO.

Durante, Kristina M., Vladas Griskevicius, and Jeffrey A. Simpson (October 2011), "The Influence of Sex Ratio on Competition and Careers." Paper presented at the *Association for Consumer Research Conference*, St. Louis, MO.

Hill, Sarah E., Christopher Rodeheffer, Vladas Griskevicius, Kristina M. Durante, and Andrew E. White (October 2011), "Spending on Beauty in Economic Recessions," with Sarah E. Hill, Paper presented at the *Association for Consumer Research Conference*, St. Louis, MO.

Durante, Kristina M., Vladas Griskevicius, Sarah E. Hill, Carin Perilloux, and Norman P. Li (October 2010), "Ovulation, Female Competition, and Product Choice: Hormonal Influences on Consumer Behavior," Paper presented at the *Association for Consumer Research Conference*, Jacksonville, FL.

Durante, Kristina M., Vladas Griskevicius, Sarah E. Hill, Carin Perilloux, and Norman P. Li (June 2010), "Ovulation Leads Women to Over-Perceive Commitment from Sexy Cads But Not Good Dads," Paper presented at the *Human Behavior and Evolution Society Conference*, Eugene, OR.

Durante, Kristina M. (June 2009), "The Effects of Intrasexual Competition and Fertility on Women's Consumer Behavior," Paper presented at the *Human Behavior and Evolution Society Conference*, Fullerton, CA.

Durante, Kristina M. (May 2009), "The Effects of Intrasexual Competition and Fertility on Women's Consumer Behavior," Paper presented at the *Annual Convention of the Association for Psychological Science*, San Francisco, CA.

Durante, Kristina M., Norman P. Li, and Martie G. Haselton (February 2009), "Fashion, Rivals, and Love: The Effects of Intrasexual Competition and Fertility on Women's Consumer Behavior," Poster presented at the *Society for Personality and Social Psychology Conference*, Tampa, FL.

Hill, Sarah E. and Kristina M. Durante (February 2009), "Risks, Rivalry and the Pursuit of Attractiveness: Evidence for Contextually Dependent Risk Suppression in Women," Poster presented at the Judgment and Decision-Making Pre-Conference at the *Society for Personality and Social Psychology Conference*, Tampa, FL.

Durante, Kristina M. and Norman P. Li (February 2009), "Estrogen and Opportunistic Mating," Poster presented at the Evolutionary Psychology Pre-Conference at the *Society for Personality and Social Psychology Conference*, Albuquerque, NM.

Durante, Kristina M., Norman P. Li, and Martie G. Haselton (May 2007), “Ovulatory Shifts in Women’s Choice of Dress: Naturalistic and Experimental Evidence,” Paper presented at the *Human Behavior and Evolution Society Conference*, Williamsburg, VA.

Durante, Kristina M., Norman P. Li, and Martie G. Haselton (February 2006), “Ovulatory Shifts in Women’s Choice of Dress: Naturalistic and Experimental Evidence,” Poster presented at the *Society for Personality and Social Psychology Conference*, Palm Springs, CA.

Durante, Kristina M., Norman P. Li, and Martie G. Haselton (June 2005), “The Effect of the Ovulatory Cycle on Women's Clothing Choice,” Paper presented at *the Human Behavior and Evolution Society Conference*, Austin, TX.

Durante, Kristina M., James R. Roney, and Dario Maestripieri (February 2004), “Father Absence, Menarche, and Interest in Infants among Adolescent Girls,” Poster presented at the Evolutionary Psychology Pre-conference at the *Society for Personality and Social Psychology Conference*, Austin, TX.

INVITED TALKS

- 2018 Northwestern University, Kellogg School of Management, Marketing
HEC Paris, Marketing
- 2017 Women in Digital Annual Conference, Keynote Speaker, Columbus, OH
Association for Consumer Research Conference Panel Discussant:
Toward an Integrated Understanding of Resource Scarcity
SXSW, Speaker, Badass Buying Power: The Rise of the Millennial Women, Austin, TX
Wharton Society for the Advancement of Women in Business Academia – Annual Conference, Keynote Speaker
University of Pennsylvania, Marketing
The University of Kansas, Marketing
SUNY Binghamton University, Biology and Anthropology
Rutgers Business School, Marketing Camp, Mentor / Mentee Research Day
- 2016 Rutgers University, Research Day
Florida International University, Marketing
University of Pennsylvania, Marketing
- 2015 University of Michigan, Marketing and Psychology
The Interdisciplinary Science of Consumption
University of Pittsburgh, Marketing

- 2014 Rutgers University, Marketing
University of California, Riverside, Marketing
Georgetown University, Marketing
University of Miami, Marketing
UTSA President's Great Conversation Fundraising Event
- 2013 TEDx San Antonio
University of Texas, Austin, Psychology
Texas A&M, College Station, TX, Psychology
Society for Consumer Psychology Conference Panel Discussant:
Sex & Consumer Behavior
UTSA President's Great Conversation Fundraising Event
- 2012 Attraction and Relationships Pre-Conference, Society for Experimental Social
Psychology Conference
Association for Consumer Research Conference Panel Discussant:
Evolutionary Consumption
- 2011 Speaker, Evolutionary Psychology Pre-Conference, Society for Personality and
Social Psychology Conference
- 2008 Speaker, Annual Convention of the American Psychological Association

TEACHING

Courses Taught

Experimental Methods (Rutgers Business School)

Overall Course Ratings:

Spring 2018 (Newark Campus: Ph.D.): 4.7/5.0

Advertising and Promotions (Rutgers Business School)

Overall Course Ratings:

Spring 2018 (Newark Campus: MBA): 4.0/5.0

Spring 2018 (New Brunswick Campus: MBA): 4.0/5.0

Spring 2017 (Newark Campus; MBA): 4.8/5.0

Spring 2017 (New Brunswick Campus; MBA): 4.7/5.0

Fall 2016 (Newark Campus): 4.6/5.0

Spring 2016 (Newark Campus; MBA): 4.0/5.0

Spring 2016 (New Brunswick Campus; MBA): 4.5/5.0

Fall 2015 (Newark Campus): 4.5/5.0

Integrated Marketing Communications (University of Texas, San Antonio)

Overall Course Ratings:

Spring 2015: 4.8/5.0
Spring 2015: 4.6/5.0
Spring 2014: 5.0/5.0
Fall 2012: 4.7/5.0
Spring 2012: 4.8/5.0
Fall 2011: 5.0/5.0

Personal Selling (University of Texas, San Antonio)

Overall Course Ratings:

Spring 2013 (Section 1): 4.8/5.0
Spring 2013 (Section 2): 4.8/5.0
Spring 2012: 4.8/5.0
Fall 2011: 4.5/5.0

Integrated Marketing Communications (University of Minnesota, Twin Cities)

Overall Course Ratings:

Spring 2011: 5.8/6.0
Spring 2010: 5.9/6.0

Research Methods (University of Texas, Austin, Fall Semester from 2004–2007)

Overall Course Ratings:

Fall 2007: 4.6/5.0
Fall 2006: 4.2/5.0
Fall 2005: 4.4/5.0
Fall 2004: 4.3/5.0

SERVICE

PROFESSIONAL SERVICE

Grant Reviewer, *National Science Foundation* (1 review/year)

Conference Program Committee and Organizer

American Marketing Association Winter Conference, Doctoral Consortium (2018)

Society for Personality and Social Psychology Annual Convention (2014)

Doctoral Consortium Faculty Representative

Association for Consumer Research Conference (2014)

Society for Consumer Psychology Conference (2014)

Graduate Student Mentor

Society for Personality and Social Psychology Annual Convention (2015)

Marketing Doctoral Students Association Conference, PhD Project (2016)

Editorial Positions

Special Issue Editor

Current Opinion in Psychology: “Consumer Behavior” (2016)

Editorial Review Board

Personality and Social Psychology Bulletin (2016—)

Journal Reviewer:

Journal of Marketing Research

Journal of Consumer Research

Journal of Consumer Psychology

Psychological Science

Journal of Personality and Social Psychology

Journal of Experimental Social Psychology

Social Psychological and Personality Science

Personality and Social Psychology Bulletin

Journal of the Association for Consumer Research

Management Science

Emotion

Hormones and Behavior

Evolution and Human Behavior

Psychoneuroendocrinology

Animal Behaviour

Aggressive Behavior

European Journal of Social Psychology

Personality & Individual Differences

Journal of Individual Differences

PLoS ONE

Evolutionary Psychology

Academic Conference Reviewer:

Association for Consumer Research

Society for Consumer Psychology

UNIVERSITY SERVICE

Rutgers Department of Marketing Ph.D. Program Coordinator (2016-present)

Rutgers Department of Marketing Faculty Search Committee (2016-present)

Rutgers Department of Marketing Merit Evaluation Committee (2016-present)

Rutgers Department of Marketing Promotion and Tenure Committee (2016-present)

Rutgers Business School Nominating Committee Chair (2016-present)

Rutgers Business School Special Committee on Review (2018)

Rutgers Business School Committee on Review/Rules of Procedure (2016-present)

Rutgers Ph.D. Dissertation Committees:

Aekyoung Kim (Chair)

Sevincgul Ulu (Chair)

Aziza Jones (Chair)

Jennifer Francesconi (Co-Chair; Marketing and Psychology)

Lydia Njoroge (Committee Member; University of North Texas)

Rutgers Undergraduate Honors Marketing and Psychology Thesis Supervisor:

Marcus Montgomery

Rutgers Department of Marketing Undergraduate Internship Program Advisor (2016)

UTSA Ph.D. Dissertation Committees:

Lambrianos Nikiforidis (Co-Chair)

Ashley Rae Arsena (Co-Chair)

William Luse (Committee Member)

Lingjiang Tu (Committee Member)

Sarah Roche (Committee Member)

Justin Goss (Committee Member)

UTSA Undergraduate Honors Marketing and Psychology Thesis Supervisor:

Karla Cruz (McNair Scholar; Thesis: Testing the Limits of the Dove Campaign)

Charlene Reynoso (Thesis: Women's Word-of-Mouth)

Andrea Orozco (Thesis: New Men, New Products: Fertility & Desire for Novelty)

Victoria Olivo (McNair Scholar; Thesis: Gender Bias in Parental Spending)

Alicia Hernandez (Thesis: Hidden Influences on the Endowment Effect)

UTSA Department of Marketing Merit Evaluation Committee (2014)

UTSA Department of Marketing Colloquia Series Organizer (2014)

UTSA Department of Marketing Undergraduate Internship Program Advisor (2012–2015)

UTSA Department of Marketing Faculty Search Committee: UTSA (2013)

UTSA Department of Marketing Library Liaison (2011 – 2015)

SELECT MEDIA

[“RIP Toys R’ Us”](#), NJ.com

[“Admit it Parents: You Play Favorites”](#), NPR

[“Moms Are Biased Toward Daughters”](#), *Newsweek*

“Stress and Money” *Dr. Oz*

[“Researchers Take a Look at Retail Therapy”](#) *NJ-TV*
[“Worried About Money”](#) *Huffington Post*
[“What is the NFL Doing to Reach Women”](#) *Teen Vogue*
[“Millennial Women Will Close the Gender Pay Gap”](#) *Fast Company*
[“Why Women Love Bad Boys, According to Science”](#) *Maxim Magazine*
[“Parents Spend More on Girls Than Boys in a Recession”](#) *NBC News*
[“Women Seek Variety When Most Fertile”](#) *Fox News*
[“Women Desire Variety When Ovulating”](#) *Yahoo!*
[“Variety Seeking When Fertile”](#) *Daily Mail*
[“Variety Seeking in Mates and Products”](#) *Mating Grounds Podcast*
[“Bad Boys and Female Competition”](#) *Mating Grounds Podcast*
[“Ovulating Women are More Competitive”](#) *New York Daily News*
[“Ovulation Makes Women Competitive”](#) *Huffington Post*
[“Women Become Mean Girls When Ovulating”](#) *Shape Magazine*
[“The Subtle Science of Sex in Consumerism and Everyday Life”](#) *Huffington Post*
[“Ovulation and Women’s Decision-Making”](#) featured guest *San Antonio Living* (local talk show; WOAI)
[“The Lipstick Effect: How Recessions Reveal Female Mating Strategy”](#) *Huffington Post UK*
[“Why Good Girls Like Bad Boys”](#) *Men’s Health Magazine*
[“The Lipstick Effect”](#) *Sombrilla – UTSA Alumni Magazine* (feature story)
[“Voting and Hormones”](#) *The Rush Limbaugh Show*
[“Voting and Hormones”](#) *The Colbert Report* (Comedy Central)
[“Why Do Women Fall for Bad Boys?”](#) featured guest *The Jeff Probst Show* (NBC)
[“The Lipstick Effect: In Recessions Women Still Buy Beauty Products”](#) *The Wall Street Journal*
[“Consumerism: Times Bad? Look Good”](#) *The Wall Street Journal*
[“Women’s Quest for Jerks Tied to Hormones”](#) *San Antonio Express-News* (front-page, feature story)
[“Why Do Women Fall for Cads?”](#) *The Wall Street Journal*
[“Hormones Make Sexy Cads Look Like Good Dads”](#) *USA Today*
[“Gender Gap in College Leads Women to Prioritize Work”](#) *The Atlantic*
[“Young Women Value Career Success More Than Young Men Do”](#) *Huffington Post*
[“Marriage Market Shapes Career Choices for Women”](#) *USA Today*
[“Communal Mirrors”](#) *Real Simple Magazine*
[“Hormones & Desire”](#) *Monitor on Psychology*
[“Your Sexiest Time of the Month”](#) *Cosmopolitan Magazine*
[“Ovulation and Shopping”](#) *Allure Magazine*
[“Hormone Levels Predict the Likelihood of Women to Stray”](#) *Psychology Today*
[“When Women are in Heat, the Economy Warms Up”](#) *Psychology Today*
[“The Psychology of Spending”](#) *The Chicago Tribune*
[“Why Both Men and Women Are Straying from Marriage”](#) *Women’s Health Magazine*
[“Women’s Behavior Linked to Ovulation”](#) *MSNBC*
[“Women Buy Sexier Clothes When Most Fertile”](#) *CNN*
[“Women Buy Sexier Clothes When Ovulating”](#) *United Press International*
[“Women Want Sexy Clothes When Ovulating”](#) *BusinessWeek*
[“Ovulation Hormones Make Women Choose Clingy Clothes”](#) *BBC*
[“Women Buy Sexier Clothes When Fertile”](#) *Toronto Sun*
[“Why Did I Buy This Slinky New Frock?”](#) *Daily Mail UK*
[“Study: Ovulating Makes Women Sexier”](#) *Fox News*
[“Ovulating Women Buy Sexier Clothes to Catch a Man”](#) *CBS News*
[“Ovulating Women Buy Sexier Clothes”](#) *The Minneapolis Star Tribune*
[“Why Both Men and Women are Straying from Marriage”](#) *Women’s Health Magazine*
[“Your Brain on Love”](#) *CBC Radio*
[“Beautiful Women More Likely to Have Affair Because of Sex Hormone”](#) *Daily Telegraph UK*
[“My Hourglass Figure Made Me Do It”](#) *The Globe & Mail*
[“The Beautiful Women Who Are Programmed To Be Unfaithful”](#) *The Daily Mail UK*
[“What Her Clothing Says About How Sexy She Feels”](#) *Men’s Health Magazine*