

KRISTINA M. DURANTE

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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
Professor of Marketing, 2021 – present

Rutgers Business School—Newark and New Brunswick
Associate Professor of Marketing, 2015 – 2021

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. Social Psychology, 2004

Boston University
B.S. Mass Communication, 1995

AREAS OF EXPERTISE

Women's Consumer Behavior
Parenthood & Family Spending
Social Influence
Status Seeking & Luxury Spending

Gender Differences
Evolutionary Psychology
Stress
Close Relationships

BOOK

Durante, Kristina (November 2026) *Old Brain, New World: The SIMPLE Way to Live Well in the Modern Age*, Legacy Lit, Hachette Book Group.

JOURNAL PUBLICATIONS

*Graduate Student

Chang, Yuqian*, and Kristina M. Durante (2022), "Why Consumers Have Everything But Happiness: An Evolutionary Mismatch Perspective," *Current Opinion in Psychology*.

Parker, Gillian*, Kristina M. Durante, Sarah E. Hill, and Martie G. Haselton (2022), "Why Women Choose Divorce: An Evolutionary Perspective," *Current Opinion in Psychology*, 43, 300-306.

Durante, Kristina M., and Alexis Rittweger* (2021), "Outdated Gender Norms Continue to Haunt Women's Workplace Advancement," *Rutgers Business Review*, 6, 2.

Kim, Aekeyoung*, Felipe M. Affonso*, Juliano Laran, and Kristina M. Durante (2021), "Serendipity: Chance Encounters in the Marketplace Enhance Consumer Satisfaction," *Journal of Marketing*, 85, 141-157.

Durante, Kristina M., Vladas Griskevicius, and Sevincgul Ulu* (2020), "The Effect of Fertility on Loss Aversion," *Journal of Business Research*, 120, 599-607.

Koehn, Monica A.*, Peter K. Jonason, and Kristina M. Durante (2020), "How Personality Relates to Probability of Conception," *Personality and Individual Differences*, 154, 1096-2018.

Kim, Aekeyoung*, Hannah K. Bradshaw*, Kristina M. Durante, and Sarah E. Hill (2018), "Life History, Fertility, and Short-term Mating Motivation," *Evolutionary Psychology*, 16, 1-10.

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

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., Paul W. Eastwick, Eli J. Finkel, Steven W. Gangestad, and Jeffry 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.

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

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

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.

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

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

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

Cantu, Stephanie M.*, Jeffry A. Simpson, Vidas 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 Vidas Griskevicius (2013), "The Fluctuating Female Vote: Politics, Religion, and the Ovulatory Cycle", *Psychological Science*, 24 (6), 1007-16.

Durante, Kristina M., Vidas Griskevicius, Jeffry 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, Vidas 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, Jeffry 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 Maestripieri (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.

Maestripieri, 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.

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

PAPERS IN ADVANCED PROGRESS

Kim, Aekeyoung*, Juliano Laran, Lambrianos Nikiforidis*, Kristina M. Durante, and Vladas Griskevicius, “The Effect of Fertility on Women’s Luxury Spending”, under 2nd round invited review, *International Journal of Research in Marketing*.

Kim, Aekeyoung*, Juliano Laran, Omar Bastaki*, and Kristina M. Durante, “Stress and Consumer Engagement”, invited 2nd round revision, *International Journal of Research in Marketing*.

Kristina M. Durante, Jeffrey Gassen, Americus Reed II, W. Steven Rholes, and Jeffry A. Simpson, “Daughters Promote Pair-Bonding in Fathers,” invited 2nd round revision, *Evolutionary Behavioral Sciences*.

Jones, Aziza C. *, Kristina M. Durante, and Aparna A. Labroo, “Willpower as a Signal of Status”, in revision.

RESEARCH IN PROGRESS

“Natural Environments and Persuasion”, with Yuqian Chang* and Kihyun (Hannah) Kim

“The Value of Non-traditional Models in Advertising”, with Amelia Singh* and Aziza C. Jones*

“The Effect of Gender on Consumer Responses to Corporate Political Advocacy”, with Omar Bastaki*

BOOK CHAPTERS AND OTHER INVITED PUBLICATIONS

Rodgers, Yana, Kristina M. Durante, Lisa Kaplowitz, Elaine Zundl, Sevincgul Ulu, and Jennifer Cohen (2025), “COVID-19 and Changes in the Gendered Division of Unpaid Labor, Job Productivity, and Job Satisfaction,” *Feminist Economics: Women, Work, and the Home*, Taylor and Francis.

Jones, Aziza C. *, Kristina M. Durante, and Vladas Griskevicius (2020), An Evolutionary Approach to Identity Research,” In A. Reed II and M. Forehand (Eds.). *The Handbook of Research on Identity Theory in Marketing* (pp. 57—71). Cheltenham, UK and Northampton, MA, USA: Edward Elgar Publishing.

Griskevicius, Vladas and Kristina M. Durante (2017) “Evolution and Consumer Behavior”, In M. Norton, D. Rucker, and C. Lambertson (Eds.) *The Cambridge Handbook of Consumer Psychology*. New York: Cambridge University Press.

Joireman, Jeff, and Kristina M. Durante. “Consumer Behavior,” (2016), *Current Opinion in Psychology*, iv-vii.

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. Welp (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.

AUTHORED POPULAR PRESS

Durante, Kristina M. (regular column), “The Wellness Mismatch”, *Psychology Today*.

Durante, Kristina M. (August 2021), “Our Mismatched World is Making Us Sadder Than Ever,” *Medium*.
<https://ellevatentwk.medium.com/our-mismatched-world-is-making-us-sadder-than-ever-17598f8181a>

Durante, Kristina M., Lisa Kaplowitz, Yuqian Chang, and Alexis Rittweger (August 2021), “Fathers are Feeling the Weight of Household Labor One Year into the Pandemic: Why This May Be Blessing for the Future of Women and Work,” *Forbes*.
<https://www.forbes.com/sites/ellevate/2021/08/16/fathers-are-feeling-the-weight-of-household-labor-one-year-into-the-pandemic-why-this-may-be-blessing-for-the-future-of-women-and-work/?sh=7ca3540d3caf>

Durante, Kristina M., and Juliano Laran (May 4, 2021), “More Than a Good Surprise: The Magic of Serendipity Enhances Consumer Satisfaction”, *Forbes*.
<https://www.forbes.com/sites/ellevate/2021/05/04/more-than-a-good-surprise-the-magic-of-serendipity-enhances-consumer-satisfaction/?sh=c8a5d4474c27>

Durante, Kristina M. (March 9, 2021), “Working Women and the Curse of the Ancient Trade-Off,” *Forbes*.
<https://www.forbes.com/sites/ellevate/2021/03/09/working-women-and-the-curse-of-the-ancient-trade-off/?sh=7eac9ad51d31>

Kaplowitz, Lisa, Kristina M. Durante, David Smith, and Brad Johnson (March 18, 2021), “How Men Benefit from Close Relationships with Women at Work,” *Forbes*.
<https://www.forbes.com/sites/ellevate/2021/03/18/how-men-benefit-from-close-relationships-with-women-at-work/?sh=26efda412646>

Durante, Kristina M. (September 22, 2020), “Women, Let’s Create Our Own Wealth,” *Medium*.
<https://medium.com/@EllevateNtwk/women-lets-create-our-own-wealth-82aab5d6acd6>

Durante, Kristina M., Yana Rodgers, Elaine Zundl, Lisa Kaplowitz, and Sevincgul Ulu (September 22, 2020), “The Highs & Lows of the COVID-19 Pandemic for Working Parents and the Implications for the Future of Work,” *Forbes*.
<https://www-forbes-com.cdn.ampproject.org/c/s/www.forbes.com/sites/ellevate/2020/09/22/the-highs-and-lows-of-the-covid-19-pandemic-for-working-parents-and-the-implications-for-the-future-of-work/amp/>

Durante, Kristina M. (July 6, 2020), “Why We Sometimes Wish Susan Would Fail,” *Forbes*.
<https://www.forbes.com/sites/ellevate/2020/07/06/why-we-sometimes-wish-susan-would-fail-and-what-we-can-do-about-it/#182d0ca8fcb2>

AWARDS AND EXTERNAL FUNDING

Rutgers Business School Dean’s Meritorious Research Professorship (2021 – 2024)
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 (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 Vldas 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

Durante, Kristina (June 2023), "How to Engage the Public," *Human Behavior and Evolution Society Conference*, Palm Springs, CA.

Jones, Aziza, Hannah K. Bradshaw, Kristina M. Durante, and Sarah E. Hill (February 2022) "Parenthood Increases Desire for Conspicuous (vs. Inconspicuous) Luxury Goods," *American Marketing Association Winter Conference*, Las Vegas, NV.

Jones, Aziza, Kristina M. Durante, and Aparna Labroo (February 2022), "Conspicuous Self-Control: Why Status Motives Lead Consumers to Virtue Signal", *American Marketing Association Winter Conference*, Las Vegas, NV.

Jones, Aziza, Kristina M. Durante, and Aparna Labroo (October 2020), "Conspicuous Self-Control versus Conspicuous Indulgence: When Status Motives Lead Consumers to Signal Self-Control", Paper presented at the *Association for Consumer Research Conference*, Paris, France.

Durante, Kristina M., and Aziza Jones (July 2020), "Conspicuous Self-Control versus Conspicuous Indulgence: When Status Motives Lead Consumers to Signal Self-Control", Paper presented at the Luxury Summer School (A Zoom Research Seminar).

Jones, Aziza, Hannah K. Bradshaw, Kristina M. Durante, and Sarah E. Hill (March 2020), “Parenthood Increases Desire for Conspicuous Luxury Goods”, Paper presented at the *Society for Consumer Psychology Conference*, Huntington Beach, CA.

Jones, Aziza, Hannah K. Bradshaw, Kristina M. Durante, and Sarah E. Hill (February 2020), “Parenthood Increases Desire for Conspicuous Luxury Goods”, Paper presented at the *Society for Personality and Social Psychology Conference*, New Orleans, LA.

Jones, Aziza, Hannah K. Bradshaw, Kristina M. Durante, and Sarah E. Hill (October 2019), “Parenthood Increases Desire for Conspicuous Luxury Goods”, Paper presented at the *Association for Consumer Research Conference*, Atlanta, GA.

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 Aekeyoung 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, Aekeyoung, 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, Aekeyoung, 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 Jeffry 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., Aekeyoung 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 Jeffry 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, Aekeyoung, 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.

Nikiforidis, Lambrianos, Ashley Rae, and Kristina M. Durante (2013), "The Extended Parental Self: Gender Differences in Parental Spending on Sons Vs. Daughters", 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 Jeffry 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 Jeffry 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, Jeffry 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 Jeffry 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

2025 Kinsey-Kelley Center for Gender Equity in Business, Indiana University
 Gender & Business: Recent Advances in Research
 Atlas Copco, *Emotional Wellness Workshop* (multiple sessions)

- 2024 UCLA, Social Minds Lab, *Nontraditional Spokesmodels*
 Atlas Copco, *Emotional Wellness Workshop* (multiple sessions)
- 2023 Atlas Copco, *Emotional Wellness Workshop* (multiple sessions)
- 2022 Atlas Copco, *Emotional Wellness Workshop* (multiple sessions)
 Prudential Financial, Pru Table Talk, *Social Media and Mental Wellness*
- 2021 Prudential Financial, Women Empowered, *Advancing Women Workshop*
- 2020 Luxury Consumption Summer School, *Society for Consumer Psychology*
 Rutgers Business School, Center for Business of Fashion Annual Research
 Conference
 Prudential Financial, Women Empowered, *Advancing Women in Challenging Times*
 Rutgers Business School, Center for Women in Business, Interactive Town Hall
 Rutgers Business School, Center for Women in Business, *Advancing Women in
 Business – Driving Forward through Challenging Times*
 Ellevest, New York Chapter, *Advancing Women in Business*
- 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, The Wharton School, 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, The Wharton School, 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

Consumer Behavior in a Digital World (Rutgers Business School; MSDM)
Consumer Behavior (Rutgers Business School; Ph.D.)
Experimental Methods (Rutgers Business School; Ph.D.)
Advertising and Promotion (Rutgers Business School; MBA)
Introduction to Advertising (Rutgers Business School; UG)
Integrated Marketing Communications (University of Texas, San Antonio; UG)
Integrated Marketing Communications (University of Minnesota, Twin Cities; UG)
Personal Selling (University of Texas, San Antonio; UG)
Research Methods (University of Texas, Austin, UG)

Executive Education Mini-Courses

Emotional Wellness—An Everyday Guide to Stress Management
Persuasive Communication—How to Make Ideas Stick

SERVICE

PROFESSIONAL SERVICE

Grant Reviewer, *National Science Foundation*

Conference Program Committee and Organizer

Society for Consumer Psychology Conference, Program Committee (2022)
Association for Consumer Research Conference, Program Committee (2021)
Association for Consumer Research Conference, Program Committee (2020)
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, 2024)

Graduate Student Mentor

Society for Personality and Social Psychology Annual Convention (2015)
Marketing Doctoral Students Association Conference, PhD Project (2016)

Editorial Positions

Current Opinion in Psychology: Special Issue Editor, “Consumer Behavior” (2016)
Personality and Social Psychology Bulletin: Editorial Review Board (2016—present)

Journal Reviewer:

Journal of Marketing Research
Journal of Consumer Research
Journal of Consumer Psychology
Psychological Science
Perspective on 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

Chancellor's Commission on Diversity and Transformation (2019-2020)
Vice Chair, Marketing Department, (2020-present)
Research Director, Rutgers Business School, Center for Women in Business (2019-2021)
Rutgers Business School, A & P Committee (2022-present)
Rutgers Business School, Academic Integrity Facilitator (2022-present)
Rutgers Business School, Planning Committee (2023)
Rutgers Business School Ad Hoc Diversity and Inclusion Committee (2020-present)
Rutgers Business School, DBA Admission Committee (2020-present)
Rutgers Business School Academic Standing Committee (2020-present)
Rutgers Business School Nominating Committee (2016-present; 2016, 2018, 2020 chair)
Rutgers Business School Special Committee on Review (2018-present; chair)
Rutgers Business School Committee on Review/Rules of Procedure (2016-present)
Rutgers Business School Ad Hoc Committee on Professional Conduct (2019)
Rutgers Business School Planning Committee (2020)
Rutgers Department of Marketing Ph.D. Program Coordinator (2016-present)
Rutgers Department of Marketing Academic Integrity Facilitator (2022-present)
Rutgers Department of Marketing Faculty Search Committee (2016-present;
2023 and 2024 chair)
Rutgers Department of Marketing Merit Evaluation Committee (2016-present)
Rutgers Department of Marketing Promotion and Tenure Committee (2016-present)
Rutgers Department of Marketing, Marketing Camp & MEME Conference
Coordinator (2018-2020)
Rutgers Department of Marketing Seminar Series Coordinator (2016-2021)
Rutgers Ph.D. and DBA Dissertation Committees:
Ty'ya Pettis (Chair)
Omar Bastaki (Chair)
Yuqian Chang (Chair)
Michalina Zemel (Chair)
Aekyoung Kim (Chair)
Sevincgul Ulu (Chair)
Aziza Jones (Chair)
Jennifer Francesconi (Co-Chair; Marketing and Psychology)
Selin Doganalp (Committee Member)
Minji Jung (Committee Member)
Ozum Zor (Committee Member)
Kun Wang (Committee Member)
Elvira Tolen (Committee Member)
Current Rutgers Ph.D. and DBA Current Early Research Advisor:
Amelia Singh
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)

University of Texas, Austin, Research Lab Manager, (2004-2009)

University of Chicago, Lab Manager (2003-2004)