

SILVIA BELLEZZA

Curriculum Vitae – January 2025

Columbia Business School
Kravis Hall 945
665 W 130th St
New York, NY 10027

Web: <https://tinyurl.com/2skpwns6>

Email: sbellezza@gsb.columbia.edu

Twitter: @S_Bellezza

Google Scholar: [Silvia Bellezza](#)

EDUCATION AND ACADEMIC EMPLOYMENT

July 2023	Columbia Business School, New York, NY, USA Associate Professor of Business (with tenure)
June 2018–2023	Columbia Business School, New York, NY, USA Gantcher Associate Professor of Business (without tenure)
June 2015–2018	Columbia Business School, New York, NY, USA Assistant Professor of Marketing
2009–2015	Harvard Business School, Boston, MA, USA Doctor of Business Administration, Marketing Dissertation: <i>Symbolic Consumption and Alternative Signals of Status</i>
2006–2008	IESE Business School, Barcelona, Spain Bilingual Master of Business Administration
1999–2003	LUISS Guido Carli University, Rome, Italy Bachelor of Science – Economics Erasmus exchange program (2002), University of Tilburg, The Netherlands

RESEARCH INTERESTS

Status Signaling, Symbolic Consumption, Sustainability

PEER-REVIEWED PUBLICATIONS

Gladstone, Joe J.* and Silvia Bellezza* (forthcoming), “[Sustainability Across the Status Spectrum: The S-Shaped Relationship Between Social Status and Green Consumption](#).” *equal contribution. *Social Psychology and Personality Science*.

Cesareo, Ludovica and Silvia Bellezza (2025), “[Knowledge, Morality, and the Appeal of Counterfeit Luxury Goods](#),” *Journal of the Association for Consumer Research*, Volume 10, Number 1, issue on “Morality and Consumption.” [Data](#)

Bellezza, Silvia (2023), “[Distance and Alternative Signals of Status: A Unifying Framework](#),” *Journal of Consumer Research*, 50 (2), 322-342. [Web Appendix](#), [Data](#)

- Selected Media Coverage: [WWD](#), [WTRED](#)

Wilson*, Anne and Silvia Bellezza* (2022), "[Consumer Minimalism](#)," *Journal of Consumer Research*, 48 (5), 796–816. *equal contribution. [Web Appendix, Data](#)

- Selected Media Coverage: [D di Donna \(La Repubblica\)](#)

Sun, Jennifer, Silvia Bellezza, and Neeru Paharia (2021), "[Buy Less, Buy Luxury: Understanding and Overcoming Product Durability Neglect for Sustainable Consumption](#)," *Journal of Marketing*, special issue "Better Marketing for a Better World," 85(3), 28–43. [Web Appendix, Data](#)

- Selected Media Coverage: [Harvard Business Review](#)

Bellezza, Silvia and Jonah Berger (2020), "[Trickle-Round Signals: When Low Status is Mixed with High](#)," *Journal of Consumer Research*, 47 (1), 100–127. [Web Appendix](#)

- Selected Media Coverage: [Harvard Business Review](#), [Business Insider](#), [New York Times](#)

Bellezza, Silvia, Neeru Paharia, and Anat Keinan (2017), "[Conspicuous Consumption of Time: When Busyness and Lack of Leisure Time Become a Status Symbol](#)," *Journal of Consumer Research*, 44 (June), 118–138. [Web Appendix](#)

- Finalist, Best Article Award for a paper published in *Journal of Consumer Research* in 2017
- Honorable Mention for the Ferber Award (best dissertation-based article) in 2018
- Selected Media Coverage: [Harvard Business Review](#), [The Washington Post](#), [BBC](#), [The Atlantic](#), [NPR](#)
- "[Conspicuous Consumption of Time: A Replication](#)," *Journal of Marketing Behavior*
- Featured in "[How to Publish in the Best Marketing Journals](#)" (eds. D. Stewart, D. Ladik)

Bellezza, Silvia, Joshua M. Ackerman, and Francesca Gino (2017), "[Be Careless with That! Availability of Product Upgrades Increases Cavalier Behavior toward Possessions](#)," *Journal of Marketing Research*, 54 (5), 768–784. [Web Appendix](#)

- Selected Media Coverage: [Harvard Business Review](#), [The New York Times](#)

Baucells, Manel and Silvia Bellezza (2017), "[Temporal Profiles of Instant Utility during Anticipation, Event, and Recall](#)," *Management Science*, 63 (March), 729–748.

- [Supplemental Material](#) (data, materials, and analyses)

Bellezza, Silvia and Anat Keinan (2014), "[Brand Tourists: How Non-Core Users Enhance the Brand Image by Eliciting Pride](#)," *Journal of Consumer Research*, 41 (August), 397–417.

- Selected Media Coverage: [The New Yorker](#), [Science Daily](#), [Harvard Business Review](#)

Bellezza, Silvia, Francesca Gino, and Anat Keinan (2014), "[The Red Sneakers Effect: Inferring Status and Competence from Signals of Non-conformity](#)," *Journal of Consumer Research*, 41 (1), 35–54.

- Finalist, Best Article Award for a paper published in *Journal of Consumer Research* in 2014
- Paper featured in the research curation "[Products as Signals](#)," *Journal of Consumer Research*
- Selected Media Coverage: [The New Yorker](#), [The Wall Street Journal](#), [The Washington Post](#)

INVITED PUBLICATIONS

Sankar Sen, CB Bhattacharya, Kristin Lindrud, Silvia Bellezza, Yann Cornil, Shuili Du, Shreyans Goenka, Katharina Husemann, Eric J. Johnson, Cait Lamberton, Gergana Nenkov, Remi Trudel, Katherine White, Karen Page Winterich (2024), "[Enhancing Consumer and Planetary Well-Being by Consuming Less, Consuming Better](#)," *Journal of Sustainable Marketing*, 1–13.

Keinan, Anat, Silvia Bellezza, and Neeru Paharia (2019), "[The Symbolic Value of Time](#)," *Current Opinion in Psychology*, special issue on "Time," 26, 58–61.

- Selected Media Coverage: [Fast Company](#)

SELECTED RESEARCH UNDER REVIEW AND IN PROGRESS

Bellezza, Silvia* and Joe J. Gladstone*, “Out of Control: The Interplay of Subjective and Objective Wealth on Spending” *equal contribution. Invited for resubmission at the *Journal of Marketing Research* (5th round).

Hoff, Maren and Silvia Bellezza, “The Uneven Fluidity of Gender-Fluid Trends.” Invited for resubmission at the *Journal of Consumer Research* (3rd round).

Hoff, Maren and Silvia Bellezza, “Defining and Understanding Vintage in Consumption.” Invited for resubmission at the *Journal of Consumer Research* (2nd round).

- Nicosia Award for Best Competitive Paper, Runner-up at ACR 2024

Bellezza, Silvia* and Joe J. Gladstone*, “Privilege and Preference: The Relative Importance of Cultural, Social, and Economic Capital for Highbrow Cultural Experiences.” *equal contribution. Invited for resubmission at the *Journal of the Association for Consumer Research* (2nd round), issue on “Experiential Consumption.”

Hoff, Maren and Silvia Bellezza, “True Old, True Self: The Psychology and Moderators of Vintage Consumption.” Being revised for resubmission at the *Journal of Marketing Research*.

Park, Eric, Kristen Lane, and Silvia Bellezza, “Guardians of Luxury: How NFTs Safeguard Conspicuous Consumption.” Being revised for resubmission at the *Journal of Marketing*.

Bellezza, Silvia and Anne Wilson, “Minimalism as a Status Symbol.” In preparation for submission.

Althenayyan, Abdullah, Silvia Bellezza, and Neeru Paharia, “The Price-Sustainability Heuristic,” data collection in progress.

- Partly funded by the Lab Fellowship Program and the LEF Award at Columbia

Sun, Jennifer, Silvia Bellezza, and Neeru Paharia, “Sustainable Luxury: Rethinking Wastefulness and Sustainability Judgments,” data collection in progress.

Bellezza, Silvia and Anat Keinan, “Luxury for All? A Brand Communities Account for Understanding Downward Brand Extensions.” Working paper.

OTHER PUBLICATIONS

Sun, Jennifer, Silvia Bellezza, and Neeru Paharia (2021), “[Why Luxury Items Can Be Good for the Planet](#),” *Harvard Business Review*, September-October, 30.

Keinan, Anat, Sandrine Crener, and Silvia Bellezza (2016), “[Luxury Branding Research: New Perspectives and Future Priorities](#),” *Online Luxury Retailing: Leveraging Digital Opportunities Research, Industry Practice, and Open Questions*, Baker Retailing Center, Wharton School, 16–33.

Bellezza, Silvia and Anat Keinan (2014), “[How ‘Brand Tourists’ Can Grow Sales](#),” *Harvard Business Review*, 92 (7–8), 28.

Bellezza, Silvia, Francesca Gino, and Anat Keinan (2014), “[The Surprising Benefits of Nonconformity](#),” *MIT Sloan Management Review*, 55 (3), 10–11.

TEACHING MATERIAL

- Bellezza, Silvia and Annie Wilson (2024), “[Allbirds: Can the Sustainable Shoe Company Reinvigorate the Brand](#),” Columbia CaseWorks, ID#240506, and Teaching Note, ID#240506TN [License](#)
- Bellezza, Silvia and Francesco Tronci (2024), “[Marketing Sustainability at General Motors](#),” Columbia CaseWorks, ID#240508, and Teaching Note, ID#240508TN [License](#)
- Bellezza, Silvia and Jennifer Sun (2024), “[Sustainable Luxury](#),” Columbia CaseWorks, ID#240507 [License](#)
- Bellezza, Silvia and Maren Hoff (2024), “[Vintage Consumption](#),” Columbia CaseWorks, ID#240505 [License](#)
- Bellezza, Silvia and Maren Hoff (2024), “[Defining Sustainable Marketing and Related Concepts](#),” Columbia CaseWorks, ID#240503 [License](#)
- Bellezza, Silvia (2021), “[How to Design a Product Survey](#),” Columbia CaseWorks, ID#220501.
- Ansari, Asim, Silvia Bellezza, Oded Netzer, and Olivier Toubia (2021), “[Chirpin’ Tavern’s Coupon Promotion](#),” Columbia CaseWorks, ID#220502 and Teaching Note ID#220502TN.
- Bellezza, Silvia and Oded Netzer (2021), “[How to Recruit Respondents Cheaply and Quickly](#).”
- Stremersch, Stefan and Silvia Bellezza (2009), “Caesar IT Service. Marketing multiple value propositions,” IESE Business School Case M-1227-E.
- Stremersch, Stefan and Silvia Bellezza (2009), “Caesar IT Service. Marketing multiple value propositions,” IESE Business School Teaching Note M-1227-E.

AWARDS, HONORS, AND GRANTS

Finalist, Erin Anderson Award	2025
Nicosia Award for Best Competitive Paper, Runner-up at ACR	2024
Bernstein Center, Faculty Research Grant	2023
Finalist, Erin Anderson Award	2022
MSI Young Scholar	2021
Finalist, Best Article Award for a paper published in <i>Journal of Consumer Research</i> in 2017	2020
CELSS Seed Grant for Experimental Projects	2020
Ferber Award, Honorable Mention	2018
Thinkers 50 – On the Radar	2018
Provost’s Research Grant for Junior Faculty who Contribute to the Diversity Goals	2017
Finalist, Best Article Award for a paper published in <i>Journal of Consumer Research</i> in 2014	2017
AMA Mathew Joseph Emerging Scholar Award, Honorable Mention	2014
AMA Sheth Foundation Doctoral Consortium Fellow	2013
Fellow at the Summer Institute on Bounded Rationality, Max Planck Institute, Germany	2010
Scholarship, LUISS Guido Carli University, tuition contribution for the MBA	2008
Scholarship, IESE Business School, partial tuition waiver for the MBA	2007

TEACHING EXPERIENCE

Sustainable Marketing (MRK’TB8654; MBA), Columbia Business School	2024–2025
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Sustainable Marketing (MRKTB7654; EMBA), Columbia Business School	2024–2025
Marketing (B6601; MBA), Columbia Business School	2017–2021
Strategic Marketing (B5601; EMBA), Columbia Business School	2016/2019–2021
Marketing Management (BUSIW3021; undergraduate), Columbia Business School	2016
Marketing (undergraduate), IESE Business School, Madrid, Spain	2009

EMPLOYMENT

Summer 2007	Bain & Company, Milan, Italy Summer Associate, Consumer Goods Practice
2003-2006	Danone, Water Business Unit, Rome, Italy Brand Manager, Vitasnella and Evian
2002–2003	Louis Vuitton Moët Hennessy, Watches & Jewelry, Milan, Italy Junior Brand Manager, Chaumet

INVITED PRESENTATIONS

03/31/2025	The Hong Kong Polytechnic University (online)
12/09/2024	LUISS Guido Carli University
11/08/2023	University of Miami – Miami Herbert Business School
09/02/2022	Indian Institute of Management Bangalore (online)
06/20/2022	King’s Business School – King’s College London
03/25/2022	EdukCircle, International Center for Communication Studies (online)
02/25/2022	University of Pittsburgh – Katz Graduate School of Business
10/18/2021	Jindal Global Business School (online)
09/03/2021	Georgia Tech (online)
04/30/2021	University of Arizona – Eller College of Management (online)
04/14/2021	Vrije Universiteit Amsterdam (online)
02/28/2020	Emory University – Goizueta Business School
02/21/2020	University of Houston – Bauer College of Business
02/12/2020	Harvard Business School
01/25/2020	University of Washington – Foster School of Business
05/24/2019	LUISS Guido Carli University
05/19/2019	Interdisciplinary Center (IDC)
04/02/2019	Lehigh University
03/15/2019	UCLA – Anderson School of Management
10/03/2018	Duke University – Fuqua School of Business
05/25/2018	Wilfrid Laurier University
05/03/2018	INSEAD
06/26/2017	London Business School
06/23/2017	London School of Economics
06/15/2017	IESE Business School
10/26/2016	Manhattan College, School of Business
10/16/2015	Cornell University, Johnson School of Management
10/21/2014	New York University, Stern School of Business

10/14/2014 University of California – San Diego, Rady School of Management
 10/09/2014 Columbia Business School
 09/29/2014 University of Texas – Austin, McCombs School of Business
 09/26/2014 University of Toronto – Rotman School of Management
 09/24/2013 Bocconi University

CONFERENCE PARTICIPATION (*presenter)

PAPER PRESENTATIONS

Althenayyan, Abdullah*, Silvia Bellezza, and Neeru Paharia, “The Price-Sustainability Heuristic,” data collection in progress. Paper presented at the *Society for Consumer Psychology Conference*, Las Vegas, NV.

Hoff, Maren* and Silvia Bellezza (2024), “Something Old for Something New: Defining and Understanding Vintage.” Paper presented at the *Association for Consumer Research Conference*, Paris, France.

Hoff, Maren* and Silvia Bellezza (2024), “Something Old for Something New: Defining and Understanding Vintage.” Paper presented at the *Asia-Pacific ACR Conference*, Bali.

Hoff, Maren* and Silvia Bellezza (2024), “The Uneven Fluidity of Genderfluid.” Paper presented at the *Asia-Pacific ACR Conference*, Bali.

Wilson, Anne, Silvia Bellezza, and Michael I. Norton (2024), “Minimalism as a Status Symbol.” Paper presented at the *Society for Consumer Psychology Conference*, Nashville, TN.

Hoff, Maren* and Silvia Bellezza (2023), “The Uneven Fluidity of Genderfluid.” Paper presented at the *Association for Consumer Research Conference*, Seattle, WA.

Bellezza, Silvia* and Joe J. Gladstone*, “Eco-Elites: Reevaluating Green Consumption Among High-Status Consumers.” Paper presented at the *Association for Consumer Research Conference*, Seattle, WA.

Park, Eric, Kristen Lane*, and Silvia Bellezza, (2023) “Guardians of Luxury: How NFTs Safeguard Conspicuous Consumption.” Paper presented at the *Journal of Marketing Virtual Symposium: New Paradigms for a New World*

Hoff, Maren* and Silvia Bellezza (2022), “Something Old for Something New: Defining and Understanding Vintage.” Paper presented at the *European Association for Consumer Research Conference*, Amsterdam, NL.

Hoff, Maren* and Silvia Bellezza (2023), “The Uneven Fluidity of Genderfluid.” Paper presented at the *European Association for Consumer Research Conference*, Amsterdam, NL.

Park, Eric*, Kristen Lane, and Silvia Bellezza, (2023) “NFTs for Conspicuous Consumption.” Paper presented at the *EMAC Annual Conference*, Odense, Denmark.

Hoff, Maren* and Silvia Bellezza (2023), “The Uneven Fluidity of Genderfluid.” Paper presented at the *Marketing Science: Diversity, Equity and Inclusion Conference*, Dallas, TX.

Hoff, Maren* and Silvia Bellezza (2023), “The Uneven Fluidity of Genderfluid.” Paper presented at the *Society for Consumer Psychology Conference*, San Juan, PR.

Park, Eric*, Kristen Lane, and Silvia Bellezza, (2023) “NFTs for Conspicuous Consumption.” Paper presented at the *Society for Consumer Psychology Conference*, San Juan, PR.

Park, Eric*, Kristen Lane, and Silvia Bellezza, (2022) “NFTs for Conspicuous Consumption.” Paper presented at the *International Conference on Crypto-Marketing*, New York, NY.

Park, Eric, Kristen Lane*, and Silvia Bellezza, (2022) “NFTs for Conspicuous Consumption.” Paper presented at the *Association for Consumer Research Conference*, Denver, CO.

Hoff, Maren* and Silvia Bellezza (2022), “The Uneven Fluidity of Gender Fluid.” Paper presented at the *Association for Consumer Research Conference*, Denver, CO.

Hoff, Maren* and Silvia Bellezza (2022), “True Old, True Self: Defining and Understanding Vintage.” Paper presented at the *Association for Consumer Research Conference*, Denver, CO.

Sun, Jennifer*, Silvia Bellezza, and Neeru Paharia (2022), “Buy Less, Buy Luxury: The Importance of Durability in Sustainable Consumption.” Paper accepted at the *Society for Consumer Psychology Boutique Conference*, Honolulu, HI.

Hoff, Maren* and Silvia Bellezza (2022), “True Old, True Self: Defining and Understanding Vintage.” Paper presented at the *Behavioral Insights into Business for Social Good (BIBSG) Conference*, Vancouver, Canada.

Hoff, Maren* and Silvia Bellezza (2022), “The Uneven Fluidity of Gender Fluid.” Paper presented at the *Behavioral Insights into Business for Social Good (BIBSG) Conference*, Vancouver, Canada.

Hoff, Maren* and Silvia Bellezza (2022), “True Old, True Self: Defining and Understanding Vintage.” Paper presented at the *Society for Consumer Psychology Conference*, online.

Wilson, Anne* and Silvia Bellezza (2021), “Consumer Minimalism.” Paper presented at the *Association for Consumer Research Conference*, online.

Bellezza*, Silvia (2021), “Distance and Alternative Signals of Status: A Unifying Framework.” Paper presented at the *Association for Consumer Research Conference*, online.

Bellezza*, Silvia (2021), “Distance and Alternative Signals of Status: A Unifying Framework.” Paper presented at the *Society for Consumer Psychology Conference*, online.

Wilson, Anne, Silvia Bellezza*, and Michael I. Norton (2020), “Minimalism as a Status Symbol: When and Why We Admire Conspicuous Non-Consumption.” Paper presented at the *Society for Consumer Psychology Conference*, Huntington Beach, CA.

Sun, Jennifer*, Silvia Bellezza, and Neeru Paharia (2019), “Sustainable Luxury Consumption: Paradox or Hope?” Paper presented at the *Future-of-Brands Conference*, New York, NY.

Bellezza, Silvia* and Joe J. Gladstone (2019), “Feeling Wealthy, Spending Less: The Interplay of Subjective and Objective Wealth on Consumption.” Paper presented at the *Marketing Science Conference*, Rome, Italy.

Bellezza, Silvia* and Joe J. Gladstone (2019), “Feeling Wealthy, Spending Less: The Interplay of Subjective and Objective Wealth on Consumption.” Paper presented at the *Society for Consumer Psychology Conference*, Savannah, GA.

Sun, Jennifer*, Silvia Bellezza, and Neeru Paharia (2019), “Sustainable Luxury Consumption: Paradox or Hope?” Paper presented at the *Society for Consumer Psychology Conference*, Savannah, GA.

Bellezza, Silvia* and Joe J. Gladstone (2019), “Feeling Wealthy, Spending Less: The Interplay of Subjective and Objective Wealth on Consumption.” Paper presented at the *Asia Pacific ACR Conference*, Ahmedabad, India.

Bellezza, Silvia* and Anat Keinan (2019) “How to Extend Exclusive Brands: A Brand Communities Account for Understanding the Impact of Brand Extensions.” Paper presented at the *Asia Pacific ACR Conference*, Ahmedabad, India.

Bellezza, Silvia* and Jonah Berger (2019) “Trickle-Round Signals: When Low Status Becomes High.” Paper presented at the *Society for Personality and Social Psychology Conference*, Portland, OR.

Bellezza, Silvia, Joshua M. Ackerman*, and Francesca Gino (2018) “The Upgrade Effect: Availability of New Products Increases Cavalier Behavior Toward Possessions.” Paper presented at the *Annual Meeting of the Society for Experimental Social Psychology*, Seattle, WA.

Sun, Jennifer, Silvia Bellezza*, and Neeru Paharia (2018) “Sustainable Luxury Consumption: Paradox or Hope?” Paper presented at the *Association for Consumer Research Conference*, Dallas, TX.

Bellezza, Silvia* and Jonah Berger (2018) “Trickle-Round Signals: When Low Status Becomes High.” Paper presented at the *European Association for Consumer Research Conference*, Ghent, Belgium.

Bellezza, Silvia* and Jonah Berger (2018) “Trickle-Round Signals: When Low Status Becomes High.” Paper presented at the *Behavioral Decision Research in Management Conference*, Boston, MA.

Bellezza, Silvia* and Jonah Berger (2018) “Trickle-Round Signals: When Low Status Becomes High.” Paper presented at the *Society for Consumer Psychology Conference*, Dallas, TX.

Bellezza, Silvia* and Anat Keinan (2018) “How to Extend Exclusive Brands: A Brand Communities Account for Understanding the Impact of Brand Extensions.” Paper presented at the *Society for Consumer Psychology Conference*, Dallas, TX.

Bellezza, Silvia* and Jonah Berger (2017) “Trickle-Round Signals: When Low Status Becomes High.” Paper presented at the *Association for Consumer Research Conference*, San Diego, CA.

Cesareo, Ludovica* and Silvia Bellezza (2017), “I’m a Fashionista and I (Think I) Know It: Fashion Knowledge and the Impact of Counterfeits on Luxury Brands.” Paper presented at the *Association for Consumer Research Conference*, San Diego, CA.

Bellezza, Silvia* and Jonah Berger (2017) “When Low Status Becomes High.” Paper presented at the *Theory and Practice in Marketing Conference*, Charlottesville, VA.

Bellezza, Silvia* and Anat Keinan (2015) “The Advantage of Low-Fit Brand Extensions: Addressing the Paradox of Exclusive Brands.” Paper presented at the *Association for Consumer Research Conference*, New Orleans, LA.

Bellezza, Silvia*, Anat Keinan, and Neeru Paharia (2015), “Conspicuous Consumption of Time: When Busyness and Lack of Leisure Time Become a Status Symbol.” Paper presented at the *AMS World Marketing Congress*, Bari, Italy.

Bellezza, Silvia* and Anat Keinan (2015) “The Advantage of Low-Fit Brand Extensions: Addressing the Paradox of Luxury Brands.” Paper presented at the *Theory and Practice in Marketing Conference*, Atlanta, GA.

Bellezza, Silvia*, Anat Keinan, and Neeru Paharia (2015), “Conspicuous Consumption of Time: When Busyness at Work and Lack of Leisure Time Become a Status Symbol.” Paper presented at the *Society for Consumer Psychology Conference*, Phoenix, AZ.

Bellezza, Silvia*, Anat Keinan, and Neeru Paharia (2014), “Conspicuous Consumption of Time: When Busyness at Work and Lack of Leisure Time Become a Status Symbol.” Paper presented at the *Association for Consumer Research Conference*, Baltimore, MD.

Bellezza, Silvia* and Joshua Ackerman (2014), “Be Careless with That! Availability of Product Upgrades Increases Cavalier Behavior toward Possessions.” Paper presented at the *Association for Consumer Research Conference*, Baltimore, MD.

Bellezza, Silvia* and Anat Keinan (2014), “Brand Tourists: How Non-Core Users Enhance the Brand Image by Eliciting Pride.” Paper presented at the *Theory and Practice in Marketing Conference*, Evanston, IL.

Bellezza, Silvia* and Anat Keinan (2014), “Brand Tourists: How Non-Core Users Enhance the Brand Image by Eliciting Pride.” Paper presented at the *Brands and Brand Relationships Conference*, Boston, MA.

Bellezza, Silvia* and Anat Keinan (2013), “The Brand Tourism Effect: How Non-Core Users Enhance the Brand Image by Eliciting Pride.” Paper presented at the *European Association for Consumer Research Conference*, Barcelona, Spain.

Bellezza, Silvia*, Francesca Gino, and Anat Keinan (2013), “The Red Sneakers Effect: Inferring Status and Competence from Signals of Non-conformity.” Paper presented at the *Trans-Atlantic Doctoral Conference*, London, UK.

Bellezza, Silvia*, Francesca Gino, and Anat Keinan (2013), “The Red Sneakers Effect: Inferring Status and Competence from Signals of Non-conformity.” Paper presented at the *Society for Consumer Psychology Conference*, San Antonio, TX.

Bellezza, Silvia* and Anat Keinan (2012), “Brand Tourists or Brand immigrants? How New Consumers Dilute or Reinforce the Image of Symbolic Brands” Paper presented at the *Society for Judgment and Decision Making Conference*, Minneapolis, MN.

Baucells, Manel* and Silvia Bellezza (2012), “Felicity during Anticipation and Recall.” Paper presented at the *Society for Judgment and Decision Making Conference*, Minneapolis, MN.

Bellezza, Silvia*, Francesca Gino, and Anat Keinan (2012), “The Red Sneakers Effect: Inferring Status from Signals of Non-conformity.” Paper presented at the *Association for Consumer Research Conference*, Vancouver, BC.

Bellezza, Silvia* and Anat Keinan (2012), “Brand Tourists or Brand immigrants? How New Consumers Dilute or Reinforce the Image of Symbolic Brands.” Paper presented at the *Association for Consumer Research Conference*, Vancouver, BC.

Baucells, Manel* and Silvia Bellezza (2012), “Felicity during Anticipation and Recall.” Paper presented at the *INFORMS Conference*, Phoenix, AZ.

Baucells, Manel* and Silvia Bellezza (2012), “Felicity during Anticipation and Recall.” Paper presented at *Foundations and Applications of Utility, Risk and Decision Theory (FUR) Conference*, Atlanta, GA.

Bellezza, Silvia*, Francesca Gino, and Anat Keinan (2012), “The Red Sneakers Effect: Inferring Status from Signals of Non-conformity.” Paper presented at the *Behavioral Decision Research in Management Conference*, Boulder, CO.

Bellezza, Silvia* and Anat Keinan (2012), “Brand Tourists or Brand immigrants? How New Consumers Dilute or Reinforce the Image of Symbolic Brands.” Paper presented at the *Behavioral Decision Research in Management Conference*, Boulder, CO.

Bellezza, Silvia* and Anat Keinan (2012), “Brand Tourists or Brand immigrants? How New Consumers Dilute or Reinforce the Image of Symbolic Brands.” Paper presented at the *Society for Consumer Psychology Conference*, Las Vegas, NV.

Baucells, Manel* and Silvia Bellezza (2008), “Hubris and Catharsis, The tradeoff between anticipation, experience and memory.” Research presented at the *IFORS Conference*, Sandton, South Africa.

SYMPOSIA / ROUNDTABLES / SPECIAL SESSIONS

“Discouraging Discarding: Exploring the Role of Repair, Reuse, Repurposing, Restoration, and Maintenance in Sustainable Consumption,” panelist (2023), *Association for Consumer Research Conference*, Seattle, WA.

“When Less is More: Enhancing Wellbeing by Reducing Consumption,” panelist (2023), *Society for Consumer Psychology Conference*, San Juan, PR.

“Spending Money; Session 1A Luxury & Status” Session MC (2022), *Society for Consumer Psychology Conference* (online).

“Product Disposition: Consumer Research Issues, Opportunities and Challenges,” panelist (2021), *Association for Consumer Research Conference* (online).

“Special Topics in Branding,” panelist (2019), *Asia Pacific ACR Conference*, Ahmedabad, India.

“The Evolution of Signals,” panelist (2017), *Association for Consumer Research Conference*, San Diego, CA.

“New Perspectives on the Dynamics of Status: from Signaling to Consumption,” co-chair with David Dubois (2014), *Association for Consumer Research Conference*, Baltimore, MD.

“New Perspectives on Nonconforming Behaviors,” chair (2013), *Society for Consumer Psychology Conference*, San Antonio, TX.

“New Perspectives on Symbolic Brands and Reference Groups,” chair (2012), *Association for Consumer Research Conference*, Vancouver, BC.

POSTER PRESENTATIONS

Althenayyan, Abdullah*, Silvia Bellezza, and Neeru Paharia, “The Price-Sustainability Heuristic,” Poster presented at the *Boulder Summer Conference on Consumer Financial Decision Making*, Dever, CO.

Althenayyan, Abdullah*, Silvia Bellezza, and Neeru Paharia, “The Price-Sustainability Heuristic.” Poster presented at the *Society for Personality and Social Psychology*, Dever, CO.

Hoff, Maren* and Silvia Bellezza (2023) “The Uneven Fluidity of Gender Fluid.” Poster presented at the *Marketing Science Board of Trustees Meeting*, Philadelphia, PA.

Bellezza, Silvia* and Jonah Berger (2019) “Trickle-Round Signals: When Low Status Becomes High.” Poster presented at the *Marketing Science Board of Trustees Meeting*, Boston, MA.

Bellezza, Silvia* and Joshua Ackerman (2014), “Be Careless with That! Availability of Product Upgrades Increases Cavalier Behavior toward Possessions.” Poster presented at the *Society for Consumer Psychology Conference*, Miami, FL.

Bellezza, Silvia* and Anat Keinan (2010), “Brand Tourists or Brand immigrants? How New Consumers Dilute or Reinforce the Image of Symbolic Brands.” Poster presented at the *Summer Institute on Bounded Rationality*, Berlin, Germany.

DOCTORAL STUDENTS ADVISING

Chair of Dissertation Committees

- Maren Hoff (Marketing, expected 2025)
 - Honorable mention for 2022 MSI Alden G. Clayton Doctoral Dissertation Proposal Competition
- Abdullah Althenayyan (Marketing, expected 2027)

Member of Dissertation Committees

- Jennifer Sun (Marketing, 2024)
- Youjung Jun (Marketing, 2021)
- Zachary Brown (Management, 2021)
- Rachel Meng (Marketing, 2019)
- Jaeyeon Chung (Marketing, 2018)

PROFESSIONAL AFFILIATIONS

- American Marketing Association
- Association of Consumer Research
- Society for Consumer Psychology

UNIVERSITY SERVICE

Core Coordinator	2021-2022
Outreach and Communications Committee (Chair)	2020
Outreach and Communications Committee (Member)	2019; 2025
Recruiting Committee (Co-Chair)	2018
Recruiting Committee (Member)	2016; 2017

Seminars and Meetings Committee 2017; 2019; 2021-2022
PhD Committee (Member) 2016, 2023-2024
Marketing Camp Organizer 2016; 2017

SERVICE TO THE PROFESSION

Editorial Review Board: Journal of Marketing Research (2019–2022; 2023–present)
Journal of Consumer Research (2021–present)
Journal of Marketing (2022–present)

Ad hoc Reviewer: Journal of Consumer Research
Journal of Marketing Research
Journal of Marketing
Marketing Science
Management Science
Journal of Consumer Psychology
International Journal of Research in Marketing
Journal of the Association for Consumer Research
Marketing Letters
Psychology & Marketing
Journal of Marketing Behavior
Journal of Business Research
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Conference Organizer: Society for Consumer Psychology (2023)

Conference Associate Editor: Association for Consumer Research (2024)

Program Committee Member: Association for Consumer Research (2020–2021)
Society for Consumer Psychology (2020–2022)
Behavioral Decision Research in Management (2020)

Conference Reviewer: Association for Consumer Research (2016–2019; 2022, 2023)
Society for Consumer Psychology (2016–2019; 2024)
Asia Pacific Association for Consumer Research (2019)
European Association for Consumer Research (2018)

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