

March, 2015

## TODD PEZZUTI

Industrial Engineering Department  
University of Chile  
Republica 701  
Santiago, Chile

phone: (56-2) 978-4820  
email: tpezzuti@gmail.com

### **Academic Positions**

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Assistant Professor of Marketing, Industrial Engineering Department  
University of Chile, July 2012 - Present

Lecturer, The Paul Merage School of Business  
University of California, Irvine, Spring 2011

### **Education**

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Ph.D., Management (concentration in Marketing), 2012  
University of California, Irvine

M.A., Social Ecology, 2007  
University of California, Irvine

B.A., Psychology, cum laude and departmental honors, 2000  
University of North Carolina, Wilmington

### **Journal Publications**

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Pezzuti, Todd, Dante Pirouz, and Connie Pechmann (2015), "The Effects of Advertising Models for Age-Restricted Products and Self-Concept Discrepancy on Advertising Outcomes among Young Adolescents," *Journal of Consumer Psychology*, forthcoming

Keith, Julian R., Raymond C. Pitts, Todd Pezzuti, and Mark Galizio (2003), "Effects of Positive GABA-A Modulators on a Multiple-Component Repeated Acquisition Test of Spatial Learning," *Behavioural Pharmacology*, 14, 67-75.

### **Manuscripts Under Review and Working Papers**

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"The James Dean Effect: How Consumers Respond to Inexpressive Body Language," with Connie Pechmann, being revised for second round of review at the *Journal of Consumer Research*.

“Psychological Insights into Consumer Spending: The Effect of Frugality and Hyperopia,” with Li (Sunny) Pan, Wei Lu and Connie Pechmann, being revised for second round of review at the *Journal of Retailing*.

“Is Concealing Emotional Expression Cool?” with Caleb Warren and Shruti Kolay.

### **Work in Progress**

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“Consumer Response to Ad Model Age and Age Matching: Insights from the Ecological Approach to Social Perception,” with Connie Pechmann, Dante Pirouz, Adilson Borges, and Carolina Werle.

“Examining Cross-cultural Differences in the Effect of Skin Color on Interpersonal Influence,” with Luciana Gil.

“How Stigmatized Consumers Read Sources in Luxury Fashion Brands’ Advertising,” with Daiane Scaraboto and Luciana Gil.

### **Refereed Conference Proceedings and Presentations**

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Scaraboto, Daiane, Luciana Gil, and Todd Pezzuti (2015), “Just like Us, But Different: Stigmatized Consumers’ Reading of Sources in Luxury Fashion Brands Advertising,” *Conference Proceedings, Global Fashion Management Conference*, Florence, Italy. forthcoming

Warren, Caleb, Todd Pezzuti, and Shruti Kolay (2015), “Is Concealing Emotional Expression Cool?” *Advances in Consumer Research*. Vol. 42. forthcoming

Warren, Caleb and Todd Pezzuti (2014), “Is Concealing Emotional Expression Cool?” *Conference Proceedings, Society for Consumer Psychology*, Miami, FL.

Pan, Li, Todd Pezzuti, and Wei Lu (2014), “Influence of Frugality and Hyperopia on Spending and Saving: A Goal Theory Perspective,” *Conference Proceedings, Society for Consumer Psychology*, Miami, FL.

Pezzuti, Todd, Connie Pechmann, and Dante Pirouz (2013), “The Age of Advertising Models and Adolescent Intent to Smoke,” *Conference Proceedings, Society for Consumer Psychology*, San Antonio, TX.

Pezzuti, Todd and Connie Pechmann (2012), “When Inexpressiveness is Appealing,” Nonverbal Behavior Preconference, *Society for Personality and Social Psychology*, San Diego, CA.

Pezzuti, Todd, James Leonhardt, and Angelica Garcia (2012), “The Effect of Smiling on Estimates of Physical Distance,” Embodiment Preconference, *Society for Personality and Social Psychology*, San Diego, CA.

Pezzuti, Todd, Connie Pechmann, Adilson Borges, and Dante Pirouz (2011), "Sunglasses, Hierarchy, and Negotiations: Gender Differences in Eye Gaze During Interpersonal Communication," *Advances in Consumer Research*, Vol. 38, eds. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer.

Pezzuti, Todd, Connie Pechmann, Dante Pirouz, Adilson Borges, and Carolina Werle (2010), "The Effect of Referent Age on Interpersonal Influence in Domains Related to Factual Information, Values, and Style," *Advances in Consumer Research*, Vol. 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters.

Pechmann, Connie, Dante Pirouz, and Todd Pezzuti (2010), "Symbolic Interactionism and Adolescent Reactions to Cigarette Advertisements," *Advances in Consumer Research*, Vol. 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters.

### **Invited Talks**

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Consumers and Markets Seminar, Pontificia Universidad Catolica de Chile, August 2014

Pontificia Universidad Catolica de Chile, May 2013

The Millennium Institute of Engineering Complex Systems, Santiago Chile, November 2012

### **Fellowships and Awards**

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National Science Foundation, selected for the Advanced Training Institute in Decision Research and Managerial Science, Fullerton, CA, 2012

AMA-Sheth Foundation Doctoral Consortium Fellow, 2011

UCI Regents' Fellow, 2007

### **Teaching Experience**

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Department of Industrial Engineering, University of Chile (Fall 2013 to present)  
Consumer Behavior (Undergraduate and MBA)

The Paul Merage School of Business, University of California, Irvine (Spring 2011)  
Introduction to Marketing (Undergraduate)

### **Service**

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Ad Hoc Reviewing

Journal of Consumer Psychology

Other Reviewing

Association for Consumer Research Conference

Society for Consumer Psychology Conference

The UC Irvine Merage Ph.D. Program Committee – Secretary