

Gia Nardini

CURRICULUM VITAE

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Academic Appointments

Assistant Professor, University of Denver
Department of Marketing, September 2016
Daniels College of Business, University of Denver, Denver, CO, USA

Education

University of Florida, Hough Graduate School of Business
PhD Marketing, May 2016

University of Florida
B.S. Marketing (Honors), Summa Cum Laude, May 2010
Minor in Sustainability Studies
Honors Thesis: *Green Marketing and Consumer Decision Making*

Research Interests

Consumption Experiences: the antecedents and value outcomes of consumption experiences, how people process experiences, and how experiences create value

Consumer Decision Making: choice difficulty; variety seeking; prepayment

Publications

Nardini, Gia, and Aner Sela, "When Self-Customization Backfires: The Role of a Maximizing Mindset", *Psychology and Marketing*, forthcoming.

Nardini, Gia, Richard J. Lutz, and Robyn A. LeBoeuf, "How and when taking pictures undermines the enjoyment of experiences", *Psychology and Marketing*, forthcoming.

Bublitz, Melissa G, Laura A. Peracchio, Charlene Dadzie, Jennifer Edson Escalas, Jonathan Hansen, Martina Hutton, **Gia Nardini**, Carrie Absher, Andrea Heintz Tangari, “Food access for all: empowering innovative local infrastructure”, *Journal of Business Research*, forthcoming.

Nardini, Gia, and Richard J Lutz (2018), “How mental simulation evokes negative affective misforecasting of hedonic experiences”, *Journal of Consumer Marketing*, 35(6), 633-643.

Besharat, Ali and **Gia Nardini** (2018), “When indulgence gets the best of you: The unexpected consequences of prepayment”, *Journal of Business Research*, 92, 321-328.

Select Research in Progress

Nardini, Gia and Ali Besharat “Fighting variety with variety”, *Working paper* (4 studies complete).

Nardini, Gia, Melissa Akaka, and Richard Lutz, “How consumer experiences create value”, *Working paper* (conceptual development in progress).

Akaka, Melissa, Ana Babić Rosario, and **Gia Nardini**, “From brand-centric experiences to experience-centric brands”, *Working paper* (conceptual development in progress).

Conference Proceedings and Presentations

Akaka, Melissa, Ana Babić Rosario, and **Gia Nardini** (2018, October), “In Experiences We Trust: From Brand-centric Experiences to Experience-centric Brands”, *Association for Consumer Research*, Dallas, Texas.

Nardini, Gia, Melissa Akaka, Debbie MacInnis, Richard Lutz (2018, October), “How consumption experiences create value”, *Association for Consumer Research*, Dallas, Texas.

Akaka, Melissa, Ana Babić Rosario, and **Gia Nardini** (2018, July) “From consumer to brand constituent: transformative assemblages in consumption journeys,” *Consumer Culture Theory (CCT) Conference*, Odense, Denmark.

Besharat, Ali and **Gia Nardini** (2018, June). “The role of prepayment on loss of self-control”, in the proceedings of *Academy of Marketing Science World Conference*, Porto, Portugal.

Nardini, Gia (Chair), Yonat Zwebner, Coby Morvinski, Wendy Liu (2017, October), “It’s not what you say, it’s how you say it: new effects of choice elicitation modes on decision outcomes”, *Association for Consumer Research*, San Diego, California.

Akaka, Melissa (Co-Chair) and **Gia Nardini** (Co-Chair) (2017, October), “What is a consumption experience?”, *Association for Consumer Research*, San Diego, California.

Nardini, Gia, Robyn LeBoeuf, and Richard Lutz (2014, April), “When a picture is worth less than a thousand words”, *32nd Annual UH Doctoral Symposium*, Houston, Texas.

Nardini, Gia (Co-Chair), Richard Lutz (Co-Chair), Robyn A. LeBoeuf, Cristel Antonia Russell, Edward F. McQuarrie, Andrew Kuo, Hope Jensen Schau, Mary C. Gilly, and Mary Wolfenbarger Celsi (2013, October). “Virtual Lives”. *Association for Consumer Research Conference*, Chicago, Illinois.

Nardini, Gia, Robyn LeBoeuf, and Richard Lutz (2013, October), “When a picture is worth less than a thousand words”. *Association for Consumer Research Conference*, Chicago, Illinois.

Sela, Aner, Jonah Berger, and **Gia Nardini** (2013, February), “Getting mired in simple decisions: the role of shrinking attribute weight variance”. *Society for Consumer Psychology Conference*, San Antonio, Texas.

Teaching Experience

Professor , Consumer Behavior, University of Denver	Fall 2017-present
Professor , Introduction to Marketing, University of Denver	Fall 2016-present
Instructor , Consumer Behavior, University of Florida Overall rating 4.75/5.00 (Department mean= 4.35, College mean= 4.24)	Spring 2016
Delegate , The Experiential Classroom XVI, Gainesville, Florida	Fall 2015
Instructor , Consumer Behavior, University of Florida Overall rating 4.65/5.00 (Department mean= 4.41, College mean= 4.20)	Fall 2013
Teaching Assistant , MBA Brand Management, University of Florida	Summer 2011-2016

Honors and Awards

Course Release, Daniels College of Business	2017-2018
Course Design Institute grant awarded for Consumer Behavior course redesign (\$1,000)	2017
“One New Thing” Grant awarded for novelty in teaching, University of Denver (\$250)	2017
PhD Student Teaching Award	2016
“Women in the Marketing Academy,” New York (one of 20 invited participants)	2016
AMA-Sheth Foundation Consortium Fellow	2015
UF Graduate Grant	2010- 2011

FL Medallion Scholars Award
I Douglas Turner Grant

2009-2010
2009-2010

Editorial and Scholarly Service

Reviewer, *European Association for Consumer Research*, 2018

Reviewer, *Association for Consumer Research*, 2017-2018

University Scholars Program, Co-Adviser with Richard Lutz: Kharissa Smith, University of Florida, (2014-2015). Thesis: *Mental Simulation and Consumption Enjoyment: Investigating the Effects of Consumer Expectations*

Panelist, PhD Student/Teacher Luncheon, University of Florida, 2014

Trainee reviewer, *Journal of Consumer Research*, 2014

Ad Hoc Reviewer, *Association for Consumer Research Conference*, 2013

Lab Manager, University of Florida Behavioral Lab 2010-2011

Professional Affiliations

Association for Consumer Research

American Marketing Association

Society for Consumer Psychology