

ISABELLE ENGELER

Curriculum Vitae
(March, 2017)

CONTACT INFORMATION

IESE Business School
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ACADEMIC POSITIONS

IESE Business School, Spain

Assistant Professor, Marketing Department Sept 2016 - present

New York University, USA

Visiting Scholar, Stern Marketing Department, 2010-2011 (PhD) and 2014-2016 (Postdoc)
Associated Researcher, Department of Psychology, Oettingen-Gollwitzer Motivation Lab, 2014-2015

University of Hamburg, Germany

Visiting Postdoctoral Researcher, Department of Psychology, Motivation Lab, Summer 2013

University of St. Gallen, Switzerland

Postdoctoral Researcher, Center for Customer Insight, 2013-2016
Doctoral Student, Institute for Services and Tourism, 2007-2012

EDUCATION

Ph.D. in Management, with specialization in Marketing, 2012 [*with highest distinction*]
University of St. Gallen, Switzerland
Committee: Thomas Bieger, Andreas Herrmann; Mentor: Priya Raghbir (New York University)

M.A. in Marketing, Services and Communication Management, 2007
University of St. Gallen, Switzerland

B.A. in Business Administration, 2005 [*winner, best first-year student result*]
University of St. Gallen, Switzerland

Seminars in Learning and Teaching in Higher Education, University of St. Gallen, 2008-2009

University of Michigan, USA, Regression II & Advanced Multivariate Statistics, Summer 2010

University of Essex, UK, Theory of Regression, Summer 2009

RESEARCH INTERESTS

Consumer Behavior, Emotion and Motivation, Self-Other Biases, Survey Methodology, Price Psychology

HONORS, AWARDS, GRANTS, AND FELLOWSHIPS

Research Grant, *Duke-Ipsos Research Center and Think Tank*, Project on “Price Cues”, 2015 (\$10,000)
Travel Grant, *Swiss Academy of Humanities and Social Sciences*, 2014 and 2015 (\$1,000 each)
Co-Grant to establish the Marketing Speaker Series, *University of St. Gallen*, Switzerland, 2013 (\$10,000)
Three-year Postdoctoral Grant, *University of St. Gallen*, Switzerland, 2013-2016 (\$175,000)
Highest distinction for Ph.D., *University of St. Gallen*, Switzerland, 2012 [*Summa Cum Laude*]
One-year Fellowship, *Swiss National Science Foundation*, for advancing the doctoral thesis at the Marketing Department at Stern School of Business, New York University, USA, 2010 (\$50,000)
Grant, *Swiss National Science Foundation*, Summer School, University of Michigan, USA, 2010 (\$2,500)
Grant, *Swiss National Science Foundation*, Summer School, University of Essex, UK, 2009 (\$2,700)
Winner, *best first-year student result*, University of St. Gallen, Switzerland, 2002 [→1st of ≈1000 students]
Winner, *best result in business-related subjects* (Economics/Business Administration/Law), High School at Kantonsschule Wattwil, Switzerland, 2000 [→1st of ≈50 students]

MANUSCRIPTS UNDER REVIEW

Keri Kettle, Gerald Häubl, and Isabelle Engeler, "Performance-Enhancing Social Contexts: When Sharing Predictions About One's Performance is Motivating," being revised for a 2nd round of reviews at the *Journal of Consumer Research*.
Engeler, Isabelle and Priya Raghurir, "Order-of-Elicitation Method: A Method to Improve Reports of Sensitive Consumption Motives," under review at *Journal of Marketing Research*.
Engeler, Isabelle and Priya Raghurir, "Decomposing the Cross-Sex Misprediction Bias of Dating Behaviors: Do Men Overestimate or Women Underreport their Sexual Intentions?," under review at *Journal of Personality and Social Psychology*.

WORKING PAPER

Engeler, Isabelle, Priya Raghurir, Thomas Bieger, and Christian Laesser "Emotional Price Discrimination," targeted for *Journal of Consumer Research*.
Engeler, Isabelle and Gerald Häubl, "Feeling Worse-Than-Average but Still too Optimistic?," targeted for *Psychological Science*.

MANUSCRIPTS IN PREPARATION FOR SUBMISSION

Engeler, Isabelle and Gabriele Oettingen, "Mental Contrasting and Performance in Sports-Achievement Contexts," targeted for *Motivation and Emotion*.

SELECTED RESEARCH IN PROGRESS

"Decision Inferences about Brand Fan(atic)s," with Kate Barasz
"Emotions and Performance," with Jordi Quoidbach
"Personalities of Financial Products," with Priya Raghurir and Meir Statman
"The Various Forms of Consumers' Pleasure: Schadenfreude and Mudita," with Priya Raghurir
"Price Emotions" (conceptual paper)

SELECTED CONFERENCE PROCEEDINGS

- Kettle, Keri, Gerald Häubl, and Isabelle Engeler (2015), "Sharing Predictions," *Advances in Consumer Research*, Vol. 43, eds. Kristin Diehl and Carolyn Yoon, Duluth, MN: Association for Consumer Research, 292-296.
- Engeler, Isabelle and Priya Raghuram (2013), "I Run to be Fit, You Run for Fame: Context Effects Affecting Self-Positivity in Judgments on Consumption Motives and Emotions," *Advances in Consumer Research*, Vol. 41, eds. Simona Botti and Aparna Labroo, Duluth, MN: Association for Consumer Research, 640-642.
- Engeler, Isabelle and Christian Laesser (2012), "Emotional Effects of Purchase Price-Reference Price Divergence," *Advances in Consumer Research*, Vol. 40, eds. Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu, Duluth, MN: Association for Consumer Research, 293-297.

INVITED PRESENTATIONS

- "I Run to be Fit, You Run for Fame: Leveraging Projection to Improve the Validity of Responses to Sensitive Consumption Motives"
University of Lugano, Switzerland, Marketing Seminar (March 2016)
University of Zurich, Switzerland, General Seminar (December 2015)
University of Lausanne, Switzerland, Marketing Seminar (December 2015)
UCD Dublin, Ireland, General Seminar (November 2015)
INSEAD Fontainebleau, France, Marketing Seminar (October 2015)
ESMT Berlin, Germany, Marketing Seminar (October 2015)
IESE Business School, Spain, Marketing Seminar (October 2015)
- "I Run to be Fit, You Run for Fame: Self-Other Bias in Consumption Motive,"
New York University, Marketing Brown Bag (March 2015).
- Panel Speaker "The Role of Consumer Insights for Business Growth," *Swiss-American Chamber of Commerce Young Professional Committee* and *Swissnex New York*, NY, USA (December 2014).
- "Self-Regulation in High Ambition Contexts,"
New York University, Motivation Lab Brown Bag, Psychology Department (November 2014).
- "I Run to be Fit, You Run for Fame: Self-Other Bias in Consumers' Motive and Emotion Judgments,"
University of Miami, Marketing Brown Bag (May 2014).
- Keynote Speaker "Pricing under Pressure: How to Generate Revenue under the Present Circumstances?,"
General Assembly, Private Selection Hotels, Arosa, Switzerland (April 2012).

CONFERENCE PRESENTATIONS (* indicates presenter)

- Engeler, Isabelle* and Priya Raghuram (2016), "How Real is the Bias in Cross-Gender Judgments of Dating Behaviors: Do Men Really Overpredict Women's Sexual Intentions?," poster to be present at the *Society for Judgment and Decision Making (SJDM)*, November 18-21, Boston, USA.
- Kettle, Keri*, Gerald Häubl, and Isabelle Engeler (2016), "Performance-Enhancing Social Contexts: When Sharing Predictions About One's Performance Is Motivating," *Behavioural Decision Research in Management (BDRM) Conference*, June 9-11, Toronto, Canada.
- Kettle, Keri*, Gerald Häubl, and Isabelle Engeler (2016), "Performance-Enhancing Social Contexts: When Sharing Predictions About One's Performance Is Motivating," *Society for Consumer Psychology (SCP) Conference*, February 25-27, St. Pete Beach, USA.
- Kettle, Keri*, Gerald Häubl, and Isabelle Engeler (2015), "Sharing Predictions," at a special session at the *Association for Consumer Research (ACR) Conference*, October 1-4, New Orleans, USA.

- Engeler, Isabelle* and Priya Raghurir (2015), "Leveraging Projection to Increase the Predictive Validity of Self-Reports: Four Experiments in the Domain of Consumption Motives," *Society for Consumer Psychology (SCP) International Conference*, June 25-27, Vienna, Austria.
- Engeler, Isabelle* and Priya Raghurir (2015), "Leveraging Projection to Increase the Predictive Validity of Self-Reports: Four Experiments in the Domain of Consumption Motives," *Society for Consumer Psychology (SCP) Conference*, February 26-28, Phoenix, USA.
- Engeler, Isabelle* and Priya Raghurir (2014), "I Purchase for Quality, Others for Status": Delineating, Attenuating, and Leveraging Biases in Comparative Self-Reports," poster presented at the *Society for Judgment and Decision Making (SJDM)*, November 21-24, Long Beach, USA.
- Engeler, Isabelle* and Priya Raghurir (2013), "I Run to be Fit, You Run for Fame: Context Effects Affecting Self-Positivity in Judgments on Consumption Motives and Emotions," *Association for Consumer Research (ACR) Conference*, October 3-6, Chicago, USA.
- Engeler, Isabelle* and Christian Laesser (2013), "Consumers' Emotions about Getting a Discount and their Likelihood to Return at Regular Prices," *European Marketing Academy (EMAC) Conference*, June 4-6, Istanbul, Turkey.
- Engeler, Isabelle* and Christian Laesser (2012), "Emotional Effects of Purchase Price-Reference Price Divergence," at a special session at the *Association for Consumer Research (ACR) Conference*, October 4-7, Vancouver, Canada.
- Raghurir, Priya*, Meir Statman, and Isabelle Engeler (2012), "Personalities of Financial Products," at a special session at the *Society for Consumer Psychology (SCP) International Conference*, June 29-July 1, Florence, Italy.
- Raghurir, Priya*, Isabelle Engeler, and Meir Statman (2012), "The Interplay of Hope and Fear on Investment Choices," at a special session at the *European Marketing Academy (EMAC) Conference*, May 22-25, Lisbon, Portugal.
- Engeler, Isabelle* (2009), "Consumers' Discrete Emotional Responses Towards Prices in the Service Context," *European Marketing Academy (EMAC) Doctoral Colloquium*, May 24-26, Nantes, France.
- Engeler, Isabelle*, Christian Laesser, Thomas Bieger, and Pietro Beritelli (2009), "Predicting Online Travel Purchase: The Case of Switzerland," *European Marketing Academy (EMAC) Conference*, May 26-29, Nantes, France.
- Engeler, Isabelle* and Christian Laesser (2008), "Perceived Price Fairness of Price Discrimination in the Restaurant Industry: The Case of Switzerland," *European Marketing Academy (EMAC) Conference*, May 27-30, Brighton, UK.

TEACHING EXPERIENCE

Teaching Interest

Consumer Behavior, Marketing Core, Marketing Research, Marketing Strategy, Pricing, Service Marketing

Teaching Experience

IESE Business School, Spain

Instructor, "Marketing Management" Full-time MBA Course [English], Fall 2016.

University of St. Gallen, Switzerland

Guest Lecture, "Behavioral Pricing" Bachelor Course [English], Fall 2009.

Guest Seminar, "Pricing and Customer Value" Master Course [German], Fall 2008 and 2009.

University of Applied Sciences Chur, Switzerland,
Guest Lecture, “Behavioral Pricing” Bachelor Course [English], Fall 2009.

ACADEMIC SERVICE

Service to the Field

Reviewer, *Association for Consumer Research (ACR) Conference*, 2014-present
Reviewer, *Society for Consumer Psychology (SCP) Conference*, 2015-present
Reviewer, *Society for Consumer Psychology (SCP) International Conference*, 2015-present
Reviewer, *European Marketing Academy Conference (EMAC)*, 2014-present
Reviewer, *Global Marketing Conference (GMC)*, 2014
Trainee Reviewer, *Journal of Consumer Research (JCR)*
Volunteer, *Association for Consumer Research (ACR) Doctoral Consortium*, 2010

Service to IESE Business School

Organizer of the Marketing Seminar Series (since 2016)

Service to the University of St.Gallen

Co-Founder and Organizer of the Marketing Seminar Series (2013-2016)

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR)
American Marketing Association (AMA)
European Marketing Academy (EMAC)
Society for Consumer Psychology (SCP)
Society for Judgment and Decision Making (SJDM)

INDUSTRY EXPERIENCE

Employment

06–08/2008 Thomas Cook AG, Oberursel, Germany, Consulting Mandate “Pricing Strategy”
01–09/2005 Longines S.A. (Swatch Group), St. Imier, Switzerland, Marketing Internship
10/2000–03/2001 E-Sider.com (TradeDirect), Lausanne, Switzerland, Online Trading Internship
& 07/2001–09/2001

Consulting (Projects, Workshops, Expertise, Education)

Pricing and Price Psychology

(Duke-Ipsos Center & Think Tank, Thomas Cook AG, Swiss Federal Railways, Swiss National Cablecar Association, Das Höchste, Stark AG)

Market Strategy and Positioning

(Switzerland Tourism, Vorarlberg Tourism, Hotel Säntispark, ADAC, Government Principality of Liechtenstein, Jungfrau-Marathon, Swissalpine Marathon, Hockey Club Davos AG)

LANGUAGE

German, English, French

REFERENCES

Prof. Priya Raghbir

Chair of Marketing Department
Dean Abraham L. Gitlow Professor of Business
Stern School of Business
New York University
40 West 4th Street, Room 809
New York, NY 10012
Phone: +1 212 998 0727
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Prof. Gabriele Oettingen

Professor of Psychology
New York University
6 Washington Place, Room 472
New York, NY 10003
Phone: +1 212 998 7915
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Prof. Gerald Häubl

Ronald K. Banister Chair in Business
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