

Last Update: April 2019

# Yann Cornil

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## Current Position

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Since 2015 **Assistant Professor of Marketing, University of British Columbia**, Sauder School of Business, Canada

## Education

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2015 **Ph.D. Marketing**, INSEAD, France & Singapore  
2007 **M.Sc. Management**, HEC Paris, France.  
2005 **B.A. Economics/Political Science**, Sciences Po Lille, France

## Research Interests

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Food Marketing  
Hedonic Consumption  
Sensory Perception, Sensory Imagery and Mental Simulation  
Affective Forecasting

## Publications

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Klesse, Anne-Kathrin, **Yann Cornil**, Darren Dahl, and Nina Gros (2019), "The Secret Ingredient is Me: the Self as an Evaluation Standard for Self-Created Products", *Journal of Marketing Research*, Forthcoming (last three authors contributed equally)

**Cornil, Yann**, Pierre Chandon and Nora Touati (2018), "Plaisir épicurien, plaisir viscéral et préférence de tailles de portions alimentaires", *Cahier de Nutrition et de Diététique*, 53(2), 77-85.

**Cornil, Yann** (2017), "Mind over Stomach, A Review of the Cognitive Drivers of Food Satiation", *Journal of the Association for Consumer Research*, 4, 419-429

**Cornil, Yann**, Pierre Chandon and Aradhna Krishna (2017), "Does Red Bull Give Wings to Vodka? Placebo Effects of Marketing Labels on Perceived Intoxication and Risky Attitudes and Behaviors," *Journal of Consumer Psychology*, 27(4), 456-465

**Cornil, Yann** and Pierre Chandon (2016), "Pleasure as a Substitute for Size: How Multisensory Imagery can make People Happier with Smaller Food Portions," *Journal of Marketing Research*, 53 (5), 847-864

- Co-winner of the 2014 ACR/Sheth Foundation Dissertation Grant Competition
- Best Paper Award at the 2015 La Londe Conference in Consumer Behavior

**Cornil, Yann** and Pierre Chandon (2016), "Pleasure as an Ally of Health Eating? Contrasting Visceral and Epicurean Eating Pleasure and their Association with Portion Size Preferences and Wellbeing," *Appetite*, 104, 52-59

**Cornil, Yann**, Nailya Ordabayeva, Ulrike Kaiser, Bernd Weber, and Pierre Chandon (2014), "The Acuity of Vice: Attitude Ambivalence Improves Visual Sensitivity to Increasing Portion Sizes," *Journal of Consumer Psychology*, 24 (2), 177-187

Askegaard, Soren, Nailya Ordabayeva, Pierre Chandon, Tracy Cheung, Zuzana Chytkova, **Yann Cornil**, Canan Corus, Julie A. Edell Britton, Daniele Mathras, Astrid Junghans, Dorthe Brogaard Kristensen, Ilona Mikkonen, Elizabeth G. Miller, Nada Sayarh, Carolina Werle (2014), "Moralities in Food and Health Research," *Journal of Marketing Management*, 30 (17-18), 1800-1832.

**Cornil, Yann** and Pierre Chandon (2013), "From Fan to Fat: Vicarious Losing Increases Unhealthy Eating, but Self-Affirmation Is an Effective Remedy," *Psychological Science*, 24 (10), 1936-46. (Equal contribution)

- *Featured in the Wall Street Journal, USA Today, Financial Times, Chicago Tribune, New York Times, Boston Globe, Seattle Times, Daily Mail, BBC, NPR, the Huffington Post, Forbes, CBC News, Liberation*

### **Papers under Review and Working Papers**

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**Cornil, Yann**, David Hardisty, and Yakov Bart, "Easy, Breezy, Risky: Why Investors with Low Financial Literacy Prefer Correlated Assets", *Conditionally accepted (Organizational Behavior and Human Decision Processes)*

**Cornil, Yann**, Pierrick Gomez, and Dimitri Vasiljevic, "Food as Fuel: Performance cues increase preferences for high-calorie foods and caloric intake", *Revise and Resubmit (Journal of Consumer Research)*

**Cornil, Yann** and Anne-Kathrin Klesse, "This Algorithm knows me well: The Effect of Preference Prediction on Consumer Satisfaction"

**Cornil, Yann** and Pierre Chandon, "More Value from Less Food? Aligning Business, Health, and Pleasure in the Restaurant Industry with Sensory Menu Labeling"

Habib, Rishad, **Yann Cornil**, and Karl Aquino, "Rejecting a Moralized Product: The Moderating Effect of Moral Identity"

Boegershausen, Johannes, Chuck Howard, and **Yann Cornil**, "No Fries for You! Waiters Externally Impose Self-Control to Restaurant Customers Depending on Their Weight and Gender"

Chandon, Pierre, Célia Hacheffa, Christine Lange, **Yann Cornil**, Sophie Nicklaus, and Camille Schwartz, "Improving children's snack consumption and expectations: The role of portion size and food sensory imagery"

"Obesity: The Bidirectional Effects of Biology and the Environment." With Karine Clément, Judith Aron-Wisniewsky, Hilke Plassmann and Pierre Chandon.

### **Case Studies and Other Publications**

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Krishna, Aradhna, Pierre Chandon and **Yann Cornil**, "Energy drinks and alcohol, a risky mix psychologically", *The Conversation*, May 10, 2017

Chandon, Pierre and **Yann Cornil**, "When your football team wins, you eat healthier food," *the Washington Post*, Opinions (online and print), February 5, 2016

"The Mulliez Family Venture", Case study in Family Business Management written in collaboration with Morten Bennesen and Robert J. Crawford, © INSEAD 2013.

## Invited Presentations

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2018

- **National University of Singapore**, Singapore (May)
- **Singapore Management University**, Singapore (May)
- **Hong Kong University**, Hong Kong (May)

2016

- **HKUST – Hong Kong University of Science and Technology**, Hong Kong (November)
- **CEIBS - China Europe International Business School**, China (November)
- **University of Washington**, Foster Business School, UW-UBC Conference (May)
- **McGill University**, Desautels Faculty of Management, USA (webinar, February)

2015

- **Cornell University**, Johnson Graduate School of Management (October)

2014

- **Erasmus University**, Rotterdam School of Management, Netherlands (November)
- **Hong Kong University**, Hong Kong (October)
- **Chinese University of Hong Kong**, Hong Kong (October)
- **Northwestern University**, Kellogg School of Management, USA (October)
- **New York University**, Stern School of Business, USA (October)
- **Singapore Management University**, Singapore (October)
- **University of British Columbia**, Sauder School of Business, Canada (September)
- **Nanyang Technological University**, Singapore (August)
- **HEC Paris**, INSEAD-HEC-ESSEC Research Seminar, France (March)
- **Paul Bocuse Center for Food and Hospitality Research**, France (March)
- **Nanyang Technological University**, Singapore Marketing Research Roundtable, Singapore (February)

2013

- **AgroParisTech**, Symposium on Food Pleasure, France (December)
- **National University of Singapore**, Singapore Marketing Research Roundtable, Singapore (April)

2012

- **Erasmus University**, Rotterdam School of Management, Netherlands (November)

## Conference (Peer-Reviewed) Presentations

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\* Presenting

**SCP Conference**, Savannah, Georgia, February 2019

- Rejecting Moralized Products: Moral Identity as a Predictor of Reactance to Vegetarian and Sustainable Labels.

**ACR Conference**, Dallas, Texas, October 2018

- Rejecting Moralized Products: Moral Identity as a Predictor of Reactance to Vegetarian and Sustainable Labels.
- Snack, Portion Size Choice, Expectations and Actual Experiences in Children: the Interplay of Healthiness, Hunger, and Sensory Food Imagery.
- Stating the Obvious: How “Ugly” Labels Can Increase the Desirability of Odd-Shaped Produce.
- The Effect of Bariatric Surgery on Delay Discounting for Food and Money: A Longitudinal Study

**EACR Conference**, Ghent, Belgium, June 2018

- The Predictability Utility: Product Recommendations Increase Enjoyment of a Consumption Experience\*

**ACR Conference**, San Diego, California, October 2017

- Pleasure as a Path to Healthier Eating? A Randomized Controlled Trial in a Restaurant\*
- Obesity: The Bidirectional Effects of Biology and the Environment\*

**La Londe Consumer Behavior Conference**, France, May 2017

- *Pleasure as an Ally of Health Eating? Contrasting Visceral and Epicurean Eating Pleasure and their Association with Portion Size Preferences and Wellbeing\**

**SCP Conference**, San Francisco, California, February 2017

- *Predictability Utility: The Effect of Preference Prediction on Consumer Satisfaction\**
- *Obesity and Sensitivity of Food Perceptions and Preferences to Marketing Actions* (Competitive Paper)

**ACR Conference**, Berlin, Germany, October 2016

- *Choosing Not to Choose: Consumers Are More Satisfied With a Product When It Is Determined by a Prediction Algorithm Than When They Personally Chose It\**
- *Obesity and Sensitivity of Food Perceptions and Preferences to Marketing Actions* (Competitive Paper)
- *No Fries for You! Waiters Externally Impose Self-Control to Restaurant Customers Depending on Their Weight and Gender*

**SCP Conference**, St Pete, Florida, February 2016

- *Pleasure as an Ally of Health Eating? Contrasting Visceral and Epicurean Eating Pleasure and their Association with Portion Size Preferences and Wellbeing* (Competitive Paper)\*

**ACR Conference**, New Orleans, Louisiana, October 2015

- *Pleasure as an Ally of Health Eating? Contrasting Visceral and Epicurean Eating Pleasure and their Association with Portion Size Preferences and Wellbeing* (Competitive Paper)\*
- *Expectancy Effects of Mixing Alcohol and Energy Drinks: How Cocktail Labeling Impacts Subjective Intoxication, Risk-Taking, Sexual Aggressiveness and Self-Confidence\**
- *Marketing Placebo Effects* (Symposium Chair)

**La Londe Consumer Behavior Conference**, France, May 2015

- *Pleasure as a Substitute for Size: How Multisensory Imagery can make People Happier with Smaller Food Portions. Winner of the Best Paper award*
- *Expectancy Effects of Mixing Alcohol and Energy Drinks: How Cocktail Labeling Impacts Subjective Intoxication, Risk-Taking, Sexual Aggressiveness and Self-Confidence*

**SCP Conference, Phoenix, Arizona**, February 2015

- *Pleasure as a Substitute for Size: How Multisensory Imagery can make People Happier with Smaller Food Portions\**
- *Expectancy Effects of Mixing Alcohol and Energy Drinks: How Cocktail Labeling Impacts Subjective Intoxication, Risk-Taking, Sexual Aggressiveness and Self-Confidence\**
- *Marketing Placebo Effects* (Symposium Chair)

**ACR Conference**, Baltimore, Maryland, October 2014

- *Pleasure as a Substitute for Size: How Multisensory Imagery can make People Happier with Smaller Food Portions\**

**Transatlantic Doctoral Consortium**, London Business School, UK, May 2014.

- *Pleasure as a Substitute for Size: How Multisensory Imagery can make People Happier with Smaller Food Portions\**

**ACR Conference**, Chicago, Illinois, October 2013

- *The Diversification Paradox: Risk Perception and Covariance Information among Lay Investors* (Competitive Paper)\*
- *From Fan to Fat: Vicarious Losing Increases Unhealthy Eating, but Self-Affirmation Is an Effective Remedy* (Competitive Paper)\*
- *The Acuity of Vice: Attitude Ambivalence Improves Visual Sensitivity to Increasing Portion Sizes\**
- *Fooled by Perception: The Impact of Consumer Biases on Food Intake* (Symposium Chair)

**Marketing Strategy Meets Wall Street**, Frankfurt, Germany, July 2013

- *The Diversification Paradox: Risk Perception and Covariance Information among Lay Investors*

**Transformative Consumer Research Conference** (organized by ACR), Lille, France, May 2013

- *Health and Nutrition* (Discussant)

**La Londe Consumer Behavior Conference**, France, May 2013

- *The Diversification Paradox: Risk Perception and Covariance Information among Lay Investors\**
- *From Fan to Fat: Vicarious Losing Increases Unhealthy Eating, but Self-Affirmation Is an Effective Remedy\**

**SCP Conference**, San Antonio, Texas, February 2013

- *The Diversification Paradox: Risk Perception and Covariance Information among Lay Investors* (Competitive Paper)\*
- *The Acuity of Vice: Attitude Ambivalence Improves Visual Sensitivity to Increasing Portion Sizes\**
- *Fooled by Perception: The Impact of Consumer Biases on Food Intake* (Symposium Chair)

**Advertising and Consumer Psychology Conference** (organized by SCP), Singapore, December 2012

- *From Fan to Fat: Vicarious Losing Increases Unhealthy Eating, but Self-Affirmation Is an Effective Remedy\**

**Boulder Conference on Consumer Financial Decision Making**, Colorado, June 2012

- *The Diversification Paradox: Risk Perception and Covariance Information among Lay Investors* (Poster)\*

## Grants, Honors, and Fellowships

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2019

- 40 Business Professors under 40, **Poets and Quants**

2018

- Principal Investigator, **PH&N Research Grant** for “Why Investors with Low Financial Literacy Prefer Correlated Assets”, with David Hardisty (\$5,880)

2016

- Principal Investigator, **SSHRC Insight Grant** for “The effect of desire and will power on food quality-quantity tradeoffs”, with Karl Aquino and Pierre Chandon (\$154,228)
- Principal Investigator, **UBC Hampton Fund Research Grant – New Faculty Award** for “When pleasure-seeking can lead to healthier food choices and increase food well-being”, with Karl Aquino (\$10,000)
- **Winner of Prix Jean Trémolières (French Dissertation Award)** for “Essays on Sensory Perception and the Marketing of Food and Drink”

2015

- **Winner of the Best Paper Award at the 2015 La Londe Conference in Marketing Communications and Consumer Behavior** for “Pleasure as a Substitute for Size: How Multisensory Imagery can make People Happier with Smaller Food Portions”, with Pierre Chandon
- **Winner of the Research Project Competition of Institut Benjamin Delessert** for « Le plaisir des sens : allié ou ennemi d'une meilleure alimentation ? », with Pierre Chandon (12,300€)

2014

- **Co-Winner of the ACR/Sheth Foundation Dissertation Grant Competition** (€2,500)
- Fellow, **Transatlantic Doctoral Consortium, London Business School**
- Co-Investigator, **Sorbonne Universités Convergence Grant**, for “Obesity: The Bidirectional Effects of Biology and the Environment” (€42,800)
- Ph.D. Investigator, **INSEAD R&D Grant** for “Expectancies Effects of Alcohol Mixed with Energy Drink” (€21,440)

2013

- Fellow, **AMA-Sheth Foundation Doctoral Consortium**, University of Michigan, 2013

2012

- Co-Investigator, **Institute for Cardio-metabolism and Nutrition Grant** for “Obesity: The Bidirectional Effects of Biology and the Environment”( €180,000)
- Ph.D. Investigator, **INSEAD R&D Grant** for “The Diversification Paradox: Risk Perception and Covariance Information among Lay Investors” (€9,000)

2010

- Full Tuition Scholarship, INSEAD, 2010-2015

## Teaching Experience

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### Teaching

- *Consumer Behavior*, International MBA Program, UBC Sauder & Shanghai Jiao Tong University, 2018-2019
- *Consumer Behavior*, MBA Program, UBC Sauder, 2018-2019
- *Consumer Behavior*, B.Sc. Program, UBC Sauder, 2015-2019
- *Emotional and Sensory Influences on Consumer Behavior* (with Lisa Cavanaugh), Ph.D. Program, UBC Sauder, 2017

### Teaching Assistant

- *Brand Management* (INSEAD MBA elective course), Dr. Joerg Niessing, 2014
- *Business Simulation* (INSEAD Executive Education Program), Pr. Leonard Lodish (Wharton), 2013
- *Brand Management* (INSEAD MBA elective course), Pr. Pierre Chandon, 2012

## Reviewer Service

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- Journal of Consumer Research
- Journal of Marketing Research
- Journal of Consumer Psychology
- Journal of Marketing
- Marketing Science
- International Journal of Research in Marketing
- Appetite
- Journal of Marketing Management
- Journal of Economic Psychology
- ACR conference
- SCP conference
- La Londe Conference in Marketing Communications and Consumer Behavior
- European Marketing Academy (EMAC) conference
- European ACR conference

## Other Professional Experience

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### **Product manager (Marketing), Exane BNP Paribas** (Investment Bank), Paris, France (2007-2010)

- *Creating investment products with the financial research team*
- *Managing product promotion with the advertising agency and the sales team*
- *Creating and managing product performance reports*
- *Managing press relationships*

### **Advertising Account Executive, Intern, TBWA** (Advertising Agency), Paris, France (2007)

- *Managing accounts with the agency's clients, creative team and strategic planning team.*