

Yann Cornil

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Current Position

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

Education

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

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

Publications

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*, forthcoming

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

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 Yakov Bart, "The Diversification Paradox: Risk Perception and Covariance Information among Lay Investors", *Revise and Resubmit (Organizational Behavior and Human Decision Processes)*

Cornil, Yann and Anne-Kathrin Klesse, "Predictability Utility: The Effect of Preference Prediction on Consumer Satisfaction", *Under Review (Journal of Consumer Research)*

Cornil, Yann and Pierre Chandon, "Pleasure as a Path to Healthier Eating? A Randomized Controlled Trial in a Restaurant"

Habib, Rishad, **Yann Cornil**, and Karl Aquino, "Rejecting a Moralizing 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"

"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

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

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

* Presenting

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

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

Teaching

- *Consumer Behavior* (UBC-Sauder Undergraduate course), 2016-2017 (Overall Evaluation = 4.6/5)
- *Consumer Behavior* (UBC-Sauder Undergraduate course), 2015-2016 (Overall Evaluation = 4.6/5)

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

- Journal of Consumer Research
- Journal of Marketing Research
- Journal of Consumer Psychology
- 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

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.*