

Yann Cornil

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Current Position

Since 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

Publications

Cornil, Yann, Pierrick Gomez, and Dimitri Vasiljevic (2020), "Food as Fuel: Performance goals increase the consumption of high-calorie foods at the expense of good nutrition", *Journal of Consumer Research*, Forthcoming (first two authors contributed equally)

Schwartz, Camille, Christine Lange, Célia Hachefa, **Yann Cornil**, Sophie Nicklaus, and Pierre Chandon (2020), "Effects of snack portion size on anticipated and experienced hunger, eating enjoyment, and perceived healthiness among children", *International Journal of Behavioral Nutrition and Physical Activity* (impact factor=5.5), 17(1), 1-14

Lange, Christine, Camille Schwartz, Célia Hachefa, **Yann Cornil**, Sophie Nicklaus, and Pierre Chandon (2020), "Portion size selection in children: effect of sensory imagery for snacks varying in energy density", *Appetite*, 150

Cornil, Yann, David Hardisty, and Yakov Bart (2019), "Easy, breezy, risky: Lay investors fail to diversify because correlated assets feel more fluent and less risky", *Organizational Behavior and Human Decision Processes*, 153

Klesse, Anne-Kathrin, **Yann Cornil**, Darren Dahl, and Nina Gros (2019), "The Secret Ingredient Is Me: Customization Prompts Self-Image-Consistent Product Perceptions", *Journal of Marketing Research*, 56 (5) (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

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)

Papers under Review and Working Papers

Mookerjee, Sid, **Yann Cornil**, and Joey Hoegg, "From Waste to Taste: How "Ugly" Labels Can Increase Purchase of Unattractive Produce" (*under review*)

Chandon, Pierre and **Yann Cornil**, "More Value from Less Food? Aligning Business, Health, and Pleasure with Epicurean Labeling"

Cornil, Yann, Hilke Plassmann, Karine Clément, Judith Aron-Wisnewsky, Michèle Chabert, Pierre Chandon, "The Bidirectional Effects of Biological and Environmental Interventions: Obesity, Weight-Loss Surgery, and Sensitivity to Food Marketing."

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

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

Case Studies and Other Publications

Yann Cornil, "Plaisir épicurien et taille des portions alimentaires : repenser le lien entre plaisir et suralimentation", *Correspondances en Métabolismes Hormones Diabètes et Nutrition*, Mai-Juin 2020

Yann Cornil, “Plaisir sensoriel et marketing des portions alimentaires : quelles stratégies gagnant-gagnant pour le plaisir et la santé ?”, *Analyse (Centre d’Etudes et de Prospective, Ministère de l’Agriculture et de l’Alimentation, France)*, December 2018

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

2019

- **London Business School**, Summer Camp, London (July)

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

* Presenting

SCP Conference, Huntington Beach, California, March 2020

- Stating the Obvious: How “Ugly” Labels Can Increase the Desirability of Unappealing Produce

ACR Conference, Atlanta, Georgia, October 2019

- Use of Sensory Food Imagery to Drive Children to Choose Smaller Portions (Competitive Paper)
- Stating the Obvious: How “Ugly” Labels Can Increase the Desirability of Unappealing Produce

La Londe Consumer Behavior Conference, France, May 2019

- Food as Fuel: Performance goals increase consumption of high-calorie foods*

SCP Conference, Savannah, Georgia, February 2019

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

ACR Conference, Dallas, Texas, October 2018

- Rejecting Moralized Products: Moral Identity as a Predictor of Reactance to Sustainable Labels.
- Snack, Portion Size Choice, Expectations and Actual Experiences in Children.
- 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

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

Teaching

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

Teaching Assistant

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

Reviewer Service

Editorial review board

- Journal of Consumer Research (2020 -)
- Journal of Marketing Research (2020 -)

Ad hoc reviewer

- 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
- BDRM conference

Other Professional Experience

Marketing Project manager, Exane BNP Paribas (Investment Bank), Paris, France (2007-2010)

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