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Yann Cornil

Sauder School of Business,
University of British Columbia
2053 Main Mall
Vancouver BC V6T 1Z2

yann.cornil@sauder.ubc.ca
Office: (+1)7789192139
www.yanncornil.com

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 consumption of high-calorie foods at the expense of good nutrition", *Journal of Consumer Research*, Forthcoming (first two authors contributed equally)

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

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, "Stating the Obvious: How "Ugly" Labels Can Increase the Desirability of Unappealing Produce and Reduce Waste".

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

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"

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-Wisnewsy, Hilke Plassmann and Pierre Chandon.

Case Studies and Other Publications

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

EMAC Conference, Budapest, Hungary, May 2020 (upcoming)

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

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 -)

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)