

Francine Espinoza

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Current employment

Assistant Professor, ESMT European School of Management and Technology, Berlin, Germany, July 2009–present.

Education

PhD in Marketing (minor: Psychology), Robert H. Smith School of Business, University of Maryland, College Park, Maryland, USA, 2009.

MSc in Marketing, UFRGS, Porto Alegre, Brazil, 2004.

BSc in Business Administration, UFRGS, Porto Alegre, Brazil, 2002.

Past employment

University of Maryland: Research assistant, U.S.A., 2004–2009.

Austen Service Ltd.: Partner, consulting in marketing research and strategy, Brazil, 2002–2004.

DN Automação Ltd.: Marketing coordinator, Brazil, 2000–2001.

KG2 Consulting Ltd.: Research and consulting assistant, Brazil, 1999–2000.

Research interests

Affect, emotions & subjective experiences, self-regulation, and consumer decision making.

My research examines how emotions and self-regulatory processes interact to influence consumers' judgments and decisions. I am particularly interested in indulgent consumption (e.g., luxury consumption) due to the rich emotional experience and the need to regulate psychological/behavioral processes involved in such situations.

Journal publications

Srivastava, J., F. Espinoza, and A. Fedorikhin (2009). Coupling and decoupling of unfairness and anger in ultimatum bargaining. *Journal of Behavioral Decision Making* 22(5): 475-489 – lead article.

Rust, R.T., and F. Espinoza (2006). How technology advances influence business research and Marketing Strategy. *Journal of Business Research* 59(10/11): 1072–1078.

Working papers

Espinoza, F., and R. Hamilton (2011). Persuasion via correction: The effect of judgment correction on consumer confidence (under review at *International Journal of Research in Marketing*).

Etkin, J., F. Espinoza, and A. Pocheptsova (2011). Using products to pursue multiple goals: The effect of positive mood on perceived means instrumentality (under review at *Journal of Marketing Research*).

Espinoza, F., H.M. Johnson, and Y. Komarova (2011). Indulging and proud of it: Positive emotional responses to reason-based luxury consumption (in preparation for submission).

Etkin, J., F. Espinoza, and A. Pocheptsova (2011). Clouds on a sunny day: The downside of positive mood for multiple goal pursuit (in preparation for submission).

Espinoza, F. (2011). When do consumers indulge in luxury to regulate affect? Emotional certainty determines when to regulate affect (in preparation for submission).

Espinoza, F. (2001). Correcting for unconscious experiential processing (in preparation for submission).

Espinoza, F., and J. Srivastava (2011). The effect of seller and buyer mindsets on price decisions. (in preparation for submission).

Work in progress

Mental budgets as a device to implement self-control decisions, with S. Prokopec and V. Patrick.

How emotion regulation strategies affect emotion experience and functionality, with J. Srivastava and A. Fedorikhin.

A code of behavior for luxury brands.

Chapters in books

Espinoza, F., and Laran, J. (2004). Investigating the relationship among satisfaction, loyalty and customer retention. In *Marketing de relacionamento: Estudos, casos e proposições de pesquisa*, eds. L. A. Slongo and G. Liberali, 111–126. São Paulo: Atlas.*

Liberali, G., Espinoza, F., and D'Angelo, A. (2003). The impact of supermarket atmosphere on Brazilian consumers. In *Varejo competitivo*, eds. C. Angelo and J. Silveira, 103–128. São Paulo: Provar.*

* Originally published in Portuguese

Other publications

Espinoza, F., Liberali, G., and D'Angelo, A. (2005). The influence of store atmosphere on consumer perceptions. *Revista de administração da USP* 40(2): 109–122.*

Laran, J., and Espinoza, F. (2004). Satisfied customers, So what? Analyzing satisfaction as an antecedent of loyalty. *Revista de Administração Contemporânea* 8(2): 51–70.*

Espinoza, F., and Hirano, A. (2003). Assessment of the dimensions of important product attributes in the purchase of air conditioning equipment: An applied study. *Revista de Administração Contemporânea* 7(4): 97–117.*

* Originally published in Portuguese

Peer-reviewed conference presentations

Espinoza, F., Johnson, H., and Komarova, Y., (2011). Indulging and proud of it: Emotional reactions to reason-based indulgent consumption. Paper presented at the 2011 SCP Conference, Aug. 5-7, in Washington, DC, USA, and at the 2011 North American ACR Conference, Oct. 13-16, in St. Louis, MO, USA.

Etkin, J., Espinoza, F., and Pocheptsova, A., (2011). Conquering conflict: Multifinal means in multiple-goal pursuit. Paper presented at the 2011 North American ACR Conference, Oct. 13-16, in St. Louis, MO, USA.

Prokopec, S., Espinoza, F., and Patrick, V., (2011). Mental budgets and Mental construals: Do mental budgets work over the long haul? Paper presented at the 2011 EMAC Conference, May 24-27, in Ljubljana, Slovenia, and at the 2011 American Marketing Association, Aug. 5-7, in San Francisco, CA, USA.

Etkin, J., Espinoza, F., and Pocheptsova, A., (2010-2011). Clouds on a sunny day: The downside of positive mood for multiple goal pursuit. Paper presented at the 2010 SCP Conference, Feb. 25-27, in Saint Petersburg, Florida, USA, at the 2010 European ACR Conference, Jul. 1-3, in Egham, United Kingdom, at the 2010 North American ACR Conference, Oct. 7-10, in Jacksonville, Florida, USA, and at the 2011 La Londe Conference, May 31- June 3, in La Londe les Maures, France.

Espinoza, F., and Srivastava, J., (2009). Motivated valuation: A motivational perspective on the disparity between buying and selling prices. Paper presented at the 2009 North American ACR Conference, Oct. 22–25, in Pittsburgh, Pennsylvania, USA.

Espinoza, F., and Hamilton, R., (2008). The illusion of avoiding bias: How correcting for perceived influence can make a recommendation more effective. Paper presented at the 2008 North American ACR Conference, Oct. 22–26, in San Francisco, California, USA.

Espinoza, F., and Hamilton, R., (2008). Correcting for recommendations: When it hurts and when it helps to be a salesperson. Working paper presented at the 2008 SCP Conference, Feb. 21–23, in New Orleans, Louisiana, USA.

Srivastava, J., Fedorikhin, A., and Espinoza, F. (2007). Fairness and anger: Coupling and decoupling of emotions in ultimatum offers. Paper presented at the 2007 informs Marketing Science Conference, June 28–30, Singapore Management University, Singapore.

Añaña, E. S., Espinoza, F., and Nique, W. (2007). Segmentation and perception: The use of artificial neural networks in relating segments and consumer perception. Working paper presented at the 2007 36th EMAC Conference, May 22–25, Reykjavik, Iceland.

Espinoza, F., and Hamilton, R. (2006). The effect of discounting the influence of sources of information on choice and product perceptions. Working paper presented at the 2006 North American ACR Conference, Sept. 28–Oct. 1, Orlando, Florida, USA.

Espinoza, F., Zilles, F., and Nique, W. (2006). Affective response in retailing contexts and its influence on consumer patronage intentions. Working paper presented at the 35th EMAC Conference, May 23–26, Athens, Greece.

Espinoza, F., Fedorikhin, A., and Srivastava, J. (2005). Anger in ultimatum bargaining: Emotional outcomes lead to irrational decisions. Working paper presented at the North American ACR Conference, San Antonio, Texas, USA.

Espinoza, F., Kannan, P. K., and Wagner, J. (2005). E-loyalty: Determinants of loyalty to an on-line retailer. Paper presented at the Frontiers in Service Conference, October 6–9, Tempe, Arizona, USA.

Espinoza, F., and Nique, W. (2005). The role of goal congruence and goal relevance on the formation of consumer emotions, attitude, and purchase intention. Paper presented at the 7th European ACR, June 15–18, Göteborg, Sweden.

Espinoza, F., and Nique, W. (2005). Le rôle de la convergence des buts et de la pertinence du but dans la formation des émotions, de l'attitude et de l'intention d'achat des consommateurs. Paper presented at the Congrès International de l'Association Française du Marketing 2005, Nancy, France.

Espinoza, F., Lages, N., and Nique, W. (2004). Customer experience in the virtual world: Evaluating the consequences of the flow state in on-line environments. Paper presented at the 33th EMAC Conference, May 18–21, Murcia, Spain.

Espinoza, F., Liberali, G., and D'Angelo, A. (2004). Testing the impact of retail atmosphere on store choice criteria, perceived value and patronage intentions. Paper presented at the AMA Winter Conference, Scottsdale, Arizona, USA.

Invited presentations

Gilt or guilt? Justification and emotional reactions to indulgent consumption, Catholic University Leuven, Nov. 2010.

The illusion of avoiding bias: How correcting for perceived influence can make a recommendation more effective, ESMT Berlin, ESSEC Business School, HEC Paris, IESE Business School, Owen Graduate School of Business at Vanderbilt University, Rotterdam Business School at Erasmus University, School of Business and Economics at Universidade Catolica Portuguesa, Fall 2008.

Research grants

2010–12 Peter Curtius Foundation Grant. Title: Gilt or guilt? Indulgent consumption and emotions.

Teaching material

Petersen, S., Espinoza, F., and Wathieu, L. (in preparation). Tchibo Ideas: Leveraging the creativity of customers. ESMT Case Study and Teaching Note.

Espinoza, F. (in preparation). Applying the principles of branding to build personal brands. ESMT Teaching Note.

Teaching experience

ESMT, Germany: Marketing of global brands (EMBA), Winter 2010, 2011; Global marketing strategy (MBA), Spring 2010; Brands of the future (MBA), Fall 2011; Brazil: Country of contradictions (EMBA & MBA, session taught as part of the course "Global growth engines", Spring 2010, 2011, Fall 2011).

University of Maryland, USA: Marketing management (MBA, T.A.), Spring 2008; Consumer analysis, Fall 2006; Medialab training, Fall 2005 and Spring 2006.

École Supérieure de Commerce de Troyes, France: Global marketing strategy, Winter 2005 and Winter 2006.

UFRGS, Brazil: Marketing research, Spring 2002, Fall 2002, and Spring 2003.

Thesis advising

MBA and Executive MBA Master theses at ESMT, 2009-2012.

Executive MBA theses at UFRGS, Porto Alegre, Brazil, 2003–2004.

Honors and awards

AMA-Sheth Doctoral Consortium Fellow, University of Missouri, Missouri, USA, 2008.

Frank T. Paine Award for Academic Achievement, University of Maryland, College Park, Maryland, USA, 2008.

Marvin A. Jolson Outstanding Marketing Doctoral Student Award, University of Maryland, College Park, Maryland, USA, 2008.

Dean's Fellowship, University of Maryland, College Park, Maryland, USA, 2004–2009.

Great distinction Master's degree, UFRGS, Porto Alegre, Brazil, 2004.

Academic service

Reviewer: North American ACR, 2009-11; SCP Conference, 2010-11; Academy of Marketing Science, 2009; La Londe Conference 2011.

Affiliations and memberships

Association for Consumer Research; Society for Consumer Psychology; and American Marketing Association.

Updated: January 18, 2012