

Yann Cornil

Sauder School of Business, University of British Columbia
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Employment

- Since 2022 **Associate Professor of Marketing and Behavioural Science,**
University of British Columbia, Sauder School of Business, Canada
- 2015 - 2022 **Assistant Professor of Marketing and Behavioural Science,**
University of British Columbia, Sauder School of Business, Canada
- 2007-2010 **Marketing Project Manager, Exane BNP Paribas** (Investment Bank), Paris, France

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, Sustainability, Sensory Perception

Publications

Chandon, Pierre, and **Yann Cornil** (2022), "More value from less food? Effects of epicurean labeling on moderate eating in the United States and in France", ***Appetite***

Cornil, Yann, Hilke Plassmann, Judith Aron-Wisnewsky, Christine Poitou-Bernet, Karine Clément, Michèle Chabert, and Pierre Chandon (2022), "Obesity and Responsiveness to Food Marketing Before and After Bariatric Surgery", ***Journal of Consumer Psychology***, 32(1), 57-68

Mookerjee, Sid, **Yann Cornil**, and Joey Hoegg (2021), "From Waste to Taste: How "Ugly" Labels Can Increase Purchase of Unattractive Produce", ***Journal of Marketing***, 85(33), 62-77

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***, 47(2), 147-166 (first two authors contributed equally)

Schwartz, Camille, Christine Lange, Célia Hacheffa, **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)

Working Papers

Mookerjee, Sid, **Yann Cornil**, Ekin Ok, Rishad Habib, and Karl Aquino, "Minority-Owned Labels"

Boegershausen, Johannes, Shangwen Yi, **Yann Cornil**, and David J. Hardisty, "Testing the Digital Frontier: Opportunities and Validity Trade-offs in Digital Quasi-Experiments"

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

Other Publications

Chandon, Pierre, **Yann Cornil**, Célia Hachefa, Christine Lange, Sophie Nicklaus, and Camille Schwartz (2020), "L'imagerie sensorielle : Un nudge pour inciter les enfants à mieux manger à l'heure du goûter," in **Guide de l'Économie Comportementale 2020**, Eric Singler, Ed.: Labrador.

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

Kristeller Jean, **Yann Cornil**, France Bellisle, and Sophie Vinoy (2020), "Mindful Eating Applied to Snacking: A Promising Behavioral Approach Supported by Research. Summary of the Symposium Held at the 21st International Congress of Nutrition (IUNS 2017)". *Journal of Human Nutrition & Food Science*, 8(1): 1131.

Cornil, Yann (2018), "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** (2017), "Energy drinks and alcohol, a risky mix psychologically", *The Conversation*, May 10, 2017

Chandon, Pierre and **Yann Cornil** (2016), "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

2022

- **University of Washington**, Foster Business School, UW-UBC Conference (June)
- **INSEAD**, Fontainebleau, France (June)
- **SMEI Program, UBC (Keynote Speaker)**, Harrison Springs, Canada (April)

2021

- **Association for Consumer Research Conference**, Doctorial Symposium, "Guest expert"
- **Decision Insights for Business and Society**, Vancouver/Online, Canada (September)

- **Grenoble Ecole de Management**, Association Française de Marketing, Grenoble/Online, France (July)
- **Journal of Marketing Webinar - Better Marketing for a Better World**, online (June)
- **Cornell University**, Ithaca/Online (April)
- **Institut Pasteur de Lille**, Entretiens de Nutrition, Lille/Online, France (June)
- 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

ACR Conference, Denver, Colorado, October 2022 (upcoming)

- *It's Not About You: The Backfire Effect of Customization on Products that Signal Collective Goals*
- *Win-win interventions for healthier eating*

EMAC Conference, Budapest, Hungary, June 2020 (cancelled due to covid)

- *Food as Fuel: Performance goals increase preference for 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

2021

- **MSI 2021 Young Scholar**
- **Research Excellence Award (Junior Category)** delivered by the Sauder School of Business
- Principal Investigator, **SSHRC Insight Development Grant** for “Online Social Media Experimentation for Consumer and Social Sciences”, with David Hardisty and Johannes Boegershausen (\$33,757)

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

- *Causal Inference and Experimentation*, MBAN Program, UBC, 2022
- *Consumer Behavior*, International MBA Program, UBC & Shanghai Jiao Tong University, 2018-2021
- *Consumer Behavior*, MBA Program, UBC, since 2018
- *Consumer Behavior*, B.Sc. Program, UBC, since 2015
- *Emotional and Sensory Influences on Consumer Behavior*, UBC PhD Program, 2017
- *Introduction to Consumer Behavior*, UBC PhD Program, 2021

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

Professional Service at UBC

Since 2022	Organizer of the Guest Speaker Series and Co-organizer of the UBC-UW Conference
Since 2022	Reviewer for Peer Review of Teaching
Since 2020	Director of the Marketing and Behavioural Science Lab
Since 2020	Member of the EDI Committee
Since 2018	SSHRC Grant Internal Reviewer
2017-2020	Co-organizer of the UBC-UW Conference
2016-2017	Organizer of the Guest Speaker Series
2017-2020	Member of the Research Advisory Committee

Professional Service to the Marketing Field

Conference Associate Editor

- Society for Consumer Psychology Conference (2021 and 2022)

Editorial review board

- Journal of Consumer Research (2019 -)
- Journal of Marketing Research (2020 -)
- Journal of Consumer Psychology (2021 -)

Ad hoc reviewer

- 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