

# Maria Langlois

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Cox School of Business • Southern Methodist University

## ACADEMIC POSITIONS

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Cox School of Business, Southern Methodist University, Dallas, Texas

- Assistant Professor of Marketing, 2022-present.

## EDUCATION

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- Ph.D.** INSEAD, *Marketing, Consumer Behavior* (2022)
- M.S.** INSEAD, *Management* (2019)
- M.S.** Université Paris I Panthéon-Sorbonne & Paris V Descartes, *Behavioral Economics* (2017)
- B.S.** The University of Texas at Austin, *Psychology* (2013)
- B.A.** The University of Texas at Austin, *Sociology* (2013)

## RESEARCH INTERESTS

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- Consumer behavior, judgment and decision making, consumer health & financial well-being, sustainability

## JOURNAL PUBLICATIONS

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- Maria Langlois and Pierre Chandon. “Experiencing Nature Leads to Healthier Food Choices.” *Communications Psychology*, 2024.
- Maria Langlois and Pierre Chandon. “Inequality, Stress, and Obesity: Socioeconomic Disparities in the Short- and Long-Term Effects of the Covid-19 Pandemic.” *JACR Special Issue: The Pandemic Transformed Economy*, 2023.

## WORKING PAPERS

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- Maria Langlois and Matthew Fisher. “Only Pay when the Work is Okay: Consumer Preferences for Outcome-Based Payments.” *Working paper*.
- Maria Langlois and Alix Barasch. “Addictive Ad Aversion: The Backfiring Effects of Marketing Foods as Addictive Substances.” *Working paper*.
- Pierre Chandon, Andde Indaburu, and Maria Langlois. “Cutting your Cake and Having More of it: A Discretization Account of the Effects of Partitioning on Quantity Perceptions.” *Working paper*.

## SELECTED RESEARCH IN PROGRESS

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- Maria Langlois. “The Consumer Effects of Dissuasive Persuasion as a Promotional Marketing Strategy.”
- Edward Fox, Matthew Fisher, and Maria Langlois. “Dark Patterns: Consumer Responses to Free Trial Subscriptions and Unsubscribing Procedures.”

## SELECTED INVITED TALKS

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- Paris School of Economics, *10th Anniversary Economics & Psychology Workshop*: “Food Marketing Strategies to Align Health and Business Goals”, June 2023.
- Journal of the Association for Consumer Research, *Panelist on The Pandemic Transformed Economy*: “Inequality, Stress, and Obesity: Socioeconomic Disparities in the Short- and Long-Term Effects of the Covid-19 Pandemic.”, April 2023.

## ACADEMIC SERVICE

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### Association for Consumer Research

- ACR Conference Reviewer, *April 2024*.

### Houston Livestock Show and Rodeo

- Scholarship judge, *April 2024*.

### Southern Methodist University

- Faculty panelist for *MKTG 6231: Social Impact Marketing (with Maddy Kulkarni)*, *April 2023*.
- Faculty panelist for *HDEV 1211: Success Strategies (with Haemin Kim-Breunig)*, *February 2023*.
- Strategic Structure for Collaboration at *Master of Arts in Design and Innovation*, *September 2022*.

## CONFERENCE PRESENTATIONS

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Addictive Ad Aversion: The Backfiring Effects of Marketing Foods as Addictive Substances

- Lightning talk at the *UBC Sauder Conference on Behavioural Insights into Business for Social Good, 2024*.
- Competitive paper at the *Association for Consumer Research, 2023*.

Healthy by Nature: How Exposure to the Natural Environment Enhances Feelings of Connectedness and Body Appreciation, leading to Healthy Dietary Choice Decisions.

- Competitive paper at *AMA Marketing & Public Policy Conference, 2022*.
- Selected talk at *The East Coast Doctoral Conference, 2022*.
- Competitive paper at *Society for Consumer Psychology, 2022*.
- Poster presentation at *Society for Judgment and Decision Making, 2022*.

Inequality, Stress, and Obesity: Socioeconomic Disparities in the Short- and Long-Term Effects of the COVID-19 Pandemic.

- Selected talk, COVID-19 symposium, *Society for Personality and Social Psychology, 2022*.
- Special session (chair) at the *Association for Consumer Research, 2021*.
- Poster presentation at the *Society for Consumer Psychology, 2021*.

Cutting your Cake and Having More of it: A Discretization Account of the Effects of Partitioning on Quantity Perceptions.

- Special session at the *Association for Consumer Research, 2022*.

## HONORS AND AWARDS

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Sam Taylor Fellowship Award, 2023

- General Board of Higher Education and Ministry

AMA-Sheth Foundation Doctoral Consortium Fellow, 2022

- Selected Doctoral Candidate for INSEAD

Intellectual Entrepreneurship Pre-Graduate Scholar at *The University of Texas at Austin*, 2013

- Undergraduate honors program and research fellowship

Most Cooperative Award, at *College Houses Cooperatives*, 2012

- Distinguished as the director of Nueces co-op

Sierra team cyclist, at *Texas 4000 for Cancer*, 2011

- Cycled from Austin, TX to Anchorage, AK to raise money for cancer research
- Developed innovative fundraising efforts for the cause, personally raising over \$4,500
- Secured food donations from large retailers for the 70-day bike ride

Distinguished Rower Award, at *The University of Texas at Austin*, 2010

- Awarded and recognized by the *Texas Crew Rowing Team*

Metropolitan Academic Scholarship Award, 2009-2013

- 4-year merit-based scholarship awarded by the *Houston Livestock Show and Rodeo*
- Funding for undergraduate studies at *The University of Texas at Austin*

## DISSERTATION COMMITTEE

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Pierre Chandon	Professor of Marketing ( <i>Dissertation Chair</i> )	INSEAD	<a href="mailto:pierre.chandon@insead.edu">pierre.chandon@insead.edu</a>
Alixandra Barasch	Associate Professor of Marketing	University of Colorado	<a href="mailto:alix.barasch@colorado.edu">alix.barasch@colorado.edu</a>
Amitava Chattopadhyay	Professor of Marketing	INSEAD	<a href="mailto:amitava.chattopadhyay@insead.edu">amitava.chattopadhyay@insead.edu</a>
Manoj Thomas	Professor of Marketing	Cornell University	<a href="mailto:manojthomas@cornell.edu">manojthomas@cornell.edu</a>

## TEACHING EXPERIENCE

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- Professor — Foundations of Marketing, Cox School of Business, Southern Methodist University, Spring 2024 and Spring 2023.
  - Spring 2024, MKTG 3340-002 evaluations: 4.67/5.00
  - Spring 2024, MKTG 3340-007 evaluations: 4.71/5.00
- Invited Teaching Faculty — Danone Specialized Nutrition Executive Board Program (with Marc Le Menestrel), INSEAD, Fall 2021.
- Instructor — Online Experiments and Qualtrics workshop for PhD students, INSEAD, Fall 2021.
- TA — Brand Management course for MBA students (with Pierre Chandon), INSEAD, Fall and Spring 2020.
- TA — Business and Society: Public Policy simulation exercise for MBA students (with Alexandra Roulet), INSEAD, Fall 2020.
- Instructor — Online Experiments and Qualtrics workshop for PhD students, INSEAD, Spring 2020.
- TA — Business and Society: Ethics course for MBA students (with Craig Smith), INSEAD, Fall 2018.
- TA — The Body Business course for MBA students (with Pierre Chandon), INSEAD, Spring 2018.

## SELECTED MEDIA INTERVIEWS AND MENTIONS

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- Medium, Brain Labs: *Unraveling the Link Between Socioeconomic Status and Obesity*  
<https://medium.com/brain-labs/unraveling-the-link-between-socioeconomic-status-and-obesity-7d1521760022>
- Science Magazine: *Nature's nudge: Study shows green views lead to healthier food choices*  
<https://sciencemag.com/natures-nudge-study-shows-green-views-lead-to-healthier-food-choices/>
- Runner's World España: *Más allá del gasto de calorías: así ayuda también caminar a perder peso eficazmente*  
<https://www.runnersworld.com/es/nutricion-deportiva/a60934367/como-ayuda-caminar-perder-peso/>

## AFFILIATIONS

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- Association for Consumer Research (ACR)
- Society for Consumer Psychology (SCP)
- American Marketing Association (AMA)
- Society for Judgment and Decision Making (SJDM)

## PREVIOUS EMPLOYMENT AND SERVICE

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<b>Epic Systems</b> , Madison, WI <i>Healthcare software company</i>	Project Manager (2014-2015)
<b>North American Students of Cooperation</b> , Chicago, IL <i>Alliance of group-equity housing cooperatives</i>	Board of Directors (2013-2014)
<b>The University of Texas at Austin</b> , Austin, TX <i>Campus Environmental Center</i>	Outreach Coordinator (2013)
<b>College Houses Cooperatives</b> , Austin, TX <i>Affordable housing non-profit organization</i>	Board of Directors (2011-2013)
<b>Project Vote Smart</b> , Austin, TX <i>Non-profit, non-partisan research organization</i>	Legislative Research Intern (2012)
<b>Texas 4000 for Cancer</b> , Austin, TX <i>The World's Longest Annual Charity Bike Ride</i>	Business Development Committee (2011)
<b>The University of Texas at Austin</b> , Austin, TX <i>The Population Research Center</i>	Research Assistant (2011)

## SKILLS AND PERSONAL INTERESTS

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- Languages: English (native), French (fluent)
- Hobbies: hiking, traveling, cycling, listening to podcasts & audiobooks, and all things related to food