

Rhia Catapano

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EMPLOYMENT

JULY 2020 - PRESENT ROTMAN SCHOOL OF MANAGEMENT, UNIVERSITY OF TORONTO
Assistant Professor of Marketing

EDUCATION

2015-2020 STANFORD GRADUATE SCHOOL OF BUSINESS
PhD in Marketing, PhD Minor in Psychology

2008-2012 YALE UNIVERSITY
Honors B.S. in PSYCHOLOGY, *cum laude*

RESEARCH INTERESTS

Consumer Psychology, Sharing and Advocacy, Attitudes and Persuasion, Consumer Well-Being

PEER REVIEWED ARTICLES

Catapano, R. and Tormala, Z. Do I Support that It's Good or Oppose that It's Bad? The Effects of Attitude Framing on Sharing Behavior. (2021) *Journal of Personality and Social Psychology* (in press).

Catapano, R., Tormala, Z., and Rucker, D. (2019). Perspective Taking and Self-Persuasion: Why "Putting Yourself in Their Shoes" Reduces Openness to Attitude Change. *Psychological Science*, 30, 424-435.

- Media Coverage: Kellogg Insights, Insights by Stanford Business, Pacific Standard Magazine

Rudd, M.*, **Catapano, R.***, and Aaker, J. Making Time Matter: A Review of Research on Time and Meaning. (2019) *Journal of Consumer Psychology*. (*equal contribution)

Vohs, K., Aaker, J., and **Catapano, R.** (2018). It's Not Going to Be That Fun: Negative Experiences Can Add Meaning to Life. *Current Opinion in Psychology*, 26, 11-14.

Choi, I., Lim, S., **Catapano, R.**, and Choi, J.A. (2018). Comparing Two Roads to Success: Self-control Predicts Achievement and Positive Affect Predicts Relationships. *Journal of Research in Personality*, 75, 50-63.

Hawkins, R.X.D., Smith, E.N., Au, C.A., Arias, J.M., **Catapano, R.**, ... and Frank, M.C. (2017) Improving the Replicability of Psychological Science Through Pedagogy. *Advances in Methods and Practices in Psychological Science*.

Choi, J.A., **Catapano, R.**, and Choi, I. (2016). Taking Stock of Happiness and Meaning in Everyday Life: An Experience Sampling Approach. *Social Psychological and Personality Science*, 8, 641-651.

Catapano, R., Buttrick, N., Widness, J., Goldstein, R., and Santos, L.R. (2014). Capuchin Monkeys Do Not Show Human-like Pricing Effects. *Frontiers in Psychology*, 5, 1330.

- Media Coverage: ABC News, MSN Money, News.Mic, Discover Magazine, Economic Times

MANUSCRIPTS UNDER REVIEW

Catapano, R.*, Shennib, F*, and Levav, J. Preference Reversals Between Digital and Physical Goods (Second round review at *Journal of Marketing Research*, manuscript available on request) (*equal contribution).

SELECTED WORK IN PROGRESS

Catapano, R. and Tormala, Z. Attitude Framing and Purchase Decisions

Catapano, R., Quoidbach, J., Mogilner, C., and Aaker, J. Income Level Shapes the Link Between Meaning and Happiness.

Hussein, M., **Catapano, R.** and Tormala, Z. When Less is More

Catapano, R. and Tormala, Z. Perceptions of Support- and Oppose- Framed Attitudes.

Catapano, R.*, Bechler, C.*, and Tormala, Z. Positivity Dominance in Perceptions of Attitude Change.

Catapano, R., Hardisty, D., and Aaker, J. Moments that Last: Meaningfulness Slows Happiness Decay.

AWARDS AND FELLOWSHIPS

AMA-Sheth Doctoral Consortium Fellow, 2019

Institutional Venture Partners Fellowship, Stanford GSB, 2017

Enhancing Diversity in Graduate Education (EDGE) Fellowship, Stanford University, 2015-2017

Charles W. Bonner Fellowship, Stanford GSB, 2015

Reid W. Dennis Fellowship, Stanford GSB, 2016

Crowder Undergraduate Award in Psychology Nomination, Yale University, 2012

Psi Chi National Honor Society, Yale University, 2012

Lawton Calhoun Cup for Contributions to the College, Yale University, 2012

Prusoff Fellowship, Yale University, 2010

CHAired SYMPOSIA

Catapano, R. (2020), Consumers and Politics: When Companies Take a Stance. Association for Consumer Research. Online.

Catapano, R. (2019), Financial Scarcity and its Effects on Affect, Cognition, and Choice. Society for Consumer Psychology. Savannah, Georgia.

Catapano, R. (2018), Get Happy: Perspectives on Experiences and Conceptions of Happiness. Society for Personality and Social Psychology. Portland, Oregon.

Catapano, R. and Tormala, Z. (2018), Perspective Tanking: The Perils of Putting Yourself in Others' Shoes. Society for Personality and Social Psychology. Atlanta, Georgia.

Catapano, R. (2017), Improving Consumer Well-Being Through Meaning vs Happiness. Association for Consumer Research. San Diego, California.

RESEARCH PRESENTATIONS

Catapano, R. and Tormala, Z. (2021). Support or Oppose? The Effect of Attitude Framing on Political Attitude Sharing. Paper presented at the Society for Consumer Psychology. Online.

Catapano, R. and Tormala, Z. (2020). Support or Oppose? The Effect of Attitude Framing on Political Attitude Sharing. Paper presented at the Association for Consumer Research. Online.

Catapano, R., Tormala, Z., and Rucker, D. (2020). Perspective Taking and Self-Persuasion: Why "Putting Yourself in Their Shoes" Reduces Openness to Attitude Change. Paper presented at the Society for Consumer Psychology. Huntington Beach, California.

Catapano, R. and Tormala, Z. (2020). Do I Support Gun Control or Oppose Gun Ownership? Paper presented at the Society for Personality and Social Psychology. New Orleans, Louisiana.

Catapano, R., Quoidbach, J., Mogilner, C., and Aaker, J. (2019). Income Level Shapes the Link Between Meaning and Happiness. Paper presented at the Society for Consumer Psychology. Savannah, Georgia.

Catapano, R.* Shennib, F.*, and Levav, J. (2019) Preference Reversals Between Digital and Physical Goods. Paper presented at the Society for Consumer Psychology. Savannah, Georgia.

Catapano, R., Quoidbach, J., Mogilner, C., and Aaker, J. (2019). Income Shapes the Link Between Meaning and Happiness. Paper presented at the Society for Personality and Social Psychology. Portland, Oregon.

Catapano, R., Tormala, Z., and Rucker, D. (2019). Perspective Taking and Self-Persuasion: Why “Putting Yourself in Their Shoes” Reduces Openness to Attitude Change. Paper presented at the Society for Personality and Social Psychology, Attitudes and Persuasion Preconference. Portland, Oregon.

Catapano, R.* Shennib, F*, and Levav, J. (2018) Preference Reversals Between Digital and Physical Goods. Paper presented at the Society for Judgment and Decision Making. New Orleans, Louisiana.

Catapano, R., Quoidbach, J., Mogilner, C., and Aaker, J. (2018). Wealth Shapes the Link Between Meaning and Happiness. Paper presented at the Association for Consumer Research. Dallas, Texas.

Catapano, R., Tormala, Z., and Rucker, D. (2018). Perspective Taking and Self-Persuasion: Why “Putting Yourself in Their Shoes” Reduces Openness to Attitude Change. Paper presented at the Society for Personality and Social Psychology. Atlanta, Georgia.

Catapano, R., Tormala, Z., and Rucker, D. (2018). Perspective Taking and Self-Persuasion: Why “Putting Yourself in Their Shoes” Reduces Openness to Attitude Change. Working paper presented at the Society for Consumer Psychology. Dallas, Texas.

Catapano, R., Hardisty, D., and Aaker, J. (2017). Moments that Last: Meaningfulness Slows Happiness Decay. Paper presented at the Association for Consumer Research. San Diego, California.

Catapano, R., Hardisty, D., and Aaker, J. (2017). Moments that Last: Meaningfulness Slows Happiness Decay. Working paper presented at the Society for Judgment and Decision Making. Vancouver, Canada.

INVITED TALKS

INSEAD (2019)

University of Southern California, Marshall School of Business (2019)

University of Toronto, Rotman School of Management (2019)

University of California Berkeley, Haas School of Business (2019)

University of Chicago, Booth School of Business (2019)

University of Texas at Austin, McCombs School of Business (2019)

Harvard Business School (2019)

University of Colorado Boulder, Leeds School of Business (2019)

TEACHING

2021 PRINCIPLES OF MARKETING
Rotman School of Management at University of Toronto, Instructor

2017-2020 PRODUCT LAUNCH
Stanford GSB (Jonathan Levav), Course Assistant/Grader

2019 MARKETING MANAGEMENT
Stanford GSB (Christian Wheeler), Course Assistant/Grader

2017, 2018 HAPPINESS AND MEANING: INSIGHTS FROM PSYCHOLOGY
Stanford University Educational Studies Program, Instructor

2012-2015 ENGLISH LITERATURE AND DEBATE
Chungdahm Learning, Instructor

SERVICE

Journal of Personality and Social Psychology, Ad Hoc Reviewer

Journal of Consumer Psychology, Ad Hoc Reviewer

Psychological Science, Ad Hoc Reviewer

Journal of Experimental Social Psychology, Ad Hoc Reviewer

Organizational Behavior and Human Decision Processes, Ad Hoc Reviewer

Journal of Research in Personality, Ad Hoc Reviewer

Association for Consumer Research, Conference Reviewer, 2017-2020

Society for Consumer Psychology, Conference Reviewer, 2017-2019

Enhancing Diversity in Graduate Education (EDGE) Fellowship Mentor, Stanford University, 2017-2019

Yale University Alumni Interviewer, 2015-2018

PhD Organization of Women Executive Board Member, Stanford GSB, 2016-2017

PhD Mentorship Program Mentor, Stanford GSB, 2016-2017

First-Gen/Low Income (FLI) Undergraduate Mentor, Stanford University, 2015-2016

Yale University PsiChi Honors Society Executive Board Member, 2011-2012

PROFESSIONAL MEMBERSHIPS

Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

Society for Personality and Social Psychology (SPSP)

Society for Judgment and Decision Making (SJDM)