

ISABELLE ENGELER

CONTACT INFORMATION

University of Lausanne, Faculty of Business & Economics
Anthropole, 1015 Lausanne, Switzerland

E-mail: isabelle.engeler@unil.ch
Website: www.isabelleengeler.com

ACADEMIC POSITIONS

University of Lausanne, Switzerland

Associate Professor of Marketing (with tenure), 2022-present

IESE Business School, Spain

Assistant Professor of Marketing, 2016-2022 (promoted to Associate Professor 07/2022)

New York University, USA

Visiting Scholar, Marketing Department, 2010-2011 & 2014-2015 (Mentor: Priya Raghubir)
Associated Researcher, Psychology Department, Oettingen-Gollwitzer Motivation Lab, 2014-2015

University of Hamburg, Germany

Visiting Postdoctoral Researcher, Psychology Department, Motivation Lab, Summer 2013

University of St. Gallen, Switzerland

Postdoctoral Researcher, Center for Customer Insight, 2013-2016
Doctoral Student, Institute for Services and Tourism, 2007-2012

EDUCATION

Ph.D. in Management, specialization Marketing, 2012 [*with highest distinction*]
University of St. Gallen, Switzerland

M.A. in Marketing, Services and Communication Management, 2007
University of St. Gallen, Switzerland

B.A. in Business Administration, 2005 [*winner, best first-year student result*]
University of St. Gallen, Switzerland

RESEARCH INTERESTS

Consumer Behavior, Judgment and Decision Making, Self-Other Biases, Behavioral Finance and Pricing, Influencer Marketing

HONORS, AWARDS, GRANTS, AND FELLOWSHIPS

Research Grant, IESE High Impact, PI “Mobile Financial Decision Making”, 2021-2023 (€43,000)
Research Grant, Spanish Ministry, Co-Investigator (PI J. Müller-Trede), 2020-2023 (€19,965)
Travel Grant, Swiss Academy of Humanities and Social Sciences, 2014 and 2015 (\$1,000 each)
Grant to establish Marketing Speaker Series, University of St. Gallen, Switzerland, 2013 (\$10,000)
Three-year Postdoctoral Grant, University of St. Gallen, Switzerland, 2013-2016 (\$175,000)
Highest distinction for Ph.D., University of St. Gallen, Switzerland, 2012 [*Summa Cum Laude*]
One-year Fellowship, Swiss National Science Foundation, for advancing the doctoral thesis at the Marketing Department at Stern School of Business, New York University, USA, 2010 (\$50,000)
Grant, Swiss National Science Foundation, Summer School, University of Michigan, 2010 (\$2,500)
Grant, Swiss National Science Foundation, Summer School, University of Essex, 2009 (\$2,700)
Winner, best 1st-year student result, University of St. Gallen, Switzerland, 2002 [*1st of ≈ 1000 students*]
Winner, best result in business-related subjects (Economics, Business Administration, Law), High School at Kantonsschule Wattwil, Switzerland, 2000 [*1st of ≈ 50 students*]

PUBLICATIONS AND MANUSCRIPTS UNDER REVIEW (*equal contribution)

Trupia, M. G.+ & Engeler, I. When the Unexpected Happens: How People Respond to Unbudgeted Time Savings. Under review at *Journal of Personality and Social Psychology*.

- **John A. Howard / AMA Doctoral Dissertation Award, honorable mention**

Engeler, I., & Häubl, G. (2021). Miscalibration in Predicting One’s Performance: Disentangling Misplacement and Misestimation, *Journal of Personality and Social Psychology*, 120(4), 940-955. <https://doi.org/10.1037/pspi0000301>

Engeler, I.* & Barasz, K.* (2021). From Mix-and-Match to Head-to-Toe: How Brand Combinations Affect Observer Trust. *Journal of Consumer Research*, 48(4), 562-585. <https://doi.org/10.1093/jcr/ucab041>

Engeler, I., & Raghurir, P. (2018). Decomposing the Cross-Sex Misprediction Bias of Dating Behaviors: Do Men Overestimate or Women Underreport their Sexual Intentions?. *Journal of Personality and Social Psychology*, 114(1), 95-105. <https://doi.org/10.1037/pspi0000105>

MANUSCRIPTS IN PREPARATION FOR SUBMISSION (+PhD advisee)

Trupia, M. G.,+ Mogilner, C., & Engeler, I. What’s Meant vs. Heard When Communicating Busyness. In preparation for *Journal of Personality and Social Psychology*.

- **John A. Howard / AMA Doctoral Dissertation Award, honorable mention**

Hafenbraedl, S., Shiyao, N., Engeler, I., Müller-Trede, J., Bajet, A., & Martinez, R. The “Equal-Opportunity Jerk” Defense: An Illusion of Gender-Blindness or Classic Bayesian Updating? In preparation for *Psychological Science*.

Gloor, J., Bajet Mestre, E., Seong, M., Engeler, I., Brands, R. Levelling the Playing Field via the Playing Field: A New Way for Women and Men to Network. In preparation for *Academy of Management Discovery*.

Kettle, K., Engeler, I., & Häubl, G. Performance-Enhancing Social Contexts: When Sharing Predictions About One's Performance is Motivating. In preparation for *Journal of Consumer Research*.

Engeler, I., & Oettingen, G. Mental Contrasting and Performance in Sports-Achievement Contexts. In preparation for *Organizational Behavior and Human Decision Processes*.

SELECTED RESEARCH IN PROGRESS

Mobile Financial Decision Making, with S. Tully and J. Müller-Trede

Interaction of Defaults and Discounts, with A. Yilmaz, J. Quoidbach, and M. Jung

Brand Prominence Fallacy, with P. Giger and R. Hofstetter

Underestimating Paths to Success After Successful Outcomes, with K. Barasz and J. Quoidbach

Choices and Voices—in Our Heads: How “Should” and “Want” Voices Affect Judgment, with M.I. Norton and T. Schlager

INVITED PRESENTATIONS

"Mix-and-Match vs. Head-to-Toe: How Brand Combinations Affect Observer Trust"

Singapore Management University, Singapore, Marketing Seminar (March 2022)

HEC Paris, France, Marketing Seminar (May 2021)

University of St.Gallen, Switzerland, Management Seminar (March 2021)

University of Lucerne, Switzerland, Management Seminar (December 2019)

IESE Business School, Spain, Marketing Camp (March 2019)

"Miscalibration in Predicting One's Performance: Disentangling Misplacement and Misestimation"

IE Business School, Spain, Judgment and Decision Making Seminar (May 2019)

ESADE Business School, Spain, Marketing Seminar (March 2019)

IESE Business School, Spain, Strategy Brown Bag (March 2019)

"I Run to be Fit, You Run for Fame: Leveraging Projection to Improve the Validity of Responses to Sensitive Consumption Motives"

University of Lugano, Switzerland, Marketing Seminar (March 2016)

University of Zurich, Switzerland, Management Seminar (December 2015)

University of Lausanne, Switzerland, Marketing Seminar (December 2015)

UCD Dublin, Ireland, Marketing Seminar (November 2015)

INSEAD Fontainebleau, France, Marketing Seminar (October 2015)

ESMT Berlin, Germany, Marketing Seminar (October 2015)

IESE Business School, Spain, Marketing Seminar (October 2015)

New York University, Marketing Brown Bag (March 2015).

University of Miami, Marketing Brown Bag (May 2014).

Panel Speaker "The Role of Consumer Insights for Business Growth," *Swiss-American Chamber of Commerce Young Professional Committee* and *Swissnex New York*, NY, USA (December 2014).

"Self-Regulation in High Ambition Contexts,"

New York University, Motivation Lab Brown Bag, Psychology Department (November 2014).

Keynote Speaker "Pricing under Pressure: How to Generate Revenue in the Present Context?,"

General Assembly, Private Selection Hotels, Arosa, Switzerland (April 2012).

CONFERENCE PRESENTATIONS (* indicates presenter)

Gloor, J.*, Bajet Mestre, E., Seong, M., Engeler, I., Brands, R. (2023, August 4-8). *Sports Networking: A Non-Traditional Path for More Gender Diversity in Leadership?*. Academy of Management (AOM) conference. Boston, USA.

Trupia, M. G., * & Engeler, I. (2023, July 6-8). *When the Unexpected Happens: How People Respond to Unbudgeted Time Savings*. European Association for Consumer Research (EACR) Conference. Amsterdam, Netherlands.

Giger, P., * Hofstetter, R., & Engeler, I. (2023, May 23-26). *Brand Prominence Fallacy: Evidence that Consumers React Harsher to Branded Content of Bigger Influencers*. European Marketing Academy (EMAC) Conference. Odense, Denmark.

Trupia, M. G., * & Engeler, I. (2022, November 10-13). *When the Unexpected Happens: How People Respond to Unbudgeted Time Savings*. Talk at Society for Judgment and Decision Making (SJDM) Conference. San Diego CA, USA.

Trupia, M. G., * & Engeler, I. (2022, October 20-23). *When the Unexpected Happens: How People Respond to Unbudgeted Time Savings*. Association for Consumer Research (ACR) Conference. Denver CO, USA.

Engeler, I.,* & Barasz, K. (2022, June 16-18). *Mix-and-Match vs. Head-to-Toe: How Brand Combinations Affect Observer Inferences and Trust*. INFORMS Society for Marketing Science (ISMS) Conference. Chicago, USA.

Trupia, M. G.,* & Engeler, I. (2022, March 3-5). *When the Unexpected Happens: How People Respond to Unbudgeted Time Savings*. Society for Consumer Psychology (SCP) Conference (virtual).

Trupia, M. G.,* & Engeler, I. (2022, February 17). *When the Unexpected Happens: How People Respond to Unbudgeted Time Savings*. Poster presented at the JDM Preconference of the Society for Personality and Social Psychology (SPSP) Conference. San Francisco, USA.

Trupia, M. G.,* Mogilner, C., & Engeler, I. (2022, February 10-12). *Stressed or Self-Important? Intentions vs Perceptions When Communicating Busyness*. Poster presented at the Society for Judgment and Decision Making (SJDM) Conference (virtual).

Trupia, M. G.,* Mogilner, C., & Engeler, I. (2021, May 25-28). *Stressed or Self-Important? Intentions vs Perceptions When Communicating Busyness*. European Marketing Academy (EMAC) Conference. Madrid, Spain (virtual).

Trupia, M. G.,* Mogilner, C., & Engeler, I. (2020, October 1-4). *Stressed or Self-Important? Intentions vs Perceptions When Communicating Busyness*. Association for Consumer Research (ACR) Conference. Paris, France (virtual).

- Engeler, I.,* & Barasz, K. (2019, July 5-7). *Mix-and-Match vs. Head-to-Toe: How Brand Combinations Affect Observer Inferences and Trust*. CBSIG Conference (AMA). Bern, Switzerland.
- Engeler, I.,* & Barasz, K. (2019, May 28-31). *Mix-and-Match vs. Head-to-Toe: How Brand Combinations Affect Observer Inferences and Trust*. European Marketing Academy (EMAC) Conference. Hamburg, Germany.
- Kapogli, E.,* Engeler, I., & Quoidbach, J. (2019, March 22). *Do Positive Emotions Always Lead to Increased Performance? Examining the Unexpected Benefits of Mixed Emotions*. Society for Affective Sciences (SAS) Annual Conference. Boston, USA.
- Engeler, I.,* & Häubl, G. (2018, November 16-19). *Miscalibration in Performance Prediction*. Poster presented at the Society for Judgment and Decision Making (SJDM). New Orleans, USA.
- Engeler, I.,* & Barasz, K. (2018, October 11-14). *Brand Fan(atic)s: When Excessive Brand Loyalty Sends the Wrong Signal*. Association for Consumer Research (ACR) Conference. Dallas, USA.
- Engeler, I.,* & Raghurir, P. (2016, November 18-21). *How Real is the Bias in Cross-Gender Judgments of Dating Behaviors: Do Men Really Overpredict Women's Sexual Intentions?* Poster presented at the Society for Judgment and Decision Making (SJDM). Boston, USA.
- Kettle, K.,* Häubl, G., & Engeler, I. (2016, June 9-11). *Performance-Enhancing Social Contexts: When Sharing Predictions About One's Performance Is Motivating*. Behavioural Decision Research in Management (BDRM) Conference. Toronto, Canada.
- Kettle, K.,* Häubl, G., & Engeler, I. (2016, February 25-27). *Performance-Enhancing Social Contexts: When Sharing Predictions About One's Performance Is Motivating*. Society for Consumer Psychology (SCP) Conference. St. Pete Beach, USA.
- Kettle, K.,* Häubl, G., & Engeler, I. (2015, October 1-4). *Sharing Predictions*. Association for Consumer Research (ACR) Conference. New Orleans, USA.
- Engeler, I.,* & Raghurir, P. (2015, June 25-27). *Leveraging Projection to Increase the Predictive Validity of Self-Reports: Four Experiments in the Domain of Consumption Motives*. Society for Consumer Psychology (SCP) International Conference. Vienna, Austria.
- Engeler, I.,* & Raghurir, P. (2015, February 26-28). *Leveraging Projection to Increase the Predictive Validity of Self-Reports: Four Experiments in the Domain of Consumption Motives*. Society for Consumer Psychology (SCP) Conference. Phoenix, USA.
- Engeler, I.,* & Raghurir, P. (2014, November 21-24). *I Purchase for Quality, Others for Status: Delineating, Attenuating, and Leveraging Biases in Comparative Self-Reports*. Society for Judgment and Decision Making (SJDM). Long Beach, USA.
- Engeler, I.,* & Raghurir, P. (2013, October 3-6). *I Run to be Fit, You Run for Fame: Context Effects Affecting Self-Positivity in Judgments on Consumption Motives and Emotions*. Association for Consumer Research (ACR) Conference. Chicago, USA.
- Engeler, I.,* & Laesser, C. (2013, June 4-6). *Consumers' Emotions about Getting a Discount and their Likelihood to Return at Regular Prices*. European Marketing Academy (EMAC) Conference. Istanbul, Turkey.
- Engeler, I.,* & Laesser, C. (2012, October 4-7). *Emotional Effects of Purchase Price-Reference*

Price Divergence. Association for Consumer Research (ACR) Conference. Vancouver, Canada.

Raghubir, P.,* Statman, M., & Engeler, I. (2012, June 29-July 1). *Personalities of Financial Products*. Society for Consumer Psychology (SCP) International Conference. Florence, Italy.

Raghubir, P.,* Engeler, I., & Statman, M. (2012, May 22-25). *The Interplay of Hope and Fear on Investment Choices*. European Marketing Academy (EMAC) Conference. Lisbon, Portugal.

Engeler, I.* (2009, May 24-26). *Consumers' Discrete Emotional Responses Towards Prices in the Service Context*. European Marketing Academy (EMAC) Doctoral Colloquium. Nantes, France.

Engeler, I.,* Laesser, C., Bieger, T., & Beritelli, P. (2009, May 26-29). *Predicting Online Travel Purchase: The Case of Switzerland*. European Marketing Academy (EMAC) Conference. Nantes, France.

Engeler, I.,* & Laesser, C. (2008, May 27-30). *Perceived Price Fairness of Price Discrimination in the Restaurant Industry: The Case of Switzerland*. European Marketing Academy (EMAC) Conference. Brighton, UK.

TEACHING

Teaching Interest

Consumer Psychology, Judgement and Decision Making, Marketing, Research Methods, Pricing and Price Psychology

Teaching Experience

University of Lausanne, Switzerland

Instructor, “*Strategic Marketing*” MSc core course, Fall 2022-present

Instructor, “*Experimental Design*” PhD course, Fall 2022-present

Instructor, “*Behavioral Insights*” MSc and PhD course elective, Spring 2023-present

Instructor, “*Digital Marketing and Transformation*” EMBA, Fall 2023-present

IESE Business School, Spain

Instructor, “*Marketing Management*” Full-time MBA, Barcelona, Fall 2016-2022

○ #1 (Europe) #1 (worldwide), Economist Full-time MBA Ranking (2021)

Instructor, “*Marketing Management*” GEMBA, NYC Campus, Spring 2019

○ #3 (Europe) #4 (worldwide), Financial Times GEMBA Ranking (2021)

Instructor, “*Marketing Management*” EMBA, Barcelona, Fall 2021

○ #1 (worldwide), Financial Times Exec Edu Ranking (2015-2020)

Instructor, “*Marketing Management*” Young Talent Program, Spring 2018-2022

Instructor, “*Marketing Management*” UIC Program, Fall 2018-2022

Instructor, “*Behavioral Insights*” PhD Seminar, Spring 2021-2022

University of St. Gallen, Switzerland

Guest Lecture, “*Behavioral Pricing*” Bachelor Course, Fall 2009.

Guest Seminar, “*Pricing and Customer Value*” Master Course, Fall 2008 and 2009

University of Applied Sciences Chur, Switzerland,

Guest Lecture, “*Behavioral Pricing*” Bachelor Course, Fall 2009

ADDITIONAL EDUCATION

Harvard Case Method Teaching Seminar, Part 1, May 2018
Seminars in Learning and Teaching in Higher Education, University of St. Gallen, 2008-2009
University of Michigan, USA, Regression II & Advanced Multivariate Statistics, Summer 2010
University of Essex, UK, Theory of Regression, Summer 2009

ACADEMIC SERVICE

Ad-hoc Reviewer

Journal of Consumer Psychology, 2018-present
Association for Consumer Research Conference, 2014-present
Society for Consumer Psychology Conference, 2015-present
European Marketing Academy Conference, 2014-present
Academy of Marketing Science Conference, 2016, 2018
Global Marketing Conference, 2014

PhD Student Advisor

Maria Giulia Trupia, IESE Business School (Placement: UCLA Postdoc 2022-2024)
recipient of the John A. Howard / AMA Doctoral Dissertation Award, honorable mention

- Advisor, 2018-2022
- Comprehensive exam and 2nd year paper committee, 2019
- Dissertation Proposal Committee, 2020
- Dissertation Defense Committee, 2022

Alim Yilmaz, IESE Business School

- Advisor, 2022-present

PhD Student Committee

Ewa Kochanowska, IESE Business School, Barcelona

- Comprehensive exam and 2nd year paper committee, 2019
- Dissertation Proposal Committee, 2020
- Dissertation Defense Committee, 2022

Eirini Kapogli, ESADE Business School, Barcelona

- MRes Master Thesis Committee, 2018
- Dissertation Proposal Committee, 2019

Joseph Korkames, IESE Business School, Barcelona

- Comprehensive exam and 2nd year paper committee, 2021

Sergio Pirla, UPF Universitat Pompeu Fabra, Barcelona

- Dissertation Defense Committee, 2022

Service to University of Lausanne

Commission Member, HEC Research Fund, 2022-present

Service to IESE Business School

Ph.D. Liaison, Marketing Department 2018-2022
Ph.D. Committee, IESE Business School, 2018-2022
Ph.D. Recruiting Committee, Marketing Department, 2018-2022
Faculty Recruiting Committee, Marketing Department, 2018, 2019
Organizer, Marketing Seminar Series, 2016-2022
Organizer, Internal Marketing Department Brown Bag, 2018-2022
Co-Initiator and Organizer, Experimental Research Group Meetings, 2017-2022
MBA Student Mentor, 2017-2022
Advisor, MBA Independent Study Project (ISP), 2019-2022
ANECA Accreditation Panel, 2019
AACSB Accreditation Panel, 2020
Speaker, Welcome Day of Incoming Faculty, 2019, 2020
Speaker, PhD Opening Day, 2018

Service to the University of St. Gallen

Co-Initiator and Organizer, Marketing Seminar Series, 2013-2016

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
Society for Consumer Psychology
Society for Personality and Social Psychology
Society for Judgment and Decision Making
European Marketing Academy
[Bejavioral](#)–The Barcelona Center for Behavioral Science
World Economic Forum (WEF), Expert Network
Spanish Ministry Accreditation (ANECA) as “personal docente e investigador” at Spanish Univ.

INDUSTRY EXPERIENCE

06–08/2008	Thomas Cook AG, Germany, Consulting Mandate “Pricing Strategy”
01–09/2005	Longines S.A. (Swatch Group), Switzerland, Marketing Internship
10/2000–03/2001 & 07/2001–09/2001	E-Sider.com (TradeDirect), Switzerland, Online Trading Internship

LANGUAGE

German, English, French, Spanish