

Luca Cian

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ACADEMIC AND EMPLOYMENT HISTORY

Assistant Professor, Marketing

University of Virginia, Darden School of Business (2015–Present)

Post-Doctoral Scholar, Marketing

University of Michigan, Ross School of Business (2012–2014)

Advisor: Aradhna Krishna

Ph.D., Psychology (Concentration: Organizational Psychology)

University of Verona, Italy (2008–2011), with two years (2010–2011) as a visiting Ph.D. student at the University of Michigan

Dissertation title: “Multisensory Sort: A New Method to Explore Organizational and Brand Image”

Dissertation chair: Sara Cervai (University of Trieste)

Dissertation outside commentator: Richard Bagozzi (University of Michigan)

BS/MS Dual Degree Program, Business and Institutional Communications

University of Trieste, Italy (2001–2007)

Thesis: “The Role of Brand Image in Service Quality Evaluation”

Perfect GPA score

HONORS AND AWARDS

Voted Faculty Marshal by Darden Class of 2017

Darden School of Business, University of Virginia (May 2017)

Top 10% of Authors on SSRN (by total new downloads within the last 12 months)

Social Science Research Network (SSRN)

Selected by Students (Section A) to Deliver the “Last Lecture”

Darden School of Business, University of Virginia (May 2017)

Nominated for the Outstanding Faculty Award

Darden School of Business, University of Virginia (April 2017)

Top 10% Teaching Evaluations of the School

Darden School of Business, University of Virginia (February 2016)

Top 11 Most Impactful Articles

In the leading marketing journals, selected by the *Marketing Science Institute* (November 2015)

Top 10 Most Downloaded Articles

of *Journal of Consumer Psychology* (September–December 2014)

Winner, Best Doctoral Dissertation Award

AIP-Italian Association of Psychology (Division of Organizational Psychology, 2011)

Italy's Selection of Best Young Researchers

Named by the CRUI (Council of Italian University Rectors), the CNR (Italian National Research Council), and Italian Minister of Youth (2011)

Winner, CooperInt Research Grant

The highest doctoral award offered by the University of Verona, Italy (2010)

Winner, Best University of Trieste's Graduates Award

University of Trieste, Italy (2008)

Summa Cum Laude with Highest Honors

University of Trieste, Italy (2007)

Winner, Spot School Award–International Advertising Competition

Spot School Award Foundation, Italy (2004)

RESEARCH

SELECTED JOURNAL PUBLICATIONS (PEER-REVIEWED)	8	Cian, Luca , "Verticality and Conceptual Metaphors: A Systematic Review," <i>Journal of the Association of Consumer Research</i> , forthcoming
	7	Krishna, Aradhna, Cian, Luca , and Aydinoglu, Nilufer Z (2017), "Sensory Aspects of Packaging Design," <i>Journal of Retailing</i> , March (1), 43-54 <ul style="list-style-type: none">• SSRN's Top Ten most downloaded papers in 8 different categories
	6	Krishna, Aradhna, Cian, Luca , and Sokolova, Tatiana (2016), "The Power of Sensory Marketing in Advertising," <i>Current Opinion in Psychology</i> , 10 (August): 142–147 <ul style="list-style-type: none">• Special issue on consumer behavior. Other authors in the issue include M. Norton, Z. Tormala, V. Patrick, C. Hsee, A. Labroo, C. Yoon, A. Fishbach, A. Reed II, G. Zauberaman, A. Galinsky, D. Rucker, D. Small, and C. Pechmann• SSRN's Top Ten most downloaded papers in 13 different categories• 3,500+ views on <i>Elsevier</i>

- 5 **Cian, Luca**, Krishna, Aradhna, and Schwarz, Norbert (2015), "Positioning Rationality and Emotion: Rationality Is Up and Emotion Is Down," *Journal of Consumer Research*, Vol. 42, pp. 632–651
 - 2,000+ reads on *ResearchGate*
 - The "Relevance of the Slogan" scale was republished in the *Marketing Scales Handbook*, Volume IX, Bruner, Gordon C. (Ed.)
 - SSRN's Top Ten most downloaded papers in 12 different categories
- 4 **Cian, Luca**, Krishna, Aradhna, and Elder, Ryan (2015), "A Sign of Things to Come: Increasing Desired Behavior through Dynamic Iconography," *Journal of Consumer Research*, Vol. 41, No. 6, pp. 1426–1446
 - Top 11 of most impactful articles, *Marketing Science Institute* (November 2015)
 - The "Vividness Scale" was republished in the *Marketing Scales Handbook*, Volume IX, Bruner, Gordon C. (Ed.)
 - SSRN's Top Ten most downloaded papers in 4 different categories
- 3 Aydinoglu, Nilufer Z., and **Cian, Luca** (2014), "Show Me the Product, Show Me the Model: Effect of Picture Type on Attitudes toward the Ad," *Journal of Consumer Psychology*
 - Top 10 of most downloaded articles of *Journal of Consumer Psychology* (September–December 2014)
 - SSRN's Top Ten most downloaded papers in 6 different categories
 - 4,000+ views on *ScienceDirect*
- 2 **Cian, Luca**, Krishna, Aradhna, and Elder, Ryan (2014), "This Logo Moves Me: Dynamic Imagery from Static Images," *Journal of Marketing Research*, Vol. 51, No. 2, pp. 184–197
 - The "Engagement Scale" was republished in the *Marketing Scales Handbook*, Volume IX, Bruner, Gordon C. (Ed.)
 - SSRN's Top Ten most downloaded papers in 3 different categories
- 1 **Cian, Luca** (2012), "A Comparative Analysis of Print Advertising Applying the Two Main Plastic Semiotics Schools: Barthes' and Greimas'," *Semiotica: Journal of the International Association for Semiotic Studies*, No. 190, pp. 57–79
 - Semiotica is an "A" journal in Semiotics
 - SSRN's Top Ten most downloaded papers in two categories

WORKING
PAPERS

- 1 **Cian, Luca**, Krishna, Aradhna, and Longoni, Chiara, "Communicating a Promise of Change: Visual Steps Enhance Process Imagery," under review at *Journal of Marketing Research*
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- BOOKS
- 1 **Cian, Luca** (Editor) (2011), "Comunicazione Liberata. Altri modi di comunicare e partecipare" [*Liberated Communication. Other ways to communicate and participate*]," Milan: Brioschi editore (ISBN: 978-88-95399-63-8)
-
- BOOK CHAPTERS (PEER-REVIEWED)
- 2 **Cian, Luca** (2016), "Alignment between Identity and Reputation." In *The SAGE Encyclopedia of Corporate Reputation*, Craig E. Carroll (Ed.), Thousand Oaks (CA): SAGE
 - 1 **Cian, Luca** (2015), "The Conceptual Effects of Verticality in Design." In *The Psychology of Design: Creating Consumer Desire*, Rajeev Batra, Colleen Seifert, and Diann Brei (Eds.), New York: Routledge, pp. 40–52
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- PRESENTATIONS AND TALKS -- ACADEMIC
- 27 **Cian, L., Krishna, A., Longoni, C.**, "Communicating a Promise of Change: Visual Steps Enhance Process Imagery," Association for Consumer Research (ACR), San Diego, CA (October 2017)
 - 26 Vanessa Patrick and Aparna Sundar, "Roundtable: Everyday Consumer Aesthetics," participants: **Cian, L.**, et al., Association for Consumer Research (ACR), San Diego, CA (October 2017)
 - 25 **Cian, L.**, "Dynamic and change imagery," University of Virginia, Department of Psychology, social psychology seminar speaker series, Charlottesville, VA (December 5, 2016)
 - 24 **Cian, L.**, "Dynamic and change imagery in marketing communication," Boston University's Questrom School of Business's seminar speaker series, Boston, MA (November 9, 2016)
 - 23 Krishna, A. and **Cian, L.**, "Perception Bias," Sensory Perception and Behavior Workshop, University of Michigan, Ann Arbor, MI (July 8, 2016)
 - 22 **Cian, L.** and Krishna, A., "Guiding Change Imagery: How Ease of Imagery Affects Credibility of Promised Change," Sensory Perception and Behavior Workshop, University of Michigan, Ann Arbor, MI (July 8, 2016)
 - 21 **Cian, L.**, "Dynamic Imagery and Representational Momentum" Sensory Perception and Behavior Workshop, University of Michigan, Ann Arbor, MI (July 7, 2016)
 - 20 **Cian, L.**, "Imagery of Change," Workshops McIntire School of Commerce, UVA, Charlottesville, VA (April 2016).
 - 19 **Cian, L.**, "Mental Imagery in Marketing Communication," Marketing Academic Research Colloquium (MARC), University of Maryland, Hyattsville, MD (May 6, 2016)

- 18 **Cian, L.**, “Mental Imagery and Sensory Marketing,” Research Brown Bag Series McIntire School of Commerce, November 2015
- 17 **Cian, L.** “Unexplored Sides of Mental Imagery,” Association for Consumer Research (ACR), Baltimore, MD (October 2014; **session co-chair**)
- 16 **Cian, L.** “Embodied Cognition: Up/Down, Left/Right,” Association for Consumer Research (ACR), Baltimore, MD (October 2014; **session chair**)
- 15 **Cian, L.**, “Dynamic Imagery and Its Downstream Effects on Consumer Behavior,” OFIL Presentation, Ross School of Business, University of Michigan, Ann Arbor, MI (September 2014)
- 14 **Cian, L.**, N. Schwarz, and A. Krishna, “The Conceptual Link between Physical Verticality and Rationality/Emotions,” SCP Advertising and Consumer Psychology Conference: The Psychology of Design, Ann Arbor, MI (May 2014)
- 13 **Cian, L.**, N. Schwarz, and A. Krishna, “Top or Bottom of the Screen? Vertical Position as a Representation of Rationality and Emotionality,” Society for Consumer Psychology (SCP), Miami, FL (March 2014)
- 12 **Cian, L.**, A. Krishna, and R. Elder, “The Evoked-Dynamism Effect: Dynamic Imagery from Static Brand Logos,” Society for Consumer Psychology (SCP), San Antonio, TX (March 2013)
- 11 **Cian, L.**, “The Metaphoric Link of Rationality With Up and Emotions with Down: Does It Affect Consumer Behavior?,” OFIL Presentation, Ross School of Business, University of Michigan, Ann Arbor, MI (November 2012)
- 10 **Cian, L.**, “The Implied-Dynamism Effect: Dynamic Imagery from Static Brand Logos,” OFIL Presentation, Ross School of Business, University of Michigan, Ann Arbor, MI (March 2012)
- 9 **Cian, L.**, Cervai, S., Fabbro, B.A., Borelli, M., “A model to evaluate the learning outcome and to achieve a certification of the competences in the vocational training,” presented at the European Congress of Work and Organisational Psychology (EAWOP) 2009, Santiago de Compostela, Spain, May 13th-16th 2009
- 8 **Cian, L.**, Cervai, S., Borelli, M., “New methods to investigate the symbolic part of the brand image,” presented at the European Congress of Work and Organisational Psychology (EAWOP) 2009, Santiago de Compostela, Spain, May 13th-16th 2009
- 7 Cervai, S., Borelli, M., **Cian, L.**, Concini, C., Fabbro, B.A., Giacomini, S., Lorenzon, G. Mottica, M., “Job re-design for blue collars with physical limitation,” presented at the European Congress of Work and Organisational Psychology (EAWOP) 2009, Santiago de Compostela, Spain, May 13th-16th 2009

- 6 Borelli, M., Cervai, S., **Cian, L.**, Concini, C., Fabbro, B.A., Giacomini, S., Lorenzon, G. Mottica, M., “Why can it be useful for Work Psychologists to apply Adaptive Randomization,” presented at the European Congress of Work and Organisational Psychology (EAWOP) 2009, Santiago de Compostela, Spain, May 13th-16th 2009
- 5 **Cian, L.**, Cervai, S., “Use of symbolic methods to explore the cognitive processes used by people to evaluate a sailing boat,” presented at XXIX International Congress of Psychology (ICP), Berlin, Germany, July 20th -25th 2008
- 4 Cervai, S., **Cian, L.**, Fabbro, B.A., “The assessment of the quality of the learning outcome in vocational courses,” presented at XXIX International Congress of Psychology (ICP), Berlin, Germany, Berlin, Germany, July 20th -25th 2008
- 3 Cervai, S., Fabbro, B.A., **Cian, L.**, Berlanga, A., “A theoretical model for the evaluation of the Quality of the Learning Outcome based on Expectation and Perception,” presented at XIII European Congress of Work and Organizational Psychology (EAWOP), Stockholm, Sweden, May 9th-12th 2007
- 2 Cervai, S., Fabbro, B.A., **Cian, L.**, Berlanga, A., “ExPerO: a model to evaluate the quality of the learning outcome based on expectation and perception,” presented at QiS- Quality in School Conference European Conference, Osnabruck, Germany, September 22th-23th 2006
- 1 Cervai, S., Fabbro, B.A., **Cian, L.**, Berlanga, A., “Un modello per la valutazione della qualità dell’esito formativo dei corsi IFTS basato su aspettative e percezioni,” [A model to evaluate the learning outcome quality of the VET courses based on expectations and perceptions], presented at the annual meeting of Italian work psychologists, Bari, July 2006

PRESENTATIONS
AND TALKS --
PRACTITIONER
AND
COMMUNITY

- 3 Anik, L., **Cian, L.**, “Hacking Darden’s Behavioral Lab,” HackCville, Charlottesville, VA, March 31, 2016
- 2 **Cian, L.**, “Sensory Marketing and Behavioral Change”, Meeting for Environmental Economy, Ravenna, Italy, 29 September 2010
- 1 Cervai, S., **Cian, L.**, Fabbro, B.A., “Research results achieved by the PsiQu (Psychology and Quality) group,” presented at FEST, Fair of Trieste’s Scientific Publishing, Trieste, Italy, May 17th–20th 2007

OTHER
RESEARCH
EXPERIENCE

Lab Manager of the Sensory Marketing Laboratory (Director: Aradhna Krishna)
University of Michigan-Ross School of Business, Ann Arbor (2012–present)

Member of the Social Cognition Laboratory (Director: Norbert Schwarz)
University of Michigan, Ann Arbor (2012–2014)

Co-Research Manager

“Expero2Eu” – European-funded project aimed at applying the “ExPerO” model in the European school system (2008–2010)

Economic value: €430,744 (\$624,664). Countries involved: Austria, Belgium, Denmark, Finland, Italy, Spain, Switzerland, and Turkey

- Exero2Eu was nominated as one of the “2008 Best Projects” by the European LLP Commission

Co-Research Manager

“ExPerO”–European-funded project aimed at the creation of a new standard of quality in the European school system (2005–2007)

Economic value: €570,555 (\$827,418). Countries involved: Italy, Slovenia, Spain, Lithuania, and Bulgaria

- ExPerO was recognized as a new European Standard of Quality

TEACHING

INSTRUCTOR

University of Virginia, Darden School of Business

- Consumer Behavior (MBA elective, Spring 2017–present)
Course evaluation : 4.91/5
- *Marketing* (MBA Core, Fall 2015–present)
Course evaluation (average): 4.88/5

University of Michigan, Ross School of Business

- *Marketing Management* (BBA Core, Spring 2013)
Course evaluation: 4.7/5

University of Trieste, Italy

- *Social Psychology* (Graduate Core, 2008)
Course evaluation: 10/10

PROFESSIONAL SERVICE

REVIEWING

Journal of Consumer Research

ACTIVITY

Journal of Consumer Psychology

Cognition

Journal of Marketing Research

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

American Marketing Association (AMA)

American Psychological Association (APA)

Italian Association of Psychology (AIP)

SERVICE TO THE SCHOOL

STUDENT MENTORING	University of Virginia, Darden School of Business <ul style="list-style-type: none">• Independent studies (2017-): Mentored four MBA students University of Michigan, Ross School of Business <ul style="list-style-type: none">• Undergraduate Research Opportunity Program (2012–2014): Primary advisor for ten undergraduate students University of Trieste, Italy <ul style="list-style-type: none">• Chair of five bachelor’s theses (2007–2008)• Co-chair of one bachelor’s thesis and one master’s thesis (2007–2008)
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SCHOOL COMMITTEES	University of Virginia, Darden School of Business <ul style="list-style-type: none">• Marketing faculty recruiting committee (2017)• Provided consultations for the Darden’s enterprise-wide brand strategy project (2016) University of Virginia <ul style="list-style-type: none">• The University of Virginia Consortium on Counter-Terrorism and National Security (CONASE)
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OTHER SERVICE	University of Virginia, Darden School of Business <ul style="list-style-type: none">• Judge for the E&J Gallo Case Competition (2017)• Invited professor to teach the “Intro to Writing Consumer Surveys” for FY Brand Challenge participants (2017)• Invited professor to teach the “Darden Case Experience” for Darden Parents and Family Weekend (2017)
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ENGAGEMENT WITH PRACTICING MANAGERS

CONSULTING ACTIVITY	ATO-Waste and Water Management Agency of Basilicata (2013) ARPA-Environmental Protection Agency of Friuli Venezia Giulia (2012) Electrolux (2009) Timavo Ship Supply (2006)
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EXECUTIVE EDUCATION	University of Virginia, Darden School of Business <ul style="list-style-type: none">• Executive teaching (Consumer Insights) for HWZ: International Management Program• Executive teaching (IDEO Case) for the Young Presidents’ Organization (YPO)
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OTHER

After my research on traffic signs (“A sign of Things to Come”), I have received calls from E.U. and Alaskan governments with an objective of changing their signs. The article also got extensive press—Interviewed by NPR; covered by *Psychological Science*, the *Atlantic*, Fast Company, *New York* magazine, the *Huffington Post*, etc.

OTHER SKILLS**SOFTWARE**

Adobe Suite; E-Prime; SPSS; Lisrel

LANGUAGES

Italian
Reading proficiency in Latin and ancient Greek
Basic skills in Portuguese and Spanish

SELECTED MEDIA COVERAGE

Interviews

- 61 *Retail Dive*, October 10, 2017 (“The definitive guide to generational marketing”)
 - 60 *The Darden Report*, May 5, 2017 (“UVA Darden Professor Offers Three Life Lessons in ‘Last Lecture’ for Class of 2017 Students”)
 - 59 *WalletHub*, April 11, 2017 (“2017’s Best Places to Celebrate Easter”)
 - 58 *USA Today*, March 08, 2017 (“Hey, You’re a Phony!': Imposter Fraud is Taking Off”)
 - 57 *UVA Today*, August 30, 2016 (“Why We Buy: Luca Cian Brings Psychology Insights to Darden’s Marketing Team”)
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Cian, Luca, Aradhna Krishna, and Norbert Schwarz (2015), “Positioning Rationality and Emotion: Rationality is Up and Emotion is Down,” *Journal of Consumer Research*, Vol. 42, pp. 632-651. Cited in:

- 56 KFVS 12 News, May 19, 2016
- 55 Fox 14 News, May 19, 2016
- 54 Scoop.it, May 19, 2016
- 53 LinkedIn, May 19, 2016
- 52 Marketing Discussion, May 8, 2016
- 51 Journal of Consumer Research Recent Issue Highlights
- 50 NZ Health Tec, March 26, 2016
- 49 SWOCC selection, March 10, 2016
- 48 Global News Connect, February 16, 2016
- 47 Imperial Valley News, January 24, 2016
- 46 10 Knot Stonker News, January 21, 2016
- 45 PHYS.org, January 20, 2016
- 44 Research Design Connection, January 7, 2016
- 43 The Environmental Design Research Association, January 7, 2016
- 42 Darden Ideas to Action, December 17, 2015

41 National Affairs, September 26, 2015

Cian, Luca, Aradhna Krishna and Ryan Elder (2015), "A Sign of Things to Come: Behavioral Change through Dynamic Iconography", *Journal of Consumer Research*, 41 (April), 2015. Cited in:

- 40 Corporate Visions, Summer 2015
- 39 Marriott Alumni Magazine, Summer 2015
- 38 Consumertraveler, May 26, 2015
- 37 UVA Today, March 31, 2015
- 36 BizEd, April 29, 2015
- 35 RGI, April 15, 2015
- 34 CityLab, April 08, 2015
- 33 AlphaGalileo, April 01, 2015
- 32 BrightSurf, April 01, 2015
- 31 ScienceNews Line, April 01, 2015
- 30 Psychological Science, March, 2015
- 29 EurekAlert!, March 31, 2015
- 28 LDS.org, March 26, 2015
- 27 NPR- Michigan Radio, March 9, 2015
- 26 Phys.org, March 14, 2015
- 25 BrainBlogger, March 7, 2015
- 24 Desert News, February 27, 2015
- 23 The Atlantic, February 27, 2015
- 22 FastCompany Design, February 26, 2015
- 21 University of Michigan News, February 26, 2015
- 20 The Telegraph, February 25, 2015
- 19 Traffic Technology Today, February 25, 2015
- 18 New York Magazine, February 25, 2015
- 17 The Huffington Post, February 24, 2015
- 16 Good4Utah, February 24, 2015
- 15 Brigham Young University News, February 23, 2015
- 14 Vitamin for Health, February 23, 2015
- 13 Medical Press, February 23, 2015
- 12 ScienceDaily, February 23, 2015
- 11 PBS, February 23, 2015

Cian, Luca, Aradhna Krishna, and Ryan Elder (2014), "This Logo Moves Me: Dynamic Imagery from Static Images," *Journal of Marketing Research*, Vol. 51, No. 2, pp. 184–197. Cited in:

- 10 Marketing Science Institute, July 7, 2014
- 9 HispanicAd, March 22, 2014
- 8 HighBeam research, March 6, 2014
- 7 Technology.org, March 6, 2014
- 6 Phys.org, March 6, 2014
- 5 CloudComputing, March 6, 2014
- 4 Michigan News, March 5, 2014

Aydinoglu, Nilufer Z., and Luca Cian (2014), "Show Me the Product, Show Me the

Model: Effect of Picture Type on Attitudes toward the Ad," *Journal of Consumer Psychology* , Vol. 24, No. 4, pp. 506–519. Cited in:

- 3 Cultivating Imperfection, November 30, 2014
- 2 SilverPop, September 25, 2014
- 1 Consumentenpsycholoog, September 15, 2014