

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

TEACHING

Voted Faculty Marshal by Darden Class of 2017

AWARDS

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

Selected by Section A Students to Deliver their “Last Lecture”

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

Outstanding Faculty Award (Nominated)

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)

RESEARCH
AWARDS

Top 10% of Authors on SSRN (by *all-time* downloads)

Social Science Research Network (SSRN) (May 2018)

Best Paper Award (Nominated)

Journal of Consumer Research (2018), for the paper "Positioning Rationality and Emotion: Rationality Is Up and Emotion Is Down"

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

Social Science Research Network (SSRN) (December 2017)

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)

Best Doctoral Dissertation Award (winner)

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)

CooperInt Research Grant (winner)

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

OTHER AWARDS
AND HONORS

Best University of Trieste's Graduates Award (winner)

University of Trieste, Italy (2008)

Summa Cum Laude with Highest Honors

University of Trieste, Italy (2007)

Spot School Award–International Advertising Competition (winner)

Spot School Award Foundation, Italy (2004)

RESEARCH

SELECTED JOURNAL PUBLICATIONS	8	Cian, Luca (2017), "Verticality and Conceptual Metaphors: A Systematic Review," <i>Journal of the Association of Consumer Research</i> , 2 (4): 444-459
(PEER- REVIEWED)	7	Krishna, Aradhna*, Cian, Luca* , and Aydinoglu, Nilufer Z* (2017), "Sensory Aspects of Package Design," <i>Journal of Retailing</i> , March (1), 43-54 <ul style="list-style-type: none">• 10,000+ views on ScienceDirect• SSRN's Top Ten most downloaded papers in 8 different categories

*=equal first
authorship

- 6 Krishna, Aradhna*, **Cian, Luca***, and Sokolova, Tatiana (2016), "The Power of Sensory Marketing in Advertising," *Current Opinion in Psychology*, 10 (August): 142–147
 - 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 *Elsevier*
- 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
 - Best Paper Award (nominated), by Journal of Consumer Research
 - 3,000+ 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		<p>Cian, Luca, Longoni, Chiara, and Krishna, Aradhna, "Communicating a Promise of Change: Visual Steps Enhance Process Imagery."</p> <p>Pandya, Sonal, Cian, Luca, and Venkatesan, Rajkumar, "Grocery Shopping for America: External vs. Internal Threats to National Identity."</p> <p>Davis, Derick and Cian, Luca, "Standing Helps Energetic Individuals Exert Self-Control."</p> <p>Kim, Tami, Anik, Lalin, Cian, Luca "Feedback as a Two-way Street: When and Why Rating Consumers Fails."</p> <p>Longoni, Chiara, Cian, Luca "Choice Reversibility and Mental Simulation"</p> <p>Bruno, Evan, Adams, Gabrielle, Kim, Tami, Cian, Luca, "Here's looking at me: examinations of videoconferencing participation and evaluation."</p>
BOOKS	1	Cian, Luca (Editor) (2011), "Comunicazione Liberata. Altri modi di comunicare e partecipare" [<i>Liberated Communication. Other ways to communicate and participate</i>]," Milan: Brioschi editore (ISBN: 978-88-95399-63-8)
BOOK CHAPTERS (PEER-REVIEWED)	2	Cian, Luca (2016), "Alignment between Identity and Reputation." In <i>The SAGE Encyclopedia of Corporate Reputation</i> , Craig E. Carroll (Ed.), Thousand Oaks (CA): SAGE
	1	Cian, Luca (2015), "The Conceptual Effects of Verticality in Design." In <i>The Psychology of Design: Creating Consumer Desire</i> , Rajeev Batra, Colleen Seifert, and Diann Brei (Eds.), New York: Routledge, pp. 40–52
PRESENTATIONS AND TALKS -- ACADEMIC	33	Cian, L. , Longoni, C., Krishna, A., "Imagery of Change," Association for Consumer Research (ACR), Dallas, TX (October 2018).
	32	Cian, L., Aesthetics: A Transformational Force Within Communities, ACR (Association for Consumer Research) invitation-only conference, Miami (August 22- 24 2018).
	31	Krishna, A., Cian, L. , Longoni, C., "Communicating a Promise of Change: Visual Steps Enhance Process Imagery," European Conference of the Association for Consumer Research (EACR), Ghent, Belgium (June 21-23, 2018)

- 30 **Cian, L.**, “Mental imagery in marketing communication,” C. T. Bauer College of Business - University of Houston’s seminar speaker series, Huston, TX (March 30, 2018)
- 29 **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)
- 28 Vanessa Patrick and Aparna Sundar, “Roundtable: Everyday Consumer Aesthetics,” participants: **Cian, L.**, et al., Association for Consumer Research (ACR), San Diego, CA (October 2017)
- 27 **Cian, L.**, “Dynamic and change imagery,” University of Virginia, Department of Psychology, social psychology seminar speaker series, Charlottesville, VA (December 5, 2016)
- 26 **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)
- 25 Krishna, A. and **Cian, L.**, “Perception Bias,” Sensory Perception and Behavior Workshop, University of Michigan, Ann Arbor, MI (July 8, 2016)
- 24 **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)
- 23 **Cian, L.**, “Dynamic Imagery and Representational Momentum” Sensory Perception and Behavior Workshop, University of Michigan, Ann Arbor, MI (July 7, 2016)
- 22 **Cian, L.**, “Imagery of Change,” Workshops McIntire School of Commerce, UVA, Charlottesville, VA (April 2016).
- 21 **Cian, L.**, “Mental Imagery in Marketing Communication,” Marketing Academic Research Colloquium (MARC), University of Maryland, Hyattsville, MD (May 6, 2016)
- 20 **Cian, L.**, “Mental Imagery and Sensory Marketing,” Research Brown Bag Series McIntire School of Commerce, November 2015
- 19 **Cian, L.**, “Unexplored Sides of Mental Imagery,” Association for Consumer Research (ACR), Baltimore, MD (October 2014; **session co-chair**)
- 18 **Cian, L.**, “Embodied Cognition: Up/Down, Left/Right,” Association for Consumer Research (ACR), Baltimore, MD (October 2014; **session chair**)

- 17 **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)
- 16 **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)
- 15 **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)
- 14 **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)
- 13 **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)
- 12 **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)
- 11 **Cian, L.**, “Sensory Marketing and Behavioral Change”, Meeting for Environmental Economy, Ravenna, Italy, 29 September 2010
- 10 **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
- 9 **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
- 8 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
- 7 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

- 6 **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
- 5 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
- 4 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
- 3 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
- 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

OTHER
RESEARCH
EXPERIENCE

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
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TEACHING

INSTRUCTOR

University of Virginia, Darden School of Business

- *Consumer Behavior* (MBA elective, Spring 2017–present)

Course evaluation (average): 4.96/5

- *Marketing* (MBA Core, Fall 2015–present)
Course evaluation (average): 4.94/5

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

TEACHING MATERIALS

CASES, TEACHING NOTES, AND TECHNICAL NOTES	13	<i>Uncharted Waters at Ventoso Ship Supply: A Sensory Marketing Dilemma.</i> <i>Teaching note</i> Jenny Craddock, Luca Cian, Aradhna Krishna, and Sara Cervai (2018) Case Teaching Note UVA-M-0959TN, Darden Business Publishing.
	12	<i>Uncharted Waters at Ventoso Ship Supply: A Sensory Marketing Dilemma (C)</i> Jenny Craddock, Luca Cian, Aradhna Krishna, and Sara Cervai (2018) Case UVA-M-0961, Darden Business Publishing.
	11	<i>Uncharted Waters at Ventoso Ship Supply: A Sensory Marketing Dilemma (B)</i> Jenny Craddock, Luca Cian, Aradhna Krishna, and Sara Cervai (2018) Case UVA-M-0960, Darden Business Publishing.
	10	<i>Uncharted Waters at Ventoso Ship Supply: A Sensory Marketing Dilemma (A)</i> Jenny Craddock, Luca Cian, Aradhna Krishna, and Sara Cervai (2018) Case UVA-M-0959, Darden Business Publishing.
	9	<i>Brand Activism</i> Jenny Craddock, Jeffrey P. Boichuk, Luca Cian, and Bidhan L. Parmar (2018). Technical Note UVA-M-0963, Darden Business Publishing.
	8	<i>Brand Activism at Starbucks – A Tall Order?</i> Jenny Craddock, Jeffrey P. Boichuk, Luca Cian, and Bidhan L. Parmar (2018). Case Teaching Note UVA-M-0964TN, Darden Business Publishing.
	7	<i>Brand Activism at Starbucks – A Tall Order?</i> Jenny Craddock, Jeffrey P. Boichuk, Luca Cian, and Bidhan L. Parmar (2018). Case UVA-M-0964, Darden Business Publishing.
	6	<i>Food Marketing.</i> Madeline Gibson; Luca Cian; and Jeff Boichuk (2018). Technical note M-0966, Darden Business Publishing.
	5	<i>Just: Positioned to Target Mainstream Tastes? Teaching Note.</i>

Madeline Gibson; Luca Cian; and Jeff Boichuk (2018).
Teaching note M-0956TN, Darden Business Publishing

- 4 *Just: Positioned to Target Mainstream Tastes? (B)*
Gerry Yemen, Jeff Boichuk, and Luca Cian (2018).
Case M-0957, Darden Business Publishing.
- 3 *Just: Positioned to Target Mainstream Tastes? (A)*
Gerry Yemen, Jeff Boichuk, and Luca Cian (2018).
Case M-0956, Darden Business Publishing.
2. *Aston Martin: The Crossover Conundrum (2018)*.
Jenny Craddock, L. J. Bourgeois III, Yiorgos Yiorgos Allayannis, Morela Hernandez,
Luca Cian, and Ulrich Bez.
Case Teaching Note UVA-S-0298TN1, Darden Business Publishing.
- 1 *Aston Martin: The Crossover Conundrum (2017)*.
Jenny Craddock, L. J. Bourgeois III, Yiorgos Yiorgos Allayannis, Morela Hernandez,
Luca Cian, and Ulrich Bez.
Case UVA-S-0298, Darden Business Publishing.

PROFESSIONAL SERVICE

REVIEWING ACTIVITY	<i>Journal of Consumer Research</i> <i>Journal of Consumer Psychology</i> <i>Journal of Marketing Research</i> <i>Cognition</i>
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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)
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SERVICE TO THE SCHOOL

STUDENT MENTORING	University of Virginia, Darden School of Business <ul style="list-style-type: none">• Independent studies (2016-): 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)
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	<ul style="list-style-type: none"> • Co-chair of one bachelor's thesis and one master's thesis (2007–2008)
SCHOOL	University of Virginia, Darden School of Business
COMMITTEES	<ul style="list-style-type: none"> • Marketing faculty recruiting committee (2017; 2018) • Marketing speaker series (2018 -)
	University of Virginia
	<ul style="list-style-type: none"> • UVa Library Committee

ENGAGEMENT WITH PRACTICING MANAGERS

CONSULTING	ATO-Waste and Water Management Agency of Basilicata (2013)
ACTIVITY	ARPA-Environmental Protection Agency of Friuli Venezia Giulia (2012)
	Electrolux (2009)
	Timavo Ship Supply (2006)
EXECUTIVE	University of Virginia, Darden School of Business
EDUCATION	<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)
SELECTED MEDIA	11 <i>The Washington Post</i> , January 28, 2018 ("Starbucks after Schultz: What will happen to activism?")
COVERAGE	10 <i>WalletHub</i> , April 11, 2017 ("2017's Best Places to Celebrate Easter")
	9 <i>USA Today</i> , March 08, 2017 ("Hey, You're a Phony!': Imposter Fraud is Taking Off")
	8 <i>Vox</i> , Sep 26, 2018 ("How marketers target your nose")
	7 <i>NPR- Michigan Radio</i> , March 9, 2015 ("Changes to road signs could make drivers pay more attention")
	6 <i>The Atlantic</i> , February 27, 2015 ("To Make Roads Safe, Make Them Feel Dangerous")
	5 <i>FastCompany Design</i> , February 26, 2015 ("What Traffic Signs Get Wrong (And How To Fix Them)")
	4 <i>The Telegraph</i> , February 25, 2015 ("Running road signs could boost safety")
	3 <i>New York Magazine</i> , February 25, 2015 ("How to Get People to Stop Ignoring Traffic Signs")
	2 <i>The Huffington Post</i> , February 24, 2015 ("Simple Change To Familiar Road Signs Might Save Countless Lives")
	1 <i>PBS</i> , February 23, 2015 ("How the Michael Bay approach to road signs can reduce auto accidents")