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”)

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

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

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


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