

Maria Langlois

ACADEMIC POSITIONS

Cox School of Business, Southern Methodist University, Dallas, Texas

- Assistant Professor of Marketing, 2022-present.

EDUCATION

- Ph.D.** INSEAD, *Marketing, Consumer Behavior* (2022)
- M.S.** INSEAD, *Management* (2019)
- M.S.** Université Paris I Panthéon-Sorbonne & Paris V Descartes, *Behavioral Economics* (2017)
- B.S.** The University of Texas at Austin, *Psychology* (2013)
- B.A.** The University of Texas at Austin, *Sociology* (2013)

RESEARCH INTERESTS

- Consumer behavior, judgment and decision-making, perception, consumer health and finances, sustainability, retailing and sales strategy, brand management, behavioral pricing, consumer-brand relationships

RESEARCH IN PROGRESS

- Maria Langlois and Alix Barasch. “Addictive Ad Aversion: The Backfiring Effects of Marketing Foods as Addictive Substances.” *In preparation for submission at the Journal of Marketing Research (Fall 2025)*.
- Maria Langlois and Matthew Fisher. “Paying for Success: Consumer Preferences for Outcome-Based Pricing.” *In preparation for submission at the Journal of the Academy of Marketing Science (Fall 2025)*.
- Pierre Chandon, Andde Indaburu, and Maria Langlois. “Perceptual Segmentation: Promoting Smaller Food Portions by Increasing Numerosity and Surface Area” *Working paper*.
- Risha Gidwani and Maria Langlois. “Improving Health Insurance Plan Selection: Developing and Testing Behavioral Decision Aids to Optimize Health and Financial Outcomes.” *Decision aid under development; pilot testing forthcoming*.

JOURNAL PUBLICATIONS

- Maria Langlois and Pierre Chandon. “Experiencing Nature Leads to Healthier Food Choices.” *Communications Psychology*, 2024.
 - Selected for Nature’s “Behavioural Change and Health” collection
<https://www.nature.com/collections/jdgbjchca>
 - 15th most downloaded article of 2024 in the journal
<https://www.nature.com/collections/ajahfeabci>
- Maria Langlois and Pierre Chandon. “Inequality, Stress, and Obesity: Socioeconomic Disparities in the Short- and Long-Term Effects of the Covid-19 Pandemic.” *The Journal of the Association for Consumer Research (JACR)*, 2023.

SELECTED INVITED TALKS

- Oxford University Centre for Corporate Reputation, *Corporate Reputation Symposium*: “Addictive Ad Aversion: The Backfiring Effects of Marketing Foods as Addictive Substances”, August 2025.
- Paris School of Economics, *10th Anniversary Economics & Psychology Workshop*: “Food Marketing Strategies to Align Health and Business Goals”, June 2023.
- Journal of the Association for Consumer Research, *Panelist on The Pandemic Transformed Economy*: “Inequality, Stress, and Obesity: Socioeconomic Disparities in the Short- and Long-Term Effects of the Covid-19 Pandemic.”, April 2023.

SELECTED MEDIA MENTIONS

- Medium, Brain Labs: *Unraveling the Link Between Socioeconomic Status and Obesity*
<https://medium.com/brain-labs/unraveling-the-link-between-socioeconomic-status-and-obesity-7d1521760022>
- Scienmag: *Nature's nudge: Study shows green views lead to healthier food choices*
<https://scienmag.com/natures-nudge-study-shows-green-views-lead-to-healthier-food-choices/>
- Runner's World España: *Más allá del gasto de calorías: así ayuda también caminar a perder peso eficazmente*
<https://www.runnersworld.com/es/nutricion-deportiva/a60934367/como-ayuda-caminar-perder-peso/>
- Les Echos: *Côtoyer la nature pour mieux vivre et manger*
<https://www.lesechos.fr/weekend/perso/cotoyer-la-nature-pour-mieux-vivre-et-manger-2129201>

CONFERENCE PRESENTATIONS

Paying for Success: Consumer Preferences for Outcome-Based Pricing

- Selected talk at the *Frontiers in Service Conference, 2025*.

Addictive Ad Aversion: The Backfiring Effects of Marketing Foods as Addictive Substances

- Selected talk at the *SCP Boutique Conference: Marketing for Social Impact, 2024*.
- Lightning talk at the *UBC Sauder Conference: Behavioural Insights into Business for Social Good, 2024*.
- Competitive paper at the *Association for Consumer Research Conference, 2023*.

Healthy by Nature: How Exposure to the Natural Environment Enhances Feelings of Connectedness and Body Appreciation, leading to Healthy Dietary Choice Decisions.

- Competitive paper at the *AMA Marketing & Public Policy Conference, 2022*.
- Selected talk at the *East Coast Doctoral Conference, 2022*.
- Competitive paper at the *Society for Consumer Psychology Conference, 2022*.
- Poster presentation at the *Society for Judgment and Decision Making Conference, 2022*.

Inequality, Stress, and Obesity: Socioeconomic Disparities in the Short- and Long-Term Effects of the COVID-19 Pandemic.

- Selected talk at the *COVID-19 symposium, Society for Personality and Social Psychology, 2022*.
- Special session (chair) at the *Association for Consumer Research Conference, 2021*.
- Poster presentation at the *Society for Consumer Psychology Conference, 2021*.

Cutting your Cake and Having More of it: A Discretization Account of the Effects of Partitioning on Quantity Perceptions.

- Special session at the *Association for Consumer Research Conference, 2022*.

TEACHING EXPERIENCE

- Professor — Foundations of Marketing, Cox School of Business, Southern Methodist University, Spring 2025, Spring 2024, Spring 2023.
 - Spring 2024, MKTG 3340-002 evaluations: 4.67/5.00
 - Spring 2024, MKTG 3340-007 evaluations: 4.71/5.00
- Invited Teaching Faculty — Danone Specialized Nutrition Executive Board Program (with Marc Le Menestrel), INSEAD, Fall 2021.
- Instructor — Online Experiments and Qualtrics workshop for PhD students, INSEAD, Fall 2021.
- TA — Brand Management course for MBA students (with Pierre Chandon), INSEAD, Fall and Spring 2020.
- TA — Business and Society: Public Policy simulation exercise for MBA students (with Alexandra Roulet), INSEAD, Fall 2020.
- Instructor — Online Experiments and Qualtrics workshop for PhD students, INSEAD, Spring 2020.
- TA — Business and Society: Ethics course for MBA students (with Craig Smith), INSEAD, Fall 2018.
- TA — The Body Business course for MBA students (with Pierre Chandon), INSEAD, Spring 2018.

ACADEMIC SERVICE

Society for Judgment and Decision Making

- SJDM Conference Reviewer, *November 2024*.

Association for Consumer Research

- ACR Conference Reviewer, *April 2024* and *April 2025*.

Houston Livestock Show and Rodeo

- Scholarship judge, *April 2024*.

Southern Methodist University

- Research seminar organizer for the *Department of Marketing, Cox School of Business, August 2024 - May 2025*.
- Undergraduate research assistant supervisor for *First Year Research Experience (FYRE) Program (with Ariadne Aramayo), August 2024 - May 2025*.
<https://blog.smu.edu/saes/2024/08/30/oel-launches-pilot-program-first-year-research-experience-fyre/>
- Faculty panelist for *MKTG 6231: Social Impact Marketing (with Maddy Kulkarni), April 2023*.
- Faculty panelist for *HDEV 1211: Success Strategies (with Haemin Kim-Breunig), February 2023*.
- Strategic Structure for Collaboration at *Master of Arts in Design and Innovation, September 2022*.

HONORS AND AWARDS

Sam Taylor Fellowship Award, 2023

- General Board of Higher Education and Ministry

AMA-Sheth Foundation Doctoral Consortium Fellow, 2022

- Selected Doctoral Candidate for INSEAD

Intellectual Entrepreneurship Pre-Graduate Scholar at *The University of Texas at Austin*, 2013

- Undergraduate honors program and research fellowship

Most Cooperative Award, at *College Houses Cooperatives*, 2012

- Distinguished as the director of Nueces co-op

Sierra team cyclist, at *Texas 4000 for Cancer*, 2011

- Cycled from Austin, TX to Anchorage, AK to raise money for cancer research
- Developed innovative fundraising efforts for the cause, personally raising over \$4,500
- Secured food donations from large retailers for the 70-day bike ride

Distinguished Rower Award, at *The University of Texas at Austin*, 2010

- Awarded and recognized by the *Texas Crew Rowing Team*

Metropolitan Academic Scholarship Award, 2009-2013

- 4-year merit-based scholarship awarded by the *Houston Livestock Show and Rodeo*
- Funding for undergraduate studies at *The University of Texas at Austin*

DISSERTATION COMMITTEE

Pierre Chandon	Professor of Marketing (<i>Dissertation Chair</i>)	INSEAD	pierre.chandon@insead.edu
Alixandra Barasch	Associate Professor of Marketing	University of Colorado	alix.barasch@colorado.edu
Amitava Chattopadhyay	Professor of Marketing	INSEAD	amitava.chattopadhyay@insead.edu
Manoj Thomas	Professor of Marketing	Cornell University	manojthomas@cornell.edu

AFFILIATIONS

- Association for Consumer Research (ACR)
- Society for Consumer Psychology (SCP)
- American Marketing Association (AMA)
- Society for Judgment and Decision Making (SJDM)

PREVIOUS EMPLOYMENT AND SERVICE

Epic Systems , Madison, WI <i>Healthcare software company</i>	Project Manager (2014-2015)
North American Students of Cooperation , Chicago, IL <i>Alliance of group-equity housing cooperatives</i>	Board of Directors (2013-2014)
The University of Texas at Austin , Austin, TX <i>Campus Environmental Center</i>	Outreach Coordinator (2013)
College Houses Cooperatives , Austin, TX <i>Affordable housing non-profit organization</i>	Board of Directors (2011-2013)
Project Vote Smart , Austin, TX <i>Non-profit, non-partisan research organization</i>	Legislative Research Intern (2012)
Texas 4000 for Cancer , Austin, TX <i>The World's Longest Annual Charity Bike Ride</i>	Business Development Committee (2011)
The University of Texas at Austin , Austin, TX <i>The Population Research Center</i>	Research Assistant (2011)

BACKGROUND AND PERSONAL INTERESTS

- Nationality: U.S. Citizen
- Languages: English (native), French (fluent)
- Hobbies: hiking, traveling, cycling, listening to podcasts & audiobooks, and all things related to food