

2024

Tito L. H. Grillo

Assistant Professor

University of Alberta—Alberta School of Business

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EDUCATION

University of Texas at Austin, *Marketing PhD*

Universidade Federal do Rio Grande do Sul, *Marketing DBA*

RESEARCH INTEREST

Theoretical topics:

- Adaptive Behavior;
- Memory and Learning;
- Risk-Taking;
- Attitudes and Persuasion.

Practical topics (aka contexts where I apply theories):

- Financial Decisions;
- Information Consumption;
- Marketing Communication.

I tend to see consumer behavior as the interplay between things consumers learned while growing up, things that (as humans) consumers are hardwired to do, and the stimuli they find while navigating our modern world. In general, behavioral tendencies are very functional—we systematically adopt behaviors that have been rewarded while we were growing up, and our most fundamental natural tendencies tend to exist because they helped our ancestors survive. The twist is that many of the modern world stimuli (e.g., money, technology) are not part of consumers' early life experiences, and certainly were not part of the lives of our ancestors. My research tries to understand what happens when old learned and “programmed” tendencies meet these new stimuli.

CURRENT DOCTORAL STUDENTS

- Shuhan Yang (3rd year, co-supervised with Dr. Jennifer Argo)
- Erika Polishchuk (starting 2024, co-supervised with Dr. Jennifer Argo)

PUBLICATIONS

- **Grillo, Tito L. H.** & Ward, Adrian F. (2022). How Childhood Adversity Shapes Susceptibility to COVID-19 Scams. *Journal of the Association for Consumer Research*, 7(1), 54-62 Article DOI: <https://doi.org/10.1086/711833>
- Fisher, Matthew; Smiley, Adam; & **Tito L. H. Grillo** (2021). Information without Knowledge: The Effects of Internet Search on Learning. *Memory*, 30(4), 375-387 Article DOI: <https://doi.org/10.1080/09658211.2021.1882501>

- **Grillo, Tito L. H.** & Pizzutti, Cristiane (2021). Recognizing and Trusting Persuasion Agents: Attitudes Bias Trustworthiness Judgments, but not Persuasion Detection. *Personality and Social Psychology Bulletin*, 47(5), 796-809 Article DOI: <https://doi.org/10.1177/0146167220946197> Selected Media Coverage: “Trust Me, I’m an Expert.” Psychology Today. Link: <https://www.psychologytoday.com/ca/blog/empathy/202009/trust-me-im-expert>

MANUSCRIPTS PIPELINE

- Yang, Shuhan*; **Grillo, Tito L. H.***; Argo, Jennifer. Stress Increases Consumers’ Design Preferences for Minimalist Aesthetics. Under review (invited resubmission), *Journal of Consumer Research*.^u
- **Grillo, Tito L. H.**; Yang, Shuhan & Ward, Adrian F. Fairness Revisionism: Reducing Discrimination for the Future Reduces Perceived Unfairness in the Past. Second round, *Journal of Experimental Social Psychology*.^u
- **Grillo, Tito L. H.** & Moore, Sarah. Untitled paper about how early life SES moderates effects of self-construal manipulations. Second round, *Journal of Consumer Research*.
- **Grillo, Tito L. H.**; Henderson, Ty & Ward, Adrian F. Survival and Surplus Mindsets: A Resource Management Perspective on Early Life Socioeconomic Conditions and Lifelong Risk Preferences. Second round, *Personality and Social Psychology Review*. Latest version: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4190692
- **Grillo, Tito L. H.**; Henderson, Ty & Ward, Adrian F. Habituation to threats in sustained periods of crisis: Lessons from risk perceptions throughout the COVID-19 pandemic. In preparation for submission for *Journal of Risk and Uncertainty*.
- Ward, Adrian F.; **Grillo, Tito L. H.** & Fernbach, Phillip. Confidence without Competence: Online Financial Search and Consumer Financial Decision-Making. In preparation for submission for *Journal of Experimental Psychology: General*. Latest version: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4131784 Selected Media Coverage: “The internet is making you a worse investor.” MarketWatch. Link: <https://www.marketwatch.com/story/the-internet-is-making-you-a-worse-investor-11665159851>
- **Grillo, Tito L. H.**; Henderson, Ty & Ward, Adrian F. Short-Lived Responses to Long-Lasting Threats: Privileged Upbringings Predict More Risk-Taking in Times of Crises, Except when Crises Feel Novel. In preparation for submission for *Journal of Experimental Psychology: General*.
- Grappe, Cindy; **Grillo, Tito L. H.**; Argo, Jennifer; Moore, Sarah. Untitled project on how the presence of environmental messages from the government versus brand in product advertisements shape brand perceptions. Data collection stage (Pilots complete).^u

- Yang, Shuhan; **Grillo, Tito L. H.**; Argo, Jennifer. Bittersweet success: Negative stereotypes underlie consumers' perceived high competence for stigmatized frontline workers. Data collection stage (Pilots complete). Submitted as grant proposal for SSHRC IDG.^u
- Yang, Shuhan; **Grillo, Tito L. H.**; Argo, Jennifer. How Categorical and Spectrum Thinking Shapes Consumers' Preferences For Products and People Associated With Mental Health Conditions. Data collection stage (Pilots complete). Intended as part of an upcoming SSHRC IG grant proposal.^u
- Yang, Shuhan; **Grillo, Tito L. H.**; Argo, Jennifer. Untitled project about the language used in advertisements for products adapted for consumers with physical disabilities. Idea development stage. Intended as part of an upcoming SSHRC IG grant proposal.^u

*shared first authorship, ^u work with PhD student(s)

RESEARCH PRESENTATIONS

- Yang, Shuhan & **Grillo, Tito L. H.** Life Stress Shapes Aesthetic Preferences: The Case of Minimalist Design (2024). Paper presented at the conference of the *Society for Consumer Psychology*, Nashville, TN, USA.
- Yang, Shuhan & **Grillo, Tito L. H.** Life Stress Shapes Aesthetic Preferences: The Case of Minimalist Design (2023). Paper presented at the conference of the *Association for Consumer Research*, Seattle, WA, USA.
- **Grillo, Tito L. H.**; Henderson, Ty; & Ward, Adrian F. (2023) Habituation to threats in sustained periods of crisis: Lessons from risk perceptions throughout the COVID-19 pandemic. Paper presented at the European conference of the Association for Consumer Research, Amsterdam, Netherlands.*
- **Grillo, Tito L. H.** and Adrian F. Ward (2022). Survival and Surplus Mindsets: How Early Life Socioeconomic Conditions Shape Risky Behaviors During COVID-19. Paper presented at the conference of the *Society for Consumer Psychology*, Virtual Conference. *
- **Grillo, Tito L. H.**, Pizzutti, Cristiane, and Adrian F. Ward (2020). The Effect of Google-Induced Confidence on Consumption Experiences. Paper presented at the conference of the *Association for Consumer Research*, Virtual Conference.*
- **Grillo, Tito L. H.**, Pizzutti, Cristiane, and Adrian F. Ward (2020). Googled-Induced Confidence in Decision Skills Changes Experiences. Paper presented at the conference of the *Society for Consumer Psychology*, Huntington Beach, LA, USA.*
- Ward, Adrian F., **Grillo, Tito L. H.**, and Phillip Fernbach (2019). From Novice to Know-it-All: Online Financial Search and Financial (Over)Confidence. Paper presented at the *Boulder Summer Conference on Consumer Financial Decision Making*, Boulder, CO, USA.

- Ward, Adrian F., **Grillo, Tito L. H.**, and Phillip Fernbach (2018). From Novice to Know-it-All: How Google-Based Financial Learning Affects Financial Confidence and Decisions. Paper presented at the conference of the *Association for Consumer Research*, Dallas, TX, USA.*
- **Grillo, Tito L. H.** and Adrian F. Ward (2018). Google-Induced Confidence Improves Experiences. Paper presented at the annual conference of the *Society for Personality and Social Psychology*, Atlanta, GA, USA.*

*presenter

CONFERENCE SESSIONS ORGANIZED/CHAired

- Cognitive Influences on Consumption Experiences (with Adrian F. Ward). Session held at the conference of the *Association of Consumer Research*, 2020.
- Financial Decisions in the Information Age (with Adrian F. Ward). Session held at the conference of the *Association of Consumer Research*, 2018.

DISCUSSANT

- **Grillo, Tito L. H.**, Discussant of “‘It’s Cute, but no that Useful’: Cute Product Design Influences Instrumentality Perceptions, Preference, and Choice” by Lei Jia (The Ohio State University), presented at the *Haring Symposium* at Indiana University Bloomington (2019).

PEER-REVIEW SERVICES

- International Journal of Consumer Studies (2024)
- Journal of Consumer Research (2023-present)
- International Journal of Research in Marketing (2022-present)

GRANTS AND FELLOWSHIPS

- EFF-SAS, University of Alberta (2022-2023, 2023-2024)
- University College Continuing Fellowship (2020-2022);
- McCombs School of Business Fellowship (2018-2021);
- McCombs School of Business Research Scholarship (2017-2021);
- The Eugene & Dora Bonham Memorial Fund Scholarship (2018-2019);
- McCombs School of Business Recruitment Fellowship (2017-2019);
- Fulbright & CAPES Research Grant (2016-2017);
- CAPES Fellowship (Brazil) (2014-2016);

TEACHING

Upcoming

2025 – Winter Semester: Marketing Analytics (undergraduate level) and Research Methodology in Marketing (PhD level). Spring Semester: Advanced Marketing Analytics (undergraduate level).

Ongoing

2024 – Winter Semester: Marketing Analytics (undergraduate level). Spring Semester: Advanced Marketing Analytics (undergraduate level).

Past

2023 – Winter Semester: Marketing Analytics (undergraduate level), University of Alberta
Instructor evaluation medians: 4.9 (Session 1) and 4.8 (Session 2).

Selected comments from students:

- *Tito's teaching style and coursework blew my expectations out of the water. He made a mostly boring subject very engaging and enjoyable. He always was fair and treated his students with upmost respect. For a newer professor, he is one of the best I had during my years at UofA.*
- *Tito makes learning marketing analytics very exciting. He is obviously passionate about the subject and cares about students and is willing to go above and beyond to help them.*
- *Tito is the GOAT! The lectures are really interesting and formatted well. One of my favourite classes to date!*
- *The quality of this course was fantastic! Tito is a great professor and made the class interesting and was very knowledgeable!*
- *Speak a little slower hahah*

2023 – Spring Semester: Marketing Analytics (6-week course; undergraduate level), University of Alberta

Instructor evaluation median: 4.8.

Selected comments from students:

- *All I wanted to say is thanks a lot for the great job you've done teaching the material in a short amount of time. I liked how you created a chill learning environment in class where people aren't scared of asking questions. I personally felt at ease in your class and I think most students did.*