

2022

Tito L. H. Grillo

Assistant Professor (2022-present)
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EDUCATION

University of Texas at Austin, *Marketing PhD* (2022)
Universidade Federal do Rio Grande do Sul, *Marketing DBA* (2018)
University of Texas at Austin, *Fulbright Visiting Student* (2017)
Pontifícia Universidade Católica do Rio Grande do Sul, *Marketing MS* (2014)

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.

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>

MANUSCRIPTS PIPELINE

- Ward, Adrian F.; **Grillo, Tito L. H.**; & Fernbach, Phillip. Confidence without Competence: Online Financial Search and Consumer Financial Decision-Making. Second round, *Journal of Consumer Research*.
Latest version: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4131784
- **Grillo, Tito L. H.**; Pizzutti, Cristiane; & Ward, Adrian F. Googled-Induced Confidence in Decision Skills and its Effect on Consumption Experiences. Manuscript in preparation, in preparation for *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. Manuscript in preparation for the *Personality and Social Psychology Review*.
- **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. Manuscript in preparation for *Journal of Consumer Research*.
- **Grillo, Tito L. H.**; Irwin, Julie. Confidence-based openness: Confidence in one's own knowledge predicts greater perceived opinion convergence with others' opinions. Manuscript in preparation for *Nature Human Behavior*.

WORK IN PROGRESS (SELECTED)

- The geographic scale (domestic vs. national) of wealth redistribution moderates the relationship between social class and redistribution endorsement—with Yan Vieites.
- Habituation to chronic threats in the environment—with Adrian F. Ward and Ty Henderson.
- Thrifty people are willing to pay more for products associated with special occasions.
- Consumer neophilia.

RESEARCH PRESENTATIONS

- **Grillo, Tito L. H.** and Adrian F. Ward (2022). Survival and Surplus Mindsets: How Early Life Socioeconomic Conditions Shape Risky Behaviors During COVID-19. *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 winter 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 winter 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).

GRANTS AND FELLOWSHIPS

- 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);
- National Council for Scientific and Technological Development Grant (Brazil), Research grant with Cristiane Pizzutti dos Santos (2014);
- National Council for Scientific and Technological Development (Brazil), DTI B fellowship, (2012).

TEACHING

Upcoming:

2023, Winter Semester: Marketing Analytics (undergraduate level), University of Alberta

2023, Summer Semester: Marketing Analytics (undergraduate level), University of Alberta

OTHER ACTIVITIES AND EXPERIENCES

- Researcher/consultant, Pontifícia Universidade Católica do Rio Grande do Sul (2012-2014). Worked as a researcher and consultant for the university's Center for Innovation Management. My main role was to conduct research with start-ups and provide support to their innovation processes.
- Arts exhibition assistant producer, 8th Mercosul Biennial (2011-2012). Yes! For a while I was involved in putting together one of South America's largest visual arts events! My job was basically to make the curators' and artists' visions come true inside the museum while staying within budget (very hard!) and making sure we don't destroy the museum in the process (very important!).