

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 interests

I tend to see consumer behavior as the interplay between things people learned while growing up, things humans 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—such as money, technology, political discussions, and social tensions—were neither part of people’s formative experiences nor the lives of our ancestors. I try to understand what happens when early-learned and “primitive” tendencies confront modern, “grown-up” challenges.

Substantive interests

The modern world sucks!!! People worldwide face brutal battles every day, from poverty to discrimination to political tensions. I am interested in understanding these battles, how people navigate them, and how they impact people.

CURRENT DOCTORAL STUDENTS

- Shuhan Yang (4th year, co-supervised with Dr. Jennifer Argo)
- Erika Polishchuk (1st year, co-supervised with Dr. Jennifer Argo)

PUBLICATIONS

- Grillo, **Tito L. H.**; Yang, Shuhan; & Adrian F. Ward. (2024) Fairness revisionism: Reducing discrimination for the future reduces perceived unfairness in the past. *Journal of Experimental Social Psychology*. Volume 115, 104671. Article DOI: <https://doi.org/10.1016/j.jesp.2024.104671> ^μ
- **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>

^μ work with PhD student(s)

MANUSCRIPTS PIPELINE (SELECTED)

- Yang, Shuhan*; **Grillo, Tito L.H.***; Argo, Jennifer. Stress Increases Consumers' Design Preferences for Minimalist Aesthetics. Second round, *Journal of Consumer Research*. ^μ
- **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
- 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; Vieites, Yan; Abott, Paige; & Ward, Adrian F. Ideologically Self-Interested: Why The Left and the Right Don't Disagree About Wealth Redistribution For The World As They Do For Their Own Countries.
In preparation for *Nature Human Behavior*. ^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).
Target journal: TBD ^u

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

RESEARCH PRESENTATIONS

- Yang, Shuhan & **Grillo, Tito L. H.** (2024). Life Stress Shapes Aesthetic Preferences: The Case of Minimalist Design. Paper presented at the conference of the *Society for Consumer Psychology*, Nashville, TN, USA.
- Yang, Shuhan & **Grillo, Tito L. H.** (2023.) Life Stress Shapes Aesthetic Preferences: The Case of Minimalist Design. 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 not 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)

Research Methodology in Marketing (PhD level)

2025 – Spring Semester:

Advanced Marketing Analytics (undergraduate level)

Past

2024 – Winter Semester:

Marketing Analytics (undergraduate level), University of Alberta.

Instructor evaluation scores: 4.5/5 (Session 1) and 4.7/5 (Session 2).

Nominated for the Donald and Margaret MacKenzie Distinguished Teaching Award

Winner not announced yet ✨ (<) ✨

Selected comments from students:

- *One of the best courses I have ever taken in Uni.*
- *Phenomenal teaching! One of the best & most comprehensive courses I've taken!*
- *this class was always a great environment and I always enjoyed going to it. I have never made so many friends in a class, I liked how we would always be required to have a new group randomly created. This pushed us to work with other people we wouldn't normally work with. The prof and the TAs were always really happy to help.*
- **ONE OF THE MOST AMAZING INSTRUCTORS IN UOFA.**

2024 – Spring Semester:

Advanced Marketing Analytics (undergraduate level).

Small lab-based course--no instructor evaluation scores provided.

Selected comments from students:

- *Overall, I absolutely loved the course. I came into it with a strong enthusiasm for learning about analytics, which only grew throughout the class. I am grateful to have been part of such a wonderful and supportive group. Our TA, Shuhan, was incredibly helpful, always available to explain the data and teach various approaches to achieve results. Tito did an excellent job breaking down complex concepts step-by-step, making them more manageable. Despite the steep learning curve and often feeling like I was trying to catch up, I learned a tremendous amount about analytics and am excited to apply these skills in real life.*
- *The quality of instruction in this course was excellent. Tito has a talent for breaking down complex concepts into easy-to-understand steps, which made the learning process much smoother. The student challenges were really fun because we got a chance to teach in class, and I learned a lot from each challenge since they each introduced a new concept. Tito provided detailed guidelines for the big project, and it was fascinating to create and publish our own survey, collect real data, and analyze it. This was a new and cool experience for me. Tito and Shuhan were always open to helping out and would sit down with us to explain ways to improve our design.*

2023 – Winter Semester:

Marketing Analytics (undergraduate level), University of Alberta

Instructor evaluation scores: 4.9/5 (Session 1) and 4.8/5 (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.*

2024

- *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 score: 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.*