NOAH CASTELO

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EMPLOYMENT

University of Alberta, Alberta School of Business
Associate Professor and Ronald K. Banister Chair in Business (with tenure) 2025 –
Assistant Professor 2019 – 2025

EDUCATION

Columbia University 2014 – 2019
Ph.D., Marketing
M.Phil., Marketing

University of Toronto 2009 – 2013
B.Sc., Psychology

PUBLICATIONS (CITATION COUNT = 3555, H-INDEX = 14)

16. Liu, Haübl, & Castelo (2026). Consumers with Weaker Applications Are Less Receptive to Algorithmic Evaluation. In press*, Journal of Consumer Research.*

15. De Freitas, Castelo, Uğuralp, & Oğuz-Uğuralp (2026). Mourning the loss of AI companions. In press, *Nature Human Behaviour*.

14. Castelo, Kushlev, Ward, Esterman, & Reiner (2025). Blocking mobile internet improves mental health, subjective well-being, and sustained attention. *PNAS Nexus,* 4(2).
    - Highest Altmetric score in the journal's history, covered by 300+ media outlets.

13. Valenzuela, Puntoni, Hoffman, Castelo et al. (2024). How artificial intelligence constrains the human experience. *Journal of the Association of Consumer Research,* 9(3), 241–56.

12. Li, Castelo, Katona, & Sarvary (2024). Determining the validity of large language models for automated perceptual analysis. *Marketing Science*, 43(5), 254–266.

11. Castelo (2024). Perceived corruption reduces algorithm aversion. *Journal of Consumer Psychology,* 34(2), 326–333.

10. Castelo, Boegershausen, Hildebrand, & Henkel (2023). Understanding and improving consumer reactions to service bots. *Journal of Consumer Research*, 50(4), 848–863.
    - Practitioner summary published in *Harvard Business Review*.

9. Castelo & Sarvary (2022). Cross-cultural differences in comfort with human-like robots. *International Journal of Social Robotics,* 14, 1865–1873.

8. Castelo & Ward (2021). Conservatism predicts aversion to consequential artificial intelligence. *PLoS One,* 16(12), e0261467.

7. Castelo, White, & Goode (2021). Nature promotes self-transcendence and prosocial behavior. *Journal of Environmental Psychology,* 76 (August), 101639.

6. Jackson, Castelo, & Gray (2020). Could a rising robot workforce make humans less prejudiced? *American Psychologist*, 75(7), 969–982.

5. Castelo, Bos, & Lehmann (2019). Task-dependent algorithm aversion. *Journal of Marketing Research*, 56(5), 809–825.
    - Most cited paper published in *JMR* in 2019 (2,000+ citations).

4. Castelo, Schmitt, & Sarvary (2019). Human or robot? Consumer responses to radical cognitive enhancement products. *Journal of the Association for Consumer Research*, 4(3), 217–230.

3. Castelo & Lehmann (2019). Be careful what you wish for: unintended consequences of increasing reliance on technology. *Journal of Marketing Behavior,* 4(1), 31–42. Invited commentary.

2. Castelo, Hardy, House, Mazar, Tsai, & Zhao (2015). Moving citizens online: Using salience and message framing to motivate behavior change. *Behavioral Science & Policy,* 1(2), 57–68.

1. Felsen, Castelo, & Reiner (2013). Autonomy and decisional enhancement: public attitudes towards covert and overt nudges. *Judgment and Decision Making,* 8(3), 202-213.

WORKING PAPERS

- Pitardi, Valenzuela, & Castelo. Following instructions from a robot: a justice perspective. *Under 4th round review (minor revision), JCR.*
- Yalcin, Meinke, Castelo, & Hildebrand. Conversational survey interfaces reduce review helpfulness. *Under review, JM.*
- Sridhar, Castelo, de Bellis, Ebert, & Puntoni. AI firms neglect consumers' key concerns. *Under review, JCR.*
- Castelo, Tomaino, & Wertenbroch. How AI undermines meaningful work. *Under review, JCR.*
- Castelo & Tomaino. AI assistance can decrease motivation to improve. *Under 2nd round review, Journal of Applied Psychology.*
- Castelo & De Freitas. Algorithm aversion as a privilege. *Under review, JCR.*
- Lira, Castelo, Puntoni, & Toubia. Synthetic contact with AI reduces cross-partisan animosity. *Under review, PNAS.*
- Rathje et al. (team of 200+ authors). Testing the causal impact of social media usage around the globe. *Accepted in principle (registered report), Nature.*

SELECTED GRANTS & AWARDS

- MSI Young Scholar (2026)
- Consumer Preference for Algorithmic vs. Human Evaluation (SSHRC Insight Development

Grant #430-2025-01310; 2025–2027; PI)

- Causal Effects of Exposure to Social Media on Adolescent Mental Health (National Institutes of Mental Health; 2024–2029; co-applicant)
- Exploring Social and Commercial Applications of Chatbots (SSHRC Insight Development Grant #430-2021-0057; 2021–24; PI
- Understanding Consumer and Employee Reactions to AI Technologies (SSHRC Insight Grant #435-2020-0547; 2020–24; PI)
- Best Dissertation Award, Society for Consumer Psychology (2019)
- Best Dissertation Award, Psychology of Technology Institute (2019)
- Marketing Science Institute Customer Experience Grant (2016)
- SSHRC Doctoral Fellowship (2015–19)

TEACHING

- Generative AI for Marketing (MBA), 2026 –
- Consumer Behavior (undergraduate), 2019 – 2024.
  - Produced 11 animated videos covering the fundamentals of consumer behavior.
  - Developed relationships with businesses for students to work with on applying class material to real-world marketing projects.

INVITED TALKS

2026: University of British Columbia, Technical University of Munich (virtual)
2025: Simon Fraser University
2024: University of Florida, Bocconi University, University of St. Gallen, Tulane University
2023: Boston University
2021: University of British Columbia
2020: Psychology of Technology Institute
2018: University of Southern California, University of Toronto, Dartmouth College, INSEAD, University of Hawaii, Pompeu Fabra University, University of Cambridge, University of Alberta

SERVICE TO THE FIELD

- Editorial review board, *Journal of Consumer Psychology,* 2022 – 2025.
- Associate editor, *SCP* 2021 conference.
- Ad-hoc reviewer for *Journal of Marketing Research, Journal of Consumer Research, Journal of Marketing, Management Science, Organizational Behavior and Human Decision Processes, PNAS.*