**Christilene du Plessis**

Lee Kong Chian School of Business

Singapore Management University

50 Stamford Road, 178899 Singapore

Email: cduplessis@smu.edu.sg

**ACADEMIC POSITIONS**

**Lee Kong Chian School of Business, Singapore Management University**

Assistant Professor of Marketing, July 2017 – present

Maternity leave in 2023

**Cornell University**

Visiting Scholar, 2015 – 2016

**EDUCATION**

**Rotterdam School of Management**

Ph.D. in Marketing, 2014 – 2017

Thesis: Influencers: The role of social influence in marketing

Committee: Steven Sweldens (Supervisor), Stefano Puntoni (Supervisor), Andrew Stephen (Member), David Dubois (Member), Gabriele Paolacci (Member)

**INSEAD**

M.Sc. in Management, 2011 – 2013

**University of Queensland**

B.B.M. (with First Class Honors) in Marketing, 2004 – 2009

B.Sc. in Physiology and Biomedical Sciences, 2004 – 2008

**RESEARCH INTERESTS**

Social Influence, Social Hierarchies, Social Cognition, Attitudes, Word of Mouth, Consumer Decision-Making, Prosocial Behavior

**AWARDS & HONORS**

Best 50 Undergraduate Professors, Poets & Quants, 2022

Dean’s Teaching Honor List, Singapore Management University, 2021 - 2022

Nominee (LKCSB), Most Promising Teacher Award, Singapore Management University, 2021

Dean’s Teaching Honor List, Singapore Management University, 2020 - 2021

Dean’s Teaching Honor List, Singapore Management University, 2019 - 2020

Dean’s Teaching Honor List, Singapore Management University, 2018 - 2019

Winner Best Student Paper, International Association for Conflict Management, 2016

Winner Best Graduate Student Poster, Society for Personality and Social Psychology, 2016

Winner Conference Travel Award (US$500), Society for Personality and Social Psychology, 2016

ERIM Talent Placement Award, Erasmus Research Institute of Management, 2016

Best Paper Proceedings (awarded to ~ 10% of papers), Academy of Management, 2016

AMA-Sheth Doctoral Consortium Fellow, 2016

Trans-Atlantic Doctoral Consortium (TADC) Fellow, 2016

Erasmus Trustfonds Scholarship, 2015 – 2016

Winner Schumann Dissertation Proposal Award, Society for Consumer Psychology, 2015

INSEAD PhD Scholarship and Tuition Waiver, 2011 – 2013

Australian Postgraduate Award, Australian Federal Government, 2010 – 2011

First Class Honors, University of Queensland, 2009

RSPCA Honors Scholarship (AUS$25,000), University of Queensland, 2008 – 2009

**PUBLICATIONS**

1. du Plessis, Christilene, Serena D’Hooge and Steven Sweldens (conditionally accepted), “The Science of Creating Brand Associations: A Continuous Trinity Model Linking Brand Associations to Learning Processes,” *Journal of Consumer Research.*
2. du Plessis, Christilene, My Hoang Bao Nguyen\*, Trevor Foulk and Michael Schaerer (forthcoming), “Relative Power and Interpersonal Trust,” *Journal of Personality and Social Psychology* **[\*PhD student co-author]**
3. Cyrus-Lai, Wilson, Warren Tierney, Christilene du Plessis, My Nguyen\*, Michael Schaerer and Eric Luis Uhlmann (2022), “Avoiding Bias in the Search for Implicit Bias,” *Psychological Inquiry*, 33 (3), 203 – 212 **[\*PhD student co-author]**
4. Schaerer, Michael, Trevor Foulk, Christilene du Plessis, Min-Hsuan Tu and Satish Krishnan (2021), “Just Because You’re Powerless Doesn’t Mean They Aren’t Out to Get You: Low Power, Paranoia, and Aggression,” *Organizational Behavior and Human Decision Processes*, 165, 1 – 20.
5. Foulk, Trevor, Irene E. De Pater, Michael Schaerer, Christilene du Plessis, Randy Lee and Amir Erez (2020), “It’s Lonely at the Bottom (Too): The Effects of Experienced Powerlessness on Social Closeness and Disengagement,” *Personnel Psychology*, *73*(2), 363-394.
6. Schaerer, Michael, Christilene du Plessis, Andy Yap and Stefan Thau (2018), “Low Power Individuals in Social Power Research: A Quantitative Review, Theoretical Framework, and Empirical Test,” *Organizational Behavior and Human Decision Processes*, 149, 73-96.

**\*\*Winner Best Student Paper Award, International Association for Conflict Management, 2016**

**\*\*Winner Best Student Poster Award, Society for Personality and Social Psychology, 2016**

**\*\*Best Paper Proceedings, Academy of Management, 2016**

1. Tierney, Warren, Martin Schweinsberg, ... Christilene du Plessis, ... and Eric Uhlmann (2016), “Data from a Pre-publication Independent Replication Initiative Examining Ten Moral Judgement Effects,” *Scientific Data***,** 3, 160082.
2. Schweinsberg, Martin, Nikhil Madan, ... Christilene du Plessis, ... and Eric Uhlmann (2016), “Pre-publication Independent Replications of a Single Laboratory’s Research Pipeline,” *Journal of Experimental Social Psychology,* 66 (September), 55 – 67*.*

**PUBLICATIONS with CONSORTIUM MEMBERSHIP**

1. Delios, Andrew, Elena Giulia Clemente, Tao Wu, Hongbin Tan, Yong Wang, Michael Gordon, Domenico Viganola, Zhaowei Chen, Anna Dreber, Magnus Johannesson, Thomas Pfeiffer, Generalizability Tests Forecasting Collaboration†, and Eric Luis Uhlmann (in press). *“*Examining the Context Sensitivity of Research Findings from Archival Data,” *Proceedings of the National Academy of Sciences.* [†member of Generalizability Tests Forecasting Collaboration]
2. Tierney, Warren, Jay Hardy, Charles R. Ebersole, Domenico Viganola, Elena G. Clemente, ..., Culture and Work Forecasting Collaboration† and Eric Uhlmann (2021), “A Creative Destruction Approach to Replication: Implicit Work and Sex Morality across Cultures,” *Journal of Experimental Social Psychology*,93, 104060. [†member of Culture and Work Forecasting Collaboration]
3. Tierney, Warren, Jay Hardy, Charles R. Ebersole, Keith Leavitt, Domenico Viganola, Elena Clemente, Michael Gordon, Anna Dreber, Magnus Johannesson, Thomas Pfeiffer, Hiring Decisions Forecasting Collaboration† and Uhlmann, E. L. (2020), “Creative Destruction in Science,” *Organizational Behavior and Human Decision Processes*, 161, 291-309. [†member of Hiring Decisions Forecasting Collaboration]

**MANUSCRIPTS UNDER REVIEW or REVISION**

(Omitted to protect review process)

**GRANTS**

2022 Singapore Ministry of Education (MOE) Academic Research Fund (AcRF) Tier 2 grant for “Understanding and Closing Gender Gaps in Workplace Outcomes”, S$711,958.

2022 Singapore Ministry of Education (MOE) Academic Research Fund (AcRF) Tier 1 grant for “When and Why Monetary Incentives Affect Review Generation and Reception”, S$69,000.

2020 Singapore Ministry of Education (MOE) Academic Research Fund (AcRF) Tier 1 grant for “Coping with Powerlessness at Work and in Everyday Life”, S$30,000.

2020 SMU Retail Centre of Excellence (RCoE) research grant for “Sharing Like a Boss: How Consumers’ Position in the Hierarchy Influences Word-of-Mouth Valence”, S$46,940.

2019 Singapore Ministry of Education (MOE) Academic Research Fund (AcRF) Tier 1 grant for “The Psychology of Impulsive Desire in Consumption”, S$29,960.

2018 Singapore Ministry of Education (MOE) Academic Research Fund (AcRF) Tier 1 grant for “How Sender Characteristics Change Word-of-Mouth Persuasiveness”, S$28,350.

2018 Singapore Ministry of Education (MOE) Academic Research Fund (AcRF) Tier 1 grant for “Looking Beyond the Powerful: The Organizational Consequences of Middle and Low Power”, S$34,480.

2016 ERIM Talent Placement Award, Erasmus Research Institute of Management

2016 INSEAD R&D Grant for “Impact of Monetary Incentives on Word-of-Mouth Persuasiveness”

2015 INSEAD R&D Grant for “Power Meta-Analysis”

**CHAIRED CONFERENCE SESSIONS**

2019 *Social Presence and Status Hierarchies*. La Londe Conference Marketing Communications and Consumer Behavior, La Londe les Maures, France.

2017 *When Consumer Multitasking Emerges and How It Shapes Consumer Behavior*. Society for Consumer Psychology Conference, San Francisco, California.

2016 *When Consumer Multitasking Emerges and How It Shapes Consumer Behavior*. Association for Consumer Research North America Conference, Berlin, Germany.

2016 *Context Effects in Word-of-Mouth (WOM): How Innocuous Characteristics of Message Generation Influence Sharing and Persuasiveness*. Society for Consumer Psychology Conference, St. Pete Beach, Florida.

**CONFERENCE PRESENTATIONS**

Xue, Sherrie Ying Ying, Stephanie C. Lin and Christilene du Plessis (2022), “The Adverse Role of Heterosexual Standards in Male Dyadic Consumption Sharing,” paper presented at the *Society for Consumer Psychology Conference (Virtual)*, competitive paper.

**\*\*Winner Best Talk Award in Personality & Individual Difference Track**

Xue, Sherrie Ying Ying, Stephanie C. Lin and Christilene du Plessis (2021), “Too Close for Comfort: The Role of Heteronormative Standards in Male Dyadic Consumption Sharing,” paper presented at *Association for Consumer Research North America Conference (Virtual)*, special session.

du Plessis, Christilene, Michael Schaerer, My Hoang Bao Nguyen and Trevor Foulk (2021), “Inequality Versus Power: Which is the Proximate Predictor of Interpersonal Trust?” paper presented at the *Academy of Management Annual Meeting (Virtual)*, divisional (Gender and Diversity in Organizations) paper session.

**\*\*Showcase Symposium**

Schaerer, Michael, Trevor Foulk, Christilene du Plessis, Min-Hsuan Tu and Satish Krishnan (2021), “Just because you're powerless doesn't mean they aren't out to get you: Powerlessness, paranoia, and aggressive behavior,” paper presented at the *Academy of Management Annual Meeting (Virtual)*, divisional (Human Resources) paper session.

du Plessis, Christilene, Michael Schaerer, My Hoang Bao Nguyen and Trevor Foulk (2021), “Inequality Versus Power: Which is the Proximate Predictor of Interpersonal Trust?” paper presented at the *Annual Conference of the International Association for Conflict Management (Virtual),* full paper presentation.

du Plessis, Christilene, Michael Schaerer and David Dubois (2020), “Sharing like a Boss: How Consumers’ Position in the Hierarchy Influences Word-of-Mouth Valence,” paper presented at *Association for Consumer Research North America Conference,* Paris, France, competitive paper.

Schaerer, Michael, Trevor Foulk, Christilene du Plessis, Min-Hsuan Tu and Satish Krishnan (2019), “Just because you're powerless doesn't mean they aren't out to get you: Powerlessness, paranoia, and aggressive behavior,” paper presented at the *Academy of Management Annual Meeting,* Boston, divisional (Conflict Management, Managerial and Organizational Cognition, and Organization Behavior) paper session.

du Plessis, Christilene, Michael Schaerer and David Dubois (2019), “Sharing like a Boss: How Consumers’ Position in the Hierarchy Influences Word-of-Mouth Valence,” paper to be presented at the *La Londe Conference Marketing Communications and Consumer Behavior,* La Londe les Maures, France, competitive paper.

du Plessis, Christilene, Michael Schaerer and David Dubois (2019), “Sharing like a Boss: How Consumers’ Position in the Hierarchy Influences Word-of-Mouth Valence,” paper presented at the *Society for Consumer Psychology Conference,* Savannah, Georgia, competitive paper.

Schaerer, Michael, Christilene du Plessis, Andy Yap and Stefan Thau (2018), “Low Power Individuals in Social Power Research: A Quantitative Review, Theoretical Framework, and Empirical Test,” paper presented at the *Academy of Management Annual Meeting*, Chicago, divisional (Organizational Behavior) paper session.

du Plessis, Christileneand David Dubois (2017), “Paying Peanuts Lowers Legitimacy: When and Why Monetary Incentives Affect Review Generation and Reception,” paper presented at the *La Londe Conference Marketing Communications and Consumer Behavior,* La Londe les Maures, France, competitive paper.

du Plessis, Christileneand David Dubois (2017), “Paying Peanuts Lowers Legitimacy: When and Why Monetary Incentives Affect Review Generation and Reception,” paper presented at *EMAC*, Groningen, The Netherlands, special session.

du Plessis, Christilene, Steven Sweldens and Stijn van Osselaer (2017), “How Distraction Improves Consumer Learning of Brand Associations,” paper to be presented at the *Society for Consumer Psychology Conference,* San Francisco, California, special session.

du Plessis, Christilene, Steven Sweldens and Stijn van Osselaer (2016), “How Distraction Improves Consumer Learning of Brand Associations,” paper presented at the *Association for Consumer Research North America Conference,* Berlin, Germany, special session.

du Plessis, Christilene, Andrew T. Stephen, Yakov Bart and Dilney Goncalves (2016), “Reducing Uncertainty by Increasing It: How Inducing Uncertainty in Uncertainty Appraisals of Reviewer Trustworthiness Attenuates Bias Correction and Product Devaluation,” paper presented at the *Association for Consumer Research North America Conference*, Berlin, competitive paper.

Schaerer, Michael, Christilene du Plessis, Andy Yap and Stefan Thau (2016), “What about the Powerless? Theoretical and Empirical Consequences of Science’s Obsession with the Powerful,” paper presented at the *Academy of Management Annual Meeting*, Anaheim, divisional (Organizational Behavior) paper session.

**\*\*Winner Best Paper Proceedings (awarded to ~10% of papers)**

du Plessis, Christilene, Andrew T. Stephen, Yakov Bart and Dilney Goncalves (2016), “Reducing Uncertainty by Increasing It: How Inducing Uncertainty in Uncertainty Appraisals of Reviewer Trustworthiness Attenuates Bias Correction and Product Devaluation,” paper presented at the *London Business School Trans-Atlantic Doctoral Consortium*, London, full paper presentation.

Schaerer, Michael, Christilene du Plessis, Andy Yap and Stefan Thau (2016), “What about the Powerless? Theoretical and Empirical Consequences of Science’s Obsession with the Powerful,” paper presented at the *London Business School Trans-Atlantic Doctoral Consortium***,** London, full paper presentation.

Schaerer, Michael, Christilene du Plessis, Andy Yap and Stefan Thau (2016), “What about the Powerless? Theoretical and Empirical Consequences of Science’s Obsession with the Powerful,” paper presented at the *Annual Conference of the International Association for Conflict Management*, New York City, full paper presentation.

**\*\*Winner Best Student Paper**

du Plessis, Christilene, Steven Sweldens and Stijn van Osselaer (2016), “How Distraction Improves Consumer Learning of Brand Associations,” *Society for Consumer Psychology Conference,* St. Pete Beach, FL.

**\*\*Winner Schumann Dissertation Proposal Award**

**\*\*Part of the “Special Awards Session” with the SCP Fellow, Early Career Award**

du Plessis, Christilene and David Dubois (2016), “Paying Peanuts Lowers Legitimacy: When and Why Monetary Incentives Affect Review Generation and Reception,” paper presented at the *Society for Consumer Psychology Conference*, St. Pete Beach, FL, special session.

du Plessis, Christilene, Andrew T. Stephen, Yakov Bart and Dilney Goncalves (2016), “Reducing Uncertainty by Increasing It: How Inducing Uncertainty in Uncertainty Appraisals of Reviewer Trustworthiness Attenuates Bias Correction and Product Devaluation,” paper presented at the *Society for Consumer Psychology Conference*, St. Pete Beach, FL, poster.

du Plessis, Christilene, Andrew T. Stephen, Yakov Bart and Dilney Goncalves (2016), “Reducing Uncertainty by Increasing It: How Inducing Uncertainty in Uncertainty Appraisals of Reviewer Trustworthiness Attenuates Bias Correction and Product Devaluation,” paper presented at the *American Marketing Association Winter Educators Conference*, Las Vegas, NV, special session.

Schaerer, Michael, Christilene du Plessis, Andy Yap and Stefan Thau (2016), “What about the Powerless? Theoretical and Empirical Consequences of Science’s Obsession with the Powerful,” poster presented at the *Society for Personality and Social Psychology Conference*, San Diego.

**\*\*Winner Best Graduate Student Poster**

**\*\*Winner Conference Travel Award**

du Plessis, Christilene and David Dubois (2015), “Paying Peanuts Lowers Legitimacy: When and Why Monetary Incentives Affect Review Generation and Reception,” paper presented at the *Association for Consumer Research North American Conference*, New Orleans, special session.

du Plessis, Christilene and David Dubois (2015), “La vie en Rose at the top? Why Positive (Negative) Information Goes Up (Down) in Power Hierarchies,” paper presented at the *Society for Consumer Psychology Winter Conference*, Phoenix, special session.

Stephen, Andrew, Christilene du Plessis, Yakov Bart Dilney Goncalves (2014), “When Does Paying for Online Product Reviews Pay Off? The Doubt-Inducing Effects of Monetary Incentives on Consumers’ Product Evaluations,” paper presented at *American Marketing Association Winter Educators Conference*, Orlando, special session.

du Plessis, Christilene and David Dubois (2013), “La vie en Rose at the top? Why Positive (Negative) Information Goes Up (Down) in Power Hierarchies,” paper presented at the *Association for Consumer Research North American Conference*, Chicago, special session.

Stephen, Andrew T., Christilene du Plessis, Yakov Bart and Dilney Goncalves (2012), “Does Paying for Online Product Reviews Pay Off? The Effects of Monetary Incentives on Content Creators and Consumers,” paper presented at *Advertising and Consumer Psychology Conference*, Singapore, special session.

Stephen, Andrew, Yakov Bart, Christilene du Plessis and Dilney Goncalves (2012), “Does Paying for Online Product Reviews Pay Off? The Effects of Monetary Incentives on Content Creators and Consumers,” paper presented at *Association for Consumer Research North American Conference*, Vancouver, special session.

**INVITED PRESENTATIONS**

**Academic**

2020 Rotterdam School of Management, Marketing Department, Rotterdam, Netherlands

2020 Island Lab (INSEAD-SMU-NTU-NUS-ESSEC), Lab meeting, Singapore

2020 Singapore Management University, Marketing Department, Singapore

2019 Singapore Management University, Behavioral Sciences Institute, Singapore

2017 Rotterdam School of Management, Marketing Department, Rotterdam, Netherlands

2017 Singapore Management University, Marketing Department, Singapore

2016 Cornell University, Marketing Department, Ithaca, U.S.A

2015 University of Texas at Austin & Polish Academy of Sciences, Small Group Meeting on Associative and Propositional Learning, Warsaw, Poland

2015 Rotterdam School of Management, Erasmus-Tilburg JDM Camp, Rotterdam, Netherlands

2013 ESSEC, INSEAD-HEC-ESSEC Marketing Conference, Paris, France

2012 INSEAD, Brown Bag Series, Singapore

**Industry**

2012 Google, Paris

2010 RSPCA Queensland, Board of Directors Meeting, Brisbane

**TEACHING EXPERIENCE**

**Singapore Management University**

2023 Marketing Research, Undergraduate Core, Instructor (Rating: 6.7/7)

2022 Marketing Research, Undergraduate Core, Instructor (Rating: 6.7/7)

2021 Marketing Research, Undergraduate Core, Instructor (Rating: 6.7/7)

2020 Pro-Seminar on Social Hierarchies, PhD Elective, Instructor (Rating: n/a)

2020 Marketing Research, Undergraduate Core, Instructor (Rating: 6.6/7)

2019 Consumer Behavior, PhD Elective, Instructor (Rating: 6.7/7)

2019 Marketing Research, Undergraduate Core, Instructor (Rating: 6.6/7)

2018 Pro-Seminar on Social Influence, PhD Elective, Instructor (Rating: n/a)

2018 Marketing Research, Undergraduate Core, Instructor (Rating: 6.3/7)

**Rotterdam School of Management**

2017 Bachelor Thesis, Undergraduate Core, Supervisor and Instructor

2015 Bachelor Thesis, Undergraduate Core, Supervisor and Instructor

**INSEAD**

2021 Research Methods, PhD Core, Guest Lecturer

2013 Brand Management, MBA Elective, Teaching Assistant for Pierre Chandon

2012 Marketing Management, MBA Elective, Teaching Assistant for Hilke Plassmann

2011 Social Media, MBA Elective, Teaching Assistant for David Dubois

**University of Queensland**

2010 Foundations of Advertising, Undergraduate Elective, Tutor

2010 Advertising Management, Undergraduate Elective, Tutor

2010 Business Research Methods, Undergraduate Core, Tutor

2009 Foundations of Advertising, Undergraduate Elective, Tutor

2009 Advertising Management, Undergraduate Elective, Tutor

2009 Business Research Methods, Undergraduate Core, Tutor

2009 Consumer Behavior, Undergraduate Elective, Tutor

2008 Strategic Marketing, Undergraduate Elective, Tutor

2008 Integrated Marketing Communications, Undergraduate Elective, Tutor

**PROFESSIONAL SERVICE**

**Reviewing (Journals)**

Journal of Consumer Research

Organizational Behavior and Human Decision Processes

International Journal of Research in Marketing

Journal of Experimental Social Psychology

**Reviewing (Conferences)**

Association for Consumer Research North America Conference

Marketing Academy Conference

International Association for Conflict Management Conference

La Londe Marketing Conference

Society for Consumer Psychology Conference

**Award Committees**

MSI Alden G. Clayton Doctoral Dissertation Proposal Competition (2019)

**Advising (Dissertation Committees)**

Dede Narh, PhD, Melbourne University, 2023

**Singapore Management University Service**

Member, IRB Board (2021 – Present)

Coordinator, Behavioral Lab and Subject Pool System (2019 – 2021)

Faculty Representative, LKCSB Dean Search (2020)

Interviewer, Faculty Search Committee: Marketing (2020)

Faculty Interviewer, LKCSB Undergraduate Students Admissions Committee (2018 – 2021)

Member, PhD Admissions Committee: Marketing (2019)

 Host, Faculty Search Committee: Marketing (2018, 2019, 2020)

 Member, PhD 2nd Year Qualifying Paper Evaluation Committee (2018 – 2019)

Faculty Representation, SMU LKCSB Undergraduate Graduation Ceremony (2019)

 Reviewer, LVMH-SMU Luxury Research Conference (2018)

**Other Service**

*Co-organizer*, [Island Lab](https://islandlab.sg/) (SMU, NUS, NTU, INSEAD, ESSEC) (2020 – 2022)

**MEDIA INTERVIEWS**

* RSM Discovery, “[Consumer Product Reviews: More Believable When Writers Get Paid More](https://discovery.rsm.nl/articles/343-consumer-product-reviews-more-believable-when-writers-get-paid-more/)”, 2018
* ABC Radio, AM program, “[Australians suffering compassion fatigue](http://www.abc.net.au/am/content/2010/s3090802.htm)”, 2010

**PROFESSIONAL AFFILIATIONS**

Association for Consumer Research

American Marketing Association

Society for Consumer Psychology

Society for Personality and Social Psychology

Academy of Management