

## MARIA GIULIA TRUPIA

Postdoctoral Scholar

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### EDUCATION

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#### **UCLA Anderson School of Management (Los Angeles, USA)**

Postdoctoral Scholar, Behavioral Decision Making (Aug 2022 – present)

Visiting Research Scholar, Marketing (Sept 2021 – Sept 2022)

Advisors: Profs. Cassie Mogilner Holmes, Hal Hershfield, Franklin Shaddy, Eugene Caruso

#### **IESE Business School (Barcelona, Spain)**

PhD in Management (specialization Marketing) (Sept 2022)

Dissertation: Time-Poor Consumers: Effects on Happiness, Relationships, and Behaviors

PhD Advisors: Prof. Isabelle Engeler, Prof. Jordi Quoidbach (ESADE)

#### **Bocconi University (Milan, Italy)**

MSc in Economics and Management of Arts, Culture, Media, and Entertainment (Dec 2015)

#### **LUISS Guido Carli (Rome, Italy)**

BSc in Economics and Management (Oct 2013)

Erasmus (Fall 2012), Strathclyde University (Glasgow, Scotland)

### HONORS, AWARDS, GRANTS, AND FELLOWSHIPS

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AMA Howard Dissertation Award Honorable Mention (2022)

Morrison Centre Grant Award (2024)

Facebook & Social Science One, Social Media and Democracy Research Grant (2020)

AMA CBSIG Small Research Grant (2020)

A Sustainable Future (ASF) Initiative Research Grant, University of Amsterdam (2024)

Full Scholarship PhD Program, IESE Business School (2017-2022)

Annual Post-Graduate Scholarship for Research Training, Bocconi University (2016)

Erasmus Scholarship for Internship Abroad, Bocconi University (2015)

Erasmus Scholarship at Strathclyde University, LUISS Guido Carli (2012)

### RESEARCH OVERVIEW

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I study the impact of time perception on consumer behaviour and well-being. Employing a mix of methods (lab, online, and field experiments; eye-tracking; analysis of longitudinal and secondary data), I examine how time poverty, temporal gains, and ways of spending time influence people's emotional experiences, judgment, and behaviour.

### PUBLICATIONS (\*equal contribution)

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Martina Cossu\*, **Trupia, Maria Giulia\***, and Zachary Estes (forthcoming). Beauty is in the Iris: Constricted Pupils (Enlarged Irises) Enhance Attractiveness. *Cognition*.

<https://doi.org/10.1016/j.cognition.2024.105842>

**Trupia, Maria Giulia**, Isabelle Engeler, and Cassie Mogilner (2024). Time Poverty. In J. Gollenhofer, R. Hofstetter, & T. Tomczak (Eds.) *Encyclopedia of Consumer Behavior* (pp. 301-304). Elgar. <https://doi.org/10.4337/9781803926278.ch92>

#### **MANUSCRIPTS UNDER REVIEW** (\*equal contribution)

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**Trupia, Maria Giulia**, and Franklin Shaddy, “‘No Time to Buy’: Asking Consumers to Spend Time to Save Money is Perceived as Fairer than Asking Consumers to Spend Money to Save Time,” under 3<sup>rd</sup> round review at *Journal of Consumer Psychology*

**Trupia, Maria Giulia**, and Isabelle Engeler, “The Paradox of Unexpected Time Savings: An Underused Resource to Boost Well-Being,” under review at *Journal of Consumer Research*

- AMA Howard Dissertation Award Honorable Mention (2022)

**Trupia, Maria Giulia**, Cassie Mogilner Holmes, and Isabelle Engeler, “What’s Meant vs. Heard When Communicating Busyness,” under review at *Journal of Personality and Social Psychology*

- AMA Howard Dissertation Award Honorable Mention (2022)

**Trupia, Maria Giulia**, Hal Hershfield, and Cassie Mogilner Holmes, “Predictors of Time Poverty,” under review at *PNAS*

**Trupia, Maria Giulia\***, Martina Cossu\*, and Zachary Estes, “Face Value: Pupil Size Affects Advertising Effectiveness,” invited for 2<sup>nd</sup> round review at *Journal of Consumer Psychology*

#### **MANUSCRIPTS IN PREPARATION** (\*equal contribution)

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**Trupia, Maria Giulia\***, and Cassie Mogilner Holmes\*, “Time Poverty: What It Is, How to Measure It, and Its Experience in Daily Life,” in preparation for submission to *Journal of Personality and Social Psychology*

#### **SELECTED RESEARCH IN PROGRESS**

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“Lay Beliefs about Costs vs. Prices” with Franklin Shaddy

“How Saving Time with AI Affects Happiness” with Isabelle Engeler

“How Saving Time with Automated Products Affects Consumers’ Feelings and Time Re-allocation Choices” with Dominique Braxton

- AMA CBSIG Small Research Grant (2020)

“Unpacking Perceptions of Inclusivity” with Martina Cossu and Heather Caruso

- A Sustainable Future (ASF) Initiative Research Grant, University of Amsterdam (2024)

“Time and Difficult Conversations” with Heather Caruso and Eugene Caruso

“Breaking Echo Chambers: How (and Which) News Diffuses across Polarized Groups on Facebook” with Massimo Maoret, Jordi Torrents, and Giorgia Minello

- Facebook & Social Science One, Social Media and Democracy Research (2020)

**CONFERENCE PRESENTATIONS** (\*indicates presenter)

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**Trupia, M.G. \***, Mogilner, C., & Hershfield, H. (2024, September 26-28). *Predictors of Time Poverty*. Accepted as a talk at the Association for Consumer Research (ACR) Conference. Paris, France.

**Trupia, M.G. \***, & Shaddy, F. (2024, July 8-11). *Asking to Spend Time to Save Money is Fairer than Asking to Spend Money to Save Time*. Accepted as a talk at the Asia-Pacific Association for Consumer Research (AP-ACR) Conference. Bali, Indonesia.

Trupia, M.G., & **Engeler, I.\*** (2024, July 1-3). *When the Unexpected Happens: How People React to Unbudgeted Time Savings*. Accepted as a talk at AMA CBSIG Conference. Vienna, Austria.

**Trupia, M.G. \***, & Shaddy, F. (2024, June 6-8). *Asking to Spend Time to Save Money is Fairer than Asking to Spend Money to Save Time*. Accepted as a talk at the Behavioral Decision Research in Management (BDRM) Conference. Chicago, USA.

**Trupia, M.G. \***, & Shaddy, F. (2024, March 8-10). *Asking to Spend Time to Save Money is Fairer than Asking to Spend Money to Save Time*. Paper presented at the Society of Consumer Psychology (SCP) Conference. Nashville, USA.

**Trupia, M.G. \***, & Shaddy, F. (2023, November 17-20). *Asking to Spend Time to Save Money is Fairer than Asking to Spend Money to Save Time*. Poster presented at the Society of Judgment and Decision Making (SJDM) Conference. San Francisco, USA.

**Trupia, M.G. \***, & Shaddy, F. (2023, October 26-28). *Asking to Spend Time to Save Money is Fairer than Asking to Spend Money to Save Time*. Paper presented at the Association for Consumer Research (ACR) Conference. Seattle, USA.

**Trupia, M.G.\***, & Engeler, I. (2023, July 6-8). *When the Unexpected Happens: How People React to Unbudgeted Time Savings*. Paper presented at the European Association of Consumer Research (EACR). Amsterdam, Netherlands.

**Trupia, M.G.\***, & Shaddy, F. (2023, May 5). *Asking to Spend Time to Save Money is Fairer than Asking to Spend Money to Save Time*. Paper presented at the Southern Ontario Behavioural Decision Research Conference (SOBDR). Toronto, Canada.

**Trupia, M.G.\*** (2023, March 2-4). *How Saving Time with Automated Products Affects Consumers' Feelings and Time Re-allocation Choices*. Paper presented at the Society of Consumer Psychology (SCP) Conference. San Juan, Puerto Rico.

**Trupia, M.G.\***, & Engeler, I. (2022, November 11-12). *When the Unexpected Happens: How People React to Unbudgeted Time Savings*. Paper presented at the Society of Judgment and Decision Making (SJDM) Conference. San Diego, USA.

**Trupia, M.G.\***, & Engeler, I. (2022, October 20-22). *When the Unexpected Happens: How People React to Unbudgeted Time Savings*. Paper presented at the Association for Consumer Research (ACR) Conference. Denver, USA.

**Trupia, M.G.\***, Mogilner, C., & Engeler, I. (2022, May 20). *What's Meant vs. Heard When Communicating Busyness*. Paper presented at the California School Conference. San Francisco, USA.

**Trupia, M.G.\***, & Engeler, I. (2022, April 22). *When the Unexpected Happens: How People React to Unbudgeted Time Savings*. Paper presented at the East Coast CBS/NYU Doctoral Conference. New York, USA (virtual).

**Trupia, M.G.\***, & Engeler, I. (2022, March 4-6). *When the Unexpected Happens: How People React to Unbudgeted Time Savings*. Paper presented at the Society of Consumer Psychology (SCP) Conference (virtual).

**Trupia, M.G.\***, & Engeler, I. (2022, February 17). *When the Unexpected Happens: How People React to Unbudgeted Time Savings*. Poster presented at the JDM Preconference of the Society for Personality and Social Psychology (SPSP) Conference. San Francisco, USA (virtual).

**Trupia, M.G.\***, Mogilner, C., & Engeler, I. (2022, February 10-12). *What's Meant vs. Heard When Communicating Busyness*. Poster presented at the Society of Judgment and Decision Making (SJDM) Conference (virtual).

**Trupia, M.G.\***, & Engeler, I. (2021, November 4). *When the Unexpected Happens: How People React to Unbudgeted Time Savings*. Paper presented at The Risk, Uncertainty, and Decisions (RUD) group 2<sup>nd</sup> Autumn Doctoral Consortium (virtual).

**Trupia, M.G.\***, Mogilner, C., & Engeler, I. (2021, May 25-28). *Stressed or Self-Importance? Intentions versus Perceptions when Communicating Busyness*. Paper presented at the European Marketing Academy (EMAC) Conference. Madrid, Spain (virtual).

**Trupia, M.G.\***, Mogilner, C., & Engeler, I. (2020, December 4). *Stressed or Self-Importance? Intentions versus Perceptions when Communicating Busyness*. Paper presented at the Sixth Mediterranean Consumer Research Symposium (virtual).

**Trupia, M.G.\***, Mogilner, C., & Engeler, I. (2020, October 29). *Stressed or Self-Importance? Intentions versus Perceptions when Communicating Busyness*. Paper presented at The Risk, Uncertainty, and Decisions (RUD) group 1<sup>st</sup> Autumn Doctoral Consortium (virtual).

**Trupia, M.G.\***, Mogilner, C., & Engeler, I. (2020, October 1-4). *Stressed or Self-Importance? Intentions versus Perceptions when Communicating Busyness*. Paper presented at the Association for Consumer Research (ACR) Conference. Paris, France (virtual).

**Trupia, M.G.\***, Cossu, M., & Estes, Z. (2019, October 17-20). *A Window to the Brand's Soul: How Models' Eyes Affect Consumers' Attitudes*. Paper presented at the Association for Consumer Research (ACR) Conference, Atlanta, USA.

**Trupia, M.G.\***, Cossu, M., & Estes, Z. (2019, May 28-31). *A Window to the Brand's Soul: How Models' Eyes Affect Consumers' Attitudes*. Paper presented at the European Marketing Academy (EMAC) Conference. Hamburg, Germany.

**Trupia, M.G.\***, Cossu, M., & Estes, Z. (2018, October 11-14). *A Window to the Brand's Soul: How Models' Eyes Affect Consumers' Attitudes*. Poster presented at the Association for Consumer Research (ACR) Conference, Dallas, USA.

## **INVITED TALKS**

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### **2024**

California State Long Beach, College of Business

### **2023**

University of California, Riverside, A. Gary Anderson Graduate School of Management

### **2020**

University of California, Los Angeles, Anderson School of Management

## **INTERNAL DEPARTMENT SEMINARS**

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### **Predictors of Time Poverty**

UCLA, BDM Lab Meeting (Feb 2024)

### **Asking to Spend Time to Save Money is Fairer than Asking to Spend Money to Save Time**

UCLA, BDM Lab Meeting (Jan 2023)

### **When the Unexpected Happens: How People Respond to Unbudgeted Time Savings**

IESE, Brown Bag Seminars (June 2021)

### **What's Meant vs. Heard When Communicating Busyness**

IESE, Brown Bag Seminars (April 2020)

### **Beauty is in the Iris: Constricted Pupils (Enlarged Irises) Enhance Attractiveness and Improve Attitudes**

IESE, ERG-MKT Meeting (March 2019)

UPF, Lab Meeting (Nov 2018)

## **TEACHING EXPERIENCE**

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### **Guest Lecturer, University of Lausanne, Switzerland**

- Developing Behavioral Insights and Nudging (Prof. Isabelle Engeler)
- Overall Student Evaluation: 5/5

### **Guest Lecturer, California State Long Beach, CA**

- Principles of Marketing (Prof. Max Alberhasky)
- Consumer Behavior (Prof. Max Alberhasky)

### **Teaching Assistant, UCLA Anderson School of Management, CA**

- Applying the Science of Happiness to Life Design (Prof. Cassie Mogilner Holmes), Winter 2021 and 2022

### **Teaching Assistant, Bocconi University, Italy**

- Pricing Analytics (Prof. Sungtak Hong), Winter 2017
- Communication & Cultural Consumption Decisions (Prof. Ioannis Evangelidis), Winter 2017

## SELECTED PHD COURSEWORK

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### Marketing and Behavioral Research

- Behavioral Insights I (Prof. Elena Reutskaja)
- Behavioral Insights II (Prof. Isabelle Engeler)
- Marketing Seminar (Prof. Stefan Stremersch)
- Micro-Organizational Behavior II (Prof. Jordi Quoidbach)

### Research Methodology

- Everyday Challenges in Behavioral Research (Prof. Uri Simonsohn)
- Applied Analysis for Behavioral Research (Prof. Stephen Spiller)
- Mediation, Moderation, and Conditional Processing (Prof. Ioannis Evangelidis)
- Research Methods for Management (Prof. Stefan Stremersch)
- Experimental Methods for Research in Management (Prof. Sebastian Hafenbrädl)
- Experimental Design (Prof. Maria Galli)
- Research Methods (Prof. Giovanni Valentini)
- Econometrics I (Prof. José Azar)

## ACADEMIC SERVICE AND AFFILIATIONS

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### Reviewing

Reviewer, *Journal of Personality and Social Psychology*, 2023-present

Reviewer, *Personality and Social Psychology Bulletin*, 2023-present

Reviewer, *Journal of Business Research*, 2024-present

Reviewer, *European Marketing Academy Conference*, 2019-present

Reviewer, *Society of Consumer Psychology Conference*, 2021-present

### Service

JMR Scholarly Insights, AMA DocSIG

- [“How Long Will This Take? People’s Estimated Duration of Time Periods is Affected by Category Boundaries.”](#) August 2023

UCLA BDM Lab Seminars, Organizer, 2021—present

IESE Social Science Brown Bag Seminars, Organizer, 2019/2020

IESE ANECA Accreditation, Volunteer, 2019/2020

### Professional Affiliations

Association of Consumer Research (ACR)

Society for Judgement and Decision Making (SJDMM)

Society for Consumer Psychology (SCP)

European Marketing Academy (EMAC)

American Marketing Association (AMA)

## RESEARCH POSITIONS

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### Bocconi University, Milan, Italy

Research Assistant (for Prof. Zachary Estes, full-time)

Oct 2016 – July 2017

## INDUSTRY EXPERIENCE

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### Digital Angeles, Rome, Italy

Junior Account Manager

Nov 2015 – May 2016

**Enlightenment, London, UK**

Office Manager

Feb 2015 – May 2015

## **LANGUAGES**

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Italian (*native speaker*), English, Spanish

## **COMPUTER SKILLS**

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**Software:** SPSS, STATA, R, MS Office, Adobe Photoshop.

**Tools:** Remote Eye-tracker, Amazon Mechanical Turk, CloudResearch, Prolific, Qualtrics