

# Maria Langlois

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Cox School of Business Southern Methodist University

## ACADEMIC POSITIONS

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Cox School of Business, Southern Methodist University, Dallas, Texas

Assistant Professor of Marketing 2022-present.

## EDUCATION

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Ph.D. INSEAD, Marketing, Consumer Behavior (2022)

M.S. INSEAD, Management (2019)

M.S. Universite Paris I Pantheon-Sorbonne & Paris V Descartes Behavioral Economics (2017)

B.S. The University of Texas at Austin Psychology (2013)

B.A. The University of Texas at Austin Sociology (2013)

## RESEARCH INTERESTS

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Consumer behavior, judgment and decision making, consumer health & financial well-being, sustainability

## JOURNAL PUBLICATIONS

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## CONFERENCE PRESENTATIONS

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- Addictive Ad Aversion: The Back ring Effects of Marketing Foods as Addictive Substances  
Lightning talk at the JBC Sauder Conference on Behavioural Insights into Business for Social Good, 2024  
Competitive paper at the Association for Consumer Research, 2023
- Healthy by Nature: How Exposure to the Natural Environment Enhances Feelings of Connectedness and Body Appreciation, leading to Healthy Dietary Choice Decisions.  
Competitive paper at AMA Marketing & Public Policy Conference, 2022  
Selected talk at The East Coast Doctoral Conference, 2022  
Competitive paper at Society for Consumer Psychology, 2022  
Poster presentation at Society for Judgment and Decision Making, 2022
- Inequality, Stress, and Obesity: Socioeconomic Disparities in the Short- and Long-Term Effects of the COVID-19 Pandemic.  
Selected talk, COVID-19 symposium, Society for Personality and Social Psychology, 2022  
Special session (chair) at the Association for Consumer Research, 2021  
Poster presentation at the Society for Consumer Psychology, 2021
- Cutting your Cake and Having More of it: A Discretization Account of the Effects of Partitioning on Quantity Perceptions.  
Special session at the Association for Consumer Research, 2022

## HONORS AND AWARDS

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- Sam Taylor Fellowship Award, 2023  
General Board of Higher Education and Ministry
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2022  
Selected Doctoral Candidate for INSEAD
- Intellectual Entrepreneurship Pre-Graduate Scholar at The University of Texas at Austin, 2013  
Undergraduate honors program and research fellowship
- Most Cooperative Award, at College Houses Cooperative, 2012  
Distinguished as the director of Nueces co-op
- Sierra team cyclist, at Texas 4000 for Cancer, 2011  
Cycled from Austin, TX to Anchorage, AK to raise money for cancer research  
Developed innovative fundraising efforts for the cause, personally raising \$4,500  
Secured food donations from large retailers for the 70-day bike ride
- Distinguished Rower Award, at The University of Texas at Austin, 2010  
Awarded and recognized by the Texas Crew Rowing Team
- Metropolitan Academic Scholarship Award, 2009-2013  
4-year merit-based scholarship awarded by the Houston Livestock Show and Rodeo  
Funding for undergraduate studies at The University of Texas at Austin

## DISSERTATION COMMITTEE

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Pierre Chandon	Professor of Marketing (Dissertation Chair)	INSEAD	<a href="mailto:pierre.chandon@insead.edu">pierre.chandon@insead.edu</a>
Alixandra Barasch	Associate Professor of Marketing	University of Colorado	<a href="mailto:alix.barasch@colorado.edu">alix.barasch@colorado.edu</a>
Amitava Chattopadhyay	Professor of Marketing	INSEAD	<a href="mailto:amitava.chattopadhyay@insead.edu">amitava.chattopadhyay@insead.edu</a>
Manoj Thomas	Professor of Marketing	Cornell University	<a href="mailto:manojthomas@cornell.edu">manojthomas@cornell.edu</a>

## TEACHING EXPERIENCE

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Professor | Foundations of Marketing, Cox School of Business, Southern Methodist University, Spring 2024 and Spring 2023.

{ Spring 2024, MKTG 3340-002 evaluations: 4.67/5.00

{ Spring 2024, MKTG 3340-007 evaluations: 4.71/5.00

Invited Teaching Faculty | Danone Specialized Nutrition Executive Board Program (with Marc Le Menestrel), INSEAD, Fall 2021.

Instructor | Online Experiments and Qualtrics workshop for PhD students, INSEAD, Fall 2021.

TA | Brand Management course for MBA students (with Pierre Chandon), INSEAD, Fall and Spring 2020.

TA | Business and Society: Public Policy simulation exercise for MBA students (with Alexandra Roulet), INSEAD, Fall 2020.

Instructor | Online Experiments and Qualtrics workshop for PhD students, INSEAD, Spring 2020.

TA | Business and Society: Ethics course for MBA students (with Craig Smith), INSEAD, Fall 2018.

TA | The Body Business course for MBA students (with Pierre Chandon), INSEAD, Spring 2018.