

# CHRISTILENE DU PLESSIS

CURRICULUM VITAE – JUNE 2017

LEE KONG CHIAN SCHOOL OF BUSINESS, SINGAPORE MANAGEMENT UNIVERSITY  
50 STAMFORD RD, SINGAPORE 178899  
EMAIL: [CDUPLESSIS@SMU.EDU.SG](mailto:CDUPLESSIS@SMU.EDU.SG)

## EDUCATION

---

### **Ph.D., Marketing, 2017**

Rotterdam School of Management, Erasmus University

Dissertation Title: “Influencers: The Role of Social Influence in Marketing”

Doctoral Committee: Steven Sweldens (Chair, Erasmus University), Stefano Puntoni (Erasmus University), Andrew T. Stephen (Oxford University), David Dubois (INSEAD), Gabriele Paolacci (Erasmus University)

### **M.Sc., Management, 2013**

INSEAD

Awarded Ph.D candidacy in Oct 2013 and moved to Erasmus University with advisor in May 2014

### **B.B.M., Marketing, 2009**

University of Queensland; First Class Honors (Summa cum Laude)

### **B.S., Physiology and Biomedical Science, 2008**

University of Queensland

## ACADEMIC POSITIONS

---

July 2017 – Present      Assistant Professor of Marketing, Singapore Management University

Oct 2015 – April 2016      Visiting Research Scholar, Cornell University

## RESEARCH INTERESTS

---

Social Influence, Consumer Responses to External Rewards, Social Power, Research Methodology

## HONORS & AWARDS

---

*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

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

First Class Honors (Summa Cum Laude), University of Queensland, 2009

## GRANTS

---

ERIM Talent Placement Award (competitive grant funding additional year in Ph.D), Erasmus Research Institute of Management, 2016

INSEAD R&D Grant for “Power Meta-Analysis” (€8,900), 2015

INSEAD R&D Grant for “Impact of monetary incentives on WOM persuasiveness” (€5,990), 2016

## SCHOLARSHIPS

---

Erasmus Trustfonds Scholarship, 2015 – 2016  
INSEAD Ph.D Scholarship and Tuition Waiver, 2011 - 2014  
Australian Postgraduate Award (\$20,000), Australian Federal Government, 2010 – 2011  
RSPCA Honors Scholarship (\$25,000), University of Queensland, 2008 – 2009

## PUBLICATIONS AND RESEARCH-IN-PROGRESS

---

Tierney et al (2016), “Data from a pre-publication independent replication initiative examining ten moral judgement effects.” *Scientific Data*, 3, 160082.

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5058337/>

Schweinsberg et al (2016), “Pre-Publication Independent Replications of a Single Laboratory’s Research Pipeline,” *Journal of Experimental Social Psychology*, 66 (September), 55 – 67.

<http://www.sciencedirect.com/science/article/pii/S0022103115300019>

Schaerer, Michael, Christilene du Plessis, Andy Yap and Stefan Thau, “Preoccupied with the Powerful: A Quantitative Review of Experimental Designs, Attribution of Results, and Effect Sizes in Social Power Research,” Under 2<sup>nd</sup> round review at *Organizational Behavior and Human Decision Processes*.

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

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

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

Du Plessis, Christilene and David Dubois, “Paying Peanuts Lowers Legitimacy: When and Why Monetary Incentives Affect Review Generation and Reception.” In preparation for submission to *Journal of Marketing Research*

Du Plessis, Christilene, Andrew T. Stephen, Yakov Bart and Dilney Goncalves, “When Paying Does (Not) Pay Off: When and Why Incentive Disclosure Lowers Product Evaluations.” In preparation for submission to *Journal of Marketing Research*

Schaerer, Michael, Christilene du Plessis and Adam Galinsky, “Power and Risk Revisited: Risk-taking as an Affordance of Power and a Pathway to Power?” In preparation for submission to *Journal of Personality and Social Psychology*

Tuk, Mirjam, Christilene du Plessis, and Steven Sweldens, “From Physical to Psychological Restraint: Restraint-Based Visceral Drives Reduce Impulsive Preferences.” In preparation for submission to *Journal of Marketing Behavior*

Du Plessis, Christilene, David Dubois and Michael Schaerer, “La vie en Rose at the top? Why Positive (Negative) Information Goes Up (Down) in Power Hierarchies.”

Du Plessis, Christilene, Steven Sweldens and Stijn van Osselaer, “How Distraction Improves Consumer Learning of Brand Associations.”

*\*\*Winner Best Dissertation Proposal Award, Society for Consumer Psychology, 2015*

## CHAired CONFERENCE SESSIONS

---

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

“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, 2016

---

## CONFERENCE PRESENTATIONS (\*presenter)

---

- Du Plessis, Christilene\* and 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, Christilene\* and 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 *2016 Academy of Management Annual Meeting*, Anaheim, divisional (Organizational Behavior) paper 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 *2016 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 *2016 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 *2016 Annual Conference of the International Association for Conflict Management*, New York City, full paper presentation.
- 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.  
\*\*Part of the "Special Awards Session" with the SCP Fellow, Early Career Award, and Dissertation Proposal Award Winner.
- 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.

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 TALKS (ACADEMIC)**

---

Du Plessis, Christilene\* and David Dubois (2017), “Paying Peanuts Lowers Legitimacy: When and Why Monetary Incentives Affect Review Generation and Reception.” Invited presentation at *Singapore Management University*, Singapore.

Du Plessis, Christilene\*, Steven Sweldens and Stijn van Osselaer (2016), “How Distraction Improves Consumer Learning of Brand Associations.” Paper presented at *Cornell Marketing Department Journal Club 2016*, Cornell Ithaca, 2016.

Du Plessis, Christilene\*, Steven Sweldens and Stijn van Osselaer (2015), “The Resource Dependency of Two Ways of Learning Brand Associations.” Paper presented at *Small Group Meeting Associative and Propositional Learning*, Warsaw, Poland.

Du Plessis, Christilene\* and David Dubois (2015), “Paying Peanuts Lowers Legitimacy: When and Why Monetary Incentives Affect Review Generation and Reception.” Paper presented at *Erasmus Tilburg JDM Camp 2015*, Erasmus Rotterdam, 2015

Stephen, Andrew T., Christilene du Plessis\*, Yakov Bart and Dilney Goncalves (2013), “Does Paying for Online Product Reviews Pay Off? The Effects of Monetary Incentives on Content Creators and Consumers.” Paper presented at *INSEAD-HEC-ESSEC Marketing Conference*, ESSEC Paris, 2013

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 *INSEAD Marketing Research Seminar Series*, Fontainebleau.

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 *INSEAD Brown Bag Series*, Singapore.

## **INVITED TALKS (INDUSTRY)**

---

The Benefits of Media Multitasking. *Google*, Paris, 2012.

Paradoxical Partners: How Strategic, Socially Responsible Brand Alliances Can Be Leveraged in Relationship Marketing. *RSPCA Queensland Board of Directors Meeting*, Brisbane, 2010.

## **TEACHING EXPERIENCE**

---

### **Instructor and Bachelor Thesis Supervisor, Erasmus University**

Bachelor Thesis Research Training, undergraduate course, 2017 (scheduled)

Bachelor Thesis Research Training, undergraduate course, 2015

### **Teaching Assistant, INSEAD**

Brand Management (with Pierre Chandon), MBA elective course, 2013

Marketing Management (with Hilke Plassmann), MBA core course, 2012

Social Media (with David Dubois), MBA elective course, 2011

### **Tutor, University of Queensland**

Foundations of Advertising, undergraduate elective course, 2009 – 2010

Advertising Management, undergraduate elective course, 2009 – 2010

Business Research Methods, undergraduate core course, 2009 – 2010

Consumer Behavior, undergraduate elective course, 2009

Strategic Marketing, undergraduate elective course, 2008

Integrated Marketing Communications, undergraduate elective course, 2008

## **SERVICE TO THE FIELD**

---

Journal of Consumer Research, Trainee Reviewer

LaLonde Marketing Conference, Ad-Hoc Conference Reviewer, 2017

Association for Consumer Research North America Conference, Ad-Hoc Conference Reviewer, 2013 – 2016

Society for Consumer Psychology Winter Conference, Ad-Hoc Conference Reviewer, 2015 – 2017

American Marketing Association Winter Conference, Ad-Hoc Conference Reviewer, 2014

IACM Conference, Ad-Hoc Conference Reviewer, 2016

European Marketing Academy Conference, Ad-Hoc Conference Reviewer, 2017

## **PROFESSIONAL AFFILIATIONS**

---

Association for Consumer Research

American Marketing Association

Society for Consumer Psychology

Society for Personality and Social Psychology

## **LANGUAGES**

---

English (Native), Afrikaans (Native), Dutch (Basic)