

ERIC P. STENSTROM

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Marketing Department
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ACADEMIC APPOINTMENTS

Associate Professor of Marketing, Miami University, 2019-present

Richard T. Farmer Endowed Assistant Professor of Marketing, Miami University, 2013-2019

Instructor of Marketing, John Molson School of Business, Concordia University, 2011-2013

EDUCATIONAL BACKGROUND

PhD, Marketing, John Molson School of Business, Concordia University, 2014

MSc, Marketing, John Molson School of Business, Concordia University, 2007

BA, Psychology, University of Ottawa, 2003

RESEARCH INTERESTS

- Neuromarketing & Hormonal Impacts
- Consumer Risk-Taking
- Charitable Giving
- Personality & Individual Differences

JOURNAL ARTICLES

1. Deska, J., Hingston, S. T., Delvecchio, D., Stenstrom, E. P., Walker, R., & Hugenberg, K., (2022). The effect of spokesperson facial width-to-height ratio on brand personality judgments. *Psychology & Marketing*, 39(8), 1487-1503. (ABS: 3; ABDC: A; IF: 5.9).
2. Nepomuceno, M. V., & Stenstrom, E. P. (2022). The association between testosterone and unethical behaviors, and the moderating role of intrasexual competition. *British Journal of Psychology* (ABS: 3; ABDC: A; IF: 5.1), 113(1), 208-225.
3. Nepomuceno, M. V. & Stenstrom, E. P. (2021). Consumption on steroids: The effect of testosterone on preferences for conspicuous consumption and the moderating role of intrasexual competition. *Journal of Behavioral Decision Making* (ABS: 3; ABDC: A; IF: 2.9), 34(3), 457-475.
4. Dinsmore, J. B., Stenstrom, E. P., & Kunstman, J. W (2021). Baseline testosterone moderates the effect of money exposure on charitable giving intent. *Psychology & Marketing* (ABS: 3; ABDC: A; IF: 5.9), 38(2), 328-337.

5. Nepomuceno, M. V., Pastore, C., & Stenstrom, E. P. (2021). Prenatal hormones (2D:4D), intrasexual competition, and materialism in women. *Psychology & Marketing* (ABS: 3; ABDC: A; IF: 5.9), 38(2), 239-248.
6. Stenstrom, E. P., Saad, G., & Hingston, S. T. (2018). Menstrual cycle effects on prosocial orientation, gift giving, and charitable giving. *Journal of Business Research* (ABS: 3; ABDC: A; IF: 10.6), 84(3), 82-88.
7. Stenstrom, E. P., Dinsmore, J. B., Kunstman, J. W., & Vohs, K. D. (2018). The effects of money exposure on testosterone and risk-taking, and the moderating role of narcissism. *Personality and Individual Differences* (ABS: 3; ABDC: A; IF: 4.28), 123, 110-114.
8. DelVecchio, D., Jones, W. J., & Stenstrom, E. P. (2017). Integrating partitioned prices via computational estimation. *Psychology & Marketing* (ABS: 3; ABDC: A; IF: 5.9), 34(8), 823-835.
9. Nepomuceno, M. V., Saad, G., Stenstrom, E. P., Mendenhall, Z., & Iglesias, F. (2016). Testosterone at your fingertips: Digit ratios (2D: 4D and rel2) as predictors of courtship-related consumption intended to acquire and retain mates. *Journal of Consumer Psychology* (ABS: 4*; ABDC: A*; IF: 6.0), 26(2), 231-244.
10. Nepomuceno, M. V., Saad, G., Stenstrom, E. P., Mendenhall, Z., & Iglesias, F. (2016). Testosterone & gift-giving: Mating confidence moderates the association between digit ratios (2D: 4D and rel2) and erotic gift-giving. *Personality and Individual Differences* (ABS: 3; ABDC: A; IF: 4.3), 91, 27-30.
11. Saad, G., & Stenstrom, E. P. (2012). Calories, beauty, and ovulation: The effects of the menstrual cycle on food and appearance-related consumption. *Journal of Consumer Psychology* (ABS: 4*; ABDC: A*; IF: 6.0), 22(1), 102-113.
12. Stenstrom, E. P., Saad, G., Nepomuceno, M. V., & Mendenhall, Z. (2011). Testosterone and domain-specific risk: Digit ratios (2D:4D and rel2) as predictors of recreational, financial, and social risk-taking behaviors. *Personality and Individual Differences* (ABS: 3; ABDC: A; IF: 4.28), 51(4), 412-416.
13. Stenstrom, E. P., & Saad, G. (2011). Testosterone, financial risk-taking, and pathological gambling. *Journal of Neuroscience, Psychology, and Economics* (IF: 1.3), 4(4), 254.
14. Stenstrom, E. P., Stenstrom, P. M., Saad, G., & Cheikhrouhou, S. (2008). Online hunting and gathering: An evolutionary perspective on sex differences in website preferences and navigation. *IEEE Transactions on Professional Communication* (ABDC: B, IF: 2.0), 51(2), 155-168.

BOOK CHAPTER

1. Dinsmore, J. B., Stenstrom, E. P., & Nepomuceno, M. V. (2021). Testosterone and financial risk-taking. *Handbook of Experimental Finance*.
2. Stenstrom, E. P., & Saad, G. (2010). The neurocognitive and evolutionary bases of sex differences in website design preferences: Recommendations for marketing managers. In I. Lee (Ed.), *Encyclopedia of E-Business Development and Management in the Global Economy* (pp. 725-733). Hershey, PA: IGI Global.

CONFERENCE PRESENTATIONS (*presenter)

1. Pastore, C.*, Nepomuceno, M. V., & Stenstrom, E. P. (2018). Hormonal Effects on Materialism and the Moderating Role of Intrasexual Competition. Working paper to be presented at the North American Conference of the Association for Consumer Research (ACR); Dallas, TX.
2. Dinsmore, J. B.*, Stenstrom, E. P., & Kunstman, J. W. (2018). Baseline testosterone levels moderate the effect of money primes on charitable giving. Working paper presented at the American Marketing Association Summer Academic Conference (AMA) on August 10-12, 2018; Boston MA.
3. Hingston, S. T.*, Stenstrom, E. P., Delvecchio, D., Stirrat, M. (2017). The effect of exposure to facial width-to-height ratio on charitable giving. Paper presented at the Society for Consumer Psychology Conference (SCP); San Francisco, CA.
4. Delvecchio, D.*, Jones, W. J., Stenstrom, E. P. (2017). Integrating partitioned prices via computational estimation. Paper presented at the American Marketing Association Winter Academic Conference (AMA); Orlando, FL.
5. Pastore, C.*, Nepomuceno, M. V., Stenstrom, E. P., & Maffezzolli, E. (2016). The association between digit ratios and conspicuous consumption, and the moderating role of intrasexual competition. Working paper presented at the North American Conference of the Association for Consumer Research (ACR); Berlin, Germany.
6. Stenstrom, E. P., Saad, G., Puligadda, S.*, & Boezio, A. (2014). The effect of menstrual cycle phase on brand personality preferences. Paper presented at the Atlantic Marketing Association Annual Conference (AtMA); Asheville, NC.
7. Stenstrom, E. P.*, & Saad, G. (2012). Hormones & prosocial behavior: The influence of the menstrual cycle on gift-giving propensity. Working paper presented at the North American Conference of the Association for Consumer Research (ACR); Vancouver, BC.
8. Stenstrom, E. P.* (2012). Evolutionary consumption: Methodological pluralism, interdisciplinarity, and consilience (unified knowledge). Roundtable participant, North American Conference of the Association for Consumer Research (ACR); Vancouver, BC.
9. Stenstrom, E.P.*, Saad, G., Mendenhall, Z., & Nepomuceno, M. V. (2012). Romance and costly signals: The influence of relationship security on conspicuous consumption and risk-taking. Working paper presented at the Society for Consumer Psychology Conference (SCP); Las Vegas, NV.
10. Stenstrom, E. P.*, & Saad, G. (2012). Menstrual cycle effects on gift-giving proclivities. Working paper presented at the Society for Consumer Psychology Conference (SCP); Las Vegas, NV.
11. Saad, G., & Stenstrom, E. P.* (2010). The effects of the menstrual cycle on Food and appearance-related consumption. Working paper presented at the North American Conference of the Association for Consumer Research (ACR); Jacksonville, FL.
12. Stenstrom, E. P.*, Saad, G., Nepomuceno, M. V., & Mendenhall, Z. (2010). Testosterone and context-specific risk: Digit ratios as predictors of recreational, financial, and social risk-taking proclivity. Working paper presented at the North American Conference of the Association for Consumer Research (ACR); Jacksonville, FL.
13. Saad, G., & Stenstrom, E. P.* (2010). The effects of the menstrual cycle on consumption. Competitive paper presented at the Human Behavior and Evolution Society Annual Conference (HBES); Eugene, OR.

14. Nepomuceno, M. V.*, Saad, G., Stenstrom, E. P., & Mendenhall, Z. (2009). Finger length ratios and attitudes towards various product categories. Working paper presented at the North American Conference of the Association for Consumer Research (ACR); Pittsburgh, PA.
15. Stenstrom, E. P., Saad, G., Nepomuceno, M. V., & Mendenhall, Z.* (2009). Digit length ratios, relationship status, and conspicuous consumption. Competitive paper presented at the North Eastern *Evolutionary* Psychology Society Annual Conference (NEEPS); Oswego, NY.
16. Nepomuceno, M. V.*, Saad, G., Stenstrom, E. P., & Mendenhall, Z. (2009). Finger length ratios and attitudes towards various product categories. Working paper presented at the North Eastern *Evolutionary* Psychology Society Annual Conference (NEEPS); Oswego, NY.
17. Stenstrom, E. P.*, Saad, G., Nepomuceno, M. V., & Mendenhall, Z. (2009). Prenatal androgens and domain-specific risk: Digit ratio predicts financial, recreational, social, and ethical risk-taking propensity. Competitive paper presented at the Human Behavior and Evolution Society Annual Conference (HBES); Fullerton, CA.
18. Nepomuceno, M. V.*, Saad, G., Stenstrom, E. P., Mendenhall, Z. (2009). Finger length ratios and attitudes towards various product categories. Competitive paper presented at the Human Behavior and Evolution Society Annual Conference (HBES); Fullerton, CA.
19. Saad, G., & Stenstrom, E. P.* (2007). The research productivity and associated influence of Canadian-based marketing academics: a pilot study. Competitive paper presented at the Administrative Sciences Association of Canada Conference Annual Meetings (ASAC); Ottawa, ON.

OTHER PRESENTATIONS (*presenter)

1. Stenstrom, E. P., Dinsmore, J. B.*, Kunstman, J. W., & Vohs, K. D. (2020). The effects of testosterone on financial risk-taking, presented at the Experimental Finance virtual workshop.
2. Stenstrom, E. P., Dinsmore, J. B.*, Kunstman, J. W., & Vohs, K. D. (2017). The effects of money exposure on testosterone and risk-taking, and the moderating role of narcissism. Paper presented at EM Strasbourg Business School, Strasbourg, France.
3. Stenstrom, E. P., Dinsmore, J. B.*, Kunstman, J. W., & Vohs, K. D. (2017). The effects of money exposure on testosterone and risk-taking, and the moderating role of narcissism. Paper presented at HEC Paris, Paris, France.
4. Stenstrom, E. P.*, Dinsmore, J. B., Kunstman, J. W., & Vohs, K. D. (2015). Money, testosterone, and generosity. Invited presentation at the Social Psychology Research Interest Group (SPRIG) at Miami University; Oxford, OH.
5. Saad, G., & Stenstrom, E. P.* (2010). Menstrual cycle effects on consumption desires, product usage, and purchasing behaviors. Competitive paper presented at the HEC Student Conference on Business Research; Montreal, QC.
6. Stenstrom, E. P.*, Saad, G., Nepomuceno, M. V., & Mendenhall, Z. (2010). Testosterone and context-specific risk: Digit ratios as predictors of recreational, financial, and social risk-taking. Working paper presented at the Annual Concordia Graduate Research Exposition; Montreal, QC.
7. Mendenhall, Z., Saad, G., & Stenstrom, E. P.* (2010). Domain-specific contamination: Pathogen, moral, and sexual disgust across marketing contexts. Working paper presented at the McGill University Doctoral Marketing Symposium; Montreal, QC.

8. Nepomuceno, M. V.*, Saad, G., Stenstrom, E. P., & Mendenhall, Z. (2009). Digit length ratio predicts attitudes towards product categories in women. Working paper presented at the Annual Concordia Graduate Research Exposition; Montreal, QC.
9. Saad, G., & Stenstrom, E. P.* (2009). Menstrual cycle effects on consumption desires, product usage, and purchasing behavior. Working paper presented at the Annual Concordia Graduate Research Exposition; Montreal, QC.

TEACHING EXPERIENCE

Farmer School of Business, Miami University

- Marketing 325: Developing Customer Insights (27 sections), 2014-2022
- Marketing 415: Marketing to Organizations (1 section), 2022
- Marketing 480: Emerging Topics in Marketing (1 section), 2021
- Marketing 291: Principles of Marketing (7 sections), 2013-2018

John Molson School of Business, Concordia University

- Marketing 305/405: Consumer Behavior (3 sections), 2011-2013

PROFESSIONAL EXPERIENCE

SNC-Lavalin, Montreal, Canada, 2003 - 2004

- Financial Information Systems, Website Development

Quebec Government, Canada, 2002 - 2003

- Website Development

GRANTS, AWARDS & HONORS

- Social Sciences and Humanities Research Council of Canada Research Grant (\$61,362), with Marcelo Nepomuceno (PI), 2016-2019.
- Grant to Promote Research, Miami University Faculty Research Grants (\$3,000), “The Influence of Baby Exposure on Testosterone and Consumer Risk-Taking,” 2016-2018
- Summer Research Appointment, Miami University Faculty Research Grants (\$6,200), 2016
- FSB Supplement for a University Summer Research Appointment (\$6,200), 2016
- Special Research Award from the FSB Dean and the Department of Marketing (\$36,000), “Hormones and Consumer Behavior,” 2015.
- Nominated for the Richard K. Smucker Teaching Excellence Award for Outstanding Junior Professor, 2016
- CELTUA Miami Faculty Teaching Commendations, 2015, 2016, 2017, 2018
- Rike Consumer Research Foundation Research Grant from Wright State University (\$17,280), with John Dinsmore, Jonathan Kunstman, and Kathleen Vohs, 2015.
- Ph.D. Thesis Internal Research Grant, Concordia University (\$5,000), 2013-2014
- AMA-Sheth Doctoral Consortium Fellow, 2012
- Bob and Raye Briscoe PhD Fellowship in Business Administration, Concordia University (\$20,000), 2011-2012

- Concordia University Doctoral Award of Excellence (\$15,000), 2011
- Doctoral Research Fellowship, FQRSC (Fonds de recherche sur la société et la culture; \$60,000), 2008-2010
- Concordia Graduate Research Exposition, Co-Winner of Popular Choice Award (\$100), 2010
- Concordia Graduate Research Exposition 1st Runner-up for Best Poster Award (\$200), 2009
- Concordia University Graduate Entrance Award (\$10,000), 2008-2009
- M.Sc. Thesis Internal Research Grant, Concordia University (\$1,200), 2006-2007
- Raymond A. Décarie Graduate Scholarship in Commerce and Administration, Concordia University (\$1,250), 2006
- Medal of Bravery, Governor General of Canada, 2006

SERVICE

Ad Hoc Reviewer

- *Journal of Business Research* (IF: 10.6), 2016, 2017, 2018, 2019, 2020
- *Psychology & Marketing* (IF: 5.9), 2019
- *PLOS ONE* (IF: 4.1), 2019
- *Psychological Science* (IF: 9.65), 2018
- *Personality and Individual Differences* (IF: 4.3), 2016
- *Evolutionary Psychology* (IF: 2.3), 2014, 2016
- *Society for Consumer Research Conference*, 2014
- *Association for Consumer Research Conference*, 2012

PhD Committees

- Comprehensive Exams: Ryan Nicholls (Social Psychology, completed in spring 2017), Steven Almaraz (Social Psychology, completed in fall 2017), Brandon Humphrey (Social Psychology, completed in summer 2018), Elizabeth Velkoff (Clinical Psychology, completed in fall 2018), and Robert Fite (Clinical Psychology, completed in fall 2019).
- Dissertations: Joshua Buchanan (Social Psychology, proposal defended in fall 2014, dissertation defended in summer 2015), Jason Deska (Social Psychology, proposal defended in fall 2017, dissertation defended in spring 2018), Paige Lloyd (Social Psychology, proposal defended in fall 2017, dissertation defended in summer 2018), Robert Fite (Clinical Psychology, proposal defended in summer 2020), and Elizabeth Velkoff (Clinical Psychology, proposal defended in spring 2019, dissertation defended in summer 2021).

Undergraduate Independent Study Supervision

- I supervised Marketing Research Practicum Independent Study, wherein Undergraduate students gain hands-on research experience in my Consumer Behavior Research Lab as research assistants: Maggie Groff (spring and fall 2015), Anne Bryan (spring and fall 2015), Emily Kwederis (spring and fall 2015), Margaret Kistner (fall 2015), Caroline Cox (fall 2015), Courtney Fasola (fall 2015 and spring 2016), Elizabeth Docel (fall 2015), Laurel Wilcoxon (fall 2015 and spring 2016), Paulina Fisher (fall 2015 and spring 2016), Tushar Batia (spring 2016 and spring 2017), Benjamin Meissner (spring 2016), Madison Zyer (spring 2016), Kennedy Nock (fall 2016), Alayna Tomaro (fall 2016), Aaron Baker (spring 2018), Mary-Madeleine Caumeil (spring 2018), Allison Jenkins (spring 2018), Sage Kelner (spring 2018), Kaitlyn Allman (spring 2018 and spring 2019), Logan Pipes (spring 2018 and spring 2019), Ryan Phelps (spring 2019), Elizabeth Kilbride (spring 2019), Kabe Flynn

(spring 2019), Jonathan Perry (spring 2019), Isabella Douglas (spring 2019), Steven Catania (spring 2019), and Macey Neubauer (spring 2019).

Committees

- Miami University Presidential Fellows Faculty Committee/Interviewer, 2019, 2020, 2021, 2022.
- Chair of the FSB Teaching Effectiveness Committee, 2020-21.
- Member of the FSB Teaching Effectiveness Committee, 2018-19, 2019-20.
- FSB Graduate School Programs Task Force, 2019-20.
- FSB Research Committee, 2015-16, 2016-17, 2017-18.
- Marketing Department Chair Search Committees, 2016, 2017.
- Marketing Department Faculty Search Committees, 2013, 2016.

PROFESSIONAL AFFILIATIONS

Society for Consumer Psychology (SCP)
Association for Consumer Research (ACR)