

Daniel von der Heyde Fernandes

Católica-Lisbon School of Business and Economics, Catholic University of Portugal, Portugal
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POSITION

Associate Professor of Marketing, September 2019

Católica-Lisbon School of Business & Economics, Catholic University of Portugal

Assistant Professor of Marketing, September 2013 – September 2019

Católica-Lisbon School of Business & Economics, Catholic University of Portugal

EDUCATION

Ph.D. in Marketing, October 2013

Rotterdam School of Management, Erasmus University

Visiting PhD student, June-December 2010

Leeds School of Business, University of Colorado at Boulder

M.Sc. in Marketing, March 2008

Federal University of Rio Grande do Sul, Brazil

B.A. in Business Administration, December 2005

Federal University of Rio Grande do Sul, Brazil

RESEARCH INTERESTS

Financial Decision Making; Memory; Planning; Political Ideology.

HONORS & AWARDS

2019: Winner of the C.W. Park Outstanding Contribution Award for article published in the Journal of Consumer Psychology (title: When and Why We Forget to Buy).

2017: Winner of the Nicosia Award for the best competitive paper at the Association for Consumer Research conference (title: The Mortgage Illusion).

2016: Winner of the Emerald/EFMD Outstanding Doctoral Research Award.

2015: Católica-Lisbon Research Unit Grant for a 3 months visit to MIT.

2011-2012: “A Meta-Analytic and Psychometric Investigation of the Effect of Financial Literacy on Downstream Financial Behaviors,” supported by a grant from the National Endowment for Financial Education (NEFE).

2010: Erasmus Research Institute of Management Grant for a 6 months visit to the University of Colorado Boulder.

PUBLICATIONS

Ordabayeva, Nailya, and Daniel Fernandes (2018). “Better or Different? How Political Ideology Shapes Consumers’ Preferences for Differentiation in the Social Hierarchy,” *Journal of Consumer Research*, 45 (2), 227-250. (lead article)

Netemeyer, Richard G., Dee Warmath, Daniel Fernandes, and John G. Lynch (2018). “How Am I Doing? Perceived Financial Well-Being, Its Potential Antecedents, and Its Relation to Overall Well-Being,” *Journal of Consumer Research*, 45 (1), 68-89. (equal contribution)

Ordabayeva, Nailya, and Daniel Fernandes (2017). “Similarity Focus and Support for Redistribution,” *Journal of Experimental and Social Psychology*, 72 (3), 67-74.

Fernandes, Daniel, Stefano Puntoni, Stijn van Osselaer and Elizabeth Cowley (2016). “When and Why We Forget to Buy,” *Journal of Consumer Psychology*, 26 (3), 363-380.

Fernandes, Daniel, John G. Lynch, and Richard G. Netemeyer (2014). “Financial Literacy, Financial Education and Downstream Financial Behaviors,” *Management Science*, 60 (8), 1861-1883. (lead article)

Fernandes, Daniel, and Naomi Mandel (2014). “Political Conservatism and Variety-Seeking,” *Journal of Consumer Psychology*, 24 (1), 79-86.

Fernandes, Daniel (2013). “The 1/N Rule Revisited: Heterogeneity in the Naïve Diversification Bias,” *International Journal of Research in Marketing*, 30 (3), 310-313.

De Langhe, Bart, Stefano Puntoni, Daniel Fernandes, and Stijn M. J. van Osselaer (2011). “The Anchor Contraction Effect in International Marketing Research,” *Journal of Marketing Research*, 48 (2), 473-489.

OTHER PUBLICATIONS

Pizzutti, Cristiane and Daniel Fernandes (2010). “A Contingency Model of the Effect of Recovery Efforts on Consumer Trust and Loyalty in Online Purchasing,” *International Journal of Electronic Commerce*, 14, 127-160.

Pizzutti, Cristiane and Daniel Fernandes (2008). “A Recuperação de Serviços como Ferramenta de Relacionamento e seu Impacto na Confiança e Lealdade dos Clientes,” *Revista de Administração de Empresas*, 48, 10-24.

CONFERENCE PRESENTATIONS

“Looking Up or Down on the Social Ladder: How Socioeconomic Comparison Influences Self and Other Attributions of Prosocial Behavior,” Association for Consumer Research (ACR) Conference, Atlanta (2019)

“The Mortgage Illusion,” Association for Consumer Research (ACR) Conference, San Diego (2017); Financial Management Association (FMA) International, Boston (2017); Housing-Urban-Labor-Macro (HULM) Conference, Atlanta (2016); Boulder Conference on Consumer Financial Decision Making, Boulder (2016, Poster Presentation).

“Similarity Focus and Support for Redistribution,” Association for Consumer Research (ACR) Conference, San Diego (2017); Society for Judgment and Decision Making (SJDM) Conference, Vancouver (2017).

“How Am I Doing? Perceived Financial Well-Being, Its Potential Antecedents, and Its Relation to Overall Well-Being,” Association for Consumer Research (ACR) Conference, San Diego (2017).

“When and Why We Forget to Buy,” Association for Consumer Research (ACR) Conference, Baltimore (2014).

“Mañana: Reminders as Tools for Accelerating or Procrastinating Task Completion,” Association for Consumer Research (ACR) Conference, Baltimore (2014); European Marketing Academy (EMAC) Doctoral Colloquium, Lisbon (2012).

“Politics and Status: How Political Ideology Shapes Status Concerns and Preferences,” Association for Consumer Research (ACR) Conference, Baltimore (2014).

“A Meta-Analytic and Psychometric Investigation of the Effect of Financial Literacy on Downstream Financial Behaviors,” Boulder Conference on Consumer Financial Decision Making, Boulder (2012); Association for Consumer Research (ACR) Conference, Vancouver (2012).

“When More Leads to Less: Greater Attentional Bias for Emotional Information is Negatively Associated with Self-Reported Feelings,” Society for Consumer Psychology (SCP) Conference, Las Vegas (2012); Association for Consumer Research (ACR) Conference, Vancouver (2012).

“Of Optimists and Shopping Lists: The Dissociation between Consumers’ Memory Metacognition and Memory Performance,” Behavioral Decision Research in Management (BDRM) Conference, Boulder (2012, Poster Presentation).

“Only a Diamond Can Cut a Diamond: The Regulation of Anxiety and Sadness via System Fit,” Association for Consumer Research (ACR) Conference, St. Louis (2011).

“The Spice of Life: Effects of Mortality Anxiety on Preference for Variety,” Association for Consumer Research (ACR) Conference, Pittsburgh (2009).

“The Antecedents of Consumer Complaining Behavior,” Association for Consumer Research (ACR) Conference, Memphis (2007).

INVITED PRESENTATIONS

2019: King’s College London, NOVA School of Business and Economics, University of Exeter, University of Georgia

2016: Instituto de Empresa Business School

2014: AFLATOUN Youth Financial Education

2013: University of Amsterdam

2012: University of Bath, Universitat Pompeu Fabra, Tilburg University, Catholic University of Portugal

TEACHING & UNIVERSITY SERVICE

Catholic University of Portugal:

- 2019: Marketing at MBA level (executives)
- 2016-2019: Consumer Behavior at MSc level in psychology (master's students)
- 2015-2019: Consumer Behavior at MSc level in management (master's students)
- 2015-2019: Consumer Psychology at Bachelor level in management (undergraduate students)
- 2013-2019: Marketing Management at MSc level in management (master's students)
- 2013-2019: Supervisor of 19 master students' theses in management (master's students)

Erasmus University:

- 2011-2013: Supervisor of Bachelor Theses in Marketing.
- 2009-2010: Administrator of the ERIM Research Participation System (subject pool).

PROFESSIONAL SERVICE

Ad-Hoc Reviewer: Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Journal of Consumer Psychology, International Journal of Research in Marketing, Journal of Marketing Behavior, ACR Conference, and EMAC Conference.

PERSONALIA

Born on August 26, 1983, in Porto Alegre, Brazil.
Married to Julia Polgati Diehl, two children (Marina, born in 2015; Olivia, born in 2018).

REFERENCES

Stefano Puntoni, Erasmus University
Stijn van Osselaer, Cornell University
John G. Lynch, University of Colorado Boulder