

Rodrigo da Silva Dias

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ACADEMIC POSITIONS

UNIVERSITY OF COLORADO BOULDER, LEEDS SCHOOL OF BUSINESS	Boulder, CO
Gordon and Susan Trafton Faculty Scholar	2025-Present
Assistant Professor, Marketing Division	2024-Present
FEDERAL RESERVE BANK OF PHILADELPHIA, CONSUMER FINANCE INSTITUTE	
Visiting Scholar	2026-Present

EDUCATION

DUKE UNIVERSITY, FUQUA SCHOOL OF BUSINESS	Durham, NC
PhD, Marketing	2024
FUNDACAO GETULIO VARGAS, EBAPE	Rio de Janeiro, Brazil
MSc, Behavioral Sciences	2017
BSc, Business Administration	2015

RESEARCH INTERESTS

Theoretical: Consumer Behavior; Monetary Resources; Subjective Wealth; Consumer Well-Being.
Substantive: Consumer Finances; Financial Decision Making; Inflation; Pricing.
Methodological: Experiments; Multilevel Modeling; Psychometrics.

SELECTED PUBLICATIONS

* Data, code, materials, and pre-registrations available at osf.io/ajs3p

Dias, Sharma, and Fitzsimons. (2025) "[Quality-Quantity Tradeoffs in Consumption.](#)". *Journal of Consumer Research*, 52(1), 93–114.

- 2023 SCP Best Competitive Paper Award Finalist

Dias, Spiller, and Fitzsimons. (2023) "[Understanding Effect Sizes in Consumer Psychology.](#)" *Marketing Letters*, 34, 367–374.

Howe, Zhou, **Dias**, and Fitzsimons. (2023) "[Aha over Haha: Brands Benefit More From Being Clever Than From Being Funny.](#)" *Journal of Consumer Psychology* 33(1), 107–114.

Dias, Sharma, and Fitzsimons. (2022) "[Spending and Happiness: The Role of Perceived Financial Constraints.](#)" *Journal of Consumer Research* 49(3), 373–388.

- 2023 Ferber Award (winner)

- Editor's Choice

Schuckmann, Barros, **Dias**, and Andrade. (2018) "[From Slum Tourism to Smiley Selfies: The Role of Social Identity Strength in the Consumption of Morally Ambiguous Experiences.](#)" *Journal of Consumer Psychology* 28(2), 192–210.

SELECTED PAPERS UNDER REVIEW AND WORK IN PROGRESS

[†] Denotes PhD Student

Dias, Sharma, and Fitzsimons. (2025) [“Consumer Wealth and Price Expectations.”](#) *Revising for 3rd Round of Review at Journal of Consumer Research.*

- 2023 MSI Alden G. Clayton Dissertation Proposal Competition Honorable Mention

Wu[†] and **Dias**. (2026) *“Tariffs and Consumer Behavior.” Under Review at Journal of Consumer Research.*

Martuza, **Dias**, Etkin, Thorbjørnsen, and Dahlen. (2026) *“Time-as-Money Thinking.” Under Review at Journal of Consumer Research.*

Wu[†], **Dias**, and Etkin. (2026) *“Lay Beliefs About Money and Happiness.” Working Paper.*

Pan[†], **Dias**, and Fitzsimons. (2026) *“The Psychological Costs of Rising Prices.” Working Paper.*

HONORS AND AWARDS

CESR Research Fellowship	2026
Gordon and Susan Trafton Faculty Scholar Award	2025
Fuqua School of Business Best Dissertation Award	2024
JCR Ferber Award	2023
MSI Alden G. Clayton Dissertation Proposal Competition Honorable Mention	2023
AMA CBSig Rising Star Award	2023
AMA DocSig Mathew Joseph Emerging Scholar Award	2023
SCP Conference Best Competitive Paper Finalist	2023
AMA Sheth Doctoral Consortium Fellow	2022

INVITED TALKS

UCLA <i>Anderson School of Management</i>	January 2024
Vanderbilt University <i>Owen Graduate School of Management</i>	November 2023
Indiana University <i>Kelley School of Business</i>	November 2023
Stanford University <i>Graduate School of Business</i>	November 2023
University of Pennsylvania <i>The Wharton School</i>	October 2023
University of Chicago <i>Booth School of Business</i>	October 2023
University of Colorado Boulder <i>Leeds School of Business</i>	October 2023
Harvard University <i>Harvard Business School</i>	October 2023
Virginia Tech <i>Pamplin College of Business</i>	October 2023
Cornell University <i>Nolan School of Hotel Administration</i>	October 2023
University of British Columbia <i>Sauder School of Business</i>	September 2023
Northwestern University <i>Kellogg School of Management</i>	September 2023
Federal Reserve Bank of Philadelphia	March 2023

CONFERENCE PRESENTATIONS

Rodrigo S. Dias, Eesha Sharma, and Gavan J. Fitzsimons (March 2026, scheduled), *“Financial Constraints and Price Expectations”*, *Society for Consumer Psychology*, Competitive Paper, San Diego, CA.

Rodrigo S. Dias, Eesha Sharma, and Gavan J. Fitzsimons (November 2025), “Financial Constraints and Price Expectations”, *Society for Judgment and Decision Making*, Competitive Paper, Denver, CO.

Rodrigo S. Dias, Eesha Sharma, and Gavan J. Fitzsimons (October 2025), “Financial Constraints and Price Expectations”, *Association for Consumer Research*, Competitive Paper, Washington, DC.

Rodrigo S. Dias, Eesha Sharma, and Gavan J. Fitzsimons (March 2024), “Consumer Wealth and Price Expectations”, *Society for Consumer Psychology*, Competitive Paper, Nashville, TN.

Rodrigo S. Dias, Eesha Sharma, and Gavan J. Fitzsimons (October 2023), “Quality-Quantity Tradeoffs in Consumption”, *Association for Consumer Research*, Competitive Paper, Seattle, WA.

Rodrigo S. Dias, Eesha Sharma, and Gavan J. Fitzsimons (March 2023), “Quality-Quantity Tradeoffs in Consumption”, *Society for Consumer Psychology*, Competitive Paper, San Juan, PR.

Rodrigo S. Dias, Eesha Sharma, and Gavan J. Fitzsimons (February 2023), “Quality-Quantity Tradeoffs in Consumption”, *Society for Personality and Social Psychology*, Data Blitz, Atlanta, GA.

Rodrigo S. Dias, Eesha Sharma, and Gavan J. Fitzsimons (February 2023), “Causes and Consequences of Consumers’ Inflation Expectations”, *Society for Personality and Social Psychology*, JDM Pre-Conference, Poster, Atlanta, GA.

Rodrigo S. Dias, Eesha Sharma, and Gavan J. Fitzsimons (July 2022), “Spending and Happiness: The Role of Perceived Financial Constraints”, *SCP Scarcity Boutique Conference*, Competitive Paper, Honolulu, HI.

Rodrigo S. Dias, Eesha Sharma, and Gavan J. Fitzsimons (June 2022), “Quality-Quantity Tradeoffs in Consumption”, *Marketing Science*, Competitive Paper, Virtual.

Rodrigo S. Dias, Eesha Sharma, and Gavan J. Fitzsimons (June 2022), “Spending and Happiness: The Role of Perceived Financial Constraints”, *AMA Marketing and Public Policy Conference*, Competitive Paper, Virtual.

Rodrigo S. Dias, Eesha Sharma, and Gavan J. Fitzsimons (March 2022), “Spending and Happiness: The Role of Perceived Financial Constraints”, *Society for Consumer Psychology*, Competitive Paper, Virtual.

Rodrigo S. Dias, Eesha Sharma, and Gavan J. Fitzsimons (February 2022), “Individual Differences in Quality-Quantity Tradeoffs in Consumer Decision-Making”, *Society for Judgment and Decision Making*, Working Paper, Virtual.

Rodrigo S. Dias, Eesha Sharma, and Gavan J. Fitzsimons (October 2021), “Perceived Financial Constraints and Purchase Happiness”, *Association for Consumer Research*, Competitive Paper, Virtual.

Rodrigo S. Dias and Eduardo B. Andrade (June 2021), “How (Erroneous) Consumer Policy Forecasts Influence Consumer Policy Opinion: The Case of Cannabis Legalization”, *AMA Marketing and Public Policy Conference*, Competitive Paper, Virtual.

Rodrigo S. Dias, Eesha Sharma, and Gavan J. Fitzsimons (May 2021), “Financial Constraints and Purchase Happiness”, *Trans-Atlantic Doctoral Conference*, Competitive Paper, Virtual.

Rodrigo S. Dias and Gavan J. Fitzsimons (March 2020), “What’s for Dinner? The Effects of Planning on People’s Happiness with What They Have for Dinner”, *Society for Consumer Psychology*,

Special Session, Huntington Beach, CA.

Rodrigo S. Dias and Eduardo B. Andrade (March 2020), "Social Projection (or the lack thereof) and Estimates of Future Consumption Prevalence", *Society for Consumer Psychology*, Poster, Huntington Beach, CA.

Rodrigo S. Dias and Gavan J. Fitzsimons (October 2019), "What's for Dinner? The Effects of Planning on People's Happiness with What They Have for Dinner", *Association for Consumer Research*, Poster, Atlanta, GA.

SELECTED PRESS COVERAGE

The Wall Street Journal (November 2023): [The Fun Things in Life Are Giving Us Buyer's Remorse](#)

CNBC (June 2022): [Financial stress makes you less happy with what you buy.](#)

Canvas8 (May 2022): [Money troubles? The science of purchase happiness](#)

CNBC (March 2022): [Have a case of buyer's remorse? Why high inflation may be to blame.](#)

Science Daily (February 2022): [When money is tight, 'purchase happiness' is low.](#)

TEACHING

UNIVERSITY OF COLORADO BOULDER

Principles of Marketing (Business Minor) 2024-present

SERVICE

EDITORIAL REVIEW BOARD

Journal of Consumer Psychology 2026-present

AD-HOC REVIEWER

Journal of Consumer Research

Journal of Marketing Research

Journal of Marketing

Journal of Experimental Psychology: General

CONFERENCE REVIEWER

Society for Consumer Psychology Annual Conference

Association for Consumer Research Annual Conference

INTERNAL SERVICE

Faculty Recruiting Committee, Member 2025

PhD Committee, Member 2024-present

PROFESSIONAL AFFILIATIONS

Association for Consumer Research

Society for Consumer Psychology

American Marketing Association

Society for Judgment and Decision Making

APPENDIX A: REFERENCES

Gavan Fitzsimons

Dissertation Co-Chair

Edward and Rose K. Donnell Professor

Duke University

Durham, NC

✉ gavan@duke.edu

Jim Bettman

Dissertation Committee

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Jordan Etkin

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Eesha Sharma

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Eduardo Andrade

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