

Julian Givi

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EMPLOYMENT

Associate Professor of Marketing

John Chambers College of Business and Economics
West Virginia University
2024 – present

Assistant Professor of Marketing

John Chambers College of Business and Economics
West Virginia University
2019 – 2024

EDUCATION

Carnegie Mellon University

Tepper School of Business
PhD, Marketing, 2019
Minor in Statistics
MSIA, Marketing, 2016

University of Pittsburgh

BSBA, Finance, 2014
Minors in Mathematics and Economics
Summa Cum Laude

HONORS AND AWARDS

West Virginia University Marketing Department Research Award (2020, 2022, 2023)
West Virginia University Marketing Department Teaching Award (2022)
West Virginia University Marketing Department Outreach Award (2024)
The *Society for Consumer Psychology* Best Track Paper Award (2022)
Research and Scholarship Advancement Grant (Spring 2020, Spring 2021)
Research and Library Committee Grant (Fall 2019, Spring 2020, Spring 2021)
Graduate Student Assembly/Provost Conference Funds (2016, 2017, 2018)
Sharmila Chakravarti Doctoral Fellowship (2016)
Carnegie Mellon Presidential Fellowship (2016)
Dean's List (Fall 2014, Spring 2015, Fall 2015)

PUBLICATIONS

1. Givi, Julian and Stella Tavallaei (in press), “The Gift Exchange Taboo: Givers’ and Recipients’ Differing Views on Exchanging a Gift for Another Product,” *Marketing Letters*.
2. **Givi, Julian**, Colleen P. Kirk, Daniel M. Grossman, and Constantine Sedikides (2025), “Maybe Don’t Say ‘Maybe’: How and Why Invitees Fail to Realize That They Should Not Respond to Invitations with a “Maybe,” *Journal of Experimental Social Psychology*, 121, 104814.
3. Branco-Illodo, Ines, Cele Otnes, Teresa M. Heath, and **Julian Givi** (in press), “Defining and Delineating Mindful Gifting: A Review and Research Agenda,” *Psychology & Marketing*.
4. Zhao, Lin, **Julian Givi**, and Annie P. Cui (2025), “Recipient-Brand Value Misalignment: How Corporate Sociopolitical Activism Reshapes Gift Giving Decisions,” *Journal of Business Research*, 199, 115523.
5. **Givi, Julian**, Daniel M. Grossman, and Cony M. Ho (2025), “When and Why the Pursuit of Meaning Increases Charitable Giving: The Role of Social Connectivity,” *European Journal of Marketing*, 59 (4), 1151-1161.
6. **Givi, Julian**, Daniel M. Grossman, Colleen P. Kirk, and Constantine Sedikides (in press), “Self-Invitation Hesitation: How and Why People Fail to Ask to Join the Plans of Others,” *Personality and Social Psychology Bulletin*.
7. Mu, Yumei and **Julian Givi** (2025), “Who Cares More? A Giver-Recipient Asymmetry in the Importance of Selecting a Good Gift,” *European Journal of Marketing*, 59 (1), 59-85.
8. Kirk, Colleen P., Constantine Sedikides, and **Julian Givi** (2025), “Just Because I’m Great (and You’re Not): When, Why, and How Narcissistic Individuals Give Gifts to Others,” *Journal of Personality*.
9. Kirk, Colleen P. and **Julian Givi** (2025), “The AI-Authorship Effect: Understanding Authenticity, Moral Disgust, and Consumer Responses to AI-Generated Marketing Communications,” *Journal of Business Research*, 186, 114984.
10. **Givi, Julian** and Jeff Galak (2024), “A Social-Norms Based Framework for Understanding and Predicting Giver-Recipient Discrepancies in Gift Selection,” *European Journal of Marketing*, 58 (4), 1115-1140.
11. **Givi, Julian** and M. Paula Fitzgerald (2024), “The First-To-Test (F2T) Bias: The Impact of Testing Order on Assigning Responsibility for Contagion,” *PLOS One*, 19 (3), e0297965.

12. **Givi, Julian**, Daniel M. Grossman, and Frank R. Kardes (2024), "The Final Score Is All That Matters: How and Why Consumers Erroneously Use Raw Scores," *Psychology & Marketing*, 41 (3), 665-676.
13. **Givi, Julian** and Colleen P. Kirk (2024), "Saying No: The Negative Ramifications from Invitation Declines Are Less Severe than We Think," *Journal of Personality and Social Psychology*, 126 (6), 1103-1115.
14. **Givi, Julian** and Yumei Mu (2023), "The Oversensitivity in Gift Giving Phenomenon," *Marketing Letters*, 34 (4), 619-631.
15. Reshadi, Farnoush, **Julian Givi**, and Gopal Das (2023), "Gifting Digital versus Physical Gift Cards: How and Why Givers and Recipients Have Different Preferences for a Gift Card's Mode of Delivery," *Psychology & Marketing*, 40 (5), 970-978.
16. Gupta, Mansi, Parvathy, **Julian Givi**, Moumita Dey, H. Kent Baker, and Gopal Das (2023), "A Bibliometric Analysis of Gift Giving," *Psychology & Marketing*, 40 (4), 629-642.
17. **Givi, Julian**, Laura Birg, Tina M. Lowrey, and Jeff Galak (2023), "An Integrative Review of Gift-Giving Research in Consumer Behavior and Marketing," *Journal of Consumer Psychology*, 33 (3), 529-545.
18. **Givi, Julian** and Gopal Das (2023), "Givers Eschew Gifts That Are Inferior to Their Own: How Social Norms, Regulatory Focus, and Concerns about Offending Lead Givers Astray," *Journal of Consumer Psychology*, 33 (2), 363-376.
19. Reshadi, Farnoush and **Julian Givi** (2022), "Spending the Most on Those Who Need It the Least: Gift Givers Buy More Expensive Gifts for Affluent Recipients," *European Journal of Marketing*, 57 (2), 479-504.
20. **Givi, Julian** and Yumei Mu (2022), "Your Gift but My Attitude: Gift Givers' Aversion to Giving Attitude-Inconsistent Gifts," *European Journal of Marketing*, 56 (5), 1488-1511.
21. **Givi, Julian** and Jeff Galak (2022), "Gift Recipients' Beliefs about Occasion-Based and Non-Occasion-Based Gifts: The Importance of Signaling Care and Meeting Expectations in Gift Giving," *Journal of Consumer Psychology*, 32 (3), 445-465.
22. **Givi, Julian** and Gopal Das (2021), "To Earmark or Not to Earmark When Gift-Giving: Gift-Givers' and Gift-Recipients' Diverging Preferences for Earmarked Cash Gifts," *Psychology & Marketing*, 39 (2), 420-428.
23. **Givi, Julian** (2021), "When a Gift Exchange Isn't an Exchange: Why Gift Givers Underestimate How Uncomfortable Recipients Feel Receiving a Gift without Reciprocating," *Journal of Business Research*, 129 (May), 393-405.

24. **Givi, Julian**, Jeff Galak, and Christopher Y. Olivola (2021), “The Thought that Counts is the One We Ignore: How Givers Overestimate the Importance of Relative Gift Value,” *Journal of Business Research*, 123 (February), 502-515.
25. **Givi, Julian** and Christopher Y. Olivola (2020), “How Do I like My Chances (to Unfold)? Why Perceived Scarcity and Anticipated Hope Lead Consumers to Prefer Increasing Probabilities of Obtaining a Resource,” *Journal of the Association for Consumer Research*, 5 (4), 470-484.
26. **Givi, Julian** (2020), “(Not) Giving the Same Old Song and Dance: Givers’ Misguided Concerns about Thoughtfulness and Boringness Keep Them from Repeating Gifts,” *Journal of Business Research*, 117 (September), 87-98.
27. **Givi, Julian** and Jeff Galak (2020), “Selfish Prosocial Behavior: Gift-Giving to Feel Unique,” *Journal of the Association for Consumer Research*, 5 (1), 34-43.
28. **Givi, Julian** and Jeff Galak (2019), “The “Future Is Now” Bias: Anchoring and (Insufficient) Adjustment When Predicting the Future from the Present,” *Journal of Experimental Social Psychology*, 84 (September), 1-18.
29. **Givi, Julian** and Jeff Galak (2019), “Keeping the Joneses from Getting Ahead in the First Place: Envy’s Influence on Gift Giving Behavior,” *Journal of Business Research*, 101 (August), 375-388.
30. **Givi, Julian** and Jeff Galak (2017), “Sentimental Value and Gift Giving: Givers’ Fears of Getting It Wrong Prevents Them from Getting It Right,” *Journal of Consumer Psychology*, 4 (October), 473-479.
31. Galak, Jeff, **Julian Givi**, and Elanor F. Williams (2016), “Why Certain Gifts Are Great to Give But Not to Get: A Framework for Understanding Errors in Gift Giving,” *Current Directions in Psychological Science*, 25 (6), 380-385.

WORKING PAPERS (*Manuscripts under review*)

1. Mu, Yumei, **Julian Givi**, and Stephen He, “The Impact of Loyalty Program Benefit Scheme Changes on Consumer Satisfaction,” invited for revision at the *European Journal of Marketing*.
2. Mu, Yumei, **Julian Givi**, and Stephen He, “Enhancing Student Satisfaction with Education Cost via Social Comparisons,” invited for revision at *PLOS One*.
3. Haas, Daniel, Colleen P. Kirk, and **Julian Givi**, “AI Ghostwriting Remorse: Guilt for Using GenAI in Consumer-to-Consumer Heartfelt Messages,” invited for revision at the *Journal of Consumer Behaviour*.

4. Jeff Galak and **Julian Givi**, “Structural and Social Cues that Drive Gift Selection in Online Gift Lists, a Multi-Method Investigation,” reject and resubmit at the *Journal of Marketing*.

CONFERENCE PRESENTATIONS (*Presenting author is underlined*)

1. Kirk, Colleen P., Constantine Sedikides, **Julian Givi**, and Berke Cinar (2025), “My Feedback Is Better than Yours: Are Narcissistic Consumers More Likely to Respond to Survey Invitations?” paper presented at the annual meeting of the Association for Consumer Research, Washington, D.C.
2. Hass, Danielle, Colleen P. Kirk, and Julian Givi (2025), “AI Ghost Writing Remorse: Guilt in Using AI for Consumer-to-Consumer Heartfelt Messages,” paper presented at the annual winter academic conference of the American Marketing Association, Phoenix, AZ.
3. Kirk, Colleen P., Constantine Sedikides, and **Julian Givi*** (2024), “Just because I’m Great (and You’re Not): When and Why Narcissistic Consumers Give Gifts to Others, paper presented as part of a special session at the at the annual meeting of the Association for Consumer Research, Paris, France. (*Chair of the special session.)
4. Reshadi, Farnoush, Yuna Choe, and **Julian Givi*** (2024), “When Generosity Softens the Sting: Pain of Payment is Lower When Purchasing Products as Gifts,” paper presented as part of a special session at the at the annual meeting of the Association for Consumer Research, Paris, France. (*Chair of the special session.)
5. Kirk, Colleen P. and **Julian Givi** (2024), “The AI-Authorship Effect: How Consumers Respond when AIs Write Emotional Marketing Communications,” paper presented at the annual meeting of the Association for Consumer Research, Paris, France.
6. **Givi, Julian**, Daniel M. Grossman, and Cony M. Ho (2024), “Increasing Charitable Giving Through the Pursuit of Meaning,” paper presented at the annual meeting of the Association for Consumer Research, Paris, France.
7. Grossman, Daniel M. and **Julian Givi** (2024), “Sentimental Value: When Less is More,” paper presented at the annual meeting of the Association for Consumer Research, Paris, France.
8. Hass, Daniel, Colleen P. Kirk, and **Julian Givi** (2024), “AI Ghostwriting Remorse: Guilt in Using AI for Consumer-to-Consumer Heartfelt Messages,” poster presented at the annual meeting of the Association for Consumer Research, Paris, France.
9. Reshadi, Farnoush, Yuna Choe, and **Julian Givi** (2024), “When Generosity Softens the Sting: Pain of Payment is Lower When Purchasing Products as Gifts,” paper presented at the annual summer academic conference of the American Marketing Association, Boston, MA.

10. Reshadi, Farnoush, Yuna Choe, and **Julian Givi** (2024), “When Generosity Softens the Sting: Pain of Payment is Lower When Purchasing Products as Gifts,” paper presented at the American Marketing Association’s Consumer Behavior SIG Conference, Vienna, Austria.
11. Michael, Caitlin, **Julian Givi**, and Stephen He (2023), “It’s (Not) My Money! Leveraging Psychological Ownership to Increase Charitable Giving,” paper presented as part of a special session at the annual meeting of the Association for Consumer Research, Seattle, WA.
12. **Givi, Julian**, Daniel M. Grossman, and Frank R. Kardes (2023), “The Final Score Is All That Matters: How and Why Consumers Use Raw Scores in the Face of Superseding Percentiles,” paper presented as part of a special session at the annual meeting of the Association for Consumer Research, Seattle, WA.
13. Tavallaei, Stella and **Julian Givi** (2023), “The Gift Return Taboo: Givers’ and Recipients’ Differing Views on Gift Returns,” paper presented at the winter meeting of the Association Marketing Association, Nashville, TN.
14. Reshadi, Farnoush and **Julian Givi** (2022), “Spending the Most on Those Who Need It the Least: Gift-Givers Buy More Expensive Gifts for Affluent Recipients,” paper presented at the annual meeting of the Association for Consumer Research, Denver, CO.
15. **Givi, Julian** and Gopal Das (2022), “Givers Eschew Gifts That Are Inferior to Their Own: How Social Norms, Regulatory Focus, and Concerns about Offending Lead Givers Astray,” paper presented at the annual meeting of the Association for Consumer Research, Denver, CO.
16. Mu, Yumei and **Julian Givi** (2022), “Your Gift but My Attitude: Gift Givers’ Aversion to Giving Attitude-Inconsistent Gifts,” paper presented as part of a special session at the annual summer academic conference of the American Marketing Association, Chicago, IL.
17. **Givi, Julian** and Christopher Y. Olivola (2022), “How Do I like My Chances (to Unfold)? Why Perceived Scarcity and Anticipated Hope Lead Consumers to Prefer Increasing Probabilities of Obtaining a Resource,” paper presented at the Society for Consumer Psychology boutique conference on “Paucity in the Midst of Opulence: How Scarcity, Luxury, and Inequality Impact Consumer Behavior,” Honolulu, HI.
18. Mu, Yumei, **Julian Givi**, and Stephen He (2022), “I’m Happy to See Your Benefit Go: The Impact of Reductions in Other Consumers’ Loyalty Program Benefits on Consumers’ Loyalty Program Satisfaction,” paper presented at the annual meeting of the Society for Consumer Psychology, Online.
19. Mu, Yumei and **Julian Givi** (2022), “Who Cares More? A Giver-Recipient Asymmetry in the Importance of Selecting a Good Gift,” paper presented at the annual meeting of the Society for Consumer Psychology, Online.

20. **Givi, Julian** and Gopal Das (2022), “To Earmark or Not to Earmark: Givers’ and Recipients’ Diverging Preferences for Earmarked Cash Gifts,” paper presented at the annual meeting of the Society for Consumer Psychology, Online.
21. ***Givi, Julian** and Elanor F. Williams (2021), “Gifts That Please Many but Are Given by Few: How and Why Consumers Do Not Give Enough Shared Gifts,” paper presented as part of a special session at the annual meeting of the Association for Consumer Research, Online. (*Chair of the special session.)
22. **Givi, Julian** and Gopal Das (2021), “To Earmark or Not to Earmark: Givers’ and Recipients’ Diverging Preferences for Earmarked Cash Gifts,” paper presented at the annual meeting of the Association for Consumer Research, Online.
23. **Givi, Julian** (2021), “When a Gift Exchange Isn’t an Exchange: Why Gift-Givers Underestimate How Uncomfortable Recipients Feel Receiving a Gift without Reciprocating,” paper presented at the annual meeting of the Association for Consumer Research, Online.
24. **Mu, Yumei, Julian Givi**, and Stephen He (2021), “I’m Happy to See Your Benefit Go: The Impact of Reduced Peer Benefits on Consumers’ Loyalty Program Satisfaction,” paper presented as part of a special session at the annual summer academic conference of the American Marketing Association, Online.
25. **Reshadi, Farnoush** and **Julian Givi** (2021), “Spending More on Those Who Need It the Least: Givers Buy More Expensive Gifts for Affluent Recipients,” paper presented as part of a workshop at the annual conference of the Academy of Marketing, Online.
26. **Mu, Yumei** and **Julian Givi** (2021), “Who Cares More? A Giver-Recipient Asymmetry in the Importance of Selecting a Good Gift,” poster presented at the annual conference of the Academy of Marketing, Online.
27. **Mu, Yumei, Julian Givi**, and Stephen He (2020), “I’m Happy to See Your Benefit Go: The Impact of Reduced Peer Benefits on Consumers’ Loyalty Program Satisfaction,” poster presented at the annual meeting of the Society for Judgement and Decision Making, Online.
28. **Givi, Julian** (2020), “(Not) Giving the Same Old Song and Dance: Givers’ Misguided Concerns about Thoughtfulness and Boringness Keep Them from Repeating Gifts,” paper presented at the annual meeting of the Association for Consumer Research, Paris, France.
29. **Givi, Julian** and Jeff Galak (2019), “Keeping the Joneses from Getting Ahead in the First Place: The Influence of Envy on Gift-Giving Behavior,” paper presented at the annual meeting of the Association for Consumer Research, Atlanta, GA.
30. **Givi, Julian** and Jeff Galak (2019), “When Gift Giving is Selfish: A Motivation to be Unique,” paper presented at the annual meeting of the Association for Consumer Research, Atlanta, GA.

31. **Givi, Julian** and Jeff Galak (2019), “The “Future Is Now” Heuristic: People’s Misguided Beliefs That the Future Will Mirror the Present,” poster presented at the Innovation with Impact exhibition, Pittsburgh, PA.
32. **Givi, Julian** and Jeff Galak (2018), “The “Future Is Now” Heuristic: People’s Misguided Beliefs That the Future Will Mirror the Present,” poster presented at the annual meeting of the Society for Judgment and Decision Making, New Orleans, LA.
33. Galak, Jeff and **Julian Givi** (2015), “When Gift Giving is Selfish: A Motivation to be Unique,” paper presented at the annual meeting of the Society for Judgment and Decision Making, Chicago, IL.
34. **Givi, Julian**, Jeff Galak, and Christopher Y. Olivola (2017), “Two’s Company, Three’s a Crowd: Givers’ Oversensitivity to Other Givers’ Gifts,” poster presented at the annual meeting of the Society for Judgment and Decision Making, Vancouver, BC.
35. **Givi, Julian** and Christopher Y. Olivola (2017), “How Do I Like My Chances (To Unfold)? People’s Probability-Ordering Preferences,” paper presented at the annual meeting of the Society for Judgment and Decision Making, Vancouver, BC.
36. ***Givi, Julian**, Jeff Galak, and Christopher Y. Olivola (2017), “Two's Company, Three's a Crowd: Givers' Oversensitivity to Other Givers’ Gifts,” paper presented as part of a special session at the annual meeting of the Association for Consumer Research, San Diego, CA. (*Chair of the special session.)
37. ***Givi, Julian** and Jeff Galak (2017), “Sentimental Value and Gift Giving: Givers’ Fears of Getting It Wrong Prevents Them from Getting It Right,” paper presented as part of a special session at the annual meeting of the Association for Consumer Research, San Diego, CA. (*Chair of the special session.)
38. Galak, Jeff, **Julian Givi** and Elanor F. Williams (2017), “Why Certain Gifts Are Great to Give But Not to Get: A Framework for Understanding Errors in Gift Giving,” poster presented at the Innovation with Impact exhibition, Pittsburgh, PA.
39. Galak, Jeff, **Julian Givi** and Elanor F. Williams (2016), “Why Certain Gifts Are Great to Give But Not to Get: A Framework for Understanding Errors in Gift Giving,” poster presented at the annual meeting of the Society for Judgment and Decision Making, Boston, MA.
40. Galak, Jeff and **Julian Givi** (2015), “When Gift Giving is Selfish: A Motivation to be Unique,” paper presented at the annual meeting of the Society for Judgment and Decision Making, Chicago, IL.

INVITED PRESENTATIONS

1. West Virginia University Management Department (2025)

2. Queen's University Marketing Department (2025)
3. University of Missouri–St Louis Marketing Department (2025)
4. Marketing Science Institute (2023)
5. Indian Institute of Management Bangalore Marketing Department (2022)
6. West Virginia University Marketing Department (2019)

POPULAR PRESS ARTICLES

1. Galak, Jeff and **Julian Givi** (2023), "How to Give Great Gifts: What Science Teaches Us," *The Wall Street Journal*.
2. **Givi, Julian** (2022), "The 4 Biggest Gift-Giving Mistakes, According to a Consumer Psychologist," *The Conversation*.

PROFESSIONAL AFFILIATIONS

American Marketing Association (2022 – present)
Association for Consumer Research (2014 – present)
Society for Judgment and Decision Making (2015 – present)

EXTERNAL SERVICE

Guest Editor, *Psychology & Marketing*
Editorial Review Board member, *Journal of Business Research*
Editorial Review Board member, *Psychology & Marketing*
Ad-hoc reviewer, *Journal of Marketing Research*
Ad-hoc reviewer, *Journal of Consumer Psychology*
Ad-hoc reviewer, *Journal of Marketing*
Ad-hoc reviewer, *Organizational Behavior and Human Decision Processes*
Ad-hoc reviewer, *Journal of the Association for Consumer Research*
Ad-hoc reviewer, *Marketing Letters*
Ad-hoc reviewer, *European Journal of Marketing*
Ad-hoc reviewer, *Journal of Public Policy & Marketing*
Ad-hoc reviewer, *Journal of the Academy for Marketing Science*
Ad-hoc reviewer, *Journal of Marketing Theory and Practice*
Ad-hoc reviewer, *Journal of Marketing Communications*
Ad-hoc reviewer, *Journal of Experimental Psychology: Applied*
Ad-hoc reviewer, *Journal of Economic Psychology*
Ad-hoc reviewer, *Personality and Social Psychology Bulletin*
Ad-hoc reviewer, *Society for Marketing Advances Conference*
Ad-hoc reviewer, *Association for Consumer Research Conference*

Ad-hoc reviewer, *Society for Consumer Psychology* Conference
Ad-hoc reviewer, *European Association for Consumer Research* Conference

TEACHING

Marketing Research (West Virginia University undergraduate course)
Fall 2019 - Present

Consumer Behavior (West Virginia University doctoral course)
Fall 2024, Fall 2025

Marketing I (Carnegie Mellon University undergraduate course)
Mini 5 2017

Marketing Research (Teaching Assistant; Carnegie Mellon University MBA course)
Mini 3 2016, Mini 4 2016, Mini 3 2017

Managing in Complex Environments (Teaching Assistant; University of Pittsburgh undergraduate course)
Spring 2012, Fall 2012, Spring 2013, Fall 2013, Spring 2014

Guest Teaching
Research Methods (West Virginia University PhD course)
Spring 2021, Fall 2022, Fall 2023

Consumer Behavior (Carnegie Mellon University undergraduate course)
Spring 2018

GRADUATE STUDENT SUPERVISION

Alexis Yim – Dissertation committee member
Elizabeth Gratz – Dissertation committee member
Yumei Mu – Co-chair of dissertation committee
Caitlin Michael – Co-chair of dissertation committee
Liguo Liu – Dissertation committee member
Danielle Hass – Co-chair of dissertation committee
Siti Suwanda – Co-chair of dissertation committee

SELECT MEDIA FEATURES OF MY RESEARCH

Print Media

Wall Street Journal, TIME, New York Times, Financial Times, Bloomberg, Good Housekeeping, BBC, Washington Post, Los Angeles Times, New York Post, Miami Herald, Pittsburgh Post

Gazette, Buffalo News, MarketWatch, Psychology Today, The Guardian, Daily Mail, Yahoo!, BuzzFeed, NPR.

Audio and Television

The Hidden Brain (podcast), All Things Considered by NPR (podcast), Science Weekly by The Guardian (podcast), Opinion Science (podcast), Gratitude Diaries (podcast), How To Hack The Brain (podcast), The Morning Show (television), The View (television), Scripps News (television), Fox 26 Houston (television), WDTV (television), Corus (multiple radio stations), ABC Radio Australia (radio station), CJAD 800 (radio station), WTOP (radio station), 680 CJOB (radio station), Radio Science News on BR24 (radio station), CKNW 980 (radio station), Canadian Broadcasting Centre (radio station).