

Julio Sevilla
Department of Marketing
Terry College of Business, University of Georgia
Benson C317, South Lumpkin Street, Athens, GA 30602 (786) 201-4220 | sevilla@uga.edu

EMPLOYMENT

University of Georgia, Terry College of Business, L. Edmund Rast Chair of Business, Professor of Marketing, 2024-present

University of Georgia, Terry College of Business, Associate Professor, 2019-2024

University of Georgia, Terry College of Business, Assistant Professor, 2013-2019

EDUCATION

Ph.D., Marketing, School of Business Administration, University of Miami, 2013

M.B.A., International Business, Florida International University, 2008

B.S., Industrial Engineering, Universidad Americana (Managua, Nicaragua), 2005

RESEARCH AREAS OF INTEREST

Hedonic Consumption and Satiation

Numeric Cognition

Retailing and Environmental Cues

Packaging and Product Design

Assortment Variety

Multicultural Marketing

PUBLICATIONS

Johnson, Alicia M., Daniel Villanova, Julio Sevilla, Mathew S. Isaac, and Rajesh Bagchi, "First In, First Out? How Debt Age Affects Debt Repayment Decisions," *Forthcoming at Journal of Marketing Research*.

Bauer, Carlos, Mansur Khamitov, Mathew Isaac and Julio Sevilla, "The Middle Bias: Visual Representation of Progress Affects Preference for Loyalty Programs," *Forthcoming at Journal of the Academy of Marketing Science*.

Bauer, Carlos, Julio Sevilla and Kevin Sample, "From my Standpoint: How Visual Perspective Affects Visual Experiences," *Forthcoming at Journal of Retailing*.

Sevilla, Julio, Sarah Whitley and Mathew Isaac (2025), "Units or Pounds: The Effect of Price Type on Consumer Perceptions of Deal Value," *Journal of Marketing Research*, Vol 62 (5), 876-894.

Sample, Kevin L., Julio Sevilla and Kelly Haws (2025), “Clear Views, Clear Gains: Exterior Transparency’s Role in Increasing Consumer Entry for Retail Environments,” *Journal of Retailing*, Vol 101 (2), 158-176 (lead article).

Ton, Lan Anh N., Rosanna K. Smith, and Julio Sevilla (2025), “Morality and Continuity Authenticity Tradeoffs in the Removal of Unethical Founders,” *Journal of the Association of Consumer Research*, Vol. 10 (1), 36-46.

Davis, Nicole, Rosanna K. Smith, and Julio Sevilla (2025), “Mixed Couples vs. Mixed Attitudes: The Effects of Interracial Couples in Marketing,” *Journal of Consumer Research*, Vol. 51 (6), 1144-1166.

Ton, Lan Anh N., Rosanna K. Smith, and Julio Sevilla (2024), “Symbolically Simple: How Simple Packaging Design Influences Willingness to Pay for Consumable Products,” *Journal of Marketing*, Vol 88 (2), 121-140.

Sample, Kevin L., John Hulland, Julio Sevilla and Lauren Labrecque (2024), “The Design Communications Assessment Scale (DCAS): Assessing and Adjusting the Effectiveness of Product Design Communications,” *Journal of Marketing Research*, Vol. 61 (1), 27-48.

Isaac, Mathew S., Julio Sevilla, and Rajesh Bagchi (2024), “The Commission Effect: Framing Affects Perceived Magnitude of Identical Payouts,” *Journal of Experimental Psychology: Applied*, Vol. 30 (1), 187-205.

Lai, Edward, Julio Sevilla, Mathew Isaac and Rajesh Bagchi (2023), “The Easy Addendum Effect: When Doing More Seems Less Effortful,” *Journal of Applied Psychology*, Vol. 108 (12), 2040–2052.

Vanbergen, Noah, Caglar Irmak and Julio Sevilla (2020), “Product Entitativity: The Effect of Assortment Quantity on Expected and Actual Product Efficacy,” *Journal of Consumer Research*, Vol. 47 (2), 192-214.

Sevilla, Julio and Robert J. Meyer (2020), “Leaving Something for the Imagination: The Effect of Visual Concealment on Product Preference,” *Journal of Marketing*, Vol. 84 (4), 109-126.

VanDellen, Michelle R., Janani Rajbhandari-Thapa and Julio Sevilla (2019), “Does Serving Vegetables in Partitioned Portions Promote Vegetable Consumption?,” *Food Quality and Preference*, Vol. 78 (December), 103750.

Salerno, Anthony and Julio Sevilla (2019), “Scarce Foods are Perceived as Having More Calories,” *Journal of Consumer Psychology*, Vol. 29 (3), 477-482.

Sevilla, Julio, Joy Lu and Barbara E. Kahn (2019), “Maximizing Enjoyment Over Time: The Interplay Between Variety-Seeking and Satiation,” *Journal of Consumer Psychology*, Vol. 29 (1), 89-103.

Sevilla, Julio, Mathew Isaac and Rajesh Bagchi (2018), "Format Neglect: How the Use of Numerical Versus Percent Rank Claims Influences Consumer Judgments," *Journal of Marketing*, Vol. 82 (6), 150-164.

Sevilla, Julio, Jiao Zhang and Barbara E. Kahn (2016), "Anticipation of Future Variety Reduces Satiation from Current Experiences," *Journal of Marketing Research*, Vol. 53 (6), 954-968.

Sevilla, Julio and Claudia Townsend (2016), "The Space-to-Product Ratio Effect: Space Influences Aesthetic Appeal, Store Perceptions and Preferences," *Journal of Marketing Research*, Vol. 53 (5), 665-681.

***Winner 2018 American Marketing Association (AMA) CBSIG Research in Practice Award**

Sevilla, Julio and Joseph P. Redden (2014), "Limited Availability Reduces the Rate of Satiation," *Journal of Marketing Research*, Vol. 51 (2), 205-217.

Sevilla, Julio and Barbara E. Kahn (2014), "The Completeness Heuristic: Product Shape Completeness Influences Size Perceptions, Preference and Consumption," *Journal of Marketing Research*, Vol. 51 (1), 57-68.

MANUSCRIPTS IN THE REVIEW PROCESS AND WORKING PAPERS

Davis, Nicole, Elham Yazdani, Anindita Chakravarty, and Julio Sevilla, "The Effect of Recipient's Gender on Donation Behavior," *Invited for 3rd round review at Journal of Marketing*.

Davis, Nicole, Julio Sevilla, and Gerold Dermid, "The Effect of Racial Diversity Representation on Preference for Stigmatized Products," *Under 2nd round review at Journal of Marketing*.

Cao, Jiaqi, Julio Sevilla, Mathew Isaac, and Rajesh Bagchi, "Out of Order: When Price Sorting Backfires," *Invited for 2nd round review at Journal of Consumer Research*.

Cao, Jiaqi and Julio Sevilla, "Asymmetric Malleability: How Filter Formats Influence Numerical Boundary Construction," *In preparation for submission at Journal of Consumer Research*.

Cao, Jiaqi, Julio Sevilla, and John Hulland, "Where You Buy Matters: The Effect of Retail Source on Willingness to Pay," *In preparation for submission at Journal of Marketing Research*.

Whitley, Sarah, Julio Sevilla Jiaqi Cao, and Lyndsay Loomer, "The Effect of Product Expectations on the Effectiveness of Transparent Packaging," *In preparation for submission at Journal of Marketing Research*.

CONFERENCE PUBLICATIONS AND PRESENTATIONS

Cao, Jiaqi, Julio Sevilla, Mathew Isaac, and Rajesh Bagchi (2026), "Out of Order: When Price Sorting Backfires," *Society for Consumer Psychology (SCP) Conference* (San Diego, CA).

Cao, Jiaqi, Julio Sevilla, Mathew Isaac, and Rajesh Bagchi (2026), “Out of Order: When Price Sorting Backfires,” *Winter American Marketing Association (AMA) Conference* (Madrid, Spain).

Cao, Jiaqi, Julio Sevilla, Mathew Isaac, and Rajesh Bagchi (2025), “Out of Order: When Price Sorting Backfires,” *Association for Consumer Research (ACR) Conference* (Washington, DC).

Cao, Jiaqi, Pengyuan Wang, and Julio Sevilla (2025), “Chatbots as Allies: Sexual Minorities Are More Likely to Use Chatbots as Friends,” *Society for Consumer Psychology (SCP) Conference* (Las Vegas, NV).

Davis, Nicole, Elham Yazdani, Anindita Chakravarty, and Julio Sevilla (2025), “The Effect of Recipient’s Gender on Donation Behavior,” *Winter American Marketing Association (AMA) Conference* (Phoenix, AZ).

Sample, Kevin, Julio Sevilla, and Kelly Haws (2024), “Exterior Transparency of the Built Environment and Consumer Patronage,” *Association for Consumer Research (ACR) Conference* (Paris, France).

Johnson, Alicia M., Daniel Villanova, Julio Sevilla, Matthew Issac, and Rajesh Bagchi (2024), “FIFO: First in, First out: How Debt Age Affects Debt Repayment,” *Association for Consumer Research (ACR) Conference* (Paris, France).

Davis, Nicole and Julio Sevilla (2024), “Consumer Response to Diversity Representation in Advertisings for Stigmatized Products,” *Summer American Marketing Association (AMA) Conference* (Boston, MA).

***Winner Best Track Paper**

Johnson, Alicia M., Daniel Villanova, Julio Sevilla, Matthew Issac, and Rajesh Bagchi (2024), “FIFO: First in, First out: How Debt Age Affects Debt Repayment,” *Society for Consumer Psychology (SCP) Conference* (Nashville, TN).

Davis, Nicole and Julio Sevilla (2024), “Consumer Response to Diversity Representation in Advertisings for Stigmatized Products,” *Society for Consumer Psychology (SCP) Conference* (Nashville, TN).

Davis, Nicole and Julio Sevilla (2023), “Consumer Response to Diversity Representation in Advertisings for Stigmatized Products,” *Association for Consumer Research (ACR) Conference* (Seattle, WA).

Davis, Nicole, Rosanna K. Smith, and Julio Sevilla (2023), “Mixed Couples vs. Mixed Attitudes: The Effects of Interracial Relationships in Marketing,” *Association for Consumer Research (ACR) Conference* (Seattle, WA).

Bauer, Carlos, Mansur Khamitov, Mathew Isaac and Julio Sevilla (2023), “The Visual Moderation Effect: How the Representation of Progress Affects Judgments of Loyalty Programs,” *Society for Consumer Psychology Annual Conference*, San Juan Puerto, Rico.

Sample, Kevin L., John Hulland, Julio Sevilla and Lauren Labrecque (2023), “The Design Communications Assessment Scale (DCAS): Assessing and Adjusting the Effectiveness of Product Design Communications,” *Society for Consumer Psychology Annual Conference*, San Juan Puerto, Rico.

Davis, Nicole, Rosanna K. Smith, and Julio Sevilla (2023), “Mixed Couples vs. Mixed Attitudes: The Effects of Interracial Relationships in Marketing,” *Winter American Marketing Association (AMA) Conference* (Nashville, TN).

***Winner Best Track Paper**

Bauer, Carlos, Mansur Khamitov, Mathew Isaac and Julio Sevilla (2022), “The Visual Moderation Effect: How the Representation of Progress Affects Judgments of Loyalty Programs,” *Association for Consumer Research Annual Conference*, Denver, Colorado.

Sample, Kevin L., John Hulland, Julio Sevilla and Lauren Labrecque (2022), “The Design Communications Assessment Scale (DCAS): Assessing and Adjusting the Effectiveness of Product Design Communications,” *Association for Consumer Research Annual Conference*, Denver, Colorado.

Whitley, Sarah, Julio Sevilla and Lyndsay Loomer (2022), “The Effect of Product Expectations on the Effectiveness of Transparent Packaging,” *Society for Consumer Psychology Annual Conference* (Virtual).

Davis, Nicole, Rosanna K. Smith, and Julio Sevilla (2022), “Mixed Couples vs. Mixed Attitudes: The Effects of Interracial Relationships in Marketing,” *Society for Consumer Psychology Annual Conference* (Virtual).

***Winner Best Track Paper**

Isaac, Mathew, Julio Sevilla and Rajesh Bagchi (2021), “The Commission Effect,” *Winter American Marketing Association Annual Conference*, Virtual Conference (Session Chair).

Sample, Kevin L., Julio Sevilla and Kelly Haws (2020), “Framing Consumers: Increasing Consumer Preferences towards and within Public and Private Spaces,” *Association for Consumer Research Annual Conference*, Paris, France.

Ton, Lan Anh N., Rosanna K. Smith, and Julio Sevilla (2020), “When Design Simplicity Enhances Product Evaluations and Choice,” *Association for Consumer Research Annual Conference*, Paris, France.

Lai, Edward, Julio Sevilla, Mathew Isaac and Rajesh Bagchi (2020), “Doing More for Less: The Easy Addendum Effect in Goal Pursuit,” *Association for Consumer Research Annual Conference*, Paris, France.

Sample, Kevin L. and Julio Sevilla (2019), "Going My Way: Two-Dimensional Lighting Effects and the Spatiotemporal Perception of Elimination and Provision Claims," *Association for Consumer Research Annual Conference*, Atlanta, GA.

Isaac, Mathew, Julio Sevilla and Rajesh Bagchi (2019), "The Commission Effect," *Association for Consumer Research Annual Conference*, Atlanta, GA.

Sample, Kevin L. and Julio Sevilla (2019), "Going My Way: Two-Dimensional Lighting Effects and the Spatiotemporal Perception of Elimination and Provision Claims," *Society for Consumer Psychology Annual Conference*, Savannah, GA.

Sevilla, Julio and Rajesh Bagchi (2019), "How Numeric Roundness Influences Probability Perceptions," *Winter American Marketing Association Annual Conference*, Austin, TX (Session Chair).

Sample, Kevin L., Julio Sevilla and Kelly Haws (2019), "To See (or Not): Consumer Perspectives of and Reactions to Visibility Into Public Environments," *Winter American Marketing Association Annual Conference*, Austin, TX.

Sevilla, Julio and Rajesh Bagchi (2018), "How Numeric Roundness Influences Probability Perceptions," *Association for Consumer Research Annual Conference*, Dallas, TX.

Sevilla, Julio, Mathew Isaac and Rajesh Bagchi (2018), "Format Neglect: How Different Ranking Formats Influence Preference," *Association for Consumer Research Annual Conference*, Dallas, TX (Session Co-Chair).

Sevilla, Julio and Anthony Salerno (2018), "The Effect of Incidental Emotions and Stimulus Color on Satiation from a Current Experience," *Winter American Marketing Association Annual Conference*, New Orleans, LA (Session Chair).

Sevilla, Julio and Robert J. Meyer (2018), "Leaving Something for the Imagination: The Effect of Visual Concealment on Preferences," *Winter American Marketing Association Annual Conference*, New Orleans, LA (Session Chair).

Sevilla, Julio, Mathew Isaac and Rajesh Bagchi (2018), "Is Top 10 Better than Top 10%? How Different Ranking Formats Generate Preference Reversals," *Society for Consumer Psychology Annual Conference*, Dallas, TX.

Sevilla, Julio and Anthony Salerno (2018), "The Effect of Incidental Emotions and Stimulus Color on Satiation from a Current Experience," *Society for Consumer Psychology Annual Conference*, Dallas, TX.

Sevilla, Julio and Anthony Salerno (2017), "The Food Scarcity Heuristic: People Overestimate the Caloric Content of Scarce Foods," *Association for Consumer Research Annual Conference*, San Diego, CA.

Sevilla, Julio and Brian Wansink (2017), "Introducing the Calories per Gram Ratio Label for Healthy Food Choices," *Association for Consumer Research Latin American Conference*, Cali, Colombia.

Salerno, Anthony and Julio Sevilla (2017), "The Food Scarcity Heuristic: People Overestimate the Caloric Content of Scarce Foods," *Society for Consumer Psychology Annual Conference*, San Francisco, CA.

Sevilla, Julio, Mathew Isaac and Rajesh Bagchi (2017), "Is Top 10 Better than Top 10%? How Different Ranking Formats Generate Preference Reversals," *Association for Consumer Research Conference on Numerical Markers*, Columbia, SC.

Sevilla, Julio, Mathew Isaac and Rajesh Bagchi (2017), "Is Top 10 Better than Top 10%? How Different Ranking Formats Generate Preference Reversals," *Judgment and Decision-Making Winter Symposium*, Snowbird, UT.

Shifrin, Nicole., M. Lee, Julio Sevilla, Janani Thapa and Michelle R. Vandellen (2017), "Keep Them Separated: The Effect of Partitioning on Vegetable Consumption," *Society for Personality and Social Psychology Conference*, San Antonio, TX.

Sevilla, Julio and Brian Wansink (2016), "Introducing the Calories per Gram Ratio Label for Healthy Food Choices," *Association for Consumer Research Annual Conference*, Berlin, Germany.

Sevilla, Julio and Brian Wansink (2016), "Introducing the Calories per Gram Ratio Label for Healthy Food Choices," *Society for Consumer Psychology Annual Conference*, St. Pete, FL.

Sevilla, Julio and Claudia Townsend (2016), "The Space-to-Product Ratio Effect: Space Influences Perceptions of Scarcity and Product Preference," *Society for Consumer Psychology Annual Conference*, St. Pete, FL.

Vanbergen, Noah, Caglar Irmak and Julio Sevilla (2015), "Present but Not Consumed: The Interaction of Assortment Size and Product Familiarity on Expected and Actual Product Efficacy," *Association for Consumer Research Annual Conference*, New Orleans, LA.

Sevilla, Julio and Rajesh Bagchi (2014), "The Effect of Numeric Roundness on Probability Perceptions and Choice," *Association for Consumer Research Annual Conference*, Baltimore, MD.

Sevilla, Julio, Robert J. Meyer and Shenghui Zhao (2014), "Leaving Something for the Imagination: The Effect of Visual Concealment on Preferences," *Association for Consumer Research Annual Conference*, Baltimore, MD.

Sevilla, Julio, Jiao Zhang and Barbara E. Kahn (2014) "Anticipating Variety Reduces Satiation from a Current Experience," *Society for Consumer Psychology Annual Conference*, Miami, FL.

Sevilla, Julio and Claudia Townsend (2013), “The Product-to-Space Ratio Effect: Space Influences Perceptions of Scarcity and Product Preference,” *Association for Consumer Research Annual Conference*, Chicago, IL.

Sevilla, Julio, Jiao Zhang and Barbara E. Kahn (2013) “Anticipating Variety Reduces Satiation from a Current Experience,” *Association for Consumer Research Annual Conference*, Chicago, IL.

Sevilla, Julio and Barbara E. Kahn (2013), “The Effect of Product Shape Completeness on Size Perceptions Preference and Consumption,” *Marketing Science Society Annual Conference*, Istanbul, Turkey.

Sevilla, Julio and Barbara E. Kahn (2012), “The Effect of Product Shape Closure on Size Estimations, Preference and Consumption,” *Association for Consumer Research Annual Conference*, Vancouver, BC (Session Chair).

Sevilla, Julio and Barbara E. Kahn (2012), “The Effect of Product Shape Completeness on Size Estimations, Preference and Consumption,” *American Psychological Association Annual Convention*, Orlando, FL.

Sevilla, Julio, Joseph P. Redden and Shenghui Zhao (2012), “Perceived Scarcity Reduces the Rate of Satiation,” *Society for Consumer Psychology Conference*, Las Vegas, NV. (Session Chair).

Sevilla, Julio, Joseph P. Redden and Shenghui Zhao (2011), The Less There is The More I Want: The Effect of Perceived Scarcity on Satiation,” *Association for Consumer Research Annual Conference*, Saint Louis, MO (Session Chair).

Sevilla, Julio, Robert J. Meyer and Shenghui Zhao (2011), “Leaving Something for the Imagination: The Effect of Visual Concealment on Preferences,” *Society for Consumer Psychology Annual Conference*, Atlanta, GA.

CONFERENCE ROUNDTABLE PRESENTATIONS

“Beyond Beauty: How Can Aesthetics and Design Be Leveraged to Enhance Consumer and Societal Wellbeing?” (2021), *Association for Consumer Research Annual Conference*, Virtual Conference.

“How Past, Present, and Expected Future Resource Scarcity Shapes Decision Making for One's Present and Future Wellbeing” (2017), *Association for Consumer Research Annual Conference*, San Diego, CA.

“Everyday Consumer Aesthetics” (2017), *Association for Consumer Research Annual Conference*, San Diego, CA.

TEACHING EXPERIENCE

Marketing Principles (Undergraduate, University of Miami), Spring 2013

Consumer Behavior (Undergraduate), Fall 2013- present

Doctoral Seminar in Consumer Behavior (PhD), Fall 2015 - present

Special Topics in International Marketing (Undergraduate), Study Abroad, Summer 2015-present

Special Topics in International Business (Undergraduate), Study Abroad, Summer 2015-2018

Consumer Behavior (Masters), Fall 2019-present

Special Topics in International Business (Masters), Fall 2023

AWARDS

Winner, American Marketing Association (AMA), CBSIG Research in Practice Award (2018)

Marketing Science Institute (MSI) Young Scholar (2021)

Docsig Research Productivity Report, Top 30 in Premier AMA Journals in the 10 years (2021, 2022, 2023, 2024)

Winner, The PhD Project, Geraldine “Gerri” Rosa Henderson Early-Career Memorial Award (2023)

Marketing Science Institute (MSI) Scholar (2024)

SERVICE

ACR Latin America, Conference Co-Chair 2025, Sao Paulo, Brazil	2025
AMA CBSIG, Conference Co-chair 2024, Vienna, Austria	2024
Healthcare by Food Initiative, American Heart Association (AHA), University of Pennsylvania, Behavioral Science Task Force	2023-present
AMA CBSIG Board, VP of Programs	2019-2022
Associate Editor, <i>Journal of Consumer Psychology</i>	2025-present
Editorial Review Board Member, <i>Journal of Marketing</i>	2023-present
Editorial Review Board Member, <i>Journal of Consumer Psychology</i>	2021-present
Editorial Review Board Member, <i>Journal of Consumer Research</i>	2020-present
Associate Editor, Winter AMA Conference	2017-2018, 2025
Program Committee Member, Association for Consumer Research Conference	2019-2023
Program Committee Member, Society for Consumer Psychology Conference	2020-2022
Faculty Coordinator, Marketing Department Subject Pool	2017-present

Member, Diversity Board, Terry College of Business, University of Georgia	2016-2021
Member, Faculty Affairs Committee, Terry College of Business, University of Georgia	2019-2020
Member, Management Program Review Committee, Terry College of Business, University of Georgia	2019-2020
Member, International Business Program Committee, Terry College of Business, University of Georgia	2015-2017
Chair, Marketing Faculty Recruiting Committee, Terry College of Business, University of Georgia	2023-2026
Member, Marketing Faculty Recruiting Committee, Terry College of Business, University of Georgia	2014-2016, 2018
Member, PhD in Marketing Program Committee, Terry College of Business, University of Georgia	2015-present
Guest Expert for CNN en Español (leading news network in Spanish in the US, Latin America and Europe) shows: CNN Dinero (CNNMoney), Portafolio Global, Realidades en Contexto, Café CNN, Mirador Mundial, Panorama Mundial, Conclusiones, En Directo USA, Perspectivas Mexico, Aristegui, Encuentro Digital, Clix, Choque de Opiniones, 2024 Presidential Election Night, 2026 State of the Union Presidential Address, etc.	
	2014-present
Media Coverage: Washington Post, CNN, Wall Street Journal, NPR, Axios, Marketwatch, PBS, The Hill, Atlanta Journal Constitution, Chicago Tribune, Wallethub, Suddeutsche Zeitung, Telemundo, Univision, etc.	
	2014-present

MENTORSHIP

Dissertation Committee Chair

Jiaqi Cao	2028 (Chair)
Lyndsay Loomer	2024 (Co-Chair)
Nicole Davis	2024 (Chair)
Lan Anh Ton	2023 (Co-Chair)
Kevin Sample	2019 (Chair)

Dissertation Committee Member

Christian Arroyo	2026
Kayla Brown	2026
Sam Chen	2026
Krissa Nakos	2026
Lana Waschka	2022
Kaushik Jayaram	2021
Aray Rui	2018
Yang He	2016
Dong-Jun Min	2015