

Julio Sevilla
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Terry College of Business, University of Georgia
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EMPLOYMENT

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

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

PUBLICATIONS

Ton, Lan Anh N., Rosanna K. Smith, and Julio Sevilla (2023), "Symbolically Simple: How Simple Packaging Design Influences Willingness to Pay for Consumable Products," *Forthcoming at Journal of Marketing*.

Lai, Edward, Julio Sevilla, Mathew Isaac and Rajesh Bagchi (2023), "The Easy Addendum Effect: When Doing More Seems Less Effortful," *Forthcoming at Journal of Applied Psychology*.

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," *Forthcoming at Journal of Marketing Research*.

Isaac, Mathew S., Julio Sevilla, and Rajesh Bagchi (2022), "The Commission Effect: Framing Affects Perceived Magnitude of Identical Payouts," *Journal of Experimental Psychology: Applied*. <https://doi.org/10.1037/xap0000441>.

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 (August), 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 (July), 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 (June), 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 (April), 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 (November), 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 (December), 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 (October), 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 (April), 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 (February), 57-68.

MANUSCRIPTS IN THE REVIEW PROCESS AND WORKING PAPERS

Davis, Nicole, Rosanna K. Smith, and Julio Sevilla, "Mixed Couples vs. Mixed Attitudes: The Effects of Interracial Relationships in Marketing," *In preparation for 3rd round review at Journal of Consumer Research (No additional data collection required)*.

***Winner Best Track Paper at 2022 SCP Conference and 2023 Winter AMA Conference.**

Sevilla, Julio, Sarah Whitley and Mathew Isaac, "Units or Pounds: The Effect of Price Type on Consumer Perceptions of Deal Value," *Revising for 3rd round review at Journal of Marketing Research*.

Davis, Nicole, and Julio Sevilla, "Consumer Response to Diversity Representation in Advertisings for Stigmatized Products," *In preparation for submission at Journal of Consumer Research*.

Sample, Kevin L., Julio Sevilla, Feihong Xia and Kaushik Jayaram, "The Interplay Between Image Lightness and Product Claims on Consumer Preference and Engagement with Advertisings," *In preparation for submission at Journal of Marketing*.

Bauer, Carlos, Mansur Khamitov, Mathew Isaac and Julio Sevilla, “The Middle Bias: Visual Representation of Progress Affects Preference for Loyalty Programs,” *In preparation for submission at Journal of Marketing Research*.

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

Bauer, Carlos, Julio Sevilla and Kevin Sample, “From my Standpoint: How Visual Perspective Affects Enjoyment from Visual Experiences,” *Reject and Resubmit at Journal of the Academy of Marketing Science*.

Sevilla, Julio, Rajesh Bagchi and Kaushik Jayaram, “The Effect of Numeric Roundness on Consumer Choice in Lottery Settings,” *In preparation for submission at Journal of Consumer Psychology*.

Sample, Kevin L., Julio Sevilla and Kelly Haws, “Exteriors Versus Interiors: Increasing Consumer Preferences towards and within Public and Private Spaces via Visibility,” *Under review at Journal of Retailing*.

CONFERENCE PUBLICATIONS AND PRESENTATIONS

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.

RESEARCH AREAS OF INTEREST

Hedonic Consumption and Satiation	Retailing and Environmental Cues
Variety Seeking and Assortment	Packaging and Product Design
Healthy Consumer Behavior	Numeric Cognition

TEACHING EXPERIENCE

Marketing Principles (University of Miami), Spring 2013

Consumer Behavior (Undergraduate), Fall 2013- present

Special Topics in International Marketing (Undergraduate), Study Abroad, Summer 2015, 2018, 2019, 2022

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

Consumer Behavior (Masters), Fall 2019-present

Doctoral Seminar in Consumer Behavior (PhD), Fall 2015, 2017, 2019, 2021

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)

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

SERVICE

AMA CBSIG, Conference Co-chair 2024, Vienna, Austria	2022-present
AMA CBSIG Board, VP of Programs	2019-2022
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
Program Committee Member, Association for Consumer Research Conference	2019-2023
Program Committee Member, Society for Consumer Psychology Conference	2020-2022
Reviewer, <i>Journal of Marketing Research</i>	2015-present
Reviewer, <i>International Journal of Research in Marketing</i>	2017-present
Reviewer, <i>Journal of Experimental Psychology: General</i>	2018-present
Reviewer, <i>Journal of the Academy of Marketing Science</i>	2018-present
Reviewer, <i>Journal of Retailing</i>	2018-present
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

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 and Latin America) shows: CNN Dinero (CNNMoney), Portafolio Global, Realidades en Contexto, Café CNN, CNN Mirador Mundial, CNN Panorama Mundial, CNN Encuentro Digital, CNN Clix.

2014-present

Media Coverage: Washington Post, CNN, Wall Street Journal, NPR, Axios, Marketwatch, PBS, The Hill, Atlanta Journal Constitution, Chicago Tribune, Wallethub

2014-present

MENTORSHIP

Dissertation Committee Chair

Lyndsay Loomer	2025 (Co-Chair)
Nicole Davis	2024 (Chair)
Lan Anh Ton	2023 (Co-Chair)
Kevin Sample	2019 (Chair)

Dissertation Committee Member

Lana Waschka	2022
Kaushik Jayaram	2021
Aray Rui	2018
Yang He	2016
Dong-Jun Min	2015

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
Society for Consumer Psychology

American Marketing Association
The PhD Project (Underrepresented Minority Association)