

# CRAIG L. ANDERSON

## CURRICULUM VITAE

### Mailing Address

HEC Paris  
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78350 Joey-en-Josas

### Scholarly metrics

[h-index](#): 18  
Total citations: 5,047  
(3,391 since 2021)

### Email

[anderson@hec.fr](mailto:anderson@hec.fr)

### Website

[craiglanderson.com](http://craiglanderson.com)

## ACADEMIC POSITIONS

**Assistant Professor of Marketing** (2023 – present)  
HEC Paris

**Postdoctoral Research Scholar in Marketing** (2019 - 2023)  
Olin Business School, Washington University in St. Louis

**Postdoctoral Fellow** (2016 - 2019)  
University of California, San Francisco

## EDUCATION

**University of California, Berkeley** (2016)  
Ph.D. in Social-Personality Psychology

**University of Denver**  
B.A. in Psychology (Honors) and Spanish, minor in Business Administration, *Summa Cum Laude*

## RESEARCH INTERESTS

Awe, Consumer-Brand Relationships, Affective Science, Sustainable Business, Prosocial Behavior

## PUBLICATIONS

Stellar, Jennifer E., Yang Bai, **Craig L. Anderson**, Amie Gordon, Galen D. McNeil, and Dacher Keltner (2024), “Culture and the Experience of Awe: Towards Understanding Awe as a Mixed Emotion,” *Affective Science*, 5 (2), 160-170.

Zhang, Jia W., Ryan T. Howell, Pooya Razavi, Hadi Shaban-Azad, Wen J. Chai, Tamilselvin Ramis, Zena Mello, **Craig L. Anderson**, and Dacher Keltner. (2024). Awe is Associated with Creative Personality, Convergent Creativity, and Everyday Creativity. *Psychology of Aesthetic, Creativity, and the Arts*.

Bai, Yang, Joseph Ocampo, Gening Jin, Serena Chen, Veronica Benet-Martinez, Maria Monroy, **Craig L. Anderson**, and Dacher Keltner (2021), “Awe, Daily Stress, and Elevated Life Satisfaction,” *Journal of Personality and Social Psychology*, 120 (4), 837–60.

**Anderson, Craig L.**, Dante D. Dixson, Maria Monroy, and Dacher Keltner (2020), “Are Awe-prone People More Curious? The Relationship between Dispositional Awe, Curiosity, and Academic Outcomes,” *Journal of Personality*, 88 (4), 762–79.

- Stellar, Jennifer E., **Craig L. Anderson**, and A. Gatchpazian (2020), "Profiles in Empathy: Different Empathic Responses to Emotional and Physical Suffering," *Journal of Experimental Psychology: General*, 149 (7), 1398–1416.
- Anderson, Craig L.**, Serena Chen, and Özlem Ayduk (2020), "When does Changing Emotions Harm Authenticity? Distinct Reappraisal Strategies Differentially Impact Subjective and Observer-rated Authenticity," *Self and Identity*, 19 (5), 590–612.
- Dixson, Dante D., **Craig L. Anderson**, and Dacher Keltner (2018), "Measuring Positive Emotions: An Examination of the Reliability and Structural Validity of Scores on the Seven Dispositional Positive Emotions Scales," *Journal of Well-Being Assessment*, 2 (2), 115–33.
- Anderson, Craig L.**, Maria Monroy, and Dacher Keltner (2018), "Awe in Nature Heals: Evidence from Military Veterans, At-risk Youth, and College Students," *Emotion*, 18 (8), 1195–1202.
- Stellar, Jennifer E., Amie Gordon, **Craig L. Anderson**, Paul K. Piff, Galen D. McNeil, and Dacher Keltner (2018), "Awe and Humility," *Journal of Personality and Social Psychology*, 113 (2), 258–269.
- Anderson, Craig L.**, Maria Monroy, and Dacher Keltner (2018), "Emotion in the Wilds of Nature: The Coherence and Contagion of Fear during Threatening Group-based Outdoors Experiences," *Emotion*, 18 (3), 355–68.
- Stellar, Jennifer E., Amie M. Gordon, Paul K. Piff, Daniel Cordaro, **Craig L. Anderson**, Yang Bai, Laura A. Maruskin, and Dacher Keltner (2017), "Self-Transcendent Emotions and Their Social Functions: Compassion, Gratitude, and Awe Bind Us to Others Through Prosociality," *Emotion Review*, 9 (3), 200–207.
- Gordon, Amie M., Jennifer E. Stellar, **Craig L. Anderson**, Galen D. McNeil, Daniel Loew, and Dacher Keltner (2017), "The Dark Side of the Sublime: Distinguishing a Threat-based Variant of Awe," *Journal of Personality and Social Psychology*, 113 (2), 310–28.
- Franklin, Michael S., Michael D. Mrazek, **Craig L. Anderson**, Charlotte Johnston, Jonathan Smallwood, Alan Kingstone, and Jonathan W. Schooler (2017), "Tracking Distraction: The Relationship Between Mind-Wandering, Meta-Awareness, and ADHD Symptomatology," *Journal of Attention Disorders*, 21 (6), 475–86.
- Cordaro, Daniel T., Marc Brackett, Lauren Glass, and **Craig L. Anderson** (2016), "Contentment: Perceived Completeness across Cultures and Traditions," *Review of General Psychology*, 20 (3), 221–35.
- Stellar, Jennifer E., Neha John-Henderson, **Craig L. Anderson**, Amie M. Gordon, Galen D. McNeil, and Dacher Keltner (2015), "Positive Affect and Markers of Inflammation: Discrete Positive Emotions Predict Lower Levels of Inflammatory Cytokines," *Emotion*, 15 (2), 129–33.
- Franklin, Michael S., Michael D. Mrazek, **Craig L. Anderson**, Jonathan Smallwood, Alan Kingstone, and Jonathan W. Schooler (2013), "The Silver Lining of a Mind in the Clouds: Interesting Musings are Associated with Positive Mood while Mind-wandering," *Frontiers in Psychology*, 4, 1–5.

Mauss, Iris B., Nicole S. Savino, **Craig L. Anderson**, Max Weisbuch, Maya Tamir, and Mark L. Laudenslager (2012), "The Pursuit of Happiness can be Lonely," *Emotion*, 12 (5), 908–12.

Mauss, Iris B., Maya Tamir, **Craig L. Anderson**, and Nicole S. Savino (2011), "Can Seeking Happiness Make People Unhappy? Paradoxical Effects of Valuing Happiness," *Emotion*, 11 (4), 807–15.

## **REFEREED CONFERENCE PRESENTATIONS**

**Anderson, Craig L.** & Mariia Lobanova (2025). Awesome Objects: Manipulating Vastness Makes Products More Awe-Inspiring and Promotes Consumer Curiosity. Paper presented at the Annual Conference for the Association of Consumer Research, Washington D.C., USA.

**Anderson, Craig L.** & Mariia Lobanova (2025). Awesome Objects: Dimensions of Vastness Unrelated to Size Make Products More Awe-Inspiring and Promote Consumer Curiosity. Paper presented at the La Londe Marketing Communication and Consumer Behavior Conference, Porquerolles, France.

**Anderson, Craig L.**, & Elanor F. Williams (2024). Dehumanization is Toxic to Consumer-Brand Relationships. Paper presented at the Society for Consumer Psychology boutique conference on Consumer Psychology of Brands, Leeds, UK.

**Anderson, Craig L.**, & Elanor F. Williams (2024). Dehumanization is Toxic to Consumer-Brand Relationships. Paper presented at the Society for Consumer Psychology annual meeting, Nashville, Tennessee, USA.

**Anderson, Craig L.** (2019). On the genetics of the sublime: The DRD4 VNTR gene predicts emotional response to awe-inspiring situations. Paper presented at the Bay Area Affective Science meeting, Palo Alto, CA.

**Anderson, Craig L.**, & Dacher Keltner (2016). It's all in the genes: The dopamine D4 gene (DRD4) is associated with awe reactivity. Paper presented at the Positive emotions preconference at the Society for Affective Science annual meeting, Chicago, IL.

**Anderson, Craig L.**, Amie M. Gordon, Jennifer E. Stellar & Dacher Keltner (2016). Awe, curiosity, and downstream social consequences. Paper presented at the Society for Personality and Social Psychology annual meeting, San Diego, CA.

**Anderson, Craig L.**, & Dacher Keltner (2015). Lessons from the river: The effects of nature experience on positive emotions. Paper presented at the Positive emotions preconference at the Society for Affective Science annual meeting, Oakland, CA.

**Anderson, Craig L.**, & Dacher Keltner (2015). Positive emotions during whitewater rafting predict levels of cortisol and DHEA-S. Paper presented at the Social Neuroendocrinology preconference at the Society for Personality and Social Psychology annual meeting, Long Beach, CA.

## SPECIALIZED TRAINING

**Social Neuroendocrinology** (Summer Institute in Social and Personality Psychology, a competitive two-week intensive training program for graduate students (UC Davis, 2013).

**Facial Action Coding System (FACS) certification** – Methodology for describing facial expressions based on action units, which represent movement that occurs when underlying muscle fibers contract (2012).

## PROFESSIONAL ACTIVITIES

Editorial board

*Affective Science*, 2021-present

Ad hoc reviewing

*Journal of Experimental Social Psychology*

*Journal of Personality and Social Psychology*

*Scientific Reports*

*Personality and Social Psychology Bulletin*

*Emotion*

*Frontiers in Psychology: Emotion Science*

## FUNDING AND DISTINCTIONS

- 2024            **HEC Foundation F Budget** –funding for three years for research with managerial implications.
- 2024            **Sustainability and Organizations (S&O) Institute** – research funding for one year at the on the topic of promoting sustainable consumption.
- 2011            **National Science Foundation (NSF) Graduate Research Fellowship** – Competitive program that recognizes and supports outstanding graduate students in science disciplines for three years.

## INVITED TALKS

NEOMA Business School, Paris, France (June 2026).

Academia Film Olomouc (AFO), Olomouc, Czech Republic (April 2025).

The River Field Studies Network, online seminar (March 2025).

University of Lausanne, Lausanne, Switzerland (February 2025).

Annual Resilience Symposium hosted by Columbia University Department of Psychiatry and the New York Police Department (May 2021).

State Farm Sales Leadership Group (October 2020).

Washington University in St. Louis Psychology Department (April 2020).

Annual Bay Area Open Space Conference (BAOSC), Richmond, CA (June 2017).

White House Roundtable: The Health Benefits of the Outdoors, Eisenhower Executive Office Building, Washington D.C (October 2016).

Greater Good Science Center (GGSC), the Art and Science of Awe, Berkeley, CA (June 2016).

Outdoors Industry Association (OIA) Rendezvous, Seattle, WA (October 2015).

Wonderfest lecture series, San Francisco, CA (July 2015).

## **OTHER DISTINCTIONS**

2024            Scientific advisor for National Geographic documentary *Operation Arctic Cure*

2000            Awarded rank of Eagle Scout, Boys Scouts of America, Albuquerque, New Mexico