
Gráinne M. Fitzsimons

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Biographical Information

Education

Ph.D., Psychology, New York University, 2004
Major Area: Social Psychology; Minor Area: Quantitative Psychology
M.A., Psychology, New York University, 2002
B.A. (Honors, first class), Psychology, McGill University, 1999

Academic Appointments

Associate Professor of Management, Fuqua School of Business, Duke University, 2010-present
Associate Professor of Psychology and Neuroscience, Duke University, 2010-present
Canada Research Chair in Social Cognition, University of Waterloo, 2005-present (on leave)
Assistant Professor of Marketing, Stanford Graduate School of Business, 2004-2005

Awards, Honors, & Grants

Post-Doctoral

Caryl E. Rusbult Young Investigator Award, Relationship Researchers Interest Group, 2010
SAGE Young Scholar Award, Foundation for Personality and Social Psychology, 2009, \$5000

SSHRC Standard Research Grant, 2009-2012, \$112,000
Canada Research Chair, Tier 2 Award, 2005-2010
Canadian Foundation for Innovation Grant, 2007-2010, \$126,750
Ontario Distinguished Researcher Award, 2007-2010, \$126,750
SSHRC Standard Research Grant, 2006-2009, \$99,000

Pre-Doctoral

SPSP Student Publication Award, Honorable Mention, 2004
Stuart Cook Award for Graduate Research in Psychology, New York University, 2004
Master Graduate Student Teacher, New York University, 2003-2004
Dean's Outstanding Teaching Award, New York University, 2002-2003
SSHRC Doctoral Fellowship, 2001 - 2005
Henry MacCracken Fellowship, NYU, 2000-2005

Publications

Journal Articles

- 1) Herbst, K. C., Allan, D., Finkel, E.J., & Fitzsimons, G. M. (in press). On the dangers of pulling a fast one: Effects of disclaimer speed on brand trust. *Journal of Consumer Research*.
- 2) Laurin, K., Kay, A. C., & Fitzsimons, G. M. (in press). Divergent effects of activating thoughts of God on motivation. *Journal of Personality and Social Psychology*.
- 3) Luchies, L.B., Finkel, E.J., & Fitzsimons, G.M. (in press). The effects of self-regulatory strength, content, and strategies on close relationships. *Journal of Personality*.
- 4) McCulloch, K.C., Fitzsimons, G. M., & Chua, S.N. (2011). Vicarious goal satiation. *Journal of Experimental Social Psychology, 47*, 685-688.
- 5) Fitzsimons, G. M., & Finkel, E. J. (2011). Outsourcing self-regulation. *Psychological Science, 22*, 369-375.
- 6) Laurin, K., Fitzsimons, G. M., & Kay, A. C. (2011). Social disadvantage and the self-regulatory function of justice beliefs. *Journal of Personality and Social Psychology, 100*, 149-171.
- 7) Stinson, D.A., Logel, C., Holmes, J.G., Wood, J.V., Hogle, A., Gaucher, D., Fitzsimons, G.M., & Kath, J. (2010). The regulatory function of self-esteem: Testing the epistemic and acceptance signaling systems. *Journal of Personality and Social Psychology, 99*, 993-1013.
- 8) Anderson, J. E., Kay, A. C., & Fitzsimons, G. M. (2010). In search of the silver lining: The justice motive fosters perceptions of positive outcomes for victims of tragedy. *Psychological Science, 21*, 1599-1604.
- 9) Fitzsimons, G. M., & Finkel, E. J. (2010). Interpersonal influences on self-regulation. *Current Directions in Psychological Science, 19*, 101-105.
- 10) Cavallo, J. C., Fitzsimons, G.M., & Holmes, J. G. (2010). When self-protection overreaches: Relationship-specific threat activates domain-general avoidance motivation. *Journal of Experimental Social Psychology, 48*, 1-8.
- 11) Fitzsimons, G. M. & Fishbach, A. (2010). Shifting closeness: Interpersonal effects of personal goal progress. *Journal of Personality and Social Psychology, 98*, 535-549.
- 12) Cavallo, J. C., Fitzsimons, G. M., & Holmes, J. G. (2009). Taking chances in the face of threat: Romantic risk regulation and approach motivation. *Personality and Social Psychology Bulletin, 35*, 737-751.
- 13) Fitzsimons, G. M., & Shah, J. Y. (2009). Confusing one instrumental other for another: Goal effects on social categorization. *Psychological Science, 20*, 1468-1472.

- 14) Bargh, J. A., Green, M., & Fitzsimons, G. M. (2008). The selfish goal: Unintended consequences of intended goal pursuits. *Social Cognition, 26*, 534-554.
- 15) Berger, J. M., & Fitzsimons, G. M. (2008). Why coastal dwellers may prefer Tide: The effects of indirect environmental cues on evaluation and choice. *Journal of Marketing Research, 45*, 1-14.
- 16) Chartrand, T. L., Fitzsimons, G. M., & Fitzsimons, G. J. (2008). Automatic effects of anthropomorphized objects on behavior. *Social Cognition, 26*, 199-208.
- 17) Fitzsimons, G. M., Chartrand, T. L., & Fitzsimons, G. J. (2008). Automatic effects of brand exposure on motivated behavior: How Apple makes you "think different." *Journal of Consumer Research, 35*, 21-35.
- 18) Fitzsimons, G. M. & Shah, J. (2008). How goal instrumentality shapes relationship evaluations. *Journal of Personality and Social Psychology, 95*, 319-337.
- 19) Gillath, O., Mikulincer, M., Fitzsimons, G. M., Shaver, P.R., Schachner, D. M., & Bargh, J. A. (2006). Multiple accessible working models of attachment and automatic goal pursuit. *Personality and Social Psychology Bulletin, 32*, 1375-1388.
- 20) Baldwin, M., Baccus, J., & Fitzsimons, G. M. (2004). Gender, self-esteem, and the automatic processing of if-then contingencies. *Self and Identity, 3*, 81-94.
- 21) Fitzsimons, G. M. & Kay, A. C. (2004). Language and interpersonal cognition: Causal effects of variations in pronoun usage on perceptions of closeness. *Personality and Social Psychology Bulletin, 30*, 547-557.
- 22) Fitzsimons, G. M. & Bargh, J. A. (2003). Thinking of you: Nonconscious pursuit of interpersonal goals associated with relationship partners. *Journal of Personality and Social Psychology, 84*, 148-164.
- 23) Lydon, J. E., Fitzsimons, G. M., & Naidoo, L. (2003). Devaluation versus enhancement: A critical test. *Personality and Social Psychology Bulletin, 29*, 349-359.
- 24) Bargh, J. A., McKenna, K., & Fitzsimons, G. M. (2002). Can you see the real me? Activation and expression of the "true self" on the internet. *Journal of Social Issues, 58*, 33-48.

Book Chapters

- 25) Anderson, J. E., Kay, A. C., & Fitzsimons, G. M. (forthcoming). Negative Life Events and Meaning. In K. Markman (Ed.), *Psychology of Meaning*. Washington, DC: American Psychological Association.
- 26) Cavallo, J. C., & Fitzsimons, G. M. (in press). Inter-goal dynamics. In H. Aarts & A. J. Elliot (Eds.), *Goal-directed behavior. Frontiers in social psychology series*. New York, NY: Psychology Press/Taylor & Francis.

- 27) Fitzsimons, G. M. (forthcoming). Relationship Goals. In Simpson, J. A., & Dovidio, J. F. (Eds.), *Handbook of personality and social psychology: Interpersonal relations and group processes*. Washington, DC: American Psychological Association.
- 28) Fitzsimons, G. M., & Anderson, J. E. (forthcoming). Relational cognition. In D. Carlson (Ed.), *Handbook of social cognition*. London: Oxford Press.
- 29) Fitzsimons, G. M., & Anderson, J. E. (in press). Interdependent goals and relationship conflict. In J. P. Forgas, A. W. Kruglanski, & K. D. Williams (Eds.), *The psychology of social conflict and aggression*. New York: Psychology Press.
- 30) Fitzsimons, G. M., & Finkel, E. J. (in press). Outsourcing effort to close others. In L. Campbell, J. Laguardia, J. Olsen, & M. Zanna (Eds.), *The 12th Ontario symposium: The science of the couple*. New York: Psychology Press.
- 31) Fitzsimons, G. M., & Finkel, E. J. (2011). The effects of self-regulation on social relationships. In K. D. Vohs, & R.F. Baumeister (Eds.), *Handbook of self-regulation: Research, theory, and applications* (2nd ed., pp. 407-421). New York: Guilford.
- 32) Finkel, E. J., & Fitzsimons, G. M. (2011). The effects of social relationships on self-regulation. In K. D. Vohs, & R. F. Baumeister (Eds.), *Handbook of self-regulation: Research, theory, and applications* (2nd ed., pp. 390-406). New York: Guilford.
- 33) Fitzsimons, G. M. (2009). Goal influences in relationships. In H. Reis & S. Sprecher (Eds.), *Encyclopedia of human relationships*. New York, NY: Sage.
- 34) Fitzsimons, G. M., Friesen, J., Orehek, E., & Kruglanski, A.W. (2009). Progress-induced goal-shifting. In J. P. Forgas, R. F. Baumeister, & D. M. Tice (Eds.), *Self-regulation: Cognitive, affective, and motivational processes*. (pp. 181-194). New York, NY: Psychology Press.
- 35) Chen, S., Andersen, S. M., & Fitzsimons, G. M. (2007). Automaticity in interpersonal relationships. In J. A. Bargh (Ed.), *Social psychology and the unconscious: The automaticity of higher mental processes* (pp. 133-172). Philadelphia, PA: Psychology Press.
- 36) Fitzsimons, G. M. (2006). Pursuing goals and perceiving others: A self-regulatory perspective on interpersonal relationships. In K. D. Vohs & E. J. Finkel (Eds.), *Intrapersonal and interpersonal processes* (pp. 32-53). New York, NY: Guilford.
- 37) Fitzsimons, G. M., Shah, J., Chartrand, T. L., & Bargh, J. A. (2005). Friends and neighbors; Goals and labors: Interpersonal and self-regulation. In M. Baldwin (Ed.), *Interpersonal cognition* (pp. 103-125). New York, NY: Guilford.
- 38) Fitzsimons, G. M. & Bargh, J. A. (2004). Automatic self-regulation. In Baumeister, R. F., & Vohs, K. D. (Eds.), *Handbook of self-regulation: Research, theory, and applications* (pp. 151-170). New York, NY: Guilford.
- 39) Jost, J. T., Fitzsimons, G. M., & Kay, A. C. (2004). The ideological animal: A comparison of system justification, terror management, and just world theories. In J. Greenberg, S. L. Koole, &

T. Pyszczynski (Eds.), *Handbook of experimental existential psychology* (pp. 263-282). New York, NY: Guilford.

- 40) Bargh, J. A., Fitzsimons, G. M., & McKenna, K. (2002). The self, online. In S. J. Spencer, S. Fein, M. P. Zanna, & J. Olson (Eds.), *Motivated social perception: The Ontario symposium* (pp. 195-214). Mahwah, NJ: Lawrence Erlbaum.

Manuscripts Under Review or Revision

- 1) Cavallo, J. V., Holmes, J. G., Fitzsimons, G. M., Murray, S. L., & Wood, J. V. (under review). *Managing Motivational Conflict: How Self-Esteem and Executive Control Influence Self-Regulatory Responses to Risk*.
- 2) Dalton, A., Fitzsimons, G.M., Chartrand, T.L., & Fitzsimons, G.J. (revising for invited resubmission). Brands as self-expression vehicles: Valuing brands we want to be like and devaluing those we don't. *Journal of Consumer Research*.
- 3) Finkel, E. J., Herbst, K. C., & Fitzsimons, G. M. (under review). *Introducing and Testing an Integrative, Process-Oriented Model of Overeating*.
- 4) Orehek, E., Fitzsimons, G.M., & Kruglanski, A. W. (under review). *Locomotion and goal fulfillment*.

Manuscripts in Preparation

- 5) Laurin, K., Fitzsimons, G. M., Finkel, E. J., Carswell, K., & Lamarche, V. *Powerful Partners and Goal Pursuit*.
- 6) Anderson, J. E., Fitzsimons, G. M., & Kay, A. C. *Meaning and Negative Experiences*.
- 7) Gunz, A., Sahdra, B., Holmes, J.G., Fitzsimons, G.M., & Kunda, Z. *The nonconscious pursuit of interpersonal goals: When stereotypes serve as relational schemas*.

Presentations

Conference Presentations: Symposia and Papers

- 1) Herbst, K. C., Finkel, E. J., & Fitzsimons, G. M. (February, 2011). Factors that trigger unhealthy food consumption: What makes us indulge and what can attenuate how much we eat? Paper Presentation, *Society for Consumer Psychology*, Atlanta, GA.
- 2) McCulloch, K. C., & Fitzsimons, G. M. (January, 2011). Vicarious Goal Satiation: Undermining Effects of Others' Success. Symposium Presentation, *Society for Personality and Social Psychology*, San Antonio, TX.

- 3) Fitzsimons, G. M. (October, 2010). Vicarious Goal Pursuit: Achieving through Others. Symposium Presentation, *Society of Experimental Social Psychology*, Minneapolis, MN.
- 4) Fitzsimons, G. M. (October, 2010). Power and the Interdependence of Everyday Goal Pursuits within Close Relationships. Invited Talk, Annual Attraction and Close Relationships Pre-Conference, *Society of Experimental Social Psychology*, Minneapolis, MN.
- 5) Fitzsimons, G. M. (July, 2010). Outsourcing Effort to Romantic Partners. Symposium Presentation, *International Association for Relationships Research*, Herzliya, Israel.
- 6) Fitzsimons, G. M. (January, 2010). Self-Regulation in Close Relationships. Award Address, *Annual Meeting of the Relationships Researchers Interest Group*, Las Vegas, NV.
- 7) Fitzsimons, G. M. (October, 2009). Outsourcing in Close Relationships. Symposium Presentation, *Society of Experimental Social Psychology*, Portland, ME.
- 8) Fitzsimons, G. M. (August, 2009). Outsourcing Self Control to Significant Others. Symposium Presentation, *Academy of Management*, Chicago, IL.
- 9) Fitzsimons, G. M. (August, 2009). Demotivating Effects of Instrumental Others. Paper Presentation, *Ontario Symposium: The Science of the Couple*, London, ON, Canada.
- 10) Fitzsimons, G. M. (May, 2009). Goal Coordination. Symposium Presentation, *Annual Meeting of Society for the Study of Motivation*, San Francisco, CA.
- 11) Fitzsimons, G. M. (May, 2009). Consequences of Linking Personal Goals to Interpersonal Relationships. Symposium Presentation, *American Psychological Society*, San Francisco, CA.
- 12) Cavallo, J.V., Fitzsimons, G.M., & Holmes, J.G. (February, 2009). Risk Regulation in Relationships. Symposium Presentation, *Society for Personality and Social Psychology*, Tampa, FL.
- 13) Fitzsimons, G. M. (February, 2009). Affective Consequences of Goal Conflict. Symposium Presentation, *Society for Personality and Social Psychology*, Tampa, FL.
- 14) Fitzsimons, G. M. (February, 2009). Goal Coordination. Symposium Presentation, *Self & Identity Preconference, Society for Personality and Social Psychology*, Tampa, FL.
- 15) Fitzsimons, G. M. (October, 2008). Affective Consequences of Goal Conflict. Symposium Presentation, *Association for Consumer Research*, San Francisco, CA.
- 16) Cavallo, J. V., Fitzsimons, G.M., & Holmes, J.G. (July, 2008). Risk Regulation in Romantic Relationships. Symposium Presentation, *International Association for Relationships Research*, Providence, RI.
- 17) Fitzsimons, G. M. (March, 2008). Locomotion and Progress in Goal Systems. Paper Presentation, *Annual Sydney Symposium in Social Psychology*, Sydney, Australia.

- 18) Fitzsimons, G.M. (October, 2007). The Interpersonal Impact of Personal Goal Pursuits. Symposium Presentation, *Society of Experimental Social Psychology*, Chicago, IL.
- 19) Fitzsimons, G.M. (June, 2007). Relational Consequences of Self-Regulation. Symposium Presentation, *Canadian Psychological Association*, Ottawa, Canada.
- 20) Fitzsimons, G. M. Shifting Goal Systems. (January, 2007). Symposium Presentation, *Society for Personality and Social Psychology*, Memphis, TN.
- 21) Fitzsimons, G. M. Progress and Goal Switching. (January, 2006). Invited Talk, *Annual Meeting of the International Society for Social Cognition*, Palm Springs, CA.
- 22) Berger, J., & Fitzsimons, G. M. (February, 2006). Why Coastal Dwellers May Prefer Tide: The Effect of Environmental Cues on Choice. *Society for Consumer Psychology*, Miami, FL.
- 23) Fitzsimons, G.M., Shah, J. W., & Bargh, J. A. (October, 2005). Interpersonal Consequences of Automatic Goals. Symposium, *Society of Experimental Social Psychology*, San Diego, CA.
- 24) Fitzsimons, G. M., & Shah, J. W. (January, 2005). Implicit Role of Interpersonal Relationships in Self-Regulation. Symposium, *Society for Personality and Social Psychology*, New Orleans, LA.
- 25) Fitzsimons, G. M. (June, 2004). Effects of Goals on Relationships. Invited Paper Presentation, *Duck Annual Invitational Conference on Social Cognition*, Duck, NC.
- 26) Fitzsimons, G. M. & Bargh, J. A. (February, 2004). Automatic Goal Pursuit in Close Relationships. Symposium Presentation, *Society for Personality and Social Psychology*, Austin, TX.
- 27) Shah, J. & Fitzsimons, G. M. (February, 2004). The Self Regulatory Function of Relationships. Symposium Presentation, *Society for Personality and Social Psychology*, Austin, TX.
- 28) Gillath, O., Mikulincer, M., Shaver, P.R., Schachner, D. A., & Fitzsimons, G. M. (February, 2004). Automatic Activation of Attachment-Related Goals: The Case of Self-Disclosure and Support Seeking. Symposium Presentation, *Society for Personality and Social Psychology*, Austin, TX.
- 29) Fitzsimons, G. M. & Bargh, J. A. (October, 2003). The Development of Associations between Self Motives and Significant Others. Symposium Presentation, *Society of Experimental Social Psychology*, Boston, MA.
- 30) Fitzsimons, G. M., Chartrand, T. L., & Fitzsimons, G. J. (October, 2003). Automatic Effects of Exposure to Anthropomorphized Objects on Behavior. Symposium Presentation, *Association of Consumer Research Conference*, Toronto, Canada.
- 31) Fitzsimons, G. M., Chartrand, T. L., & Fitzsimons, G. J. (June, 2003). Automatic Effects of Exposure to Anthropomorphized Objects on Behavior. Symposium Presentation, *European Association of Consumer Research Conference*, Dublin, Ireland.

- 32) Baldwin, M. & Fitzsimons, G. M. (February, 2000). Gender, Self-esteem, and the Automaticity of Interpersonal Expectations. Symposium Presentation, *Society for Personality and Social Psychology*, Nashville, TN.

Invited Talks

University of Chicago (Booth School of Business)	Chicago, IL	May 2011
Duke University (Psychology)	Durham, NC	Oct 2010
Northwestern University (Psychology)	Evanston, IL	Sept 2010
UNC Chapel Hill (Psychology)	Chapel Hill, NC	Sept 2010
University of Otago (Psychology)	Dunedin, New Zealand	Mar 2010
Stanford University (Graduate School of Business)	Stanford, CA	Apr 2009
Harvard University (Harvard Business School)	Cambridge, MA	Mar 2009
UC Santa Barbara (Psychology)	Santa Barbara, CA	Mar 2009
Duke University (Fuqua School of Business)	Durham, NC	Feb 2009
Radboud Universiteit Nijmegen (Psychology)	The Netherlands	Jan 2009
Ohio State University (Psychology)	Columbus, OH	Oct 2009
University of Toronto (Rotman School of Business)	Toronto, ON	Mar 2007
York University (Psychology)	Toronto, ON	Nov 2006
SUNY-Buffalo (Psychology)	Buffalo, NY	Mar 2006
Wilfrid-Laurier (Psychology)	Waterloo, ON	Feb 2006
University of Wisconsin-Madison (Psychology)	Madison, WI	Dec 2004
University of Waterloo (Psychology)	Waterloo, ON	Nov 2004
Stanford University (Psychology)	Stanford, CA	Oct 2004
University of Chicago (Booth School of Business)	Chicago, IL	Oct 2004
University of Pennsylvania (Wharton School of Business)	Philadelphia, PA	Sept 2004
Northwestern University (Kellogg School of Business)	Chicago, IL	Mar 2004
Yale University (Psychology)	New Haven, CT	Feb 2004
UC Davis (Psychology)	Davis, CA	Jan 2004
University of British Columbia (Psychology)	Vancouver, BC	Nov 2003
Stanford University (Graduate School of Business)	Stanford, CA	Sept 2003

Professional Service

2010: **Member, Program Committee**, Society for Personality and Social Psychology (SPSP)

2010: **Member, Federal Standard Research Grant Panel**, Social Sciences and Humanities Research Council of Canada (SSHRC)

2008-2010: **Co-organizer** (with John Holmes and Eli Finkel), Attraction and Close Relationships Preconference for annual meeting, Society for Experimental Social Psychology (SESP)

Grant Reviewer:

Canada Foundation for Innovation
 National Institute for Mental Health
 National Science Foundation
 Social Sciences and Humanities Research Council of Canada

Editorial Board Member:

Journal of Experimental Social Psychology
Journal of Personality and Social Psychology (Attitudes and Social Cognition)
Journal of Social and Personal Relationships
Personal Relationships
Personality and Social Psychology Bulletin
Psychological Science

Ad-hoc Reviewer:

Basic & Applied Social Psychology
British Journal of Social Psychology
Developmental Psychology
Emotion
European Journal of Personality
European Journal of Social Psychology
Journal of Consumer Research
Journal of Experimental Psychology: General
Journal of Marketing Research
Journal of Personality
Journal of Personality and Social Psychology (Interpersonal and Intergroup Processes; Personality and Individual Differences)
Journal of Social and Clinical Psychology
Psychological Bulletin
Psychological Review
Self & Identity
Social Cognition
Social Psychological and Personality Science