

ZACHARY ESTES

Bayes Business School
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ACADEMIC POSTS

Bayes Business School, City University of London, 2020-

Professor of Marketing, 2020-
Co-Director, The L@B (Laboratory at Bayes), 2020-
Director of Research, Faculty of Management, 2024-

Vrije Universiteit (VU), Amsterdam, 2022-2023

Visiting Professor, Department of Marketing

Bocconi University, Milan, 2012-2021

Professor, Department of Marketing, 2019-2020
Associate Professor, Department of Marketing, 2012-2019
Faculty Fellow, Center for Research on Marketing & Services
Faculty Fellow, Center for Research on Innovation, Organization and Strategy
Visiting Professor, Department of Marketing, Fall 2009, Fall 2010

Rotterdam School of Management, Erasmus University, 2017-2018

Visiting Professor, Department of Marketing

University of Warwick, 2005-2012

Reader, Department of Psychology, 2010-2012
Associate Professor, Department of Psychology, 2005-2010

University of Georgia, 2001-2005

Assistant Professor, Department of Psychology
Faculty Fellow, Institute for Artificial Intelligence
Faculty Fellow, Institute for Behavioral Research

EDUCATION

Ph.D. Psychology, Princeton University, 1996-2001

Visiting Scholar, City University, London, 1999-2000

B.Sc. Psychology, Texas A&M University, 1992-1996

RESEARCH GRANTS AND AWARDS

Award for Innovation in Marketing Communications Research, 2025, American Marketing Association, Marketing Communications group

- Hodges, B., Estes, Z., & Warren, C. (2024). *Journal of Consumer Research*.

Best Paper Award, 2024, American Marketing Association, Retail & Pricing group

- Estes, Z., & Streicher, M. C. (2022). *Journal of Marketing*.

Best Paper Award, 2023, American Marketing Association, Retail & Pricing group

- Streicher, M. C., Estes, Z., & Büttner, O. (2021). *Journal of Consumer Research*.

Solicitors Regulation Authority, UK, £231K, 2022-2023

- Co-Principal Investigator with Prof. Irene Scopelliti (Bayes Business School)

Research Excellence Award, Bocconi University, 2017, 2020**Economic and Social Research Council, UK, £100K, 2011-2012**

- Principal Investigator with Dr. Lara L. Jones (Wayne State University, USA)

British Academy, £5K, 2010-2011

- Co-Investigator with Dr. Chris Stinton (Warwick Medical School)

Graduate Research Fellowship, National Science Foundation, 1997-2000**Undergraduate Research Award, Psi Chi (Southwest Region), 1996****Thesis Award, written presentation, Texas A&M University (Social Science Division), 1996****Thesis Award, oral presentation, Texas A&M University (Social Science Division), 1996****Magna cum laude, with Psychology Honors, Texas A&M University, 1996****Undergraduate Research Fellowship, Texas A&M University, 1995-1996****President's Endowed Scholarship, Texas A&M University, 1992-96**

PROFESSIONAL SERVICE

Associate Editor:

Journal of Consumer Research, 2025-

Journal of Consumer Psychology, 2021-

Cognitive Science, 2012-2015

Proceedings of the Cognitive Science Society, 2008-2013

Grant Review Board: Economic and Social Research Council (U.K.), 2010-2015**Journal Review Boards:**

International Journal of Research in Marketing, 2021-2025

Psychology & Marketing, 2021-2024

Journal of Consumer Psychology, 2018-2021

Cognition and Emotion, 2011-2014

Journal of Experimental Psychology: Learning, Memory, and Cognition, 2011-2014

Cognitive Science, 2010-2012

Memory & Cognition, 2005-2009

Conference Committees:

*Co-Founder and Co-Organizer, Northern European Consumer Research Symposium
(2022-Copenhagen, 2023-Leeds, 2024-Stockholm)*

*Co-Chair, Consumer Behavior track, European Marketing Academy (2017-
Groningen; 2019-Hamburg; 2020-Budapest; 2021-Madrid; 2022-Budapest)*

External Examiner – Research Assessment: Department of Marketing, Faculty of Economics and Business Administration, Ghent University (Belgium), 2015**External Examiner – Degree Course: Psychology BSc, City University (London), 2010-11****External Examiner – Tenure & Promotion: Multiple cases in the US and Europe****External Examiner – Hiring: Multiple cases in Europe****External Examiner – PhD Thesis:**

University of Leuven (Psychology, Dr. Wolf van Paemel, 2007)

University College, Dublin (Computer Science, Dr. Barry Devereux, 2007)

University of Edinburgh (Psychology, Dr. Claudine Raffray, 2007)
 Birkbeck College, University of London (Psychology, Dr. Joseph Wiltshire, 2010)
 University of Birmingham (Psychology, Dr. Katerina Kantartzis, 2011)
 City University, London (Psychology, Dr. Roberta Pischedda, 2013)
 University of Leuven (Marketing, Dr. Justin Saddlemyer, 2016)
 University of Lugano (Marketing, Dr. Qizhang Sun, 2017)
 University of Lugano (Marketing, Dr. Lisa Maria Schiestel, 2017)
 Vienna University of Economics & Business (Marketing, Dr. Ruta Ruzeviciute, 2017)
 Copenhagen Business School (Marketing, Dr. Dalia Bagdziunaite, 2018)
 Copenhagen Business School (Marketing, Dr. Seidi Suurmets, 2019)
 HEC-Paris (Marketing, Dr. Fei Gao, 2020)
 HEC-Paris (Marketing, Dr. Ana Scekcic, 2020)
 Vienna University of Economics & Business (Marketing, Dr. Eva Marckhgott, 2020)
 IE-Madrid (Marketing, Dr. Sumit Malik, 2022)
 IESE-Barcelona (Marketing, Dr. Maria Giulia Trupia, 2022)
 Bocconi University (Marketing, Dr. Graham Overton, 2023)
 University of Vienna (Psychology, Dr. Marion Garaus, 2023)

Occasional Reviewer – Grants:

National Science Foundation (U.S.)
 Economic and Social Research Council (U.K.)
 Leverhulme Trust (U.K.)
 Natural Sciences and Engineering Research Council (Canada)
 National Foundation for Scientific Research – FNRS (Belgium)
 Israel Science Foundation
 Swiss National Science Foundation
 Research Council of Norway

Occasional Reviewer – Awards:

Awards Committee, *Journal of Consumer Psychology* (2022, 2024)
 John A. Howard / AMA Doctoral Dissertation Award (2018-2022)
 ACR Sheth Foundation Dissertation Grants (2021-2022)
 Judge, Georgia State Science Fair (2001-2005)

Academic Mentorship (invited mentor):

Co-Chair, EMAC Doctoral Consortium (consumer behavior, beginner track), 2026
 Coach, EMAC Job Market Simulation, 2026
 Early career mentor, AMA Winter conference, 2023
 ACR Doctoral Consortium, 2023, 2024
 Faculty Fellow, AMA-Sheth Doctoral Consortium, 2023
 Mid-career mentor (teaching), ACR, 2023

University Service:

REF2029 Unit of Assessment Leaders Group, 2025-
 Ethical Review Board (Bocconi University, 2019-2020)
 PhD Faculty Council (i.e., executive committee of PhD School; 2019-2020)
 TedX-BocconiU Organizing Committee (2018-2019)

School or Department Service:

Director of Research, Faculty of Management (approx. 100 faculty), 2024-
 Director of the PhD in Management (approx. 60 PhDs), 2022-2024
 Research and Enterprise Committee, 2022-
 Hiring Committee (2022)

Executive Committee (i.e., “Giunta”; 2018-2019)
 Director of the Marketing track of the PhD in Business Administration & Management
 (2019-2020)
 Chair of the Hiring Committee (2013-2016; 2019-2020)
 Founder and Coordinator of the Marketing Research Pool (2012-2019)
 Internal Seminar Coordinator (2007-2009)
 Staff-Student Liaison Committee (2007-2009)
 Teaching Quality and Curriculum Review Committee (2005-2006)
 Coordinator of the Psychology Research Pool (2004-2005)
 Staff Search Committee (2003-04; 2009)
 Quantitative Curriculum Committee (2001-03)

CONSULTING

Board of Directors, Jallen Gourmet Ltd.

- Producer of Homewrecker pimento cheese
- Currently available at Selfridges, Ocado, and many UK independent retailers
- Featured in national UK restaurant chains (e.g., Honest Burgers, Tortilla)

Expert witness in legal cases concerning branding and consumer behavior

- Written briefs
- Testimony under cross-examination
- Multiple European nations (Denmark, Italy, UK)

WORKING PAPERS

Broad horizons: Abstract mindset improves evaluation of product imitations. **In revision for 3rd round review at *Journal of Consumer Psychology*.** With Femke van Horen (VU - Amsterdam) and Martina Cossu (Amsterdam Business School).

On the hunt: Collecting increases search enjoyment and product valuation. **Under 2nd round review at *Journal of Marketing*.** With Elena Bocchi (Neoma) and Adam Greenberg (Bocconi).

Smart mobile advertising at the point of purchase: Digital shopping cart displays increase sales. **In revision for 2nd round review at *Journal of Retailing*.** With Mathias Streicher (Innsbruck) and Oliver Buttner (Duisburg-Essen).

Comfortably numb: Consumer mindset affects sensory sensitivity and retail experience. **In revision for 2nd round review at *Journal of Retailing*.** With Mathias Streicher (Innsbruck).

A window to the brand’s soul: Eyes express affect and impact consumer attitudes. **In revision for 2nd round review at *International Journal of Research in Marketing*.** With Maria Giulia Trupia (NYU) and Martina Cossu (Amsterdam Business School).

In pursuit of uniformity: How the distribution of possession sets shapes consumer choices. **Under 1st round review at *Journal of Consumer Research*.** With Elena Bocchi (Neoma) and Irene Scopelliti (Bayes).

Good sounds make good names for good brands. **In preparation for submission to *Journal of Consumer Research*** (expected Dec 2025). With James Adelman (Warwick) and Elena Bocchi (Neoma).

All that glitters isn't gold: The effect of creative product packaging on consumer preferences. **In preparation for submission to *Journal of Consumer Research*** (expected Jan 2026). With Burcak Bas (Leuven) and Elena Bocchi (Neoma).

A rebuttal to the Bayesian critique of frequentist statistics: The role of the alternative hypothesis. **In preparation for submission to *Psychological Review*** (expected Feb 2026). With James Adelman (Warwick).

PUBLICATIONS

Cossu, M., **Estes, Z.**, & Vosgerau, J. (conditionally accepted). The disability inclusion effect in advertising. *Journal of Marketing*.

Marckghott, E., Kamleitner, B., & **Estes, Z.** (conditionally accepted). What you see is what you might buy: Packaging transparency affects product preference via psychological ownership. *International Journal of Research in Marketing*.

Scerrati, E., & **Estes, Z.** (2025). Words can interfere with perception at their associated locations: The role of orthography in spatial interference. *Language and Cognition*, 17, e79.

Raffaelli, C., Bocchi, E., **Estes, Z.**, & Adelman, J. S. (2025). BRAND: Brand Recognition and Attitude Norms Database. *Behavior Research Methods*, 57(1), 1-26.

Cossu, M., Trupia, M. G., & **Estes, Z.** (2024). Beauty is in the iris: Constricted pupils (enlarged irises) enhance attractiveness. *Cognition*, 250, 105842.

- Described in the *New York Post*, *ABC*, *CBS*, *Fox*, *NBC*, *Singtao* (Hong Kong), and other international media (July 2024).

Sharma, V. & **Estes, Z.** (2024). Seeing is smelling: Pictures improve product evaluations by evoking olfactory imagery. *International Journal of Research in Marketing*, 41(2), 282-307.

- Interviewed in popular marketing podcast *Up Next* (episode 313) and in the *International Journal of Research in Marketing* newsletter, and published as a Letter in *The Guardian* (UK).

Hodges, B.*, **Estes, Z.***, & Warren, C.* (2024). Intel inside: The linguistic properties of effective slogans. *Journal of Consumer Research*, 50(5), 865-886. (*equal authorship)

- Award for Innovation in Marketing Communications Research from the American Marketing Academy, Marketing Communications group, for “pioneering scholarship in new and innovative research domains within Marketing Communications.”
- Designated “Editor’s Choice” on journal website.

- Described in *Harvard Business Review*, *MarketingWeek*, *Kickstart*, and other international media (June 2023-Jan 2024).
- Top 3% in all fields in terms of media attention (Altmetric = 74).

Ruzeviciute, R., Kamleitner, B., **Estes, Z.**, & Biswas, D. (2023). Sniffing the distance: Scents can make objects appear closer. *Journal of Environmental Psychology*, *91*, 102104.

Estes, Z. & Streicher, M. C. (2022). Getting a handle on sales: Shopping carts affect purchasing by activating arm muscles. *Journal of Marketing*, *86*(6), 135-154.

- Best Paper award from the American Marketing Academy, Retail & Pricing group, for the best paper on retailing published in 2022 (in any journal).
- Top 1% in all fields in terms of media attention (Altmetric = 247).
- Featured on popular German quiz show *Wer Weiss Denn Sowas?*, aired 4 March 2022 in the primetime Friday night slot on ARD, Germany's most-watched TV channel.
- Described in broadcast, print, and online media worldwide, including the UK (BBC-London, *The Mail*, *The Telegraph*, *The Express*), the US (*International Business Times*), Austria (*Austria Press Agency*, *ORF - Österreichischer Rundfunk*, *Kronen Zeitung*), Germany (*Süddeutsche Zeitung*, *Merkur*), France (*France 24*, *Nouvelles du Monde*), Belgium (*BRF*, *VRT*, *7sur7*, *HLN*), and Spain (*Marca*, *Spain 24*). Nov-Dec 2021.

Streicher, M. C., **Estes, Z.**, & Büttner, O. (2021). Exploratory shopping: Attention affects in-store exploration and unplanned purchasing. *Journal of Consumer Research*, *48*(1), 51-76.

- Best Paper award from the American Marketing Academy, Retail & Pricing group, for the best paper on retailing published in 2021 (in any journal).
- Designated "Editor's Choice" on journal website.
- Top 2% in all fields in terms of media attention (Altmetric = 110).

Polyakova, A., **Estes, Z.**, & Ordanini, A. (2020). Free upgrades with costly consequences: Can preferential treatment inflate customers' entitlement and induce negative behaviors? *European Journal of Marketing*, *54*(4), 691-712.

Adelman, J. S.*, **Estes, Z.***, & Cossu, M. (2018). Emotional sound symbolism: Languages rapidly signal valence via phonemes. *Cognition*, *175*, 122-130. (*equal authorship)

- Described in print and online media in the US (*Newsweek*, *New York Post*, *Fox News*), UK (*Marie Claire*, *The Mirror*, *Daily Mail*, *Daily Record*), and Canada (*Montreal Gazette*, *Ottawa Citizen*). Nov-Dec 2022.

Estes, Z. & Barsalou, L. W. (2018). A comprehensive meta-analysis of spatial interference from linguistic cues: Beyond Petrova et al. (2018). *Psychological Science*, *29*, 1558-1564.

- Estes, Z.**, Brotto, L., & Busacca, B. (2018). The value of art in marketing: An emotion-based model of how artworks in ads improve product evaluations. *Journal of Business Research*, *85*, 396-405.
- Guest, D., **Estes, Z.**, Gibbert, M., & Mazursky, D. (2016). Brand suicide? Memory and liking of negative brand names. *PLoS ONE*, *11*(3): e0151628.
- Guest, D., Gibbert, M., **Estes, Z.**, Mazursky, D., & Lam, M. (2016). Modulation of taxonomic (versus thematic) similarity judgments and product choices by inducing local and global processing. *Journal of Cognitive Psychology*, *28*, 1013-1025.
- Streicher, M. C., & **Estes, Z.** (2016-a). Multisensory interaction in product choice: Grasping a product affects choice of other seen products. *Journal of Consumer Psychology*, *26*, 558-565.
- Streicher, M. C., & **Estes, Z.** (2016-b). Shopping to and fro: Ideomotor compatibility of arm posture and product choice. *Journal of Consumer Psychology*, *26*, 325-336.
- Adelman, J. S., & **Estes, Z.** (2015). Why to treat subjects as fixed effects. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, *41*, 1602-1605.
- Estes, Z.**, Verges, M., & Adelman, J. S. (2015). Words, objects, and locations: Perceptual matching explains spatial interference and facilitation. *Journal of Memory and Language*, *84*, 167-189.
- Jones, L. L. & **Estes, Z.** (2015). Convergent and divergent thinking in verbal analogy. *Thinking & Reasoning*, *21*, 473-500.
- Streicher, M. C., & **Estes, Z.** (2015). Touch and go: Merely grasping a product facilitates brand perception and choice. *Applied Cognitive Psychology*, *29*, 350-359.
- Adelman, J. S., Sabatos-DeVito, M. G., Marquis, S. J., & **Estes, Z.** (2014). Individual differences in reading aloud: A mega-study, item effects, and some models. *Cognitive Psychology*, *68*, 113-160.
- Cirrinzione, A., **Estes, Z.**, & Carù, A. (2014). The effect of ambient scent on the experience of art: Not as good as it smells. *Psychology & Marketing*, *31*, 615-627.
- Kuperman, V.*, **Estes, Z.***, Brysbaert, M., & Warriner, A. B. (2014). Emotion and language: Valence and arousal affect word recognition. *Journal of Experimental Psychology: General*, *143*, 1065-1081. (*equal authorship)
- Mather, E., Jones, L. L., & **Estes, Z.** (2014). Priming by relational integration in perceptual identification and Stroop colour naming. *Journal of Memory and Language*, *71*, 57-70.
- Adelman, J. S., & **Estes, Z.** (2013). Emotion and memory: A recognition advantage for positive and negative words independent of arousal. *Cognition*, *129*, 530-535.

- Adelman, J. S., Marquis, S. J., Sabatos-DeVito, M. G., & **Estes, Z.** (2013). The unexplained nature of reading. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, *39*, 1037-1053.
- Arbore, A., & **Estes, Z.** (2013). Loyalty program structure and consumers' perceptions of status: Feeling special in a grocery store? *Journal of Retailing and Consumer Services*, *20*, 439-444.
- Badham, S. P., **Estes, Z.**, & Maylor, E. A. (2012). Integrative and semantic relations equally alleviate age-related associative memory deficits. *Psychology and Aging*, *27*, 141-152.
- Estes, Z.** & Felker, S. (2012). Confidence mediates the sex difference in mental rotation performance. *Archives of Sexual Behavior*, *41*, 557-570.
- Interviewed on BBC Radio-Birmingham, BBC Radio-Coventry, and BBC Radio-Scotland (7 Dec 2011).
 - Featured in the *New York Times* bestseller "The Confidence Code", by Katty Kay (anchor of the BBC World News America) and Claire Shipman (reporter for ABC News - US).
 - Described in print and online media worldwide, including the US (*Huffington Post*, *Forbes*, *The Atlantic*, *Psychology Today*, Yahoo! News), UK (*The Mail*, *The Telegraph*), Italy (*Corriere Della Sera*), India (*Times of India*, *Indian Express*, *India Today*, *Sunday Guardian*, *The Tribune*), South Africa (*Independent Online*), New Zealand (*TopNews*), Finland (*Iltalehti*), The Philippines (*Philippine Times*), and Korea (*Korea Times*). Dec 2011, April 2014.
- Estes, Z.**, Gibbert, M., Guest, D., & Mazursky, D. (2012). A dual-process model of brand extension: Taxonomic feature-based and thematic relation-based similarity independently drive brand extension evaluation. *Journal of Consumer Psychology*, *22*, 86-101.
- Estes, Z.**, Jones, L. L., & Golonka, S. (2012). Emotion affects similarity via social projection. *Social Cognition*, *30*, 582-607.
- Gibbert, M., Hampton, J. A., **Estes, Z.**, & Mazursky, D. (2012). The curious case of the refrigerator-TV: Similarity and hybridization. *Cognitive Science*, *36*, 992-1018.
- Greenberg, S. N., Tokarev, J., & **Estes, Z.** (2012). Affective orientation influences memory for emotional and neutral words. *American Journal of Psychology*, *125*, 71-80.
- Jones, L. L. & **Estes, Z.** (2012). Lexical priming: Associative, semantic, and thematic influences on word recognition. In J. S. Adelman (Ed.), *Visual Word Recognition, Volume 2*. Hove, UK: Psychology Press.
- Stinton, C., Tomlinson, K., & **Estes, Z.** (2012). Examining reports of mental health in adults with Williams syndrome. *Research in Developmental Disabilities*, *33*, 144-152.

Estes, Z., Golonka, S., & Jones, L. L. (2011). Thematic thinking: The apprehension and consequences of thematic relations. *Psychology of Learning and Motivation, 54*, 249-294.

Pasterski, V. L., Zwierzynska, K., & **Estes, Z.** (2011). Sex differences in semantic categorization. *Archives of Sexual Behavior, 40*, 1183-1187.

- Interviewed on BBC Radio-Birmingham, BBC Radio-Coventry, and BBC Radio-Scotland (19 April 2011).
- Described in print and online media worldwide, including the US (e.g., *Scientific American, US News & World Report, The Atlantic, ABCNews, CBSNews, FoxNews, NBCNews, Yahoo! News, eurekaalert.org, physorg.com, sciencedaily.com*), the UK (e.g., *Daily Mail, Daily Express, Daily Telegraph, Daily Mirror, Daily Star*), India (e.g., *Times of India, Indian Express, DailyIndia*), China (e.g., *China Times*), Canada (e.g., *The Globe and Mail, Toronto Sun*), Germany (e.g., *Bild, Greenpeace magazine*), Netherlands (e.g., *De Telegraaf*), Spain (e.g., *ABC*), Austria (e.g., *Der Standard*), South Africa (e.g., *The Star*), Poland (e.g., *Newsweek Poland*), Australia (e.g., *Courier Mail*), New Zealand (e.g., *New Zealand Herald*), Chile (e.g., *La Tercera*), Venezuela (*Diario del Pueblo*), Panama (e.g., *TVN*), and Pakistan (e.g., *The Nation*). April-Sept 2011.

Thompson, P. D., & **Estes, Z.** (2011). Sound symbolic naming of novel objects is a graded function. *Quarterly Journal of Experimental Psychology, 64*, 2392-2404.

Estes, Z. & Jones, L. L. (2009). Integrative priming occurs rapidly and uncontrollably during lexical processing. *Journal of Experimental Psychology: General, 138*, 112-130.

Golonka, S. & **Estes, Z.** (2009). Thematic relations affect similarity via commonalities. *Journal of Experimental Psychology: Learning, Memory, and Cognition, 35*, 1454-1464.

Estes, Z. & Adelman, J. S. (2008-a). Automatic vigilance for negative words in lexical decision and naming: Comment on Larsen, Mercer, and Balota (2006). *Emotion, 8*, 441-444.

Estes, Z. & Adelman, J. S. (2008-b). Automatic vigilance for negative words is categorical and general. *Emotion, 8*, 453-457.

Estes, Z. & Jones, L. L. (2008). Relational processing in conceptual combination and analogy. *Behavioral and Brain Sciences, 31*, 385-386. [Commentary on Leech, Mareschal, & Cooper, 2008.]

Estes, Z. & Verges, M. (2008). Freeze or flee? Negative stimuli elicit selective responding. *Cognition, 108*, 557-565.

Estes, Z., Verges, M., & Barsalou, L. W. (2008). Head up, foot down: Object words orient attention to the objects' typical location. *Psychological Science, 19*, 93-97.

- Described in *New Scientist* (24 Feb. 2008).

- Jones, L. L., **Estes, Z.**, & Marsh, R. L. (2008). An asymmetric effect of relational integration on recognition memory. *Quarterly Journal of Experimental Psychology*, *61*, 1169-1176.
- Simmons, S. & **Estes, Z.** (2008). Individual differences in the perception of similarity and difference. *Cognition*, *108*, 781-795.
- Described in *BusinessWeek* (17 Oct. 2008), *MarketingWeek* (1 Oct. 2008), and *The New Yorker* (21 Oct. 2008).
- Hampton, J. A., **Estes, Z.**, & Simmons, S. (2007). Metamorphosis: Essence, appearance and behavior in the categorization of natural kinds. *Memory & Cognition*, *35*, 1785-1800.
- Estes, Z.** & Jones, L. L. (2006). Priming via relational similarity: A COPPER HORSE is faster when seen through a GLASS EYE. *Journal of Memory and Language*, *55*, 89-101.
- Jones, L. L. & **Estes, Z.** (2006). ROOSTERS, ROBINS, and ALARM CLOCKS: Aptness and conventionality in metaphor comprehension. *Journal of Memory and Language*, *55*, 18-32.
- Reprinted in P. Hanks & R. Giora (Eds.), *Metaphor and Figurative Language*, 2010. Routledge Press.
- Simmons, S. & **Estes, Z.** (2006). Using latent semantic analysis to estimate similarity. *Proceedings of the Cognitive Science Society*.
- Hampton, J. A., **Estes, Z.**, & Simmons, C. L. (2005). Comparison and contrast in perceptual categorization. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, *31*, 1459-1476.
- Jones, L. L. & **Estes, Z.** (2005). Metaphor comprehension as attributive categorization. *Journal of Memory and Language*, *53*, 110-124.
- Estes, Z.** (2004). Confidence and gradedness in semantic categorization: Definitely somewhat artifactual, maybe absolutely natural. *Psychonomic Bulletin & Review*, *11*, 1041-1047.
- Estes, Z.** & Hasson, U. (2004). The importance of being nonalignable: A critical test of the structural alignment theory of similarity. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, *30*, 1082-1092.
- LeBoeuf, R. A. & **Estes, Z.** (2004). "Fortunately, I'm no Einstein:" Comparison relevance as a determinant of behavioral assimilation and contrast. *Social Cognition*, *22*, 607-636.
- Estes, Z.** (2003-a). A tale of two similarities: Comparison and integration in conceptual combination. *Cognitive Science*, *27*, 911-921.
- Estes, Z.** (2003-b). Attributive and relational processes in nominal combination. *Journal of Memory and Language*, *48*, 304-319.
- Estes, Z.** (2003-c). Domain differences in the structure of artifactual and natural categories. *Memory & Cognition*, *31*, 199-214.

- Estes, Z.** & Alix-Gaudreau, R. (2003). The misattribution of relations in similarity judgments of person concepts. *Proceedings of the Cognitive Science Society*, 372-377.
- Estes, Z.** & Ward, T. B. (2002). The emergence of novel attributes in concept modification. *Creativity Research Journal*, 14, 149-156.
- Estes, Z.** & Glucksberg, S. (2000-a). Interactive property attribution in concept combination. *Memory & Cognition*, 28, 28-34.
- Estes, Z.** & Glucksberg, S. (2000-b). Similarity and attribution in concept combination: Reply to Wisniewski. *Memory & Cognition*, 28, 39-40.
- Glucksberg, S. & **Estes, Z.** (2000). Feature accessibility in conceptual combination: Effects of context-induced relevance. *Psychonomic Bulletin & Review*, 7, 510-515.
- Estes, Z.** & Glucksberg, S. (1999). Relevance and feature accessibility in combined concepts. *Proceedings of the Cognitive Science Society*, 149-154.
- Estes, Z.** & Glucksberg, S. (1998). Contextual activation of features of combined concepts. *Proceedings of the Cognitive Science Society*, 333-338.

INVITED RESEARCH SEMINARS & SYMPOSIA

- BI Norwegian Business School**, Department of Marketing, Oslo, Norway (April 2026)
- EMLYON Business School**, Marketing, Technology, and Customer Insights Research Center, Lyon, FR (March 2026)
- KPMG Global Strategy Conference**, keynote speaker, Amsterdam, NL (Oct 2025).
- Italian Marketing Society (Societa Italiana Marketing)**, Meet the Editors, Naples, IT (Sept 2025)
- Warwick Business School**, Marketing Group, UK (Feb 2025).
- EPIC: Emergent Priorities in Consumption**, research symposium, Bayes Business School, City University of London, UK (Sept 2024).
- Katia Campo Retailing Symposium**, KU Leuven, Belgium (March 2024).
- Warwick Business School**, Behavioural Science Group, UK (March 2024).
- Nottingham Trent University**, Department of Psychology, UK (Feb 2024).
- University of Groningen**, Department of Marketing, NL (Dec 2023).
- Leeds University Business School**, Department of Marketing, UK (Sept 2023).
- European Association for Consumer Research**, member of panel on “Intersections” in consumer research, Netherlands (July 2023).
- American Marketing Academy, Sheth Doctoral Consortium**, Faculty Fellow, Norway (June 2023).
- HEC-Montreal**, Department of Marketing, Canada (April 2023).
- ESADE**, Department of Marketing, Spain (March 2023).

- London Business School**, Department of Marketing, England (Oct 2022).
- University of Innsbruck**, Marketing Summit 2022, keynote address at the inauguration of the Innsbruck Marketing Society, Austria (June 2022).
- IE Business School** (Madrid), Department of Marketing, Spain (March 2022).
- University of Amsterdam**, Department of Marketing, Amsterdam Business School, Netherlands (Nov 2019).
- Frankfurt School of Finance and Management**, Marketing Research Camp, Germany (Aug 2019).
- Cass Business School**, City University of London, Department of Management, England (March 2019).
- Rotterdam School of Management**, Erasmus University, ERIM, Netherlands (March 2018).
- Imperial College London**, Department of Marketing, England (Feb 2018).
- Erasmus University**, Department of Psychology, Netherlands (Feb 2018).
- Vrije Universiteit (VU) Amsterdam**, Department of Marketing, Netherlands (Feb 2018).
- King's College (University of London)**, Department of Marketing, England (Oct 2017).
- University of Sussex**, Department of Marketing, England (Oct 2017).
- University of Sussex**, Department of Psychology, England (Oct 2017).
- Oxford Saïd Business School**, Marketing Research Camp, Oxford University, England (June 2017).
- University of Lugano**, Institute for Communication Sciences, Switzerland (Nov 2016).
- Copenhagen Business School**, Department of Marketing, Denmark (Nov 2016).
- TEDx**, BocconiU, Milan, Italy (May 2016). Speaking of good and bad.
<https://www.youtube.com/watch?v=2-hh4UkPVCC>
- Invitational Choice Symposium**, Alberta, Canada (May 2016). The influence of expression modalities on preference construction and decision making. 4-day workshop.
- University of Leuven**, Center for Behavioral Engineering Research, Belgium (April 2016).
- University of Innsbruck**, Brand Ventures lecture, Austria (April 2014).
- Vienna University of Economics and Business**, Department of Marketing, Austria (June 2013).
- University of Trento**, Department of Cognitive Sciences and Education, Italy (Oct. 2012).
- Rotterdam School of Management and the Erasmus School of Economics**, Erasmus University, Netherlands (Oct. 2012).
- European Society for Cognitive and Affective Neuroscience**, Marseilles, France (May 2012).
- Cardiff University**, Department of Psychology, Wales (Nov. 2011).
- University College London**, Department of Psychology, England (Nov. 2011).
- University of Manchester**, Department of Psychology, England (Oct. 2011).
- Bocconi University**, Department of Marketing, Milan, Italy (Feb. 2011).

Judge Business School, University of Cambridge, Strategy and Marketing Group, England (Jan. 2011).

Cognitive Interaction Technology Center, Bielefeld University, Language and Cognition colloquium, Germany (Nov. 2009).

University College London, Department of Psychology, England (July 2008).

Birkbeck College, University of London, Cognitive Science Seminars, England (Jan. 2007).

Cognition and Communication Research Centre, Northumbria University, Newcastle, England (Feb. 2007).

Workshop on Early Analogical Reasoning, Birkbeck College, University of London, England (Feb. 2007).

Princeton University, Festschrift for Sam Glucksberg, NJ, USA (June 2007).

University of Exeter, Department of Psychology, England (Feb. 2006).

University of Chicago, Department of Psychology, IL, USA (Jan. 2005).

University of Edinburgh, Department of Psychology, Scotland (Jan. 2005).

Northeastern University, Department of Psychology, Boston, MA, USA (Jan. 2005).

University of Kent, Department of Psychology, England (Mar. 2005).

University of Warwick, Department of Psychology, England (May 2005).

University of Edinburgh, Department of Psychology, Scotland (May 2005).

Workshop on Formal Modeling of Natural Language Concepts, Leuven, Belgium (July 2004). 1-day event

University of Georgia, Department of Psychology, Athens, GA, USA (Jan. 2001).

Columbia University, Department of Psychology, NY, USA (Dec. 2000).

TEACHING CREDENTIALS

AWARDS AND QUALIFICATIONS**Fellow, Higher Education Academy, UK, 2024****Bocconi Teaching Award, 2015-2016**

- Only 20 university-wide awards given annually among 650 staff

Bocconi Teaching Award, 2012-2013

- Only 20 university-wide awards given annually among 650 staff

Warwick Student Union “Star of Warwick”, Nominee, 2012

- Fewer than 30 university-wide nominations among 1000+ staff

Warwick Award for Teaching Excellence, Commendation, 2008

- Only 10 university-wide awards given annually among 1000+ staff

Postgraduate Certificate in Academic and Professional Practice, University of Warwick, 2008**REGULAR COURSES TAUGHT**

Bayes Business School, City University of London, 2020-	Class Size	Evaluation
Marketing (MBA): 2020-	50	9.27/10
Contemporary Issues in Marketing (MBA): 2020-2022	40	9.30/10
Branding and Advertising (MBA): 2020-	25	9.37/10
Bocconi University (Italy), 2009-2020	Class Size	Evaluation
Brand Management (MSc): 2011-2016	100	8.62/10
*Cognitive Science (Undergrad): 2019, 2020	130	9.24/10
*Consumer Neuroscience (MSc): 2014-2019	60	9.05/10
Experimental Design (PhD): 2011-2016	12	8.67/10
Marketing (Undergrad): 2013, 2016	125	8.91/10
*Psychology of Marketing (MSc): 2012-2014	60	9.32/10
*Psychology of Marketing (Undergrad): 2013-2020	130	9.32/10
*Selected Topics in Marketing (MSc): 2009, 2010	100	8.80/10
Strategic Marketing & Marketing Plan (MSc): 2009	100	8.64/10
University of Warwick (UK), 2005-2011		
Language & Thought (Undergrad): 2005-2011	120	4.71/5
Experimental Design (MSc): 2005-2009	10	4.71/5
Second Year Research Project (Undergrad): 2006-2011	120	4.25/5
*Topics in Psychology (Undergrad): 2010-2012	120	NA
University of Georgia (USA), 2001-2005		
Cognitive Psychology (Undergrad): 2001-2005	40	4.50/5
Cognitive Psychology (PhD): 2002-2004	20	4.68/5
*Knowledge Representation (PhD): 2003, 2005	10	4.77/5
Cognitive Theories & Models (PhD): 2004	10	4.25/5
Quantitative Methods (PhD): 2001, 2002	20	4.16/5

*Newly developed course.

SPECIAL INVITED TEACHING

- University of Lugano (USI)**, Department of Marketing Management, Switzerland (autumn 2023, 2024, 2025). Neuromarketing. 28-hour MSc course.
- Central University of Haryana**, India (Dec 2024). PhD workshop on Research Writing and Publication. (Online)
- SDA Bocconi Business School**, Italy (January 2019; Sept 2020; July 2022). Consumer Behaviour. Approximately 20-hour private Masters course for managers of the Ferrero company.
- Rotterdam School of Management**, Department of Marketing Management, Erasmus University, Netherlands (March-April 2018). Sensory Marketing. 6-week MSc course.
- SDA Bocconi Business School**, Italy (June 2017, 2018, 2019). Brand DNA: The Intangible Values of a Brand. Private seminar for NBA players and their families, sponsored by the National Basketball Players Association.
- Vienna University of Economics and Business**, Austria (Dec. 2017, 2018). Consumer Neuroscience. 1-week undergraduate course.
- Rotterdam School of Management**, Department of Strategy and Entrepreneurship, Erasmus University, Netherlands (Oct 2017). Best Practices in Experimental Research.
- Strategic Management Society**, Extension conference on Experimental Designs in Strategy Research, Milan (Sept 2016). Experimental Research: Key lessons learned from marketing and psychology.
- Swiss Summer School, University of Lugano (USI)**, Switzerland (Aug. 2016). Winning the Publication Game: How to publish research in the social sciences. 1-week PhD course co-taught with Prof M Gibbert.
- Swiss Summer School, University of Lugano (USI)**, Switzerland (Aug. 2015, 2018). Experimental Methods: from ideation to publication. 1-week PhD course.
- Cognitive Science Summer School, New Bulgarian University**, Sofia, Bulgaria (July 2013). Words: How do we understand them, and what are they good for? 1-week PhD course.
- PhD Study Day, Department of Marketing, Vienna University of Economics and Business**, Austria (June 2013). 1-day PhD consortium.
- Organizations and Society group, Department of Marketing, University of Innsbruck**, Austria (April 2013). Designing and conducting behavioral experiments. 1-day PhD workshop.
- Warwick Business School Symposium**, Warwick, England (Mar. 2011). Brand suicide? Memory and liking of negative brand names. Special symposium for business students.
- University of Birmingham**, England (Apr. 2009, 2010, 2011). Research methods. 1-day workshop for healthcare professionals on the High Intensity Course for Cognitive-Behavioural Therapy.
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Last updated December 2025.