

# ANDDE INDABURU

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## EDUCATION

2022 – present	Ph.D., Business Administration, Concentration: Marketing, Questrom School of Business, Boston University
2021 – 2022	Pre-Ph.D., Business Administration, Concentration: Marketing, INSEAD, Fontainebleau, France
2016 – 2020	M.Sc. in Management (Diplôme Grande Ecole), EMLYON Business School, Lyon, France Exchange semester at Indian Institute of Management, India
2014 – 2016	<i>Classes Préparatoires ECS</i> , Lycée Montaigne, Bordeaux, France

## RESEARCH INTERESTS

Artificial intelligence, sustainable consumption, privacy and personalization, consumer well-being, climate and health inequalities, behavioral interventions and nudging

## AWARDS AND HONORS

Outstanding Citizen Award, Questrom School of Business, 2024  
Boston University Ph.D. Full Scholarships, 2022-present  
Selected, Entrepreneurship in Artificial Intelligence, European Institute of Information Technology, 2019  
Winner, Startup Contest; Winner, EY Best Student Association Project, EMLYON Business School, 2018

## REFEREED JOURNAL ARTICLES

Chandon, Pierre, and Andde Indaburu (2026), “When and How Simplified Nutrition Labels Improve Fast-Food Choices”, *Journal of the Academy of Marketing Science*

## ARTICLES IN THE REVIEW PROCESS

Xue, Sherrie Y., Stephanie C. Lin, Pierre Chandon, and Andde Indaburu, “Beyond ‘Use it or Lose it’: Promoting Purchase and Controlling Consumption through Utility Preservation.”, in preparation for fifth round review at *Journal of Marketing*

Indaburu, Andde, Remi Trudel, and Daniella Kupor, “The Material Diversity Paradox: Why More or Less Material Diversity is a Misleading Eco-Friendliness Cue”, in preparation for second round review at *Journal of Consumer Research*

Chandon, Pierre, Andde Indaburu, and Maria Langlois, “How Portion Segmentation Increases Size Perceptions: Disentangling the Role of Numerosity, Ease of Reassembly, and Surface Area to Promote Downsizing More Effectively”, submitted to the *Journal of Marketing*

## SELECTED WORKING PAPERS

Indaburu, Andde, Gordon Burtch, and Remi Trudel, “LLM Sustainability Simulations: Synthetic Insight or Synthetic Bias?”

Indaburu, Andde, Remi Trudel, and Gordon Burtch, “How Can I Be Sustainable, ChatGPT?: LLM Guidance, Personalization, and Their Effectiveness”

Indaburu, Andde, Remi Trudel, and Gordon Burtch, “How LLMs Prioritize Sustainability in Product Choice”

Indaburu, Andde, Remi Trudel, and Christian Truelsen Elbæk, “Perceptions of Carbon Inequalities and Support for Climate Policy.”

Indaburu, Andde, Lukas Maier, Remi Trudel, and Martin Schreier, “Increasing Sustainable Intentions through Framing.”

## NON-REFEREED ARTICLES AND BOOK CHAPTERS

Trudel, Remi, Andde Indaburu, and Matthew D. Meng, “From Insight to Impact: Advancing Climate Policy Through Behavioral Science and Marketing,” *Handbook of Public Policy and Marketing*, (forthcoming).

## CONFERENCE PRESENTATIONS (\*PRESENTER)

**Indaburu, Andde\***, Gordon Burtch, and Remi Trudel, “LLM Sustainability Simulations: Synthetic Insight or Synthetic Bias?”, 2026 Society for Consumer Psychology (competitive paper), San Diego, California

Chandon, Pierre and **Andde Indaburu\***, “When and How Simplified Nutrition Labels Improve Fast-Food Choices”, 2026 Society for Consumer Psychology (competitive paper), San Diego, California

**Indaburu, Andde\***, Gordon Burtch, and Remi Trudel, “LLM Sustainability Simulations: Synthetic Insight or Synthetic Bias?”, 2026 Winter AMA (chairing the special session: “Psychological and Technological Drivers of Sustainable Consumer Behavior”), Madrid, Spain

Chandon, Pierre and **Andde Indaburu\***, “When and How Simplified Nutrition Labels Improve Fast-Food Choices”, 2026 Winter AMA, Madrid, Spain

**Indaburu, Andde\***, Remi Trudel and Daniella Kupor, “More or Less Sustainable? The Opposing Effects of Material Quantity on Sustainable Choice”, 2025 Society for Consumer Psychology (competitive paper), Las Vegas, Nevada

**Indaburu, Andde\***, Remi Trudel and Daniella Kupor, “The Product Composition Paradox: Fewer Materials Is Greener” Reverses for Recycled Materials”, 2024 Association for Consumer Research Conference (chaired the special session: “Greening Minds: Exploring Psychological Drivers of Sustainable Consumption”), Paris, France

Chandon, Pierre and **Andde Indaburu\***, “Heterogeneity in Response to Nudges: Socioeconomic and Residential Disparities in the Effects of Nutrition Labeling on Fast-Food Choices”, 2024 Association for Consumer Research Conference (competitive paper), Paris, France

**Indaburu, Andde\***, Remi Trudel and Daniella Kupor, “More or Less Sustainable? The Opposing Effects

of Material Quantity on Sustainable Choice”, 2024 Society for Consumer Psychology (poster), Nashville, Tennessee

Anna Tari, Remi Trudel and **Indaburu, Andde\***, “Happiness and Sustainability: The Impact of Different Positive Arousal States on Green Choices”, 2024 Society for Consumer Psychology (competitive paper), Nashville, Tennessee

**Indaburu, Andde\***, Anna Tari, and Remi Trudel, “Calm to Green Choices: The Impact of Different Positive Arousal States on Sustainability Decision-Making”, 2023 Association for Consumer Research (competitive paper), Seattle, Washington

**Indaburu, Andde\***, Remi Trudel and Daniella Kupor, “More or Less Sustainable? The Opposing Effects of Material Quantity on Sustainable Choice”, 2023 Institute for Global Sustainability, Boston, Massachusetts

## **INVITED PRESENTATIONS (\*PRESENTER)**

**Indaburu, Andde\***, “From Challenge to Civic Opportunity: Building a Sustainability That Lasts”, June 7, 2025, Boston Civic Summit, City of Boston

**Indaburu, Andde\***, Remi Trudel and Daniella Kupor, “The Product Composition Paradox: “Fewer Materials Is Greener” Reverses for Recycled Materials”, April 4, 2025, Lululemon

## **PRESENTATIONS BY CO-AUTHORS (\*PRESENTER)**

**Chandon, Pierre\*** and Andde Indaburu, “Nutrition Labeling, Fast-Food Choices, and Socioeconomic and Geographic Disparities”, 2025 La Londe Conference (competitive paper), Porquerolles Island, France

Indaburu, Andde, **Remi Trudel\*** and Daniella Kupor, “The Product Composition Paradox: “Fewer Materials Is Greener” Reverses for Recycled Materials”, May 25, 2025, Ivey Business School, Western University

Indaburu, Andde, **Remi Trudel\*** and Daniella Kupor, “The Material Composition Paradox”, May 17, 2024, Grenoble Ecole de Management, Grenoble France

Indaburu, Andde, **Remi Trudel\*** and Daniella Kupor, “The Product Composition Paradox: “Fewer Materials Is Greener” Reverses for Recycled Materials”, May 5, 2025, Sustainability Conference, University of Pittsburgh

Indaburu, Andde, **Remi Trudel\*** and Daniella Kupor, “The Material Composition Paradox”, April 19, 2024, Terry College of Business, University of Georgia, Athens Georgia

**Chandon, Pierre\*** and Andde Indaburu, April 2025, Behavioral Insights Team/NESTA, London

**Chandon, Pierre\*** and Andde Indaburu, April 2025, Menus of Change University Research Collaborative, online

**Chandon, Pierre\*** and Andde Indaburu, March 2025, American Marketing Association Retailing Special Interest Group, online

**Xue, Sherrie Y.\***, Stephanie C. Lin, Pierre Chandon, and Andde Indaburu. “Ordering More and Consuming Less: Strategically Timing the Availability of Consumption Preservation Options to Consumers.”, 2024 Society for Consumer Psychology (competitive paper), Nashville, Tennessee

Indaburu, Andde, Anna Tari, and **Remi Trudel\***, “Calm to Green Choices: The Impact of Different Positive Arousal States on Sustainability Decision-Making”, 2023 European Association for Consumer Research (competitive paper), Amsterdam, Netherlands

**Xue, Sherrie Y.\***, Stephanie C. Lin, Pierre Chandon, and Andde Indaburu, “Ordering More and

Consuming Less: How Does Providing Preservation Options Influence Food and Wine Choice and Consumption.” 2023 Wharton-INSEAD Doctoral Consortium, Singapore

**Xue, Sherrie Y.\***, Stephanie C. Lin, Pierre Chandon, and Andde Indaburu, “Ordering More and Consuming Less: How Does Providing Preservation Options Influence Food and Wine Choice and Consumption.” 2023 La Londe Conference, Porquerolles Island, France

**Xue, Sherrie Y.\***, Stephanie C. Lin, Pierre Chandon, and Andde Indaburu, “Ordering More and Eating Less: Effects of Preservation Container Provision on Food Ordering and Consumption Decisions.” 2022 Society for Consumer Psychology, Online

## **RESEARCH GRANTS**

Campus Climate Lab, Boston University, “Behavioral Approach to Reducing Scope 3 Emissions” 2024

## **PROFESSIONAL AFFILIATIONS**

Society for Consumer Psychology, Association for Consumer Research

## **INDUSTRY EXPERIENCE**

Founder and CEO, Splendides – Designed and developed a platform to reduce food waste (France, 2021)  
Consultant, Crystalchain – Led developer team in prototyping blockchain-based dashboards (France, 2019)  
Founder, Microfinance Missions – Conducted on-the-ground microfinance mission (Senegal, 2018)  
President, Social Business Club – Managed 30 members across 10 projects (France, 2018)  
Business Development, Holacode – Helped creating a coding school for migrant (Mexico, 2017)

## **LANGUAGES**

English (Fluent), Spanish (Fluent), French (Native), Portuguese (Fluent), Basque (Native)

## **TEACHING EXPERIENCE**

### **Summer School**

Summer Challenge, Business from the Ground Up  
School of Management, Boston University

## **REFERENCES**

### **Remi Trudel**

Associate Professor of Marketing  
Questrom School of Business, Boston University  
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### **Gordon Burtch**

Allen and Kelli Questrom Professor in Information Systems  
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**Pierre Chandon**

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