

Marissa A. Sharif

The Wharton School
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ACADEMIC POSITIONS

The Wharton School, University of Pennsylvania

Assistant Professor of Marketing, July 2017 – Present

EDUCATION

UCLA Anderson School of Management

Ph.D., Management (Marketing), June 2017

- Dissertation: “Emergency Reserves: The Benefits of Providing Slack with a Cost”

University of California, Los Angeles

Bachelor of Science in Psychobiology, 2012 (Cum Laude)

RESEARCH INTERESTS

Motivation; Judgment and Decision Making; Memory

PUBLICATIONS

Sharif, Marissa A. and Suzanne B. Shu (2017), “The Benefits of Emergency Reserves: Greater Preference and Persistence for Goals having Slack with a Cost,” *Journal of Marketing Research*, 54(3), 495-509.

- Select Media Coverage: *BBC*- <http://bbc.in/2EPJWdt>, *Washington Post*- <http://wapo.st/2FffFeKq>, *Knowledge @ Wharton*- <http://whr.tn/2CQxT2L>

Sharif, Marissa A. and Daniel M. Oppenheimer (2016), “The Effect of Relative Encoding on Memory-Based Judgments,” *Psychological Science*, 27(8), 1136-1145.

Shu, Suzanne B. and Marissa A. Sharif, “Occasion Matching of Indulgences,” *Journal of Marketing Behavior*, forthcoming.

MANUSCRIPTS UNDER REVIEW

Sharif, Marissa A. and Suzanne B. Shu, “Increasing Persistence After Failure Through Emergency Reserves,” under 2nd round review at *Organizational Behavior and Human Decision Processes*.

*Sharif, Marissa A. and *Elizabeth C. Webb, “Choice Set Size in Context: How Assortment Size Affects Preference for Extreme Options,” invited for resubmission at *Management Science*.

*Sharif, Marissa A. and *Kaitlin Woolley, “The Dissimilarity Bias: The Effect of Dissimilarity on Goal Progress Perceptions and Motivation,” under review at the *Journal of Consumer Research*.

WORKING PAPERS

Sharif, Marissa A., Mogilner, C., & Hershfield, H., “The Effects of Being Time Poor and Time Rich on Life Satisfaction”

Sharif, Marissa A. and Daniel M. Oppenheimer, “The Effect of Salient Categories in Relative Encoding on Memory-Based Judgments.”

Sharif, Marissa A. and Stephen A. Spiller, “Separating the Wheat from the Chaff: Indecisiveness Moderates the Influence of Non-Focal Alternatives on Choice.”

Sharif, Marissa A. and Daniel M. Oppenheimer, “Manipulating Judgments by Manipulating Memory: The Influence of Retrieval Induced Forgetting on Numerical Estimates.”

PEER-REVIEWED CONFERENCE PRESENTATIONS

Sharif, Marissa A. and Elizabeth C. Webb* (2018), “Choice Set in Context: How Choice Set Size Affects the Share of Compromise Options,” Talk presented at *Society for Judgment and Decision Making*, New Orleans, LA.

Sharif, Marissa A.* Mogilner, C., & Hershfield, H. (2018), “The Effects of Being Time Poor and Time Rich on Happiness,” Talk presented at *Association for Consumer Research*, Dallas, Texas.

Sharif, Marissa A.* and Daniel M. Oppenheimer (2017), “The Effect of Relative Encoding on Memory-Based Judgments,” Talk presented at *Society for Judgment and Decision Making*, Vancouver, Canada.

Sharif, Marissa A. and Elizabeth C. Webb* (2016), “The Role of Choice Set Size on Consumers’ Preference for Unique Goods,” Talk presented at *Association for Consumer Research*, Berlin, Germany.

Sharif, Marissa A. and Daniel M. Oppenheimer* (2016), “The Effect of Relative Encoding on Memory-Based Judgments,” Talk presented at *Behavioral Decision Research in Management*, Toronto, Canada.

Sharif, Marissa A.* and Suzanne B. Shu (2016), “Emergency Reserves: The Benefits of Providing Slack with a Cost,” Talk presented at *Society for Consumer Psychology*, St. Pete Beach, FL.

Sharif, Marissa A.* and Stephen A. Spiller (2016), “Indecisive Consumers and Sensitivity to Outside Options,” Talk presented at *Society for Consumer Psychology*, St. Pete Beach, FL.

Sharif, Marissa A.* and Suzanne B. Shu (2015), “Preference for the Emergency Reserve,” Poster presented at *Society for Judgment and Decision Making*, Chicago, IL.

- Sharif, Marissa A.* and Daniel M. Oppenheimer (2014), “The Effect of Retrieval on Judgments Depends on the Strength of the Category Association,” Talk presented at *Society for Judgment and Decision Making*, Long Beach, CA.
- Sharif, Marissa A. and Suzanne B. Shu* (2014), “The Effect of an Emergency Reserve on Goal Performance,” Talk presented at *Society for Judgment and Decision Making*, Long Beach, CA.
- Sharif, Marissa A.* and Stephen A. Spiller (2014), “Indecisive Consumers and Opportunity Cost Consideration,” Talk presented at *Association of Consumer Research*, Baltimore, MD.
- Sharif, Marissa A.* and Suzanne B. Shu (2014), “The Effect of an Emergency Reserve on Goal Performance,” Talk presented at *Association of Consumer Research*, Baltimore, MD.
- Sharif, Marissa A.* and Suzanne B. Shu (2014), “The Effect of an Emergency Reserve on Goal Performance,” Talk presented at *Behavioral Decision Research in Management*, London, UK.
- Sharif, Marissa A.* and Suzanne B. Shu (2013), “The Effect of an Emergency Reserve on Self-Control Performance,” Poster presented at *Society for Judgment and Decision Making*, Toronto, Canada.

INVITED PRESENTATIONS

Cognitive Forum at UCLA, February 2017
 Massachusetts Institute of Technology, November 2016
 University of Chicago, November 2016
 University of Pennsylvania, October 2016
 University of Michigan, October 2016
 Southern Methodist University, October 2016
 Cornell University, October 2016
 Columbia University, September 2016
 Washington University in St. Louis, September 2016
 London Business School, September 2016

TEACHING

MKTG 211: Consumer Behavior, Spring 2018

HONORS

Dean’s Research Funding (\$8,975), 2018
 Morrison Center Funding, UCLA Anderson School of Management (\$6,000), 2017
 Xavier Dreze Prize for Best Dissertation, 2017
 UCLA Graduate Division Dissertation Year Fellowship, 2016-2017
 AMA Sheth Foundation Doctoral Consortium Fellow, 2016
 UCLA Anderson Dean’s Award, 2014-Present
 UCLA Anderson Summer Doctoral Fellowship, 2013-Present
 UCLA Anderson Doctoral Fellowship, 2012-Present
 Undergraduate Research Scholars Program Scholarship, 2011-2012
 Irving and Jean Stone Honors Program Research Stipend, 2011
 The Rose Gilbert Honors Scholars Program Scholarship, 2011

Valedictorian of Upland High School (of 768 students), 2008

SERVICE

ACR Competitive Paper Reviewer

SCP Competitive Paper Reviewer

Ad Hoc Reviewer, *Management Science*

Ad Hoc Reviewer, *Journal of Consumer Psychology*

Ad Hoc Reviewer, *Organizational Behavior and Human Decision Processes*

PROFESSIONAL AFFILIATIONS

Society for Judgment and Decision Making

Association for Consumer Research

Society for Consumer Psychology