

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., Marketing, June 2017

University of California, Los Angeles

Bachelor of Science in Psychobiology, 2012 (Cum Laude)

RESEARCH INTERESTS

Motivation; Judgment and Decision Making

PUBLICATIONS (*Equal Authorship/+PhD Student Collaborator/^Industry Partner)

16. ⁺Yin, Siyuan and **Marissa A. Sharif** (2024), “How and When a Used (vs. Unused) Account Affects Consumption Behavior,” *Journal of Experimental Psychology: General*, conditionally accepted.
15. Boghatri, Reihane, **Marissa A. Sharif**, ⁺Siavash Yousefi, and Arsalan Heydarian (2024), “Emotion Tracking (vs. Reporting) Increases the Persistence of Positive (vs. Negative) Emotions,” *Journal of Experimental Social Psychology*, forthcoming.
14. ^{*}Rafieian, Hoori and ^{*}**Marissa A. Sharif** (2023), “It’s the Effort That Counts: The Effect of Self-Control on Goal Progress Perceptions,” *Journal of Marketing Research*, 60(3), 527-542. [\[Link\]](#)
13. ⁺Rai, Aneesh, **Marissa A. Sharif**, Edward Chang, Katherine Milkman, and Angela Duckworth (2023), “A Field Experiment on Subgoal Framing to Boost Volunteering: The Tradeoff Between Goal Granularity and Flexibility,” *Journal of Applied Psychology*, 108(4), 621-634. [\[Link\]](#)
12. Gibson, Laura, Erica Dixon, **Marissa A. Sharif**, Anyara Rodriguez, and Joseph Capella (2023), “Impact of Privacy Messaging on COVID Exposure Notification App Downloads: Evidence from a

Randomized Experiment,” *American Journal of Preventative Medicine: Focus*, 2(1), 100059, 1-10. [\[Link\]](#)

11. **Sharif, Marissa A.** and Kaitlin Woolley (2022), “Working to Unlock Rewards: Leveraging Goals in Rewards Systems to Increase Consumer Persistence,” *Journal of Consumer Research*, 49(4), 634-656. [\[Link\]](#)
-Select Media Coverage: Harvard Business Review (May/June 2023 Print Issue)
10. *Woolley, Kaitlin and ***Marissa A. Sharif** (2022), “Down a Rabbit Hole: How Prior Consumption Shapes Subsequent Media Consumption,” *Journal of Marketing Research*, 59(3), 453-471. [\[Link\]](#)
-Lead Article
9. **Sharif, Marissa A.**, Erica Dixon, Elizabeth Bair, Carolina Garzon, Laura Gibson, Kristin Linn, and Kevin Volpp (2021), “The Impact of Nudges on Downloads of COVID-19 Exposure Notification Apps: A Randomized Trial,” *Journal of the American Medical Association (JAMA) Network Open*, 4(12), e2140839-e2140839 [\[Link\]](#)
8. **Sharif, Marissa A.**, Cassie Mogilner, and Hal Hershfield (2021), “Having Too Little or Too Much Time Is Linked to Lower Subjective Well-Being,” *Journal of Personality and Social Psychology*, 121(4), 933-947. [\[Link\]](#)
- Select Media Coverage: [Washington Post](#); [NBC](#); [The Atlantic](#); [Time](#)
7. **Sharif, Marissa A.** and Daniel M. Oppenheimer (2021), “The Effect of Salient Categories in Relative Encoding Biases on Memory-Based Judgments,” *Organizational Behavior and Human Decision Processes*, 162, 1-8. [\[Link\]](#)
6. Woolley, Kaitlin and **Marissa A. Sharif** (2021), “Incentives Increase Relative Positivity of Review Content and Enjoyment of Review Writing,” *Journal of Marketing Research*, 58(3), 539-558. [\[Link\]](#)
5. **Sharif, Marissa A.** and Suzanne B. Shu (2021), “Nudging Persistence After Failure Through Emergency Reserves,” *Organizational Behavior and Human Decision Processes*, 163, 17-29. [\[Link\]](#)
 - Select Media Coverage: [BBC](#); [NPR](#); [Pattern Health](#); [Forbes](#)
 - Awards: [Hindsight Award](#)
4. ***Sharif, Marissa A.** and *Kaitlin Woolley (2020), “The Effect of Categorization on Goal Progress Perceptions and Motivation,” *Journal of Consumer Research*, 47(4), 608-630. [\[Link\]](#)
3. Shu, Suzanne B. and **Marissa A. Sharif** (2018), “Occasion Matching of Indulgences,” *Journal of Marketing Behavior*, 3(3), 211-239. [\[Link\]](#)
2. **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. [\[Link\]](#)
 - Select Media Coverage: [BBC](#), [Washington Post](#), [Knowledge @ Wharton](#)
1. **Sharif, Marissa A.** and Daniel M. Oppenheimer (2016), “The Effect of Relative Encoding on Memory-Based Judgments,” *Psychological Science*, 27(8), 1136-1145. [\[Link\]](#)

MANUSCRIPTS UNDER REVIEW (*Equal Authorship/+PhD Student Collaborator/^Industry Partner)

17. **Sharif, Marissa A.** and ^Elizabeth C. Webb, “Extremeness Aversion and Choice Set Composition: Exposure to Multiple Extreme Options Reduces Extremeness Aversion,” invited for 4th round review at the *Journal of Consumer Research*.
18. +Mehr, Katie, Jackie Silverman, **Marissa A. Sharif**, Alixandra Barasch, and Katherine Milkman, “The Motivating Power of Streaks: Increasing Productivity is as Easy as 1,2,3,” invited for 4th round review at *Organizational Behavior and Human Decision Processes*.
19. **Sharif, Marissa A.**, “Changeable Choices Shift Consumers Towards Uncertain Options” invited for resubmission at the *Journal of Marketing Research*.
20. +Duncan, Shannon and **Marissa A. Sharif**, “Making Up for Failure: Framing Subgoals as Redemption Opportunities Increases Persistence,” invited for 2nd round review at the *Journal of Marketing*.
21. +Duncan, Shannon, **Marissa A. Sharif**, and Jordan Etkin, “Checking Progress More Frequently Decreases Satisfaction,” invited for resubmission at the *Journal of Marketing Research*.
22. Mrkva, Kellen, +Shannon Duncan, **Marissa A. Sharif**, and ^Stanley Zuo, “The Confirmation Nudge: How to Change Consumer Subscription Choices,” invited for 2nd round review at the *Journal of Consumer Research*.
23. Chae, Rebecca, Kaitlin Woolley, and **Marissa A. Sharif**, “Give me a Break! Categorizing Tasks Surrounding Breaks Reduced Rumination and Improves Task Performance,” invited for resubmission at the *Journal of Experimental Psychology: General*.
24. +Park, Alex, Rachel Gershon*, and **Marissa A. Sharif***, “The Struggle is Real: Motivating Goal Pursuit by Normalizing Difficulty,” under review at the *Journal of Experimental Psychology: General*.

WORKING PAPERS (*Equal Authorship/+PhD Student Collaborator/^Industry Partner)

25. +Yin, Siyuan and **Marissa A. Sharif**, “Categorization & Leisure: When Consumers Prefer to Spend Time on Leisure Activities,” in preparation for *Psychological Science*.
26. +Yin, Siyuan and **Marissa A. Sharif**, “The Honeymoon Fund Effect: Exerting Effort to Choose Increases Generosity,” in preparation for *Journal of Marketing Research*.
27. **Sharif, Marissa A.** and Cait Lamberton, “Getting (Un)Wasted: A Framework and Agenda for Studying Consumption Waste,” in preparation for the *Journal of Marketing Research*.
28. Duncan, Shannon and **Marissa A. Sharif**, “How vs. How and Why Nudges: When Stating Your Case Isn’t as Effective,” in preparation for the *Journal of Consumer Research*.

SELECTED WORK IN PROGRESS

- Impact of Back Up Plans on Shingles Vaccinations with Katherine Milkman
- The Placeholder Effect with Siyuan Yin

- Nudging with Personal Bests with Alice Moon
- Impact of Reminders on Anticipatory Enjoyment with Siyuan Yin
- Accumulating More Points with Shannon Duncan and Kaitlin Woolley
- The Impact of Reward Redemption with Lena Kim and Kaitlin Woolley
- Dynamic Goals with Shannon Duncan
- Affective Responses to Rewards with Kaitlin Woolley
- Reward Choice Timing with Raghu Iyengar

ADDITIONAL PUBLICATIONS

Woolley, Kaitlin and **Marissa A. Sharif** (January 2022), “The Psychology of your Scrolling Addiction,” *Harvard Business Review*.

Woolley, Kaitlin and **Marissa A. Sharif** (June 2021), “What Happens When Companies Pay Customers to Write Reviews?,” *Harvard Business Review*.

PEER-REVIEWED CONFERENCE PRESENTATIONS

Lena Kim, Kaitlin Woolley, and Marissa A. Sharif (2023), “When and Why Redeeming Loyalty Points Leads to Disloyal Customers,” Talk presented at the Association of Consumer Research, Seattle, WA.

Siyuan Yin and Marissa A. Sharif (2023) “The Placeholder Effect: Using Break Days to Form Habits,” Talk presented at the Association of Consumer Research, Seattle, WA.

Siyuan Yin and Marissa A. Sharif (2023) “The Honeymoon Fund Effect: Exerting Effort to Choose Increases Generosity,” Talk presented at the Association of Consumer Research, Seattle, WA.

Duncan, Shannon, Marissa A. Sharif, and Jordan Etkin (2023), “Too Much of a Good Thing: Frequent Checking Decreases Subjective Performance Evaluation,” Talk presented at the Society for the Science of Motivation Conference, Washington DC.

Duncan, Shannon, Marissa A. Sharif, and Jordan Etkin (2023), “Too Much of a Good Thing: Frequent Checking Decreases Subjective Performance Evaluation,” Talk presented at the Society for Consumer Psychology, San Juan, PR.

Marissa A. Sharif (2022), “Changeable Choices Shift Consumers Towards Uncertain Options,” Talk presented at the *Society of Judgment and Decision Making*, San Diego CA.

Yin, Siyuan and Marissa A. Sharif (2022), “The Honeymoon Fund Effect: How do Choices Promote Giving Behavior?,” Talk presented at the *Society of Judgment and Decision Making*, San Diego CA.

- Chae, Rebecca, Kaitlin Woolley, and Marissa A. Sharif (2022), “Categorizing Tasks Surrounding Breaks Reduced Rumination and Improves Task Performance,” Talk presented at the *Association of Consumer Research*, Denver, CO.
- Yin, Siyuan and Marissa A. Sharif (2022), “Categorization & Leisure: When Consumers Prefer to Spend Time on Leisure Activities,” Talk presented at the *Association of Consumer Research*, Denver, CO.
- Duncan, Shannon, Marissa A. Sharif, and Jordan Etkin (2022), “Too Much of a Good Thing: Frequent Checking Decreases Subjective Performance Evaluation,” Talk presented at the *Association of Consumer Research*, Denver, CO.
- Marissa A. Sharif and Kaitlin Woolley (2022) “Working to Unlock Rewards: Leveraging Goals in Rewards Systems to Increase Consumer Persistence,” Talk presented at the *Association of Consumer Research*, Denver, CO.
- Chae, Rebecca, Kaitlin Woolley, and Marissa A. Sharif (2022), “Give Me a Break! Categorizing Tasks Surrounding Breaks Improves Task Performance by Reducing Rumination,” Talk presented at the *Society for Consumer Psychology*. **Best Talk Award for the Goals and Motivation Track**
- Duncan, Shannon and Marissa A. Sharif (2022), “Making Up for Failure: A Simple Nudge to Improve Goal Persistence,” Talk presented at the *Society for Consumer Psychology*.
- Yin, Siyuan and Marissa A. Sharif (2022) “How and When does a Used (vs. Unused) Account Affect Consumption Behavior?,” Talk presented at the *Society for Consumer Psychology*.
- Marissa A. Sharif and Kaitlin Woolley (2021) “Working to Unlock Rewards: Leveraging Goals in Rewards Systems to Increase Consumer Persistence,” Talk presented at the *Society for Consumer Psychology*.
- Marissa A. Sharif and Kaitlin Woolley (2021) “Working to Unlock Rewards: Leveraging Goals in Rewards Systems to Increase Consumer Persistence,” Talk presented at the *Society of Judgment and Decision Making*.
- Yin, Siyuan and Marissa A. Sharif (2021) “How and When does a Used (vs. Unused) Account Affect Consumption Behavior?,” Talk presented at the *Society of Judgment and Decision Making*.
- Duncan, Shannon and Marissa A. Sharif (2021), “Making Up for Failure: A Simple Nudge to Improve Goal Persistence,” Talk presented at the *Association of Consumer Research*.
- Park, Alex, Rachel Gershon, and Marissa A. Sharif (2021), “The Struggle is Real: Motivating Goal Pursuit by Normalizing Difficulty,” Talk presented at the *Association of Consumer Research*.
- Yin, Siyuan and Marissa A. Sharif (2021) “How and When does a Used (vs. Unused) Account Affect Consumption Behavior?,” Talk presented at the *Association of Consumer Research*.
- Rai, Aneesh, Marissa A. Sharif, Edward Chang, Katherine Milkman, and Angela Duckworth (2021), “Temporally Reframing Long-Term Goals Durably Boosts Productivity: A Field Experiment,” Talk presented at the *Association of Consumer Research*.

- Woolley, Kaitlin and Marissa Sharif (2021) “Incentives for Reviewing Increase Positivity of Review Content Through Intrinsic Motivation,” Talk presented at the *Society for Consumer Psychology*.
- Mehr, Katie, Jackie Silverman, Marissa A. Sharif, Alixandra Barasch, and Katherine Milkman (2020) “Incentivizing Streaks,” Talk presented at the *Society of Judgment and Decision Making*.
- Marissa A. Sharif and Raghuram Iyengar (2020), “Delayed vs. Immediate Reward Choice: Anticipating Choice is More Motivating than Choice Itself,” Talk presented at the *Association of Consumer Research*.
- Hoori Rafieian and Marissa A. Sharif (2020), “The Effect of Task Initiation Difficulty on Consumers’ Perceived Goal Progress and Motivation,” Talk presented at the *Society for Consumer Psychology*, Huntington Beach, CA
- Marissa A. Sharif and Raghuram Iyengar (2020) “Aiming for the Stars when Unsure: Preference Uncertainty in Rewards Leads to Greater Persistence,” Talk presented at the *Society for Consumer Psychology*, Huntington Beach, CA
- Mehr, Katie, Jackie Silverman, Marissa A. Sharif, Alixandra Barasch, and Katherine Milkman (2020) “Incentivizing Streaks,” Talk presented at the *Society for Consumer Psychology*, Huntington Beach, CA
- Sharif, Marissa A. and Kaitlin Woolley (2019), “The Categorization Bias: The Effect of Categorization on Goal Progress Perceptions and Motivation,” Talk presented at *Society of Judgment and Decision Making*, Montreal, Canada.
- Rafieian, Hoori and Marissa A. Sharif (2019), “The Difficulty of Task Initiation Affects Consumers’ Perceived Goal Progress,” Talk presented at *The Association of Consumer Research*, Atlanta, Georgia.
- Woolley, Kaitlin and Marissa A. Sharif (2019), “Understanding the Drivers of Binge-Watching,” Talk presented at *The Association of Consumer Research*, Atlanta, Georgia.
- Sharif, Marissa A. and Kaitlin Woolley (2019), “The Categorization Bias: The Effect of Categorization on Goal Progress Perceptions and Motivation,” Talk presented at *The Association of Consumer Research*, Atlanta, Georgia.
- Sharif, Marissa A. and Kaitlin Woolley (2019), “The Dissimilarity Bias: The Effect of Dissimilarity on Goal Progress Perceptions and Motivation,” Talk presented at *The Academy of Management*, Boston, Massachusetts.
- Sharif, Marissa A. and Kaitlin Woolley (2019), “The Dissimilarity Bias: The Effect of Dissimilarity on Goal Progress Perceptions and Motivation,” Talk presented at *Society for Consumer Psychology*, Savannah, Georgia.
- 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

Harvard University, May 2023
 Columbia University, April 2023
 University of Southern California, November 2022
 Grenoble Ecole de Management, October 2022
 University of Alberta, April 2022
 ESADE, March 2022

Data Colada Seminar Series, March 2022
Georgetown University, April 2021
Northwestern University, April 2021
Behavior Change for Good Seminar Series, March 2021
Cornell University, November 2020
Stanford University, November 2020
University of Southern California, May 2020
University of California, Berkeley, November 2019
University of California, San Diego, October 2019
Yale University, May 2019
Four Schools Conference, April 2018
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 Undergraduate Course, Spring 2018; Spring 2019; Spring 2020; Spring 2022; Spring 2023
MKTG 9520: Information Processing PhD Seminar, Spring 2023

HONORS

MSI Young Scholar, 2023
Wharton Teaching Excellence Award (2017-2018; 2018-2019; 2019-2020; 2021-2022; 2022-2023)
Wolpow Family Faculty Scholar, 2020-2022
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

Conference Committees

SCP Competitive Paper Reviewer, Program Committee
SSM (Society for Science of Motivation), Program Committee
ACR Competitive Paper Reviewer

Society for Judgment and Decision Making Reviewer
AMA-EBSCO-RRBM Award Reviewer

Journal Reviewer

Editorial Review Board, *Journal of Consumer Psychology*
Ad Hoc Reviewer, *Management Science*
Ad Hoc Reviewer, *Journal of Consumer Psychology*
Ad Hoc Reviewer, *Organizational Behavior and Human Decision Processes*
Ad Hoc Reviewer, *Marketing Science*
Ad Hoc Reviewer, *Judgment and Decision Making*
Ad Hoc Reviewer, *Journal of Consumer Research*
Ad Hoc Reviewer, *Journal of Marketing*
Ad Hoc Reviewer, *Journal of Marketing Research*
Ad Hoc Reviewer, *Journal of the Association of Consumer Research*
Ad Hoc Reviewer, *Journal of Experimental Psychology: General*
Ad Hoc Reviewer, *Journal of Personality and Social Psychology*
Ad Hoc Reviewer, *Motivation Science*

University of Pennsylvania Service

Early Career Recruiting Committee: 2018-2019; 2022-2023
Doctoral Committee: 2020-2021; 2021-2022; 2022-2023
Decision Processes Colloquia: 2019-2020
Curriculum Committee: 2019-2020; 2023-2024

Professional Affiliations

Society for Judgment and Decision Making
Association for Consumer Research
Society for Consumer Psychology
Behavior Change for Good Initiative
Center for Health Incentive and Behavioral Economics (CHIBE)

MENTORSHIP & DOCTORAL STUDENT TRAINING

PhD Advisor

Siyuan Yin (Wharton Marketing), Placement: TBD
Shannon Duncan (Wharton Marketing), Placement: TBD

Dissertation Committees

Siyuan Yin (Marketing 2025; Chair/Advisor; Placement: TBD)
Shannon Duncan (Marketing 2025; Chair/Advisor; Placement: TBD)
Alexander Park (Marketing 2023; External member, Washington University in St. Louis; Placement: Indiana University)
Joowon Kim (Marketing 2021; Committee Member; Placement: Yale University)
Jackie Silverman (Marketing 2019; Committee Member; Placement: University of Delaware)

PhD and Post-Doc Mentorship

Siyuan Yin (Marketing PhD Student), advisor/chair, 1st year paper advisor
Shannon Duncan (Marketing PhD Student), advisor/chair, 1st year paper advisor
Katie Mehr (Wharton OID PhD student), coauthor
Aneesh Rai (Wharton OID PhD Student), coauthor

Edward Chang (former Wharton OID PhD Student), coauthor
Alexander Park (Washington University PhD Student), coauthor
Jackie Silverman (former Wharton PhD Student), coauthor
Hoori Rafieian (former Wharton Post-Doc), coauthor
Reihane Boghatri (former Wharton Post-Doc), coauthor
Rebecca Chae (former University of Michigan PhD Student), coauthor
Lena Kim (Cornell University PhD Student), coauthor
Asaf Mazar (Wharton OID Post-Doc), coauthor