

# Marissa A. Sharif

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## ACADEMIC POSITIONS

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### The Wharton School, University of Pennsylvania

Assistant Professor of Marketing, July 2017 – Present

## EDUCATION

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### UCLA Anderson School of Management

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

### University of California, Los Angeles

Bachelor of Science in Psychobiology, 2012 (Cum Laude)

## RESEARCH INTERESTS

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Motivation; Judgment and Decision Making; Memory

## PUBLICATIONS (\* Denotes equal authorship)

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

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>

Shu, Suzanne B. and Marissa A. Sharif (2018), “Occasion Matching of Indulgences,” *Journal of Marketing Behavior*, 3(3), 211-239.

Sharif, Marissa A. and Suzanne B. Shu (2019), “Nudging Persistence After Failure Through Emergency Reserves,” *Organizational Behavior and Human Decision Processes*, forthcoming.

## **MANUSCRIPTS UNDER REVIEW**

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- \*Sharif, Marissa A. and \*Kaitlin Woolley, “The Categorization Bias: The Effect of Categorization on Goal Progress Perceptions and Motivation,” invited for 3<sup>rd</sup> round revision at *Journal of Consumer Research*.
- \*Sharif, Marissa A. and \*Elizabeth C. Webb, “Choice Set Size in Context: How Assortment Size Affects Preference for Extreme Options,” under invited resubmission at *Management Science*.
- Sharif, Marissa A. and Kaitlin Woolley, “Keeping Rewards Rewarding: Quota Piecemeal Incentives Reduce Adaption to Rewards and Lead to Greater Persistence,” under review at the *Journal of Consumer Research*.
- Sharif, Marissa A. and Daniel M. Oppenheimer, “The Effect of Salient Categories in Relative Encoding Biases on Memory-Based Judgments,” under review at *Organizational Behavior and Human Decision Processes*.
- Sharif, Marissa A., Cassie Mogilner, and Hal Hershfield, “The Effects of Being Time Poor and Time Rich on Life Satisfaction,” under review at *Psychological Science*.

## **WORKING PAPERS**

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- Woolley, Kaitlin and Marissa A. Sharif, “Immediate Incentives Increase Positive Emotionality in User Generated Content,” in preparation for the *Journal of Consumer Research*.
- Sharif, Marissa A. and Raghuram Iyengar, “Aiming for the Stars When Unsure: Preference Uncertainty in Rewards Leads to Greater Persistence,” in preparation for the *Journal of Marketing Research*.
- \*Woolley, Kaitlin and \*Marissa A. Sharif, “The Role of Similarity in Facilitating Binge-Watching,” preparing for invited resubmission to the *Journal of Consumer Research*.
- 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.”

## **MANUSCRIPTS IN PREPARTION**

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- \*Rafieian, Hoori and \*Marissa A. Sharif, “The Difficulty of Task Initiation Affects Consumers’ Perceived Goal Progress,” in preparation for the *Journal of Consumer Research*
- Mehr, Katie, Jackie Silverman, Marissa A. Sharif, Alixandra Barasch, and Katherine Milkman “Incentivizing Streaks,” in preparation for *Psychological Science*

## **PEER-REVIEWED CONFERENCE PRESENTATIONS**

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- Sharif, Marissa A. and Kaitlin Woolley (2019), “The Categorization Bias: The Effect of Categorization on Goal Progress Perceptions and Motivation,” Talk to be 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 to be presented at *The Association of Consumer Research*, Atlanta, Georgia.
- Woolley, Kaitlin and Marissa A. Sharif (2019), “Understanding the Drivers of Binge-Watching,” Talk to be 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 to be 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**

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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**

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MKTG 211: Consumer Behavior, Spring 2018; Spring 2019

## **HONORS**

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Dean's Research Funding (\$11,221), 2019  
Wharton Teaching Excellence Award (2017-2018)  
Alex Panos Research Funding (\$2,000), 2018  
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**

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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*  
Ad Hoc Reviewer, *Marketing Science*  
Ad Hoc Reviewer, *Judgment and Decision Making*

## **PROFESSIONAL AFFILIATIONS**

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Society for Judgment and Decision Making  
Association for Consumer Research  
Society for Consumer Psychology