

# 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., 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

## PUBLICATIONS (\*Equal Authorship/+PhD Student Collaborator)

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1. Gibson, Laura, Erica Dixon, **Marissa A. Sharif**, Anyara Rodriguez, and Joseph Capella (2022), “Impact of Privacy Messaging on COVID Exposure Notification App Downloads: Evidence from a Randomized Experiment,” *American Journal of Preventative Medicine: Focus*, forthcoming.
2. \*Rafieian, Hoori and \***Marissa A. Sharif** (2022), “It’s the Effort That Counts: The Effect of Self-Control on Goal Progress Perceptions,” *Journal of Marketing Research*, forthcoming.
3. +Rai, Aneesh, **Marissa A. Sharif**, Edward Chang, Katherine Milkman, and Angela Duckworth (2022), “A Field Experiment on Subgoal Framing to Boost Volunteering: The Tradeoff Between Goal Granularity and Flexibility,” *Journal of Applied Psychology*, forthcoming.
4. **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. [\[Link\]](#)
5. \*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. [\[Link\]](#)

6. **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 [\[Link\]](#)
7. **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](#)
8. **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. [\[Link\]](#)
9. 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. [\[Link\]](#)
10. **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](#)
11. \***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. [\[Link\]](#)
12. Shu, Suzanne B. and **Marissa A. Sharif** (2018), “Occasion Matching of Indulgences,” *Journal of Marketing Behavior*, 3(3), 211-239. [\[Link\]](#)
13. **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](#)
14. **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)**

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15. **Sharif, Marissa A.** and Elizabeth C. Webb, “Extremeness Aversion and Choice Set Size: Larger Choice Sets Lead People to Choose Extreme Options,” invited for 3rd round review at the *Journal of Consumer Research*.
16. +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 3<sup>rd</sup> round review at *Organizational Behavior and Human Decision Processes*.
17. +Yin, Siyuan and **Marissa A. Sharif**, “How and When a Used (vs. Unused) Account Affects Consumption Behavior,” invited for 2<sup>nd</sup> round review at *Journal of Experimental Psychology: General*.

18. Boghatri, Reihane, Siavash Yousefi, **Marissa A. Sharif**, and Arsalan Heydarian, “Emotion Tracking (vs. Reporting) Increases the Stickiness of Positive (vs. Negative) Emotions,” invited for 2<sup>nd</sup> round review at the *Journal of Experimental Social Psychology*.
19. <sup>+</sup>Yin, Siyuan and **Marissa A. Sharif**, “Categorization & Leisure: When Consumers Prefer to Spend Time on Leisure Activities,” under review at *Management Science*.
20. **Sharif, Marissa A.**, “Changeable Choices Shift Consumers Towards Uncertain Options” under review at the *Journal of Marketing Research*.
21. <sup>+</sup>Duncan, Shannon and **Marissa A. Sharif**, “Making Up for Failure: A Simple Nudge to Improve Goal Persistence,” under review at the *Journal of Marketing Research*.

#### **WORKING PAPERS** (\*Equal Authorship/<sup>+</sup>PhD Student Collaborator)

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22. <sup>+</sup>Duncan, Shannon, **Marissa A. Sharif**, and Jordan Etkin, “Too Much of a Good Thing: Frequent Checking Decreases Subjective Performance Evaluation,” in preparation for the *Journal of Consumer Research*
23. <sup>+</sup>Park, Alex, Rachel Gershon\*, and **Marissa A. Sharif\***, “The Struggle is Real: Motivating Goal Pursuit by Normalizing Difficulty,” in preparation for the *Journal of Marketing Research*.
24. Chae, Rebecca, Kaitlin Woolley, and **Marissa A. Sharif**, “Give me a Break! Categorizing Tasks Surrounding Breaks Reduced Rumination and Improves Task Performance,” in preparation for *Journal of Marketing Research*.
25. **Sharif, Marissa A.**, Katherine L. Milkman, Taekyu Kim, Yachu Liu, and Cesar Yazbeck, “Should We Encourage the Formation of Backup Plans in Case Primary Plans Fail? A 380,000-Person Field Experiment on Nudging Vaccination,” in preparation for *Nature*.
26. <sup>+</sup>Yin, Siyuan and **Marissa A. Sharif**, “The Honeymoon Fund Effect: How Choosing Influence Giving,” in preparation for the *Journal of Consumer Research*
27. **Sharif, Marissa A.** and Cait Lambertson, “Getting (Un)Wasted: A Framework and Agenda for Studying Consumption Waste,” in preparation for the *Journal of Marketing Research*.
28. **Sharif, Marissa A.** and Raghuram Iyengar, “Delaying Reward Choice: The Prospect of Having a Choice is More Motivating Than Choosing Itself,” in preparation for the *Journal of Marketing Research*.
29. **Sharif, Marissa A.**, “When Reminders Backfire: How Thinking More (vs. Less) Frequently About an Experience Affects Excitement Over Time,” in preparation for *JEP: General*.

#### **SELECTED WORK IN PROGRESS**

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30. The Placeholder Effect with Siyuan Yin
31. Impact of “Why” Nudges on Mental Health Treatment with Shannon Duncan

32. Nudging with Personal Bests with Alice Moon
33. Accumulating More Points with Shannon Duncan and Kaitlin Woolley
34. The Impact of Reward Redemption with Lena Kim and Kaitlin Woolley
35. Confirmational Choice Nudge with Kellen Mrkva and Shannon Duncan
36. Affective Responses to Rewards with Kaitlin Woolley

### **ADDITIONAL PUBLICATIONS**

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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**

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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**

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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**

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MKTG 211: Consumer Behavior, Spring 2018; Spring 2019; Spring 2020; Spring 2022; Spring 2023

## **HONORS**

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Quartet Research Funding (\$10,000), 2022  
Dean's Research Funding (\$11,203), 2022  
Quartet Research Funding (\$9,000), 2021  
Dean's Research Funding (\$10,085), 2021  
Wolpow Family Faculty Scholar, 2020-2022  
Dean's Research Funding (\$11,048), 2020  
Dean's Research Funding (\$11,221), 2019  
Wharton Teaching Excellence Award (2017-2018; 2018-2019; 2019-2020; 2021-2022)  
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, Program Committee  
SSM (Society for Science of Motivation), Program Committee  
Society for Judgment and Decision Making Reviewer  
AMA-EBSCO-RRBM Award 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*  
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*

## **PROFESSIONAL AFFILIATIONS**

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

## **DISSERTATION COMMITTEES**

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Siyuan Yin (Marketing 2025; Chair/Advisor; Placement: TBD)  
Shannon Duncan (Marketing 2024; 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)