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Marissa A. Sharif

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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

University of California, Los Angeles

Bachelor of Science in Psychobiology, 2012 (Cum Laude)

RESEARCH INTERESTS

Motivation; Judgment and Decision Making; Memory

PUBLICATIONS (* Denotes equal authorship)

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/2FfFeKq, *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 (* Denotes Equal Authorship)

*Sharif, Marissa A. and *Kaitlin Woolley, "The Categorization Bias in Goal Pursuit: The Effect of Categorization on Goal Progress Perceptions and Motivation," under 3rd round review 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 by Shifting Goal Orientation," under invited resubmission at *Management Science*.

Sharif, Marissa A. and Raghuram Iyengar, "When Choosing Ruins the Fun: Preference Uncertainty in Rewards Leads to Greater Persistence," under review at the *Journal of Marketing Research.*

Sharif, Marissa A. and Kaitlin Woolley, "Just A Little Bit of Anticipation: The Impact of Reward Anticipation on Persistence," under review at the *Journal of Marketing 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*.

Woolley, Kaitlin and Marissa A. Sharif, "Immediate Incentives Increase Positive Emotionality in User Generated Content," under review at the *Journal of Consumer Research*.

*Woolley, Kaitlin and *Marissa A. Sharif, "The Role of Topical Mindsets in Facilitating Binge-Watching," invited for resubmission at the *Journal of Consumer Research*.

WORKING PAPERS (* Denotes Equal Authorship)

Sharif, Marissa A., Cassie Mogilner, and Hal Hershfield, "The Effects of Being Time Poor and Time Rich on Life Satisfaction," in preparation for the *Journal of Experimental Psychology: General.*

*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.*

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 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 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 PRESENTATATIONS

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, Spring 2018; Spring 2019

HONORS

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

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 AFFLIATIONS

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