

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; Memory

PUBLICATIONS (*Denotes Equal Authorship)

1. **Sharif, Marissa A.** and Daniel M. Oppenheimer (2016), “The Effect of Relative Encoding on Memory-Based Judgments,” *Psychological Science*, 27(8), 1136-1145.
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.
 - Select Media Coverage: [BBC](#), [Washington Post](#), [Knowledge @ Wharton](#)
3. Shu, Suzanne B. and **Marissa A. Sharif** (2018), “Occasion Matching of Indulgences,” *Journal of Marketing Behavior*, 3(3), 211-239.
4. **Sharif, Marissa A.** and Suzanne B. Shu (2019), “Nudging Persistence After Failure Through Emergency Reserves,” *Organizational Behavior and Human Decision Processes*, forthcoming.
 - Select Media Coverage: [BBC](#); [NPR](#); [Pattern Health](#); [Forbes](#)
 - Awards: [Hindsight Award](#)

5. ***Sharif, Marissa A.** and *Kaitlin Woolley (2020), “The Effect of Categorization on Goal Progress Perceptions and Motivation,” *Journal of Consumer Research*, forthcoming.

MANUSCRIPTS UNDER REVIEW (*Denotes Equal Authorship)

6. **Sharif, Marissa A.** and Daniel M. Oppenheimer, “The Effect of Salient Categories in Relative Encoding Biases on Memory-Based Judgments,” under 2nd round review at *Organizational Behavior and Human Decision Processes*.
7. **Sharif, Marissa A.**, Cassie Mogilner, and Hal Hershfield, “The Effects of Being Time Poor and Time Rich on Life Satisfaction,” under 2nd round review at *Journal of Personality and Social Psychology*.
- Select Media Coverage: [The Atlantic](#)
8. Woolley, Kaitlin and **Marissa A. Sharif**, “Incentives Cause Sustained Positivity in Product Reviews and Heighten Interest in the Reviewed Product,” invited for 2nd round review at the *Journal of Marketing Research*.
9. ***Sharif, Marissa A.** and *Elizabeth C. Webb, “Seemingly More Extreme: Larger Choice Sets Shift People Towards Objectively, But Not Subjectively, More Extreme Options,” under review at the *Journal of Consumer Research*.
10. 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,” under review at *Management Science*.
11. **Sharif, Marissa A.** and Kaitlin Woolley, “The Benefits of Anticipating Rewards: Quota-Based Rewards Increase Persistence,” under review at *Management Science*.

WORKING PAPERS (*Denotes Equal Authorship)

12. *Rafieian, Hoori and ***Marissa A. Sharif**, “The Effort Progress Heuristic: Task Initiation Effort Influences Goal Progress Perceptions and Motivation,” in preparation for the *Journal of Consumer Research*.
13. **Sharif, Marissa A.** and Raghuram Iyengar, “Delaying Reward Choice: Anticipating Choice is More Motivating than Choice Itself,” in preparation for the *Journal of Marketing Research*.
14. **Sharif, Marissa A.**, “Focusing on the Upside for Now: Changeability of Choice Increases Choice of Uncertain Options,” in preparation for the *Journal of Marketing Research*.
15. **Sharif, Marissa A.**, “When Reminders Backfire: People Adapt to the Thought of Future Positive Experiences Over Time,” in preparation for *Journal of Experimental Psychology: General*.
16. **Sharif, Marissa A.** and Cait Lamberton, “Getting (Un)Wasted: A Framework and Agenda for Studying Consumption Waste,” in preparation for the *Journal of Consumer Research*.

17. *Woolley, Kaitlin and ***Marissa A. Sharif**, “Consuming Similar, Sequential Experiences Affects Variety Seeking Through Categorical Mindset,” in preparation for the *Journal of Marketing Research*.
18. Rai, Aneesh, **Marissa A. Sharif**, Edward Chang, Katherine Milkman, and Angela Duckworth, “The Benefits of Specificity and Flexibility on Goal-Directed Behavior Over Time” in preparation for *Management Science*.
19. Yin, Siyuan and **Marissa A. Sharif**, “How and When Does an Open (vs. Closed) Account Affect Consumption Behavior,” in preparation for the *Journal of Consumer Research*.
20. **Sharif, Marissa A.** and Stephen A. Spiller, “Separating the Wheat from the Chaff: Indecisiveness Moderates the Influence of Non-Focal Alternatives on Choice.”

SELECTED WORK IN PROGRESS

21. Granularity of Feedback on Satisfaction and Motivation with Shannon Duncan and Jordan Etkin
22. Pay-To-Quit with Aneesh Rai, Edward Chang, Katherine Milkman, and Angela Duckworth
23. Reducing Loss Through Mental Accounting with Siyuan Yin
24. Emotion Tracking Over Time with Reihane Boghrati, Arsalan Heydarian, and Siavash Yousefi
25. The Categorization of Breaks with Rebecca Chae and Kaitlin Woolley
26. Social Pressure & Anticipated Fear of Failure with Alex Park and Rachel Gershon

PEER-REVIEWED CONFERENCE PRESENTATIONS

- Marissa A. Sharif and Raghuram Iyengar (2020), “Delayed vs. Immediate Reward Choice: Anticipating Choice is More Motivating than Choice Itself,” Talk to be 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 of 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 of 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 of 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

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, Spring 2018; Spring 2019; Spring 2020

HONORS

Dean’s Research Funding (\$11,048), 2020
 Dean’s Research Funding (\$11,221), 2019
 Wharton Teaching Excellence Award (2017-2018; 2018-2019)
 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*
Ad Hoc Reviewer, *Journal of Consumer Research*

PROFESSIONAL AFFILIATIONS

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

DISSERTATION COMMITTEES

Jackie Silverman (Marketing 2019; Placement: University of Delaware)