

# Marissa A. Sharif

The Wharton School  
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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)

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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 **\*Kaitlin Woolley** (2020), “The Effect of Categorization on Goal Progress Perceptions and Motivation,” *Journal of Consumer Research*, 47(4), 608-630.

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
  - Select Media Coverage: [BBC](#); [NPR](#); [Pattern Health](#); [Forbes](#)
  - Awards: [Hindsight Award](#)
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.
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.
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*, forthcoming.
  - Select Media Coverage: [The Atlantic](#)
9. \*Woolley, Kaitlin and \***Marissa A. Sharif** (2021), “Down a Rabbit Hole: How Prior Consumption Shapes Subsequent Media Consumption,” *Journal of Marketing Research*, conditionally accepted.

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**MANUSCRIPTS UNDER REVIEW** (\*Equal Authorship/+PhD Student Collaborator)

10. +Yin, Siyuan and **Marissa A. Sharif**, “How and When Does a Used (vs. Unused) Account Affect Consumption Behavior,” invited for 2<sup>nd</sup> round review at the *Journal of Consumer Research*.
11. \*Rafieian, Hoori and \***Marissa A. Sharif**, “It’s the Effort That Counts: Exerting Self-Control Influences Goal Progress Perceptions,” invited for 2<sup>nd</sup> round review at the *Journal of Marketing Research*.
12. **Sharif, Marissa A.** and Kaitlin Woolley, “Working to Unlock Rewards: Leveraging Goals in Rewards Systems to Increase Consumer Persistence,” invited for 2<sup>nd</sup> round review at the *Journal of Consumer Research*.
13. **Sharif, Marissa A.** and Elizabeth C. Webb, “Extremeness Aversion and Choice Set Size: Larger Choice Sets Lead People to Choose More Extreme Options,” invited for 2<sup>nd</sup> round review at the *Journal of Consumer Research*.
14. **Sharif, Marissa A.**, Erica Dixon, Elizabeth Bair, Carolina Garzon, Laura Gibson, Kristin Linn, and Kevin Volpp, “The Impact of Social Norms When Focusing on Self (vs. Others) Benefit of Digital Contact Tracing Apps,” invited for 2<sup>nd</sup> round review at *JAMA*.
15. 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 *Organizational Behavior and Human Decision Processes*.
16. **Sharif, Marissa A.**, “Changeable Choices Shift Consumers Towards Uncertain Options” under review at the *Journal of Consumer Research*.

## **WORKING PAPERS** (\*Denotes Equal Authorship)

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17. Rai, Aneesh, **Marissa A. Sharif**, Edward Chang, Katherine Milkman, and Angela Duckworth, “Temporally Reframing Long-Term Goals Durably Boosts Productivity: A Field Experiment,” in preparation for the *Journal of Applied Psychology*.
18. **Sharif, Marissa A.** and Cait Lamberton, “Getting (Un)Wasted: A Framework and Agenda for Studying Consumption Waste,” in preparation for the *Journal of Marketing*.
19. **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*.
20. Chae, Rebecca, Kaitlin Woolley, and **Marissa A. Sharif**, “The Impact of Categorization on Breaks,” in preparation for *Management Science*.
21. **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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22. Granularity of Feedback on Satisfaction and Motivation with Shannon Duncan and Jordan Etkin
23. Emotion Tracking Over Time with Reihane Boghrati, Arsalan Heydarian, and Siavash Yousefi
24. Social Norms & Goals with Alex Park and Rachel Gershon
25. Making up For Failures with Shannon Duncan
26. Placeholder Effect with Siyuan Yin

## **PEER-REVIEWED CONFERENCE PRESENTATIONS**

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- Woolley, Kaitlin and Marissa Sharif (2021) “Incentives for Reviewing Increase Positivity of Review Content Through Intrinsic Motivation,” Talk presented at the *Society of 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 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**

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Georgetown University, April 2021  
 Northwestern University, April 2021  
 Behavior Change for Good, 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

## HONORS

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Quartet Research Funding (\$9,000), 2021  
Dean's Research Funding (\$10,085), 2021  
Dean's Research Funding (\$11,048), 2020  
Dean's Research Funding (\$11,221), 2019  
Wharton Teaching Excellence Award (2017-2018; 2018-2019; 2019-2020)  
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*  
Ad Hoc Reviewer, *Journal of Consumer Research*  
Ad Hoc Reviewer, *Journal of Marketing*

## 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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Jackie Silverman (Marketing 2019; Placement: University of Delaware)  
Joowon Kim (Marketing 2021; Placement: Yale University)