

EMILY N. GARBINSKY

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EMPLOYMENT

- 2021 *Associate Professor of Marketing*
SC Johnson College of Business, **Cornell University**
- 2015 *Assistant Professor of Marketing*
Mendoza College of Business, **University of Notre Dame**

EDUCATION

- 2015 *Ph.D., Business Administration: Marketing*
Graduate School of Business, **Stanford University**
- 2010 *B.S., Double Major: Psychology and Decision Science*
College of Humanities and Social Sciences, **Carnegie Mellon University**

HONORS AND AWARDS

- 2021 **Prochaska Family Outstanding Teaching Award**, University of Notre Dame
- 2021 **MSI Young Scholar**, Marketing Science Institute
- 2020 **Best Paper Award by Early Career Contributor**, Journal of Consumer Psychology
- 2018 **Dincolo Outstanding Undergraduate Professor Award**, University of Notre Dame
- 2018 **Professors Institute Invitee**, SMU Cox Brierley Institute for Customer Engagement
- 2017 **BMO Wealth Management Best Paper Award**, CFP Academic Research Colloquium
- 2010 **University and College Honors (GPA: 4.0)**, Carnegie Mellon University
- 2010 **Phi Beta Kappa**, Carnegie Mellon University
- 2010 **Psychology Research Oral Presentation Award**, Carnegie Mellon University
- 2010 **Zelma Patchin Graduate Fellowship**, Mortar Board National Honor Society
- 2009 **Mortar Board National Honor Society**, Carnegie Mellon University (President 09-10)
- 2009 **Phi Kappa Phi National Honor Society**, Carnegie Mellon University
- 2009 **Summer Undergraduate Research Fellowship**, Carnegie Mellon University
- 2008 **Summer Undergraduate Research Fellowship**, Yale University
- 2007 **Psi Chi National Honor Society**, Carnegie Mellon University (President 08-09)

JOURNAL PUBLICATIONS

*denotes equal authorship

Gladstone, Joe J., **Emily N. Garbinsky**, and Sandra C. Matz (2021), "When Does Psychological Fit Matter? The Moderating Role of Price on Self-Brand Congruity," *Social Psychological and Personality Science*, forthcoming.

Garbinsky, Emily N., and Anne-Kathrin Klesse (2021), "How (and When) the Presence of Food Decreases Enjoyment of Customer Experiences," *Journal of Marketing Research*, 58(4), 705-720.

Garbinsky, Emily N., Nicole L. Mead, and Daniel Gregg (2021), “Popping the Positive Illusion of Financial Responsibility Can Increase Personal Savings: Applications in Emerging and Western Markets,” *Journal of Marketing* (Special Issue: Better Marketing for a Better World), 85(3), 97-112.

- Select media coverage: *Ladders News, Building Indiana Business, Radio New Zealand, Yahoo Finance*

***Garbinsky, Emily N.**, *Joe J. Gladstone, *Hristina Nikolova, and *Jenny G. Olson (2020), “Love, Lies, and Money: Financial Infidelity in Romantic Relationships,” *Journal of Consumer Research*, 47(1), 1-24.

- **Lead Article**
- Select media coverage: *The New York Times, The Boston Globe, AARP Magazine, NPR, Daily Mail, Yahoo Finance, Science Magazine, WSBT TV*

***Garbinsky, Emily N.**, and *Joe J. Gladstone (2019), “The Consumption Consequences of Couples Pooling Finances,” *Journal of Consumer Psychology*, 29(3), 353-369.

- **JCP Best Paper Award by an Early Career Contributor, 2020**
- **BMO Wealth Management Best Paper Award, 2017**
- **Lead Article**
- Select media coverage: *The Washington Post, Forbes, Financial Advisor Magazine, Wealth Professional, Yahoo Finance, Nerd Wallet, Psych Central*

Garbinsky, Emily N., Anne-Kathrin Klesse, and Jennifer Aaker (2014), “Money in the Bank: Feeling Powerful Increases Saving,” *Journal of Consumer Research*, 41(3), 610-623.

- Select media coverage: *Science Daily, American Banker, Nerd Wallet, Quartz, Psych Central, Science Word Report*

Garbinsky, Emily N., Carey K. Morewedge, and Baba Shiv (2014), “Interference of the End: Why Recency Bias in Memory Determines When a Food is Consumed Again,” *Psychological Science*, 25(7), 1466-1474.

- Select media coverage: *Science Daily, Scientific American, NY Daily News, Quartz, Huffington Post*

Garbinsky, Emily N., Carey K. Morewedge, and Baba Shiv (2014), “Does Liking or Wanting Determine Repeat Consumption Delay?” *Appetite*, 72, 59-65.

Baumeister, Roy F., Kathleen D. Vohs, Jennifer Aaker, and **Emily N. Garbinsky** (2013), “Some Key Differences Between a Happy Life and a Meaningful Life,” *Journal of Positive Psychology*, 8(6), 505-516.

- Select media coverage: *The Atlantic, The New York Times, The New Yorker, Business Insider, Aeon Magazine, Palo Alto Weekly*

Aaker, Jennifer, **Emily N. Garbinsky**, and Kathleen D. Vohs (2012), “Cultivating Admiration in Brands: Warmth, Competence, and Landing in the Golden Quadrant,” *Journal of Consumer Psychology*, 22(2), 191-194.

PAPERS IN THE REVIEW PROCESS

*denotes equal authorship

Olsen, Mitchell C., Keith M. Smith, and **Emily N. Garbinsky**, “I Hate Beer from Your State, but Love Beer from Your Neighborhood: How Location-Based Branding Strategies Impact Product Enjoyment.”

- Revising for 3rd round review, *Journal of Marketing Research*

*Gladstone, Joe J., ***Emily N. Garbinsky**, and Cassie Mogilner, “When Money is Tight, Pooling Finances is Positively Associated with Relationship Satisfaction.”

- Under 2nd round review, *Journal of Personality and Social Psychology*
- Select media coverage: *The Cut New York Magazine*

SELECT WORK IN PROGRESS

Garbinsky, Emily N., Nicole L. Mead, and Christina Kan, “Typologies of Consumer Savings.”

Mishra, Nirajana, and **Emily N. Garbinsky**, “Going Solo: Effects of Household Net Worth on Couples Financial Decisions.”

Gladstone, Joe, **Emily N. Garbinsky**, and Melanie R. Rudd, “Wealth and Wellbeing: The Moderating Role of Account Engagement.”

INVITED PRESENTATIONS

Universities

- 2020 **Cornell University**, SC Johnson College of Business, Marketing (Ithaca, NY)
- 2020 **York University**, Schulich School of Business, Marketing (Toronto, ON)
- 2019 **University of Notre Dame**, Innovation Park (Notre Dame, IN)
- 2019 **Indiana University**, Kelley School of Business, Marketing (Bloomington, IN)
- 2018 **Southern Methodist University**, Cox School of Business, Management (Dallas, TX)
- 2014 **Emory University**, Goizueta Business School, Marketing (Atlanta, GA)
- 2014 **University of Pittsburgh**, Katz Graduate School of Business, Marketing (Pittsburgh, PA)
- 2014 **University of Notre Dame**, Mendoza College of Business, Marketing (Notre Dame, IN)
- 2014 **Arizona State University**, W.P. Carey School of Business, Marketing (Tempe, AZ)
- 2014 **University of Florida**, Warrington College of Business, Marketing (Gainesville, FL)
- 2014 **University of British Columbia**, Sauder Business School, Marketing (Vancouver, BC)
- 2013 **Tilburg University**, Tilburg School of Management, Marketing (Tilburg, NL)

Conferences and Industry Interface

- 2021 **Better Marketing for a Better World Forum**, Journal of Marketing (Virtual)
- 2018 **STAR Financial Bank**, Executive Management Retreat (Notre Dame, IN)
- 2018 **Customer Insights Conference**, Yale School of Management (New Haven, CT)

- 2018 **CFP Board**, Academic Research Colloquium (Washington, D.C.)
 2017 **Marketing Strategy Meets Wall Street Pre-Conference**, AMA (San Francisco, CA)
 2014 **Pacific Financial Group**, Financial Leadership Council Conference (Seattle, WA)

CONFERENCE PRESENTATIONS

*denotes presenting author

SC Johnson College of Business, Cornell University

- 2021 Mishra, Nirajana*, Emily N. Garbinsky, and Suzanne Shu (October). "How Financial Well-being Impacts Financial Communication Between Couples," Paper to be presented at the *Association for Consumer Research Virtual Conference*.

Mendoza College of Business, University of Notre Dame

- 2021 **Garbinsky, Emily N.***, Nicole L. Mead, and Christina Kan (March). "Typologies of Consumer Savings," Paper presented at the *Notre Dame Consumer Financial Well-Being Virtual Conference*.
- 2021 Garbinsky, Emily N., and Anne-Kathrin Klesse* (February). "Put the Cookies in the Jar: How (and When) the Presence of Food Decreases Enjoyment of Target Experiences," Paper presented at the *Marketing in Israel Virtual Conference*.
- 2020 Olsen, Mitchell C., Keith Marion Smith*, and Emily N. Garbinsky (February). "I Hate Beer from Your State, but I Love Beer from Your Neighborhood: How Location-Based Branding Strategies Impact Product Enjoyment," Paper presented at the *Winter American Marketing Association Conference*, San Diego, CA.
- 2019 Olsen, Mitchell C.*, Keith Marion Smith, and Emily N. Garbinsky (December). "I Hate Beer from Your State, but I Love Beer from Your Neighborhood: How Location-Based Branding Strategies Impact Product Enjoyment," Paper presented at the *Journal of Consumer Research Future of Brands Conference*, New York, NY.
- 2019 Gladstone, Joe J.*, Emily N. Garbinsky, and Cassie Mogilner (October). "Pooling Finances and Relationship Satisfaction," Paper presented at the *Association for Consumer Research Conference*, Atlanta, GA.
- 2019 **Garbinsky, Emily N.***, and Anne-Kathrin Klesse (October). "Put the Cookies in the Jar: The Presence of Food Decreases Enjoyment of Concurrent Consumption Experiences," Paper presented at the *Association for Consumer Research Conference*, Atlanta, GA.
- 2019 **Garbinsky, Emily N.***, Joe J. Gladstone, Hristina Nikolova, and Jenny G. Olson (May). "Love, Lies, and Money: Financial Infidelity within Romantic Relationships," Poster presented at the *Boulder Summer Conference on Consumer Financial Decision Making*, Boulder, CO.
- 2019 Garbinsky, Emily N., Joe J. Gladstone, Hristina Nikolova*, and Jenny G. Olson (April). "Love, Lies, and Money: Financial Infidelity within Romantic Relationships," Poster presented at the *Marketing Science Institute Board of Trustees Meeting*, Boston, MA.
- 2019 **Garbinsky, Emily N.***, and Anne-Kathrin Klesse (February). "Put the Cookies in the Jar: Anticipating Food Consumption Decreases Enjoyment of Experiences in the Present," Paper presented at the *Society for Consumer Psychology Conference*, Savannah, GA.
- 2019 Olsen, Mitchell C.*, Keith Marion Smith, and Emily N. Garbinsky (February). "Local Beer and the Non-Locals Who Enjoy It: Intergroup Rivalry is Reduced When a Close

- Rival Highlights an Exclusive Subgroup,” Paper presented at the *Winter American Marketing Association Conference*, Austin, TX.
- 2018 Olsen, Mitchell C.*, Keith Marion Smith, and Emily N. Garbinsky (December). “I Hate Beer from Your State, but I Love Beer from Your Neighborhood: Intergroup Rivalry is Reduced When a Close Rival Highlights a Specific Subgroup,” Paper presented at the *Symposium for Emerging Marketing Scholars*, Utah State University.
- 2018 Garbinsky, Emily N., Joe J. Gladstone*, Hristina Nikolova, and Jenny G. Olson (October). “Love, Lies, and Money: Financial Infidelity Within Romantic Couples,” Paper presented at the *Association for Consumer Research Conference*, Dallas, TX.
- 2018 **Garbinsky, Emily N.***, and Nicole Mead (October). “When Perceiving Oneself as a Spender Increases Saving,” Paper presented at the *Association for Consumer Research Conference*, Dallas, TX.
- 2018 Gladstone, Joe J., **Emily N. Garbinsky***, and Cassie Mogilner (June). “The Effect of Pooling Finances on Relationship Satisfaction,” Paper presented at the *European Association for Consumer Research Conference*, Ghent, Belgium.
- 2017 **Garbinsky, Emily N.***, and Joe J. Gladstone (October). “The Consumption Consequences of Couples Pooling Financial Resources,” Paper presented at the *Association for Consumer Research Conference*, San Diego, CA.
- 2017 **Garbinsky, Emily N.***, and Joe J. Gladstone (May). “The Consumption Consequences of Couples Pooling Financial Resources,” Poster presented at the *Boulder Summer Conference on Consumer Financial Decision Making*, Boulder, CO.
- 2017 **Garbinsky, Emily N.***, and Joe J. Gladstone (February). “The Consumption Consequences of Couples Pooling Financial Resources,” Paper presented at the *Society for Consumer Psychology Conference*, San Francisco, CA.
- 2017 Garbinsky, Emily N., and Joe J. Gladstone* (February). “The Consumption Consequences of Couples Pooling Financial Resources,” Paper presented at the *Academic Research Colloquium for Financial Planning and Related Disciplines*, Arlington, VA.
- 2016 Garbinsky, Emily N., and Joe J. Gladstone* (December). “The Consumption Consequences of Couples Pooling Financial Resources,” Poster presented at the *Consumer Financial Protection Bureau Research Conference*, Washington, D.C.
- 2016 Garbinsky, Emily N., Anne-Kathrin Klesse*, and Szu-chi Huang (October). “The Power to Know What You Have: Feeling Powerful Facilitates Money Management,” Paper presented at the *Association for Consumer Research Conference*, Berlin, Germany.
- 2016 **Garbinsky, Emily N.***, and Joe J. Gladstone (May). “The Consumption Consequences of Joint Bank Accounts,” Paper presented at the *Association for Psychological Science Conference*, Chicago, IL.

Graduate School of Business, Stanford University

- 2015 **Garbinsky, Emily N.***, Anne-Kathrin Klesse, and Szu-chi Huang (May). “The Power to Know What You Have: Feeling Powerful Facilitates Money Monitoring,” Poster presented at the *Boulder Summer Conference on Consumer Financial Decision Making*, Boulder, CO.

- 2014 Garbinsky, Emily N., Carey K. Morewedge*, and Baba Shiv (October). “Interference of the End: Why Recency Bias in Memory Determines When a Food is Consumed Again,” Paper presented at the *Association for Consumer Research Conference*, Baltimore, MD.
- 2014 **Garbinsky, Emily N.***, Anne-Kathrin Klesse, and Jennifer Aaker (March). “The Effect of Power on Saving,” Paper presented at the *Society for Consumer Psychology Conference*, Miami, FL.
- 2013 **Garbinsky, Emily N.***, Anne-Kathrin Klesse, and Jennifer Aaker (October). “With Great Power Comes Financial Responsibility: The Effect of Power on Saving,” Paper presented at the *Association for Consumer Research Conference*, Chicago, IL.
- 2013 **Garbinsky, Emily N.***, Carey K. Morewedge, and Baba Shiv (July). “Goods and the Last Drop: Memory for End Satiation Delays Repeat Consumption Frequency,” Paper presented at the *European Association for Consumer Research Conference*, Barcelona, Spain.
- 2013 **Garbinsky, Emily N.***, and Jennifer Aaker (July). “The Power of Giving: Why People Give Over Time,” Paper presented at the *European Association for Consumer Research Conference*, Barcelona, Spain.
- 2013 Baumeister, Roy F., Kathleen D. Vohs*, Jennifer Aaker, and Emily N. Garbinsky (January). “What’s Really the Difference Between a Happy Life and a Meaningful Life?,” Paper presented at the *Society for Personality and Social Psychology Conference*, New Orleans, LA.
- 2012 **Garbinsky, Emily N.***, and Jennifer Aaker (October). “Make Them Smile: The Temporal Effect of Emotional Appeals on Giving,” Paper presented at the *Association for Consumer Research Conference*, Vancouver, BC.
- 2012 **Garbinsky, Emily N.***, Carey K. Morewedge, and Baba Shiv (June). “Too Much of a Good Thing: Memory for Satiation Affects Repeat Consumption Decisions,” Paper presented at the *Behavioral Decision Research in Management Conference*, Boulder, CO.
- 2012 **Garbinsky, Emily N.***, and Taly Reich (June). “The Sequencing Effect: Altering Consequences by Alternating the Sequence,” Poster presented at the *Behavioral Decision Research in Management Conference*, Boulder, CO.
- 2012 Baumeister, Roy F.*, Kathleen D. Vohs, Jennifer Aaker, and Emily N. Garbinsky (May). “Meaning and Happiness: What’s the Difference?” Paper presented at the *Association for Psychological Science Conference*, Chicago, IL.
- 2012 **Garbinsky, Emily N.***, Carey K. Morewedge, and Baba Shiv (February). “Too Much of a Good Thing: Memory for Satiation Affects Repeat Consumption Decisions,” Paper presented at the *Society for Consumer Psychology Conference*, Las Vegas, NV.
- 2011 **Garbinsky, Emily N.***, Carey K. Morewedge, and Baba Shiv (October). “Too Much of a Good Thing? Effects of Satiation on Future Consumption Decisions,” Paper presented at the *Association for Consumer Research Conference*, St. Louis, MO.
- 2010 **Garbinsky, Emily N.***, and Carey K. Morewedge (November). “Attention Moderates the Impact of Expectations on Hedonic Experience,” Poster presented at the *Society for Judgment and Decision Making Conference*, St. Louis, MO.

TEACHING

SC Johnson College of Business, Cornell University

2021 **Brand Management** (MBA Elective), 2 sections

2021 **Marketing Management** (MBA Core), 4 sections

Co-Instructors: Kaitlin Woolley and Tommaso Bondi

Mendoza College of Business, University of Notre Dame

2020 **Consumer Behavior** (MBA Elective), 2 sections (40 students total)

2020 **Principles of Marketing** (Undergraduate Core), 2 sections (90 students total)

Industry Interface: Soulful Kitchen, Visions GPS Branding, StriveOn, Viewtique

2019 **Principles of Marketing** (Undergraduate Core), 2 sections (94 students total)

Industry Interface: Ninja Golf, Mendoza SMART App, Homeward Bound

2018 **Principles of Marketing** (Undergraduate Core), 3 sections (132 students total)

Industry Interface: Pure Barre, Janus Motorcycles, Upward Bound

2017 **Principles of Marketing** (Undergraduate Core), 3 sections (117 students total)

Industry Interface: Simply Pressed Juice, Edge Adventure Park, Hannah's House

2016 **Principles of Marketing** (Undergraduate Core), 3 sections (101 students total)

Industry Interface: Beyond Zen Studio

2015 **Principles of Marketing** (Undergraduate Core), 3 sections (124 students total)

Industry Interface: Rise'n Roll Bakery and Deli

SERVICE TO SCHOOL

SC Johnson College of Business, Cornell University

Service to Marketing Area

Research Camps Committee, 2021-22

Invited Presentations:

Advice on Career Management, PhD Student Orientation, 2021

Service to College

Johnson Outdoor Experience (2-Year MBA Orientation) Facilitator, 2021

Employee Appreciation Street Fair Volunteer, 2021

Mendoza College of Business, University of Notre Dame

Service to Marketing Department

Consumer Financial Well-Being Conference Chair, 2021

Recruiting Committee, 2015, 2019

Effie Collegiate Subaru Brand Challenge Faculty Advisor, 2019

Marketing and the Common Good Pre-College Program Instructor, 2018

Marketing Club Panel with Professors Invited Panelist, 2018

Sharing Scholarship Series Committee, 2017

AMA Sheth Doctoral Consortium Session Chair, 2016

Invited Presentations:

Consumer Behavior in the Time of COVID-19, All Else Equal Podcast, 2020

Marketing Department Welcome Event, Freshman Orientation, 2020

Consumer Behavior MBA Course (Joe Cherian), 2018, 2019

Exploring the Frontiers of Marketing Thought MBA Course (Bill Wilkie), 2016 – 2020

Service to College

Grow the Good: Women in the Workplace Panelist, 2021

Mendoza Behavioral Lab Strategy Group, 2018 – 2020

Mendoza Major Night Volunteer, 2015, 2018, 2019

Camp Kesem Pie Your Professor Mendoza Volunteer, 2018

Dinner with Professors Volunteer, 2016 – 2018

Mendoza Undergraduate Graduation Ceremony Card Reader, 2016

Mendoza Behavioral Lab Meeting Co-Organizer, 2016

Undergraduate Mentoring Activities:

Liyanna Baloca, Building Bridges Program Faculty Mentor, 2020

Sophia Pelayo Mazzone, Rome International Scholars Program Faculty Mentor, 2020

Brittany Cameron, Senior Thesis Co-advisor, 2020

SERVICE TO PROFESSIONAL ASSOCIATIONS

Society for Consumer Psychology Advisory Panel Member, 2018

Ad hoc Reviewer:

International Journal of Research in Marketing, 2018 – present

Journal of Consumer Psychology, 2017 – present

Journal of Consumer Research, 2017 – present

Journal of Family Issues, 2018 – present

Journal of Marketing Research, 2015 – present

Journal of Personality and Social Psychology, 2017 – present

Journal of Public Policy and Marketing, 2019 – present

Organizational Behavior and Human Decision Processes, 2021 – present

Reviewer:

Association for Consumer Research Conference, 2018, 2019

MSI Alden G. Clayton Dissertation Proposal Competition, 2018

Society for Consumer Psychology Conference, 2018, 2019, 2020, 2021