

EMILY N. GARBINSKY

Curriculum Vitae: January 2025

379 Sage Hall, Ithaca, NY 14853

eng26@cornell.edu

EMPLOYMENT

Samuel Curtis Johnson Graduate School of Management, Cornell University

2021 – present: Associate Professor of Marketing (without tenure)

Mendoza College of Business, University of Notre Dame

2015 – 2021: Assistant Professor of Marketing

EDUCATION

Stanford Graduate School of Business

Ph.D., Marketing (2015)

Carnegie Mellon University

B.S., Psychology with an Additional Major in Decision Science (2010)

University and College Honors (GPA: 4.0)

HONORS AND AWARDS

- Dean's Distinguished Award for Early Career Impact (2024)
- Poets & Quants Best 40 Under 40 MBA Professors (2024)
- CFP Academic Research Colloquium Best Paper Award in Behavioral Finance (2023)
- JCR Best Article Award Finalist (2023)
- SCP Early Career Award (2023)
- JCP Best Paper Award (2022)
- Prochaska Family Outstanding Teaching Award (2021)
- MSI Young Scholar (2021)
- JCP Best Paper Award by an Early Career Contributor (2019)
- James Dincolo Outstanding Undergraduate Professor Award (2018)
- BMO Wealth Management Best Paper Award in Consumer Finance (2017)
- Phi Beta Kappa (2010)
- Mortar Board National Honor Society (2009)
- Phi Kappa Phi National Honor Society (2009)
- Psi Chi National Honor Society (2007)

GRANTS AND FELLOWSHIPS

- Clifford H. Whitcomb Faculty Fellowship (2024): \$4,000
- University of Houston's Behavioral Research Assistance Grant (2023): \$3,625
- Half Century Faculty Fellowship (2022): \$4,000
- Mortar Board National Honor Society's Zelma Patchin Graduate Fellowship (2010): \$2,500
- Carnegie Mellon Summer Undergraduate Research Fellowship (2009): \$3,300
- Yale Summer Undergraduate Research Fellowship (2008): \$3,000

RESEARCH INTERESTS

- Understanding How Couples Make Financial Decisions
- Creating Interventions to Enhance Consumer Financial Well-Being
- Increasing Happiness and Consumption Enjoyment

JOURNAL PUBLICATIONS¹ (†doctoral student when project started; *equal authorship)

1. **Garbinsky, Emily N.**, Simon J. Blanchard, and †H. Lena Kim (2024), "[Financial Mindfulness: A Scale](#)," *Personality and Social Psychology Bulletin*.
 - **2025 MSI Webinar Feature**
 - **2024 MSI Working Paper Series (Report No. 24-111)**
 - **2023 CFP Academic Research Colloquium Best Paper Award in Behavioral Finance**
2. †Mishra, Nirajana, **Emily N. Garbinsky**, and Suzanne Shu (2024), "[Discussing Money with the One You Love: How Financial Stress Influences Couples' Financial Communication](#)," *Journal of Consumer Psychology*.
3. *Gladstone, Joe J., ***Emily N. Garbinsky**, and Cassie Mogilner (2022), "[Pooling Finances and Relationship Satisfaction](#)," *Journal of Personality and Social Psychology*, 123(6), 1293-1314.
4. Gladstone, Joe J., **Emily N. Garbinsky**, and Sandra Matz (2022), "[When Does Psychological Fit Matter? The Moderating Role of Price on Self-Brand Congruity](#)," *Social Psychological and Personality Science*, 13(2), 595-607.
5. **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.
6. **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.
7. ***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.
 - **2023 JCR Best Article Award Finalist**
 - **Lead Article**
8. ***Garbinsky, Emily N.**, and *Joe J. Gladstone (2019), "[The Consumption Consequences of Couples Pooling Finances](#)," *Journal of Consumer Psychology*, 29(3), 353-369.
 - **2022 JCP Best Paper Award**
 - **2019 JCP Best Paper Award by an Early Career Contributor**
 - **2017 BMO Wealth Management Best Paper Award**
 - **Lead Article**
9. **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.
10. **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.

¹ Total Google Scholar citations as of 1/8/2025: 2,475

11. **Garbinsky, Emily N.**, Carey K. Morewedge, and Baba Shiv (2014), "[Does Liking or Wanting Determine Repeat Consumption Delay?](#)" *Appetite*, 72, 59-65.
12. 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.
13. 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.

ADDITIONAL PUBLICATION

14. **Garbinsky, Emily N.** (2024), "[Being 'Mindful' About Your Bank Account Can Bring More Than Peace of Mind – A Researcher Explains the Payoff](#)," *The Conversation*.

WORKING PAPERS (†doctoral student when project started; *equal authorship)

15. †*Meister, Matt, *Joe J. Gladstone, and ***Emily N. Garbinsky**, "Opening Up About Money: The Unexpected Benefits of Financial Communication," *revising for 3rd round review at Organizational Behavior and Human Decision Processes*.
16. **Garbinsky, Emily N.**, Christopher Cannon, and Nicole L. Mead, "A Unifying Conceptual Framework for Consumer Saving," *revising for 2nd round review at Journal of Consumer Research*.
17. †H. Lena Kim, **Emily N. Garbinsky**, and Alicia M. Johnson, "Sharing Expenses with Separate Bank Accounts: How Gender of the Higher Earner Affects How Couples' Financial Management Strategies," *preparing for 1st round submission to Journal of Consumer Research*.
 - **2023 Saroj and Vithala Rao Award for Best 1st or 2nd Year Paper**
18. Gladstone, Joe J., **Emily N. Garbinsky**, and Melanie Rudd, "Balancing Act: The Divergent Effects of Financial Monitoring on Well-Being Across Levels of Liquid Wealth," *preparing for 1st round submission to Journal of Personality and Social Psychology*.
 - **2023 Behavioral Research Assistance Grant from University of Houston**

SELECT RESEARCH IN PROGRESS

19. Cannon, Christopher, **Emily N. Garbinsky**, and Stephanie Smith, "How Choosing Dates for Others Differs from Choosing Dates for Ourselves."
20. Johnson, Alicia M., Ximena Garcia-Rada, and **Emily N. Garbinsky**, "Barriers to Familial Conversations About Money."
21. Christensen, Kate, and **Emily N. Garbinsky**, "Financial Mindfulness Interventions."
22. Naeimi, Hanieh, and **Emily N. Garbinsky**, "Financial Infidelity Across Cultures."
 - **2025 Michael Smith Foreign Study Supplement**

CONFERENCE PRESENTATIONS (presenting author in bold)

1. Cannon, Chris, Emily N. Garbinsky, and **Stephanie Smith** (2025), "How Choosing Dates for Others Differs from Choosing Dates for Ourselves," Paper to be presented at the Society for Personality and Social Psychology Judgment and Decision Making Preconference, Denver, CO.
2. **Meister, Matt**, Joe J. Gladstone, and Emily N. Garbinsky (2025), "Breaking the Money Taboo: Communicating About Finances Decreases Financial Anxiety Over Time," Paper to be presented at the Society for Consumer Psychology Conference, Las Vegas, NV.
3. **Kim, H. Lena**, Emily N. Garbinsky, and Alicia Johnson (2024), "When She Makes More, He Pays Just as Much: Gender of the Higher Earner Affects How Couples Split Shared Expenses," Poster presented at the Society for Judgment and Decision Making Conference, New York, NY.
4. **Garbinsky, Emily N.**, Simon J. Blanchard, and H. Lena Kim (July 2024), "Financial Mindfulness," Paper presented at the American Marketing Association Consumer Behavior Special Interest Group Conference, Vienna, Austria.
5. **Garbinsky, Emily N.**, and Nicole L. Mead (March 2024), "A Unifying Conceptual Framework for Consumer Saving," Paper presented at the Society for Consumer Psychology Conference, Nashville, TN.
6. **Kim, H. Lena**, Emily N. Garbinsky, and Alicia Johnson (March 2024), "When She Makes More, He Pays Just as Much: Gender of the Higher Earner Affects How Couples Split Shared Expenses," Paper presented at the Society for Consumer Psychology Conference, Nashville, TN.
7. Garbinsky, Emily N., **Simon J. Blanchard**, and H. Lena Kim (December 2023), "Financial Mindfulness: A Scale," Paper presented at the Academic Research Colloquium for Financial Planning and Related Disciplines, Arlington, VA.
8. Garbinsky, Emily N., Simon J. Blanchard, and **H. Lena Kim** (October 2023), "Financial Mindfulness: A Scale," Paper presented at the Association for Consumer Research Conference, Seattle, WA.
9. **Cannon, Christopher**, and Emily N. Garbinsky (October 2023), "Gender Stereotypes in Online Dating: When a Higher Income Can Help versus Hurt Mate Desirability," Paper presented at the Association for Consumer Research Conference, Seattle, WA.
10. **Garbinsky, Emily N.**, and Nicole L. Mead (July 2023), "A Unifying Conceptual Framework for Consumer Saving," Paper presented at the European Association for Consumer Research Conference, Amsterdam, Netherlands.
11. Cannon, Christopher, and **Emily N. Garbinsky** (July 2023), "Gender Stereotypes in Dating: When a Higher Income Can Help versus Hurt Mate Desirability," Paper presented at the European Association for Consumer Research Conference, Amsterdam, Netherlands.
12. Garbinsky, Emily N., Simon J. Blanchard, and **H. Lena Kim** (June 2023), "Developing a Financial Mindfulness Scale," Paper presented at the AMA Marketing and Public Policy Conference, Arlington, VA.
13. Gladstone, Joe J., **Emily N. Garbinsky**, and Melanie Rudd (October 2022), "The Interplay Between Financial Monitoring, Wealth, and Well-being," Paper presented at the Association for Consumer Research Conference, Denver, CO.
14. **Mishra, Nirajana**, Emily N. Garbinsky, and Suzanne B. Shu (May 2022), "How Financial Well-being Impacts Financial Communication Between Couples," Poster presented at the Boulder Summer Conference on Consumer Financial Decision Making, Boulder, CO.
15. **Mishra, Nirajana**, Emily N. Garbinsky, and Suzanne B. Shu (March 2022), "How Financial Well-being Impacts Financial Communication Between Couples," Poster presented at the Society for Consumer Psychology Virtual Conference.

16. **Mishra, Nirajana**, Emily N. Garbinsky, and Suzanne B. Shu (February 2022), "How Financial Well-being Impacts Financial Communication Between Couples," Poster presented at the Society for Judgment and Decision-Making Virtual Conference.
17. **Mishra, Nirajana**, Emily N. Garbinsky, and Suzanne B. Shu (October 2021), "How Financial Well-being Impacts Financial Communication Between Couples," Paper presented at the Association for Consumer Research Virtual Conference.
18. **Garbinsky, Emily N.**, Nicole L. Mead, and Christina Kan (March 2021), "Typologies of Consumer Savings," Paper presented at the Notre Dame Consumer Financial Well-Being Virtual Conference.
19. Garbinsky, Emily N., and **Anne-Kathrin Klesse** (February 2021), "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.
20. Olsen, Mitchell C., **Keith Marion Smith**, and Emily N. Garbinsky (February 2020), "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.
21. **Olsen, Mitchell C.**, Keith Marion Smith, and Emily N. Garbinsky (December 2019), "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.
22. **Gladstone, Joe J.**, Emily N. Garbinsky, and Cassie Mogilner (October 2019), "Pooling Finances and Relationship Satisfaction," Paper presented at the Association for Consumer Research Conference, Atlanta, GA.
23. **Garbinsky, Emily N.**, and Anne-Kathrin Klesse (October 2019), "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.
24. **Garbinsky, Emily N.**, Joe J. Gladstone, Hristina Nikolova, and Jenny G. Olson (May 2019), "Love, Lies, and Money: Financial Infidelity within Romantic Relationships," Poster presented at the Boulder Summer Conference on Consumer Financial Decision Making, Boulder, CO.
25. Garbinsky, Emily N., Joe J. Gladstone, **Hristina Nikolova**, and Jenny G. Olson (April 2019), "Love, Lies, and Money: Financial Infidelity within Romantic Relationships," Poster presented at the Marketing Science Institute Board of Trustees Meeting, Boston, MA.
26. **Garbinsky, Emily N.**, and Anne-Kathrin Klesse (February 2019), "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.
27. **Olsen, Mitchell C.**, Keith Marion Smith, and Emily N. Garbinsky (February 2019), "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.
28. **Olsen, Mitchell C.**, Keith Marion Smith, and Emily N. Garbinsky (December 2018), "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.
29. Garbinsky, Emily N., **Joe J. Gladstone**, Hristina Nikolova, and Jenny G. Olson (October 2018), "Love, Lies, and Money: Financial Infidelity Within Romantic Couples," Paper presented at the Association for Consumer Research Conference, Dallas, TX.

30. **Garbinsky, Emily N.**, and Nicole Mead (October 2018), "When Perceiving Oneself as a Spender Increases Saving," Paper presented at the Association for Consumer Research Conference, Dallas, TX.
31. Gladstone, Joe J., **Emily N. Garbinsky**, and Cassie Mogilner (June 2018), "The Effect of Pooling Finances on Relationship Satisfaction," Paper presented at the European Association for Consumer Research Conference, Ghent, Belgium.
32. **Garbinsky, Emily N.**, and Joe J. Gladstone (October 2017), "The Consumption Consequences of Couples Pooling Financial Resources," Paper presented at the Association for Consumer Research Conference, San Diego, CA.
33. **Garbinsky, Emily N.**, and Joe J. Gladstone (May 2017), "The Consumption Consequences of Couples Pooling Financial Resources," Poster presented at the Boulder Summer Conference on Consumer Financial Decision Making, Boulder, CO.
34. **Garbinsky, Emily N.**, and Joe J. Gladstone (February 2017), "The Consumption Consequences of Couples Pooling Financial Resources," Paper presented at the Society for Consumer Psychology Conference, San Francisco, CA.
35. Garbinsky, Emily N., and **Joe J. Gladstone** (February 2017), "The Consumption Consequences of Couples Pooling Financial Resources," Paper presented at the Academic Research Colloquium for Financial Planning and Related Disciplines, Arlington, VA.
36. Garbinsky, Emily N., and **Joe J. Gladstone** (December 2016), "The Consumption Consequences of Couples Pooling Financial Resources," Poster presented at the Consumer Financial Protection Bureau Research Conference, Washington, D.C.
37. Garbinsky, Emily N., **Anne-Kathrin Klesse**, and Szu-chi Huang (October 2016), "The Power to Know What You Have: Feeling Powerful Facilitates Money Management," Paper presented at the Association for Consumer Research Conference, Berlin, Germany.
38. **Garbinsky, Emily N.**, and Joe J. Gladstone (May 2016), "The Consumption Consequences of Joint Bank Accounts," Paper presented at the Association for Psychological Science Conference, Chicago, IL.
39. **Garbinsky, Emily N.**, Anne-Kathrin Klesse, and Szu-chi Huang (May 2015), "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.
40. Garbinsky, Emily N., **Carey K. Morewedge**, and Baba Shiv (October 2014), "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.
41. **Garbinsky, Emily N.**, Anne-Kathrin Klesse, and Jennifer Aaker (March 2014), "The Effect of Power on Saving," Paper presented at the Society for Consumer Psychology Conference, Miami, FL.
42. **Garbinsky, Emily N.**, Anne-Kathrin Klesse, and Jennifer Aaker (October 2013), "With Great Power Comes Financial Responsibility: The Effect of Power on Saving," Paper presented at the Association for Consumer Research Conference, Chicago, IL.
43. **Garbinsky, Emily N.**, Carey K. Morewedge, and Baba Shiv (July 2013), "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.
44. **Garbinsky, Emily N.**, and Jennifer Aaker (July 2013), "The Power of Giving: Why People Give Over Time," Paper presented at the European Association for Consumer Research Conference, Barcelona, Spain.
45. Baumeister, Roy F., **Kathleen D. Vohs**, Jennifer Aaker, and Emily N. Garbinsky (January 2013), "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.

46. **Garbinsky, Emily N.**, and Jennifer Aaker (October 2012), “Make Them Smile: The Temporal Effect of Emotional Appeals on Giving,” Paper presented at the Association for Consumer Research Conference, Vancouver, British Columbia.
47. **Garbinsky, Emily N.**, Carey K. Morewedge, and Baba Shiv (June 2012), “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.
48. **Garbinsky, Emily N.**, and Taly Reich (June 2012), “The Sequencing Effect: Altering Consequences by Alternating the Sequence,” Poster presented at the Behavioral Decision Research in Management Conference, Boulder, CO.
49. **Baumeister, Roy F.**, Kathleen D. Vohs, Jennifer Aaker, and Emily N. Garbinsky (May 2012), “Meaning and Happiness: What’s the Difference?” Paper presented at the Association for Psychological Science Conference, Chicago, IL.
50. **Garbinsky, Emily N.**, Carey K. Morewedge, and Baba Shiv (February 2012), “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.
51. **Garbinsky, Emily N.**, Carey K. Morewedge, and Baba Shiv (October 2011), “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.
52. **Garbinsky, Emily N.**, and Carey K. Morewedge (November 2010). “Attention Moderates the Impact of Expectations on Hedonic Experience,” Poster presented at the Society for Judgment and Decision Making Conference, St. Louis, MO.

INVITED TALKS (links to recordings included)

Academic Interface

1. Rice University’s Jones Graduate School of Business Marketing Camp, April 2025 (scheduled)
2. Stanford University’s Graduate School of Business, March 2025 (scheduled)
3. University of Hawaii at Manoa’s Shidler College of Business, February 2025 (scheduled)
4. Northeast Marketing Consortium at Harvard Business School, October 2024
5. SCP Conference Early Career Award Session in San Juan, March 2023
6. [University of Tennessee Knoxville’s Haslam College of Business](#) (virtual), January 2023
7. Indian Institute of Management Bangalore (virtual), December 2022
8. Booth Conference on Behavioral Approaches to Financial Decision-Making, October 2022
9. Cornell Center for Behavioral Economics and Decision Research, August 2022
10. MSI Young Scholars Conference in Boulder, June 2022
11. University of British Columbia’s Sauder School of Business, April 2022
12. Cornell University’s SC Johnson College of Business (virtual), November 2020
13. York University’s Schulich School of Business, February 2020
14. Indiana University’s Kelley School of Business, March 2019
15. Southern Methodist University’s Cox School of Business, February 2018
16. AMA Marketing Strategy Meets Wall Street Pre-conference in San Francisco, August 2017
17. Emory University’s Goizueta Business School, October 2014
18. University of Pittsburgh’s Katz Graduate School of Business, October 2014
19. University of Notre Dame’s Mendoza College of Business, October 2014
20. Arizona State University’s W.P. Carey School of Business, September 2014
21. University of Florida’s Warrington College of Business, September 2014
22. University of British Columbia’s Sauder School of Business, September 2014
23. Tilburg University’s School of Economics and Management, July 2013

Practitioner Interface

1. MSI Online Webinar, May 2025 (scheduled)
2. [Love & Other Assets Podcast](#), August 2024
3. [Cause I Said So Barstool Sports Podcast](#), March 2022
4. [Better Marketing for a Better World Forum: Economic and Social Empowerment](#), June 2021
5. [All Else Equal Podcast](#), September 2020
6. STAR Financial Bank's Executive Management Retreat at Notre Dame, August 2018
7. [Yale Customer Insights Conference](#), May 2018
8. CFP Board Academic Research Colloquium in Arlington, February 2018
9. Pacific Financial Group's Financial Leadership Council Conference in Seattle, July 2014

TEACHING (*experiential community-based learning course)

Current

Behavioral Marketing (Cornell Ph.D. elective), 2025 – present

Marketing Research (Cornell BBA elective), 2025 – present

***Brand Management** (Cornell MBA elective), 2021 – present

- 2024 Community Partners: Via's Cookies; MetaDreams
- 2023 Community Partners: Bickering Twins Restaurant; The Learning Farm
- 2022 Community Partners: Mushroom Spirits Distillery; Rashida Sawyer Bakery

Past

Marketing Management (Cornell MBA required core), 2021 – 2024

Consumer Behavior (Notre Dame MBA elective), 2020

Marketing and the Common Good (Notre Dame pre-college program), 2018

***Principles of Marketing** (Notre Dame BBA required core), 2015 – 2020

- 2020 Community Partners: Soulful Kitchen; Visions GPS Branding; StriveOn; Viewtique
- 2019 Community Partners: Ninja Golf; Mendoza SMART App; Homeward Bound
- 2018 Community Partners: Pure Barre; Janus Motorcycles; Upward Bound
- 2017 Community Partners: Simply Pressed Juice; Edge Adventure Park; Hannah's House
- 2016 Community Partner: Beyond Zen Studio
- 2015 Community Partner: Rise'n Roll Bakery and Deli

ADVISING

Ph.D. Advising

- Hanieh Naeimi (University of Toronto): Visiting Ph.D. Student Supervisor, 2025 – present
- Asaf Mazar (University of Pennsylvania): SJDM Mentor, 2024 – present
- Hyebin Kim (Washington University in St. Louis): SJDM Mentor, 2024 - present
- Sydney Fomas Do (University of Arizona): ACR Mentor, 2024 – present
- H. Lena Kim (Cornell): Committee Chair, 2022 – present

Undergraduate Advising

- Liyanna Baloca (Notre Dame): Building Bridges Faculty Mentor, 2020
- Sophia Pelayo Mazzone (Notre Dame): Rome International Scholars Faculty Mentor, 2020
- Brittany Cameron (Notre Dame): Senior Thesis Co-Advisor, 2020

SERVICE TO SCHOOL

Cornell University

Current

- Behavioral Marketing Research Lab Meetings Coordinator, 2025 – present
- Academic Integrity Board Committee, 2023 – present
- Business Simulation Lab Advisory Committee, 2022 – present
- Marketing Area Ph.D. Program Committee, 2022 – present
- Johnson Spring Dine Around Volunteer, 2022 – present

Past

- Battle of the Brands Judge, 2024
- Johnson School Follies Participant, 2024
- Faculty Host for Dean's Speaker Series in AI, Business, and Ethics Presenter Corey Angst, 2024
- Student Allies for Gender Equity (SAGE) Guest Speaker, 2023
- Marketing Area Research Camps Committee, 2021 – 2023
- Marketing Area Faculty Search Committee, 2022
- Johnson Outdoor Experience (JOE) Facilitator for 2-Year MBA Orientation, 2021
- Staff Appreciation Street Fair Volunteer, 2021

University of Notre Dame

- Grow the Good: Women in the Workplace Panelist, 2021
- Consumer Financial Well-Being Conference Chair, 2021
- Faculty Advisor for Effie Collegiate Brand Challenge, 2019
- Mendoza Behavioral Lab Strategy Group, 2018 – 2020
- Invited Panelist for Marketing Club Panel with Professors, 2018
- Camp Kesem Pie Your Professor Mendoza Volunteer, 2018
- Dinner with Professors Volunteer, 2016 – 2018
- Mendoza Major Night Volunteer, 2015, 2018, 2019
- Recruiting Committee, 2015, 2019

SERVICE TO FIELD

Guest Associate Editor

- Journal of Marketing, 2024 – present

Editorial Review Boards

- Journal of Consumer Research, 2023 – present
- Journal of Marketing, 2024 – present

Ad-Hoc Journal Reviewing

- International Journal of Research in Marketing
- Journal of the Association for Consumer Research
- Journal of Consumer Psychology
- Journal of Experimental Psychology: General
- Journal of Marketing Research
- Journal of Personality and Social Psychology
- Journal of Public Policy and Marketing
- Marketing Letters
- Organizational Behavior and Human Decision Processes

Service to Professional Associations

- SJDM Student Poster Judge, 2024
- ACR Conference Reviewer, 2018, 2019, 2022 – present
- SCP Conference Reviewer, 2018 – present
- MSI Clayton Dissertation Competition Reviewer, 2018, 2022 – present
- AMA Howard Dissertation Award Reviewer, 2022

SELECT MEDIA COVERGE

- MissPerceived Podcast (2024), [Every Penny Counts!](#)
- I Will Teach You To Be Rich Podcast (2024), [My Entire Paycheck Goes to Daycare](#)
- The New York Times (2024), [Why Some People Don't Talk About Money With Their Partner](#)
- CNBC (2024), [How Couples Answer One Question Shows Whether They Communicate Well](#)
- Afford Anything Podcast (2022), [Ask Paula: Marriage and Money](#)
- The Wall Street Journal (2022), [Couples Who Combine Finances Are Happier](#)
- The Wall Street Journal (2022), [Moving In Together Doesn't Match Marriage's Financial Benefits](#)
- The Atlantic (2022), [Should Couples Merge Their Finances?](#)
- The New York Times (2022), [Their Cheating Heart, Your Damaged Retirement Plan](#)
- The New York Post (2022), [Couples With Joint Bank Accounts Last Longer](#)
- CNBC (2022), [Couples Who Pool Their Money Are More Likely to Stay Together](#)
- The Washington Post (2022), [The Conventional Wisdom About Managing Money and Marriage](#)
- Psychology Today (2022), [How Financially Responsible Are You? The Answer May Surprise You](#)
- The Times (2021), [Munching Popcorn Makes Film Less Riveting](#)
- Building Indiana Business (2021), [People Are Not as Financially Responsible as They Think](#)
- Ladders News (2021), [Turns Out You May Not be as Financially Responsible as You Think](#)
- The New York Times (2020), [Your Cheatin' Wallet](#)
- AARP Magazine (2020), [7 Reasons Spouses, Partners Lie About Money](#)
- The Cut – New York Magazine (2019), [When Two Bank Accounts Become One](#)
- WSBT 22 (2019), [Cheating with Money? Notre Dame Researchers Study Financial Infidelity](#)
- The Boston Globe (2019), [Are You Committing Financial Infidelity?](#)
- Daily Mail (2019), [A Third of Married People Are Guilty of Financial Infidelity](#)
- The Washington Post (2019), [Why You Should Keep a Joint Bank Account](#)
- Financial Advisor Magazine (2017), [Should Spouses Pool Their Money?](#)
- The New Yorker (2015), [The Spiritual Life of the Long-Distance Runner](#)
- Huffington Post (2014), [The Psychology of a Memorable Lunch](#)
- Scientific American (2014), [Large Portion Sizes: Bad for Business?](#)
- Aeon Magazine (2013), [The Meanings of Life](#)
- The New York Times (2013), [Millennial Searchers](#)
- The Atlantic (2013), [There's More to Life Than Being Happy](#)