

**EMILY N. GARBINSKY**

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**ACADEMIC POSITIONS**

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**Cornell University, SC Johnson College of Business**

2025 – present: Academic Director of the Business Simulation Laboratory

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

**University of Notre Dame, Mendoza College of Business**

2015 – 2021: Assistant Professor of Marketing

**EDUCATION**

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**Stanford Graduate School of Business**

2010 – 2015: Ph.D., Marketing

**Carnegie Mellon University**

2006 – 2010: B.S., Psychology with an Additional Major in Decision Science (GPA: 4.0)

**RECOGNITION**

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**Honors and Awards**

- 2025: Outstanding Reviewer Award, *Journal of Marketing*
- 2024: Early Career Impact Award, *Cornell SC Johnson College of Business*
- 2024: Best 40 Under 40 MBA Professors, *Poets & Quants*
- 2023: Best Paper Award in Behavioral Finance, *CFP Academic Research Colloquium*
- 2023: Best Article Award Finalist, *Journal of Consumer Research*
- 2023: Early Career Award, *Society for Consumer Psychology*
- 2022: Best Paper Award, *Journal of Consumer Psychology*
- 2021: MSI Young Scholar, *Marketing Science Institute*
- 2021: Prochaska Family Outstanding Teaching Award, *Mendoza College of Business*
- 2019: Best Paper Award by an Early Career Contributor, *Journal of Consumer Psychology*
- 2018: Dincolo Outstanding Undergraduate Professor Award, *Mendoza College of Business*
- 2017: BMO Wealth Management Best Paper Award, *CFP Academic Research Colloquium*
- 2010: Phi Beta Kappa, *Carnegie Mellon University*
- 2009: Mortar Board National Honor Society, *Carnegie Mellon University*
- 2009: Phi Kappa Phi National Honor Society, *Carnegie Mellon University*
- 2007: Psi Chi National Honor Society, *Carnegie Mellon University*

**Grants and Fellowships**

- 2025: Seed Grant, *Cornell Center for Social Sciences* (\$6,000)
- 2025: Behavioral Research Assistance Grant, *University of Hawaii at Manoa* (\$1,800)
- 2024: Whitcomb Faculty Fellowship, *Cornell SC Johnson College of Business* (\$4,000)
- 2023: Behavioral Research Assistance Grant, *University of Houston* (\$3,625)
- 2022: Half Century Faculty Fellowship, *Cornell SC Johnson College of Business* (\$4,000)
- 2010: Zelma Patchin Graduate Fellowship, *Mortar Board National Honor Society* (\$2,500)
- 2009: Summer Undergraduate Research Fellowship, *Carnegie Mellon University* (\$3,300)
- 2008: Summer Undergraduate Research Fellowship, *Yale University* (\$3,000)

**RESEARCH STREAMS**

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

**JOURNAL PUBLICATIONS<sup>1</sup>** (†doctoral student when project started; \*equal authorship)

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1. †\*Meister, Matt, \*Joe J. Gladstone, and \*Emily N. Garbinsky (forthcoming), "[Opening Up About Money: The Unexpected Benefits of Personal Financial Disclosure](#)," *Organizational Behavior and Human Decision Processes*.
2. Garbinsky, Emily N., Simon J. Blanchard, and †H. Lena Kim (2025), "[Financial Mindfulness: A Scale](#)," *Personality and Social Psychology Bulletin*, 51(9), 1793-1809.
  - 2025 MSI Webinar Feature
  - 2024 MSI Working Paper (Report No. 24-111)
  - 2023 CFP Academic Research Colloquium Best Paper Award in Behavioral Finance
3. †Mishra, Nirajana, Emily N. Garbinsky, and Suzanne Shu (2025), "[Discussing Money with the One You Love: How Financial Stress Influences Couples' Financial Communication](#)," *Journal of Consumer Psychology*, 35(2), 288-296.
  - 2025 ACR Better Marketing for a Better World Roundtable Feature
4. \*Gladstone, Joe J., \*Emily N. Garbinsky, and Cassie Mogilner (2022), "[Pooling Finances and Relationship Satisfaction](#)," *Journal of Personality and Social Psychology: Interpersonal Relations and Group Processes*, 123(6), 1293-1314.
5. 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.
6. 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.
7. 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.
8. \*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
9. \*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
10. 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.

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<sup>1</sup> Total Google Scholar citations as of 1/5/2026: 2,811

11. **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.
12. **Garbinsky, Emily N.**, Carey K. Morewedge, and Baba Shiv (2014), "[Does Liking or Wanting Determine Repeat Consumption Delay?](#)" *Appetite*, 72, 59-65.
13. 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.
14. 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.

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#### **CHAPTER** (†doctoral student when project started)

15. **Garbinsky, Emily N.**, and †Hanieh Naeimi (2026), "Shared Consumption," *Oxford Bibliographies in Marketing*, ed. Hari Sridhar, Oxford: Oxford University Press.

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#### **POPULAR PRESS WRITING**

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

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#### **WORKING PAPERS** (†doctoral student when project started)

17. **Garbinsky, Emily N.**, Christopher Cannon, and Nicole L. Mead, "HIP to Save: A Typology of Consumer Saving with Implications for Theory and Practice," *under 2<sup>nd</sup> round review at Journal of Consumer Research*.
18. †Kim, H. Lena, **Emily N. Garbinsky**, and Alicia M. Johnson, "Sharing Expenses with Separate Bank Accounts: How Gender of the Higher Earner Affects Couples' Financial Management Strategies," *under 1<sup>st</sup> round review at Journal of Consumer Research*.
19. Cannon, Christopher, **Emily N. Garbinsky**, and Stephanie Smith, "Playing Cupid: How Choosing Dates for Others Shifts Attribute Preference," *preparing for 1<sup>st</sup> round submission to Journal of Consumer Research*.
  - **2025 Behavioral Research Assistance Grant from University of Hawaii (\$1,800)**
20. Gladstone, Joe J., **Emily N. Garbinsky**, and Melanie Rudd, "Balancing Act: Liquid Wealth Moderates the Effect of Financial Monitoring on Financial Well-Being," *preparing for 1<sup>st</sup> round submission to Journal of Consumer Psychology*.
  - **2023 Behavioral Research Assistance Grant from University of Houston (\$3,625)**

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#### **RESEARCH IN PROGRESS** (†doctoral student when project started)

21. †Rademacher, Luise, Anika Schumacher, Caroline Goukens, and **Emily N. Garbinsky**, "The Unexpected Financial Benefit of Unethical Work Behavior."
22. †Naeimi, Hanieh, **Emily N. Garbinsky**, and Shreya Kankanhalli, "Financial Infidelity Across Cultures."
  - **2025 Michael Smith Foreign Study Supplement (\$6,000)**
23. †Murphy, Farrell, **Emily N. Garbinsky**, and Jenny G. Olson, "Prenuptial Agreements."

24. †Kim, H. Lena, and **Emily N. Garbinsky**, “Time of Day and Preference for Shared Consumption.”

**CONFERENCE PRESENTATIONS** (presenting author in bold)

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1. **Cannon, Christopher**, Emily N. Garbinsky, and Stephanie Smith (March 2026), “Playing Cupid: How Choosing Dates for Others Shifts Attribute Preference,” Paper to be presented at the *Society for Consumer Psychology* (SCP) Conference, San Diego, CA.
2. **Rademacher, Luise**, Anika Schumacher, Caroline Goukens, and Emily N. Garbinsky (February 2026), “The Unexpected Financial Benefit of Unethical Work Behavior,” Paper to be presented at the *Winter American Marketing Association* (AMA) Conference, Madrid, Spain.
3. **Meister, Matt**, Joe J. Gladstone, and Emily N. Garbinsky (October 2025), “Opening Up About Money: The Unexpected Benefits of Financial Communication,” Paper presented at the *Association for Consumer Research* (ACR) Conference, Washington, D.C.
4. **Kim, H. Lena**, Emily N. Garbinsky, and Alicia Johnson (October 2025), “Sharing Expenses with Separate Bank Accounts: How Gender of the Higher Earner Affects Couples’ Financial Management Strategies,” Paper presented at the *Association for Consumer Research* (ACR) Conference, Washington, D.C.
5. **Cannon, Christopher**, Emily N. Garbinsky, and Stephanie Smith (October 2025), “Choosing Dates for Others Shifts Attribute Preference,” Paper presented at the *Association for Consumer Research* (ACR) Conference, Washington, D.C.
6. **Kim, H. Lena**, Emily N. Garbinsky, and Alicia Johnson (May 2025), “Sharing Expenses with Separate Bank Accounts: How Gender of the Higher Earner Affects Couples’ Financial Management Strategies,” Poster presented at the *Boulder Summer Conference on Consumer Financial Decision Making*, Boulder, CO.
7. **Rademacher, Luise**, Anika Schumacher, Caroline Goukens, and Emily N. Garbinsky (May 2025), “Unethical Work Behavior Increases Saving Intentions,” Paper presented at the *European Marketing Academy* (EMAC) Doctoral Colloquium, Pozuelo, Spain.
8. **Meister, Matt**, Joe J. Gladstone, and Emily N. Garbinsky (February 2025), “Breaking the Money Taboo: Communicating About Finances Decreases Financial Anxiety Over Time,” Paper presented at the *Society for Consumer Psychology* (SCP) Conference, Las Vegas, NV.
9. **Cannon, Christopher**, Emily N. Garbinsky, and **Stephanie Smith** (February 2025), “How Choosing Dates for Others Differs from Choosing Dates for Ourselves,” Paper presented at the *Society for Personality and Social Psychology* (SPSP) Judgment and Decision Making Preconference, Denver, CO.
10. **Kim, H. Lena**, Emily N. Garbinsky, and Alicia Johnson (November 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* (SJDM) Conference, New York, NY.
11. **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* (AMA CBSIG) Conference, Vienna, Austria.
12. **Garbinsky, Emily N.**, and Nicole L. Mead (March 2024), “A Unifying Conceptual Framework for Consumer Saving,” Paper presented at the *Society for Consumer Psychology* (SCP) Conference, Nashville, TN.
13. **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* (SCP) Conference, Nashville, TN.
14. 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.

15. Garbinsky, Emily N., Simon J. Blanchard, and **H. Lena Kim** (October 2023), “Financial Mindfulness: A Scale,” Paper presented at the *Association for Consumer Research* (ACR) Conference, Seattle, WA.
16. **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* (ACR) Conference, Seattle, WA.
17. **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* (EACR) Conference, Amsterdam, Netherlands.
18. 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* (EACR) Conference, Amsterdam, Netherlands.
19. Garbinsky, Emily N., Simon J. Blanchard, and **H. Lena Kim** (June 2023), “Developing a Financial Mindfulness Scale,” Paper presented at the *American Marketing Association* (AMA) Marketing and Public Policy Conference, Arlington, VA.
20. 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* (ACR) Conference, Denver, CO.
21. **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.
22. **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* (SCP) Virtual Conference.
23. **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* (SJDM) Virtual Conference.
24. **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* (ACR) Virtual Conference.
25. **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.
26. 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.
27. 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* (AMA) Conference, San Diego, CA.
28. **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* (JCR) Future of Brands Conference, New York, NY.
29. **Gladstone, Joe J.**, Emily N. Garbinsky, and Cassie Mogilner (October 2019), “Pooling Finances and Relationship Satisfaction,” Paper presented at the *Association for Consumer Research* (ACR) Conference, Atlanta, GA.
30. **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* (ACR) Conference, Atlanta, GA.

31. **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.
32. 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 (MSI) Board of Trustees Meeting*, Boston, MA.
33. **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 (SCP) Conference*, Savannah, GA.
34. **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 (AMA) Conference*, Austin, TX.
35. **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.
36. 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 (ACR) Conference*, Dallas, TX.
37. **Garbinsky, Emily N.**, and Nicole Mead (October 2018), "When Perceiving Oneself as a Spender Increases Saving," Paper presented at the *Association for Consumer Research (ACR) Conference*, Dallas, TX.
38. 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 (EACR) Conference*, Ghent, Belgium.
39. **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 (ACR) Conference*, San Diego, CA.
40. **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.
41. **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 (SCP) Conference*, San Francisco, CA.
42. 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.
43. 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 (CFPB) Research Conference*, Washington, D.C.
44. 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 (ACR) Conference*, Berlin, Germany.
45. **Garbinsky, Emily N.**, and Joe J. Gladstone (May 2016), "The Consumption Consequences of Joint Bank Accounts," Paper presented at the *Association for Psychological Science (APS) Conference*, Chicago, IL.
46. **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.

47. 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 (ACR)* Conference, Baltimore, MD.
48. **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 (SCP)* Conference, Miami, FL.
49. **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 (ACR)* Conference, Chicago, IL.
50. **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 (EACR)* Conference, Barcelona, Spain.
51. **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 (EACR)* Conference, Barcelona, Spain.
52. 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 (SPSP)* Conference, New Orleans, LA.
53. **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 (ACR)* Conference, Vancouver, British Columbia.
54. **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 (BDRM)* Conference, Boulder, CO.
55. **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 (BDRM)* Conference, Boulder, CO.
56. **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 (APS)* Conference, Chicago, IL.
57. **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 (SCP)* Conference, Las Vegas, NV.
58. **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 (ACR)* Conference, St. Louis, MO.
59. **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 (SJDM)* Conference, St. Louis, MO.

## INVITED TALKS

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### Universities

1. Singapore Management University, *Lee Kong Chian School of Business*, April 2026 (scheduled)
2. Stanford University, *Graduate School of Business*, April 2025
3. Rice University, *Jones Graduate School of Business Marketing Camp*, April 2025
4. University of Hawaii at Manoa, *Shidler College of Business*, February 2025
5. University of Tennessee Knoxville, *Haslam College of Business* (virtual), January 2023
6. Indian Institute of Management, *Bangalore* (virtual), December 2022
7. Cornell University, *Center for Behavioral Economics and Decision Research*, August 2022
8. University of British Columbia, *Sauder School of Business*, April 2022
9. Cornell University, *SC Johnson College of Business* (virtual), November 2020



10. York University, *Schulich School of Business*, February 2020
11. Indiana University, *Kelley School of Business*, March 2019
12. Southern Methodist University, *Cox School of Business*, February 2018
13. Emory University, *Goizueta Business School*, October 2014
14. University of Pittsburgh, *Katz Graduate School of Business*, October 2014
15. University of Notre Dame, *Mendoza College of Business*, October 2014
16. Arizona State University, *W.P. Carey School of Business*, September 2014
17. University of Florida, *Warrington College of Business*, September 2014
18. University of British Columbia, *Sauder School of Business*, September 2014
19. Tilburg University, *School of Economics and Management*, July 2013

### **Academic Conferences**

1. Roundtable on Joint Decision-Making at ACR in Washington, D.C., October 2025
2. Northeast Marketing Consortium at Harvard Business School, October 2024
3. Early Career Award Session at SCP in San Juan, March 2023
4. Booth Conference on Behavioral Approaches to Financial Decision-Making, October 2022
5. MSI Young Scholars Conference in Boulder, June 2022
6. Marketing Strategy Meets Wall Street Pre-conference at AMA in San Francisco, August 2017

### **Practitioner Interface**

1. Cornell Alumni Lifelong Learning Series, April 2026 (scheduled)
2. [MSI Webinar: Fostering Financial Mindfulness](#), May 2025
3. [Love & Other Assets Podcast](#), August 2024
4. [Cause I Said So Barstool Sports Podcast](#), March 2022
5. [Better Marketing for a Better World Forum: Economic and Social Empowerment](#), June 2021
6. [All Else Equal Podcast](#), September 2020
7. STAR Financial Bank's Executive Management Retreat at Notre Dame, August 2018
8. [Yale Customer Insights Conference](#), May 2018
9. CFP Board Academic Research Colloquium in Arlington, February 2018
10. Pacific Financial Group's Financial Leadership Council Conference in Seattle, July 2014

### **TEACHING** (\*experiential community-based learning course)

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#### **Ph.D. Level**

*Shared Consumption*, 2025 (Cornell University)

#### **MBA Level**

*\*Brand Management*, 2021 – present (Cornell University)

*Marketing Management*, 2021 – 2024 (Cornell University)

*Consumer Behavior*, 2020 (University of Notre Dame)

#### **Undergraduate Level**

*\*Marketing Research*, 2026 – present (Cornell University)

*\*Principles of Marketing*, 2015 – 2020 (University of Notre Dame)

### **ACADEMIC ADVISING**

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#### **Dissertation Committees**

- H. Lena Kim (current Cornell Ph.D. student): Committee Chair, 2022 – present

#### **Ph.D. Mentorship**

- Luise Rademacher (former Maastricht Ph.D. student): Coauthor, 2025 – present
- Hanieh Naeimi (current University of Toronto Ph.D. student): Coauthor, 2024 – present



- Matt Meister (former CU Boulder Ph.D. student): Coauthor, 2022 – 2025
- Nirajana Mishra (former Boston University Ph.D. student): Coauthor, 2020 – 2024

### **Undergraduate Mentorship**

- 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**

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### **Cornell University**

#### *Service to Marketing Area*

- Behavioral Marketing Lab Meeting Coordinator, 2025 – present
- Marketing Area Ph.D. Committee Chair, 2025 – present
- Marketing Area Ph.D. Committee Member, 2022 – 2025
- Marketing Area Research Camps Committee Member, 2021 – 2023
- Marketing Area Faculty Search Committee Member, 2022

#### *Service to College*

- Academic Integrity Hearing Board Committee Member, 2023 – present
- Business Simulation Lab (BSL) Committee Chair, 2025 – present
- Business Simulation Lab (BSL) Committee Member, 2022 – 2025
- Johnson Dine Around Volunteer, 2022 – 2024
- Battle of the Brands Judge, 2024
- Johnson School Follies Participant, 2024
- Dean's Speaker Series in AI, Business, and Ethics Faculty Host for Corey Angst, 2024
- Student Allies for Gender Equity (SAGE) Guest Speaker, 2023
- Johnson Outdoor Experience (JOE) Facilitator for 2-Year MBA Orientation, 2021
- Staff Appreciation Street Fair Volunteer, 2021

### **University of Notre Dame**

#### *Service to Marketing Department*

- Consumer Financial Well-Being Conference Chair, 2021
- Effie Collegiate Brand Challenge Faculty Advisor, 2019
- Marketing Club Panel with Professors Invited Panelist, 2018
- Recruiting Committee Member, 2015, 2019

#### *Service to College*

- Grow the Good: Women in the Workplace Panelist, 2021
- Mendoza Behavioral Lab Strategy Group Member, 2018 – 2020
- Camp Kesem Pie Your Professor Mendoza Volunteer, 2018
- Dinner with Professors Volunteer, 2016 – 2018
- Mendoza Major Night Volunteer, 2015, 2018, 2019

## **EDITORIAL ROLES**

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### **Developmental Editor**

- *Journal of Marketing*, 2024 – present

### **Editorial Review Boards**

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

## **SELECT MEDIA COVERGE**

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- Investopedia (2025), [Is Financial Mindfulness the Key to Unlocking Your Financial Goals?](#)
- Fortune (2025), [Want to Make Smarter Investment Moves in 2025? This Can Make It Happen](#)
- MissPerceived Podcast (2024), [Every Penny Counts!](#)
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