EESHA SHARMA

Leonard N. Stern School of Business, New York University | 40 West 4th Street, Tisch Hall 822 | New York, NY 10012-1126
M: (347) 205-7739 | O: (212) 998-0728 | Email: esharma@stern.nyu.edu | Website: sites.google.com/a/stern.nyu.edu/eesha-sharma

Education

Leonard N. Stern School of Business, New York University

Ph.D., Marketing	2013 (Expected)
M.Phil, Marketing	2012 (Expected)

Leonard N. Stern School of Business, New York University

Bachelor of Science, *Magna Cum Laude (3.83 / 4.0)*	2007
Dual Majors: Finance and Marketing	

Selected Honors and Awards

School-wide Competitive Fifth Year Fellowship	2012-13
Doctoral Fellowship in Marketing	2008-12
AMA-Sheth Consortium Fellow	2011
Letter of Commendation for Teaching Excellence	2011
Alumni Connections Award	2007
Beta Gamma Sigma	2006
Friedman LLP Scholarship	2005-07
Undergraduate Scholars Program	2004-07

Research Interests

Consumer Wellbeing and Deprivation
Psychology of Charitable Giving
Roles of Affect and Cognition
Judgment and Decision Making

Publications

- Sharma, Eesha and Adam L. Alter (2012), "Financial Deprivation Prompts Consumers to Seek Scarce Goods," *Journal of Consumer Research*, 39 (3). **(Dissertation Essay 1)**
- Kappes, Heather, Eesha Sharma, and Gabriele Oettingen (2012), "Positive Fantasies Dampen Charitable Giving When Many Resources Are Demanded," *Journal of Consumer Psychology*, forthcoming.

Book Chapter

- Morwitz, Vicki G. and Eesha Sharma (2011), "A Different View on Pricing," in *Legends in Marketing: Kent B. Monroe*, Ed. Jagdish N. Sheth, USA: Sage.

Manuscripts Under Review

- Sharma, Eesha and Vicki G. Morwitz, "Saving the Masses: The Role of Perceived Efficacy in Charitable Giving," *under 2nd round review at Journal of Marketing Research*. **(Dissertation Essay 2)**
- Sharma, Eesha, Nina Mazar, Adam L. Alter, and Dan Ariely, "Financial Deprivation Induces Moral Hypocrisy," *under review.*

Dissertation

DEPRIVED CONSUMERS, DEPRIVED RECIPIENTS: HOW CONSUMERS RESPOND TO DEPRIVATION IN THEIR OWN LIVES AND IN THE LIVES OF OTHERS

Chairs: Adam Alter and Geeta Menon
Committee*:* Tom Meyvis, Vicki Morwitz, and Yaacov Trope

In my dissertation, I examine consumers' affective, cognitive, and behavioral responses to states of deprivation (1) in their lives and (2) in the lives of others, in the domain of charitable giving.

Deprived Consumers: People throughout the world strive for a stable sense of wellbeing, and financial comfort is a critical component. To assess their financial state, consumers compare their financial status to that of others and themselves in the past. Consequently, nearly anyone can feel deprived despite their objective financial state. In my research on deprived consumers, I focus on how consumers think, feel, and behave when they experience a sense of financial deprivation.

In my **first** dissertation paper (job market paper, forthcoming at the *Journal of Consumer Research*), I examine how financial deprivation influences multiple stages of the consumer decision making process—starting with how consumers deploy attentional resources and ending with their choice and consumption of goods. In five studies, I show that the inferiority and unpleasant affect associated with deprivation leads consumers to seek scarce goods to diminish the sense that they are comparatively deprived. As a result, deprived consumers tend not to prefer scarce goods when (1) those goods are limited in availability because other people consumed them previously (vs. because those goods are limited in supply), and (2) they attribute the unpleasant feelings associated with deprivation to an extraneous source which weakens their motivation to alleviate that state.

This work contributes to the marketing literature by revealing one way that people cope with financial deprivation when it might not be possible to materially change their financial status. Specifically, I show how affective and cognitive responses associated with deprivation influence visual perception, choice, and consumption. This work also contributes to economic theory, suggesting boundary conditions for people's preference for scarce goods.

Deprived Recipients: Extensive research suggests that affect-based information processing boosts charitable giving. However, affect-based processing can also lead to a range of biases that diminish the utility of charitable contributions. In my research on deprived recipients, I investigate the effects of "feeling" versus "analytical" thinking on giving, and whether some of the feeling-based giving biases can be overcome.

In my **second** dissertation paper (under 2nd round review at the *Journal of Marketing Research*), I consider a classic finding in the charitable giving literature: that people tend to be more sympathetic and generous to single rather than multiple beneficiaries. In previous research, attempts to increase giving to multiple beneficiaries have been largely unsuccessful. However, in three studies involving hypothetical and real donations I measure and manipulate perceived efficacy—the extent to which people believe they can make a difference—and find that, as predicted: (1) increasing perceived efficacy eliminates people's tendency to help single (vs. multiple) beneficiaries by increasing giving to multiple beneficiaries; (2) giving to multiple beneficiaries can exceed giving to single beneficiaries when perceived efficacy is increased; and (3) heightening perceived efficacy enhances affective feelings, which drives the increase in giving to multiple beneficiaries.

In my **third** dissertation paper (targeted at the *Journal of Consumer Research*), I consider biases associated with modes of information processing (feeling vs. analytical). In four studies, I investigate when analytical thinking might enhance (vs. dampen) giving in instances that typically yield lower giving (e.g., when beneficiaries are unidentified or statistical). Drawing from dual-process literature, I suggest that the effect of analytical thinking on giving depends critically on the type of charitable appeal people receive. Whereas most literature suggests that analytical thinking reduces giving, I find that analytical thinking boosts giving when "matched" with appeals that are less rather than more affective. Based on response latency measures, I suggest that people process less affective information more deeply when in an analytical mindset and less deeply when in a feeling mindset.

The theoretical contributions of these two papers are unique in demonstrating contexts in which some of the most persistent charitable giving biases can be overcome: (1) by enhancing perceived efficacy, it is possible to increase levels of giving to multiple beneficiaries above and beyond levels of giving to single beneficiaries; (2) by matching mindsets and charitable appeals, it is possible to promote analytical thinking without reducing (and in fact enhancing) giving in situations that often lead to dampened giving.

Manuscripts in Preparation

- Sharma, Eesha, Geeta Menon, and Adam L. Alter, "Feeling vs. Analytical Thinking in Charitable Giving," *3 studies completed.* **(Dissertation Essay 3)**
- Latimer, Robert, Eesha Sharma, and Geeta Menon, "Anticipating Altruism…Or Not! On Affective Forecasting and Charitable Giving," *3 studies completed.*

Selected Research in Progress

- Encouraging preventative aid, with Vicki G. Morwitz, Jill Klein, and Andrew John, *2 studies completed*.
- Charity as an exceptional expense, with Abigail Sussman and Adam L. Alter, *1 study completed*.
- Financial deprivation and wastefulness, with Adam L. Alter, *data collection ongoing*.
- Utility of unpleasant experiences, with Robert Latimer and Stephanie Tully, *data collection ongoing*.

Conference Presentations & Chaired Symposia (Presenting author in bold)

- **Sharma, Eesha**, Nina Mazar, Adam L. Alter, and Dan Ariely (2012), "Trading Morality for Money: Financial Deprivation Induces Moral Hypocrisy," Society for Consumer Psychology (SCP), Florence, Italy.
- **Sharma, Eesha**, Nina Mazar, Adam L. Alter, and Dan Ariely (2012), "Trading Morality for Money: Financial Deprivation Induces Moral Hypocrisy," Society for Consumer Psychology (SCP), Las Vegas, NV.
- **Sharma, Eesha** and Adam L. Alter (2012), "A Novel Response to Economic Hardship: Financial Deprivation Enhances the Selection, Detection, and Consumption of Scarce Goods," Society for Personality and Social Psychology (SPSP), San Diego, CA.
- **Sharma, Eesha**, Nina Mazar, Adam L. Alter, and Dan Ariely (2011), "The Heat of Economic Hardship: Empathy Gaps Induce Moral Hypocrisy," Society for Judgment and Decision Making (SJDM), Seattle, WA.
- Sharma, Eesha, Nina Mazar, **Adam L. Alter**, and Dan Ariely (2011), "The Heat of Economic Hardship: Empathy Gaps Induce Moral Hypocrisy," Association for Consumer Research (ACR), St. Louis, MO.
- **Sharma, Eesha** and Adam L. Alter (2011), "A Novel Response to Economic Hardship: Financial Deprivation Enhances the Selection, Detection, and Consumption of Scarce Goods," Association for Consumer Research (ACR), St. Louis, MO.
- **Sharma, Eesha** and Adam L. Alter (2011), "Beggars Will Be Choosers: Financial Deprivation Induces Responsiveness to Scarcity," Society for Consumer Psychology (SCP), Atlanta, GA.
- **Sharma, Eesha** and Adam L. Alter (2010), "Beggars Will Be Choosers: Financial Deprivation Induces Responsiveness to Scarcity," Society for Judgment and Decision Making (SJDM), St. Louis, MO.
- **Sharma, Eesha** and Vicki G. Morwitz (2010), Chaired symposium on *Psychological Aspects of Charitable Giving* and presented "One vs. Many: The Effect of Efficacy on Charitable Giving," Association for Consumer Research (ACR), Jacksonville, FL.

Teaching Experience

Instructor, Marketing Core (undergraduate level; 1 section) — Summer 2011
Instructor evaluation: 6.8 / 7
Teaching fellow, Strategic Marketing (undergraduate level; 1 section) — Fall 2008
Teaching fellow, Marketing Core (undergraduate level; 3 sections) — Fall 2008
Teaching fellow, Consumer Behavior (graduate and undergraduate levels; 3 sections) — Spring 2007

Service

Service to the field

Reviewer	Association for Consumer Research conference, 2010, 2011
	Society for Consumer Psychology conference, 2009, 2010, 2011, 2012
Ad hoc Reviewer	*Journal of Consumer Research*, *Marketing Letters*

Service to the university

Volunteer	Ph.D. student recruiting events, 2008 – Present
Member	Young Alumni Leadership Circle, 2007 – Present
President	Stern NYU Undergraduate Class of 2007

Other Professional Experience

Rockefeller Foundation — New York, NY
Ad hoc Consultant, Monitoring & Evaluation — February 2010 – April 2010

Goldman, Sachs & Co. — New York, NY
Analyst, Investment Banking, Financial Institutions Group — July 2007 – August 2008

Goldman, Sachs & Co. — New York, NY
Summer Analyst, Investment Banking, Financial Institutions Group — Summer 2006

Morgan Stanley — New York, NY
Intern, Investment Management — Summer 2004

Professional Affiliations

American Marketing Association (AMA)
Association for Consumer Research (ACR)
Association for Psychological Science (APS)
Society for Consumer Psychology (SCP)
Society for Judgment and Decision Making (SJDM)
Society for Personality and Social Psychology (SPSP)

Doctoral Coursework

Marketing	Behavioral Applications in Marketing I	Vicki Morwitz
	Behavioral Applications in Marketing II	Adam Alter
	Quantitative Applications in Marketing I	Eitan Muller
	Quantitative Applications in Marketing II	Vishal Singh
	Special Topics in Marketing	Gary Lilien
Psychology	Self-Regulation	Peter Gollwitzer & Gabriele Oettingen
	Social Judgment	Yaacov Trope
	Psychology of Justice	Tom Tyler
	Self and Social Judgment	Emily Balcetis
Methodology	Research Methods	Jacob Jacoby
	Analysis of Variance	Barry Cohen
	Experimental Design and Analysis	Tom Meyvis
Economics	Microeconomics	Arun Sundararajan

References

Adam L. Alter (Dissertation Co-Chair)
Assistant Professor of Marketing

Leonard N. Stern School of Business
New York University
40 West 4th Street, Tisch Hall 811
New York, NY 10012
Phone: (212) 998-0142
Email: aalter@stern.nyu.edu

Geeta Menon (Dissertation Co-Chair)
Abraham Krasnoff Professor of Global Business
Dean, Undergraduate College

Leonard N. Stern School of Business
New York University
40 West 4th Street, Tisch Hall 808
New York, NY 10012
Phone: (212) 998-0513
Email: gmenon@stern.nyu.edu

Tom Meyvis
Associate Professor of Marketing

Leonard N. Stern School of Business
New York University
40 West 4th Street, Tisch Hall 815
New York, NY 10012
Phone: (212) 998-0529
Email: tmeyvis@stern.nyu.edu

Vicki G. Morwitz
Harvey Golub Professor of Business Leadership

Leonard N. Stern School of Business
New York University
40 West 4th Street, Tisch Hall 807
New York, NY 10012
Phone: (212) 998-0518
Email: vmorwitz@stern.nyu.edu

Yaacov Trope
Professor of Psychology

Department of Psychology
New York University
6 Washington Place, Suite 783
New York, NY 10012
Phone: (212) 998-3897
Email: yaacov.trope@nyu.edu

Russ Winer
William H. Joyce Professor of Marketing

Leonard N. Stern School of Business
New York University
40 West 4th Street, Tisch Hall 806
New York, NY 10012
Phone: (212) 998-0540
Email: rwiner@stern.nyu.edu

APPENDIX

Selected Research Abstracts

Financial Deprivation Prompts Consumers to Seek Scarce Goods (Job Market Paper, Dissertation Essay 1, JCR 2012, in press)

Consumers assess their well-being subjectively, largely by comparing the present state of their lives to the state of comparable others and to their own state earlier in time. The authors suggest that consumers similarly assess their financial wellbeing, and when these evaluations highlight a deficit in their financial position, they pursue strategies that mitigate the associated sense of financial deprivation. Specifically, consumers counteract the relative deficit in their financial resources by acquiring goods that are consequently unavailable to other consumers in their environment. The results from five studies suggest that the inferiority and unpleasant affect associated with financial deprivation motivates consumers to attend to, choose, and consume scarce goods rather than comparable abundant goods. These effects diminish when scarce goods are limited because other people have already obtained them and when consumers attribute their unpleasant feelings to a source unrelated to financial deprivation.

Saving the Masses: The Role of Perceived Efficacy in Charitable Giving (Dissertation Essay 2, under 2nd round review at JMR)

A classic finding in the charitable giving literature is that people tend to be more sympathetic and generous to single than to multiple beneficiaries. Attempts to increase giving to multiple beneficiaries (e.g., heightening sympathetic feelings, inducing careful thought) have been largely unsuccessful. The authors identify a possible factor—perceived efficacy—that when increased can enhance giving to multiple beneficiaries and reverse people's tendency to give more to single than to multiple beneficiaries. In three studies, this research finds that: (1) one reason why people are more generous to single than to multiple beneficiaries is because they are more confident that they can help a single beneficiary; (2) increasing perceived efficacy eliminates people's tendency to help single rather than multiple beneficiaries by increasing giving to multiple beneficiaries; (3) giving to multiple beneficiaries can exceed giving to single beneficiaries when perceived efficacy is increased; and (4) heightening perceived efficacy enhances affective feelings, which drives the increase in giving to multiple beneficiaries.

Feeling vs. Analytical Thinking in Charitable Giving (Dissertation Essay 3, manuscript in preparation)

Extensive research suggests that affect-based information processing boosts charitable giving, and analytical-based information processing dampens charitable giving. However, affect-based processing also leads to a range of biases that can diminish the utility of charitable contributions. The current research investigates whether it is possible not only to encourage people to give to charity, but to give *thoughtfully*. In particular, we investigate when and how encouraging analytical processing might enhance giving in instances that typically yield lower giving (e.g., when unidentified or statistical victims are involved). Whereas most literature suggests that analytical processing reduces giving, we uncover contexts in which it can boost giving. Four studies suggest that, though analytical processing can dampen giving, it can also boost giving when "matched" with appeals that are less rather than more affective. Response latency measures suggest that people process less affective information more deeply when in an analytical mindset and less deeply when in a feeling mindset.

Positive Fantasies Dampen Charitable Giving When Many Resources Are Demanded (JCP 2012, in press)

Previous research found that positive fantasies about an idealized future yield low energy to pursue the fantasized future. We examined how positive fantasies about the resolution of a crisis (i.e., a lack of pain medication in Sierra Leone, the risk of flooding after Hurricane Irene) influence people's agreement to donate to charitable efforts directed at crisis resolution. In three studies, positive fantasies dampened the likelihood of agreeing to donate a relatively large amount of money, effort, or time, but did not affect the likelihood of agreeing to donate a relatively small amount of these resources. The effect of positive fantasies was mediated by perceiving the donation of larger (but not smaller) amounts of resources as overly demanding. These findings suggest that charitable solicitations requesting small donations might benefit from stimulating positive fantasies in potential donors, but those requesting large donations could be hurt.