

Last updated July, 2019

## ALIXANDRA BARASCH

Stern School of Business, New York University  
815 Tisch Hall  
40 West 4<sup>th</sup> St.  
New York, NY 10012

Mobile: (817) 271-9732  
Office: (212) 998-0511  
[abarasch@stern.nyu.edu](mailto:abarasch@stern.nyu.edu)

Website: <http://www.stern.nyu.edu/faculty/bio/alixandra-barasch>

### EDUCATION

---

**The Wharton School, University of Pennsylvania**, Philadelphia, PA  
Ph.D., *Marketing*. May, 2016

**Duke University**, Durham, NC  
B.S., Summa Cum Laude, *Psychology*. May, 2008

### RESEARCH INTERESTS

---

Social Judgment and Signaling  
Sharing and Experiential Consumption  
Prosocial Behavior  
Judgment and Decision Making

### PUBLICATIONS (\*Denotes equal authorship)

---

Gaertig, Celia, Alixandra Barasch, Emma E. Levine, and Maurice E. Schweitzer (forthcoming). "When Does Anger Boost Status?" *Journal of Experimental Social Psychology*.

Barasch, Alixandra (forthcoming). "The Consequences of Sharing" *Current Opinion in Psychology*.

Berger, Jonah and Alixandra Barasch (2018). "A Candid Advantage? The Social Benefits of Candid Photos." *Social Psychological and Personality Science*, 9(8), 1010-1016.

- Selected Press: *Knowledge@Wharton, Elite Daily*

Levine, Emma E.\*, Alixandra Barasch\*, David Rand, Jonathan Z. Berman, and Deborah A. Small (2018), "Signaling Emotion and Reason in Cooperation." *Journal of Experimental Psychology: General*, 147(5), 702-719.

Berman, Jonathan Z., Alixandra Barasch, Emma E. Levine, and Deborah A. Small (2018), "Limits of Effective Altruism." *Psychological Science*, 29(5), 834-844.

- Selected Press: *NonProfit Pro*

Barasch, Alixandra, Gal Zauberger, and Kristin Diehl (2018), "How the Intention to Share Can Undermine Enjoyment: Photo-taking Goals and Evaluation of Experiences." *Journal of Consumer Research*, 44, 1220-1237.

- Selected Press: *NY Times, Big Think, Wired, Afar, NBC, Vox, Slate*

Barasch, Alixandra\*, Kristin Diehl\*, Jackie Silverman\*, and Gal Zauberger\* (2017), "Photographic Memory: The Effects of Photo-taking on Memory for Auditory and Visual Information." *Psychological Science*, 28(8), 1056-1066.

- Lead article
- Selected Press: *NY Times, Wired, New York Magazine, Big Think, Marketing Science Institute Reports, Inverse, The Cut, Science Daily, Digital Trends, BBC Radio*

Barasch, Alixandra, Emma E. Levine, and Maurice Schweitzer (2016), "Bliss is Ignorance: Happiness, Naiveté, and Exploitation." *Organizational Behavior and Human Decision Processes*, 137, 184-206.

- Selected Press: *Business Insider, Pacific Standard, Chicago Sun Times, Fast Company*

Barasch, Alixandra, Jonathan Berman, and Deborah Small (2016), "When Payment Undermines the Pitch: On the Persuasiveness of Pure Motives in Fundraising." *Psychological Science*, 27(10), 1388-1397.

- Selected Press: *Science Daily, Knowledge@Wharton, Nonprofit Quarterly*

Diehl, Kristin\*, Gal Zauberger\*, and Alixandra Barasch\* (2016), "How Taking Photos Increases Enjoyment of Experiences." *Journal of Personality and Social Psychology*, 111(2), 119-140.

- Lead article
- Selected Press: *Atlantic, Time, Washington Post, Boston Globe, Fast Company, NBC, Yahoo, Huffington Post, NPR, CNET, Digital Trends, Science Daily, Inc.*

Berman, Jonathan Z., Emma E. Levine, Alixandra Barasch, and Deborah A. Small (2015), "The Braggart's Dilemma: On the Social Rewards and Penalties of Advertising Prosocial Behavior." *Journal of Marketing Research*, 25 (1), 90-104.

- Selected Press: *BloombergView, Inc., Financial Times, The Atlantic, Knowledge@Wharton*

Barasch, Alixandra\*, Emma E. Levine\*, Jonathan Z. Berman, and Deborah A. Small (2014), "Selfish or Selfless? On the Signal Value of Emotion in Altruistic Behavior." *Journal of Personality and Social Psychology*, 107 (3), 393-413.

Barasch, Alixandra and Jonah Berger (2014), "Broadcasting and Narrowcasting: How Audience Size Affects What People Share." *Journal of Marketing Research*, 51 (3), 286-299.

- Selected Press: *NY Times, Marketing Science Institute Reports, Marklives.com*

Duclos, Rod and Alixandra Barasch (2014), "Prosocial Behavior in Intergroup Relations: How Donor Self-Construal and Recipient Group-Membership Shape Generosity." *Journal of Consumer Research*, 41 (1), 93-107.

## **BOOK CHAPTERS**

---

Zauberman, Gal, Kristin Diehl, and Alixandra Barasch (2018). "Does consumers' photo taking enrich or impoverish experience?" in *Mapping Out Marketing: Navigating Lessons from the Ivory Trenches*, Eds. R.P. Hill, C.M. Lamberton, & J. Swartz. London, UK: Routledge, Entry 47.

## **WORKING PAPERS**

---

Shalena Srna, Alixandra Barasch, and Deborah Small. "When Signaling Status Backfires." *Under revision*.

Jackie Silverman and Alixandra Barasch. "On a Roll: How Breaking a Streak Decreases the Likelihood of Future Behavior." *Under revision*.

Amit Bhattacharjee, Alixandra Barasch, and Klaus Wertenbroch. "Judging Good Taste: True Preference or Pretense." *Under review*.

Jackie Silverman, Alixandra Barasch, and Deborah Small. "Hot Streak: Consumer Inferences from Streaks of Behavior." *Manuscript in preparation*.

Katrina M. Fincher, Alixandra Barasch, and Robert Kurzban. "The Object of (Sexual) Fantasy." *Manuscript in preparation*.

## **SELECTED RESEARCH IN PROGRESS**

---

"The Influence of Creating Event Markers on Experienced Time and Enjoyment" with Gabriela Tonietto.

"Fairness and the Psychology of Technological Disruption" with Franklin Shaddy and Amit Bhattacharjee.

## GRANTS

---

Marketing Science Institute Grant, 2019 (*Total Award: \$7,700*)  
Center for Global Economy and Business Research Grant, 2018 (*Total Award: \$3,450*)  
Carolan Research Forum Grant, 2018 (*Total Award: \$12,700*)  
Center for Sustainable Business Research Grant, 2018 (*Total Award: \$8,700*)  
Center for Global Economy and Business Research Grant, 2017 (*Total Award: \$4,000*)  
Marketing Science Institute Grant, 2017 (*Total Award: \$5,250*)  
Katz Fund for Research on Leadership and Emotional Intelligence Grant, 2016 (*Total Award: \$9,340*)  
Russell Ackoff Research Fellowship, Risk Management and Decision Processes Center, 2012–2015 (*Total Awards: \$10,325*)  
Patty and Jay H. Baker Ph.D. Fellowship, 2014-2015 (*Total Awards: \$7,410*)  
Vertical Integration Program Grant, 2007 (*Total Award: \$2,500*)

## AWARDS & HONORS

---

Stern Program for Undergraduate Research (SPUR) Faculty Recognition Award  
John A. Howard AMA Doctoral Dissertation Award Honorable Mention (1 of 3 finalists)  
The President's and Provost's Citation for Exceptional Commitment to Graduate Student Life at the University of Pennsylvania, 2016  
AMA-Sheth Foundation Doctoral Consortium Fellow, 2015  
Winner: Society for Consumer Psychology Dissertation Proposal Competition, 2015  
Best Empirical Paper Award for the IACM Conference, 2015  
Fulbright Scholarship, Macau, China, 2010-2011  
Valedictorian, Duke University, 2008  
Phi Beta Kappa, 2007  
Psi Chi Honor Society in Psychology, 2006  
Graduation with Distinction, Duke University, 2008

- Thesis with Mary Frances Luce, Fuqua School of Business.

Zener Award for Outstanding Performance by a Major in Psychology, 2008  
Chief Junior Marshall, 2007  
Dean's List with Distinction, 2004-2008  
Jacqueline Anne Morris Research Scholar, 2007-2008

## CHAired SYMPOSIA

---

Barasch, Alixandra (2019, February). "Risky Business: New Technology and the Evolution of Consumer-Brand Relationships," *Society for Consumer Psychology*, Savannah, GA.

Weingarten, Evan, Alixandra Barasch, and Shai Davidai (2018, October). "Attentional Biases in Comparisons for Both Happiness and Choice," *Association for Consumer Research*, Dallas, TX

Barasch, Alixandra (2018, March). "Decomposing Total Utility from Experience Over Time," *Society for Personality and Social Psychology*, Atlanta, GA.

Barasch, Alixandra and Gabbie Tonietto (2018, February). "The Time of Our Lives: Examining Utility from Experiential Consumption Over Time," *Society for Consumer Psychology*, Dallas, TX.

Barasch, Alixandra and Gabbie Tonietto (2017, October). "The Time of Our Lives: Examining Utility from Experiential Consumption Over Time," *Association for Consumer Research*, San Diego, CA.

Barasch, Alixandra (2014, October). "Incentives for Good Behavior and Good Behavior as Incentives," *Association for Consumer Research*, Baltimore, MD.

Barasch, Alixandra (2014, October). "Just Like Being There: The Good and the Bad of Sharing Experiences," *Association for Consumer Research*, Baltimore, MD.

Barasch, Alixandra and Emma Levine (2013, November). "The Relationship Between Altruism and Personal Benefits," *Society for Judgment and Decision Making*, Toronto, Canada.

Barasch, Alixandra (2013, October). "How Audience Factors Shape What People Share," *Association for Consumer Research*, Chicago, IL.

#### **CONFERENCE PRESENTATIONS** (\*Denotes presenter)

---

Unfair but also unbiased: How consumer acceptance of price-setting algorithms depends on the basis of price discrimination

- *Association for Consumer Research*, Atlanta, GA (October 2019)

Doing it for the 'Gram: Sacrificing Enjoyment When Posting Online

- *Association for Consumer Research*, Atlanta, GA (October 2019)

Hot Streak! Consumer Inferences and Predictions about Sticking to Long-Term Goals

- *Society for Consumer Psychology*, Savannah, GA (February 2019)

To Err and Pause is to be Human: How Unintentional Cues in Written Communication Can Signal Humanness

- *Association for Consumer Research*, Atlanta, GA (October 2019)
- *Society for Consumer Psychology*, Savannah, GA (February 2019)

When a Photo is Not Worth 1000 Words: How Photos Constrain Consumer Imagery and Expectations of Experiences

- *Society for Consumer Psychology*, Savannah, GA (February 2019)

Speaking ill of Others: When Negatively-Valenced Gossip Fosters Social Connection

- *Society for Consumer Psychology*, Savannah, GA (February 2019)
- *Association for Consumer Research*, Dallas, TX (October 2018)

Cues to Sincerity: How People Assess and Convey Sincerity in Language

- *\*Association for Consumer Research*, Dallas, TX (October 2018)

Looking to the Front of the Pack: Perceptions of Ranked Lists

- *Association for Consumer Research*, Dallas, TX (October 2018)

"Brought To You Live": On The Consumption Experience of Live Social Media Streams

- *Society for Consumer Psychology*, Savannah, GA (February 2019)
- *Association for Consumer Research*, Dallas, TX (October 2018)

Fairness and the Psychology of Technological Disruption

- *\*Society for Consumer Psychology*, Savannah, GA (February 2019)
- *\*Behavioral Decision Research in Management*, Digitized Behavior Pre-conference, Boston, MA (June 2018)

Divided or Connected? Second Screen Use and the Television Viewing Experience

- *Society for Consumer Psychology*, Dallas, TX (February 2018)

When Signaling Status Backfires

- *\*Prosocial Consumer Behavior*, Whistler, Canada (June 2018)
- *Society for Judgment and Decision Making*, Vancouver, Canada (November 2017)
- *Society for Consumer Psychology*, Dallas, TX (February 2018)
- *\*Association for Consumer Research*, San Diego, CA (October 2017)

The Influence of Creating Event Markers on Experienced Time and Enjoyment

- *\*Society for Personality and Social Psychology*, Atlanta, GA (March 2018)
- *\*Society for Consumer Psychology*, Dallas, TX (February 2018)
- *Association for Consumer Research*, San Diego, CA (October 2017)

News, Fast or Slow: Preferences for Uncertainty Resolution

- *\*IDEA conference*, Atlanta, GA (June 2017)
- *Association for Consumer Research*, Dallas, TX (October 2018)

#### Emotion and Reason as Signals in Cooperation

- *\*Association for Consumer Research*, Berlin, Germany (October 2016)
- *Society for Judgment and Decision Making*, Chicago, IL (November 2015)

#### Expected and Actual Reliving of Experiences Through Different Types of Photos

- *Association for Consumer Research*, Berlin, Germany (October 2016)

#### A Candid Advantage? The Social Benefits of Candid Photos

- *Association for Consumer Research*, New Orleans, LA (October 2015)

#### Magnitude Matters: The Role of Anger Intensity in Interpersonal Perception

- *Society for Personality and Social Psychology (Emotion Preconference)*, San Diego, CA (January 2016)
- *Society for Judgment and Decision Making*, Poster, Chicago, IL (November 2015)
- *Association for Consumer Research*, Poster, Berlin, Germany (October 2016)

#### Limits of Effective Altruism

- *Society for Personality and Social Psychology*, San Antonio, TX (January 2017)
- *Society for Judgment and Decision Making*, Chicago, IL (November 2015)
- *Association for Consumer Research*, New Orleans, LA (October 2015)

#### Off Track: How Breaking a Streak Decreases the Likelihood of Future Behavior

- *Society for Consumer Psychology*, Dallas, TX (February 2018)
- *\*Symposium on Alienation and Meaning in Production and Consumption*, Munich, Germany (January 2017)
- *Association for Consumer Research*, Berlin, Germany (October 2016)

#### Judging Good Taste: True Preference or Pretense?

- *Society for Judgment and Decision Making*, Chicago, IL (November 2015)
- *Association for Consumer Research*, New Orleans, LA (October 2015)
- *Society for Consumer Psychology*, Phoenix, AZ (February 2015)

#### How the Intention to Share Can Undermine Enjoyment: Photo-taking Goals and Evaluation of Experiences

- *\*Society for Consumer Psychology*, Phoenix, AZ (February 2015)
  - *Part of the "Special Awards Session" with the SCP Fellow, Early Career Award, and Dissertation Proposal Competition Winner*
- *\*Association for Consumer Research*, Baltimore, MD (October 2014)

#### Photographic Memory: The Effects of Volitional Photo-Taking on Remembering Visual and Auditory Aspects of an Experience

- *Marketing Science*, Los Angeles, CA (June 2017)

- *Society for Consumer Psychology*, St. Pete Beach, FL (February 2016)
- *Association for Consumer Research*, New Orleans, LA (October 2015)

#### Bliss is Ignorance: Happiness, Naiveté, and Exploitation

- \**Association for Consumer Research*, Berlin, Germany (October 2016)
- *International Association of Conflict Management*, Clearwater Beach, FL (June 2015)
  - *Best Empirical Paper Award*
- *Academy of Management*, Philadelphia, PA (October 2014)

#### How Taking Photos Increases the Enjoyment of Experiences

- *Behavioral Decision Research in Management*, Toronto, Canada (June 2016)
- *Association for Consumer Research*, Baltimore, MD (October 2014)
- *European Conference of the Association for Consumer Research*, Barcelona, Spain (July 2013)

#### When Payment Undermines the Pitch: On the Persuasiveness of Pure Motives in Fundraising

- \**Society for Consumer Psychology Boutique Conference*, Sydney, Australia (January 2018)
- \**European Marketing Academy Conference*, Groningen, Netherlands (May 2017)
- \**Association for Public Policy Analysis & Management*, Washington D.C. (November 2016)
- \**Society for Consumer Psychology*, St. Pete Beach, FL (February 2016)
- *Behavioral Decision Research in Management*, London, UK (July 2014)
- \**Yale Whitebox*, New Haven, CT (May 2014)

#### The Braggart's Dilemma: On the Social Rewards and Penalties of Advertising Prosocial Behavior

- *Association for Consumer Research*, Chicago, IL (October 2013)

#### Broadcasting and Narrowcasting: How Audience Size Shapes What People Share

- \**Trans-atlantic Doctoral Conference*, London, UK (May 2014)
- *Society for Personality and Social Psychology*, Poster, Austin, TX (February 2014)
- \**Association for Consumer Research*, Chicago, IL (October 2013)
- \**Society for Consumer Psychology*, San Antonio, TX (February 2013)

#### Selfish or Selfless? On the Signal Value of Emotion in Altruistic Behavior

- *Society for Personality and Social Psychology*, Poster, Long Beach, CA (February 2015)
- *Association for Psychological Science*, San Francisco, CA (May 2014)
- \**Society for Judgment and Decision Making*, Toronto, Canada (November 2013)



- *\*Association for Consumer Research*, Chicago, IL (October 2013)
- *Academy of Management*, Orlando, FL (August 2013)
- *\*European Conference of the Association for Consumer Research*, Barcelona, Spain (July 2013)
- *Association for Psychological Science*, Washington, DC (May 2013)
- *\*Society for Judgment and Decision Making*, Poster, Minneapolis, MN (November 2012)

In the Aftermath of an Earthquake: Interactive Effects of Self-construal and Victim Group-Status on Charitable Behavior

- *\*Association for Consumer Psychology*, Singapore (December 2012)
- *\*Association for Consumer Research*, Vancouver, BC (October 2012)
- *\*Society for Consumer Psychology*, Poster, Las Vegas, NV (February 2012)
- *Society for Personality and Social Psychology (JDM Preconference)*, Poster, San Diego, CA (January 2012)
- *\*Association for Consumer Research*, Poster, St. Louis, MO (October 2011)

**INVITED TALKS**

---

2019

- Nanyang Technological University, Singapore
- INSEAD, Singapore
- IDC Herzliya, Israel
- Yale University, Psychology Department
- Indiana University
- Four-School Conference
- Syracuse University Volcker Symposium on Behavioral Science and Public Policy

2018

- University of Colorado, Boulder
- GSA's Office of Evaluation Sciences (OES), Washington D. C.
- University of Alberta
- UCLA
- Carnegie Mellon University
- University of Groningen

2017

- March for Science, Washington D.C.
- University of Texas, Austin
- Cornell University
- Diana Tamir's Lab, Princeton Psychology

2016

- MDRC, New York City
- Yaacov Trobe's Lab, NYU Psychology

2015

- University of California, San Diego
- Boston University
- Duke University
- Tilburg University, Netherlands
- Erasmus University, Netherlands
- Stanford University
- New York University
- Harvard University
- Columbia University
- University of Chicago
- INSEAD
- London Business School
- Northwestern University
- University of Maryland
- Washington University in St. Louis
- University of Washington
- University of Southern California
- Yale University
- VU University, Amsterdam

## **TEACHING EXPERIENCE**

---

Stern School of Business, New York University

- Introduction to Marketing, Undergraduate Core
  - Fall 2018 Teacher evaluations: 5.0/5.0, 4.9/5.0, and 4.9/5.0
  - Fall 2017 Teacher evaluations: 6.9/7.0, 6.8/7.0, and 6.8/7.0
  - Spring 2017 Teacher evaluations: 7.0/7.0 and 6.8/7.0

The Wharton School, University of Pennsylvania

- Graduate Teaching Assistant, Marketing
  - Marketing for Social Impact, Professor Deborah Small, Fall 2014
  - Psychology of Consumer Financial Decisions, Professor Gal Zauberman, Spring 2014
  - Consumer Behavior, Professor Deborah Small, Spring 2013
  - Strategic Brand Management, Professor Cassie Mogilner, Spring 2012
- Teacher Development Program, 2013

Guest lectures and seminars

- Psychology of Consumer Financial Decisions, Wharton School (MBA)
  - Instructor: Gal Zauberman; Spring 2016

- Consumer Behavior Seminar, Stern School of Business (doctoral)
  - Instructor: Andrea Bonnezzi; Spring 2018
- Proseminar, Stern School of Business (doctoral)
  - Spring 2017
  - Fall 2018
- Consumer Behavior Seminar, Baruch (doctoral)
  - Instructor: Lauren Block; Spring 2018

Fulbright Scholarship, University of Macau

- English Teaching Fellow
  - English Interaction and Study Skills I, Fall 2010
  - English Interaction and Study Skills II, Spring 2011

**SELECTED MEDIA INTERVIEWS AND MENTIONS**

---

- *Business Insider, Wired, Vox, Mic.com, Vogue, The Native Society, Marketing Dive*
- *Poets & Quants: Meet the New Faculty of the Leading Business Schools*
- Podcast Appearances: *Tell Me Something I Don't Know* (Stephen Dubner), *Who Cares? What's the Point?* (Sarab Johal), *Simply Complex* (Brian Stemmler)
- OpEds: *Market Watch, Research-Live, Behavioral Scientist*

**PROFESSIONAL SERVICE**

---

- Editorial Review Board Member, *Journal of Consumer Research*
- Ad Hoc Reviewer
  - Journals
    - Journal of Consumer Research*
    - Journal of Marketing Research*
    - Journal of Consumer Psychology*
    - PNAS*
    - Psychological Science*
    - Management Science*
    - Organizational Behavior and Human Decision Processes*
    - Judgment and Decision Making*
    - Marketing Letters*
    - International Journal of Research in Marketing*
    - Journal of Behavioral Decision Making*
    - Journal of the Academy of Marketing Science*
    - Frontiers in Psychology*
    - Journal of Experimental Psychology*
    - Journal of Experimental Psychology: Learning, Memory, and Cognition*

*Personality and Social Psychology Bulletin  
Journal of Marketing*

- Conferences
  - AE for Summer AMA 2019*
  - Association for Consumer Research*
  - Society for Consumer Psychology*
  - American Marketing Association (Summer and Winter)*
  - European Marketing Academy*
  - International Association of Conflict Management*
  - European Association for Consumer Research*
  - APA Technology, Mind, and Society Conference*
  - La Londe International Research Conference in Marketing*
- Grants/Competitions
  - Clayton Dissertation Competition (Marketing Science Institute)*
  - SCP Dissertation Competition*
  - John A. Howard AMA Doctoral Dissertation Award*
  - Israel Science Foundation (ISF)*
- Society for Consumer Psychology Doctoral Consortium, Job Market Advice panelist, February 2019
- Society for Consumer Psychology network event Co-Chair, February 2018
- A Discussion of Trust and Distrust in Word of Mouth roundtable panelist, ACR, October 2018
- Wharton Society for the Advancement of Women in Business Academia (WSAWBA) panelist, April 2017
- Consumer Authenticity roundtable panelist, ACR, October 2015
- Student Affairs Representative for the SCP Executive Committee, 2014-2015

**UNIVERSITY SERVICE**

---

- PhD committee, Fall 2016-Spring 2019
  - Co-organizer of the PhD candidate selection process, Spring 2019
- Organizer of the Stern Marketing Brownbag Series, Fall 2018-Spring 2019
- Stern Program for Undergraduate Research (SPUR): advised 2-5 undergrads on research projects each semester, Fall 2016-Spring 2019
  - Invited Faculty Speaker for Annual Luncheon, Spring 2019
- Co-organizer of the Stern Marketing Journal Club, Fall 2016-Spring 2019
- Full-Time MBA Launch: one of 9 faculty speakers to give a TED-style talk at Stern's MBA Orientation, Fall 2018
- Representative for the Stern-CBS Media Analytics Initiative, Fall 2016-Spring 2019
- Co-organizer of the Stern Marketing Junior Faculty-PhD Lunch, Fall 2018-Spring 2019

- Organizer of the Stern Women Faculty group annual meeting, Spring 2018
- Faculty Recruiting committee, 2017
- Co-organizer of the NYU Stern Marketing Seminar Series, Spring 2017, Fall 2017, Spring 2018
- Co-Founder and Co-President of Wharton Society for the Advancement of Women in Business Academia (WSAWBA), 2013-2015
- Penn Interdisciplinary Meeting of the Minds (PIMM), 2011-2015
- Vice President of Wharton Doctoral Council, 2011-2015

### THESIS COMMITTEES

---

- Doctoral students
  - Liu Liu, marketing, New York University (2018; committee)
    - Placement: University of Colorado, Boulder
  - Heeyoung Yoon, marketing, New York University (2020; committee)
  - Shirley Bluvstein, marketing, New York University (2020; committee)
- Master's students
  - Sonam Khubani, psychology, New York University (2018)
    - Won second place in the NYU Psychology Master's poster competition
  - Xiaonan Jia, human behavior, New York University (2019)
  - Diogo Alves, psychology, New York University (2019)
    - Won first place in the NYU Psychology Master's poster competition
    - Starting PhD program at Baruch College in September 2019
  - Daily Lambert, psychology, New York University (2019)
  - Terryn Lee, psychology, New York University (2019)
    - Starting PhD program at Temple University in September 2019

### AFFILIATIONS

---

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

### PREVIOUS EMPLOYMENT

---

<b>Fulbright Scholar</b> , University of Macau	2010 – 2011
<b>MDRC</b> , New York, NY Nonprofit social policy research firm <i>Technical Research Assistant, K-12 Education</i>	2008 – 2010