

EESHA SHARMA

Curriculum Vitae: May 2017

Tuck School of Business, Dartmouth College | 100 Tuck Hall, Hanover, NH 03755
Phone: 603-646-2806 | Fax: 603-646-1308 | Email: eesha.sharma@tuck.dartmouth.edu

ACADEMIC POSITIONS

Dartmouth College, Tuck School of Business

Associate Professor, 2017 – present

Assistant Professor of Business Administration, 2013 – 2017

EDUCATION

Leonard N. Stern School of Business, New York University

- Ph.D., Marketing, 2013; M.Phil., Marketing, 2012
- B.Sc. (*Magna Cum Laude*), Finance, Marketing, 2007

HONORS AND AWARDS

- “Best 40 Under 40” Business School Professors, Poets & Quants
- 2017 Dartmouth Public Voices Fellow
- UCLA, Anderson School of Management Morrison Junior Visiting Faculty Fellow, 2016
- Daniel T. Revers T’89 Faculty Fellow, 2013 – 2014
- Harold W. MacDowell Award, awarded to one PhD graduate for dedication to scholarship, 2013
- Edwin and Diane Elton Doctoral Fellowship, school-wide competitive funding, 2012 – 2013
- Doctoral Fellowship in Marketing, 2008 – 2012
- AMA-Sheth Consortium Fellow, 2011
- Letter of Commendation for teaching excellence, 2011
- Alumni Connections Award for cultivating lasting alumni-student relationships at NYU, 2007
- Beta Gamma Sigma, 2006

RESEARCH INTERESTS

- Theoretical: Consumer behavior, perceived scarcity, subjective wealth, resource allocation
- Substantive: Consumer financial decision making, charitable giving

PUBLICATIONS (*equal authorship)

1. **Sharma, Eesha** and Adam L. Alter (2012), “Financial Deprivation Prompts Consumers to Seek Scarce Goods,” *Journal of Consumer Research*, 39(3), 545-60.
2. Kappes, Heather, **Eesha Sharma**, and Gabriele Oettingen (2013), “Positive Fantasies Dampen Charitable Giving When Many Resources Are Demanded,” *Journal of Consumer Psychology*, 23(1), 128-35.
3. **Sharma, Eesha**, Nina Mazar, Adam L. Alter, and Dan Ariely (2014), “Financial Deprivation Selectively Shifts Moral Standards and Compromises Moral Decisions,” *Organizational Behavior and Human Decision Processes*, 123(2), 90-100. (special issue on behavioral ethics)
4. *Sussman, Abigail B., ***Eesha Sharma**, and Adam L. Alter (2015), “Framing Charitable Donations as Exceptional Expenses Increases Giving,” *Journal of Experimental Psychology: Applied*, 130-9.

5. **Sharma, Eesha** and Vicki G. Morwitz (2016), "Saving the Masses: The Impact of Self-Efficacy on Charitable Giving to Single vs. Multiple Beneficiaries," *Organizational Behavior and Human Decision Processes*, 135, 45-54.
6. **Sharma, Eesha** and Punam A. Keller (2017), "A Penny Saved Is Not a Penny Earned: When Decisions to Earn and Save Compete for Consumer Resources," *Journal of the Association for Consumer Research*, 2(1), 64-77. (issue on resource valuation)

MANUSCRIPTS UNDER REVIEW AND WORKING PAPERS (*equal authorship)

7. *Tully, Stephanie M. and ***Eesha Sharma**, "Drivers of Discretionary Debt Decisions: Explaining Willingness to Borrow for Experiential and Material Purchases," *conditionally accepted at Journal of Consumer Research*.
8. Paley, Anna, Stephanie M. Tully, and **Eesha Sharma**, "Too Constrained to Converse: Financial Constraints Reduce Word-of-Mouth."

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.

SELECTED RESEARCH IN PROGRESS

- "Financial deprivation and receptiveness to price deals," w/ P. Keller
- "Proactive charitable giving," w/ V. Morwitz, J. Klein, and A. John
- "Differential effects of funding resources on decision making," w/ S. Tully
- "Borrowing in prospect and retrospect," w/ S. Tully and Bob Meyer
- "Perceptions of money," w/ S. Tully and X. Wang

CONFERENCE PRESENTATIONS (Presenting author in bold)

1. **Sharma, Eesha** and Stephanie M. Tully (May 2017), "Drivers of Discretionary Debt Decisions: Explaining Willingness to Borrow for Experiential and Material Purchases," Poster at the Boulder Summer Conference for Consumer Financial Decision Making, Boulder, CO.
2. **Paley, Anna**, Stephanie M. Tully, and Eesha Sharma (February 2017), "The Effect of Financial Constraints on Social Sharing," Society for Consumer Psychology, San Francisco, CA.
3. **Sharma, Eesha** and Punam A. Keller (October 2016), "Financial Inability or Financial Savvy? Subjective Financial Well-being Shapes Preferences for Discounted Purchases," Association for Consumer Research, Berlin, Germany.
4. **Sharma, Eesha** and **Stephanie M. Tully** (October 2016), "Discretionary Debt Decisions: Consumer Willingness to Borrow for Experiences and Material Goods," Association for Consumer Research, Berlin, Germany.
5. **Sharma, Eesha** and Stephanie M. Tully (February 2016), "Borrowing for Discretionary Purchases: An Examination of Factors Prompting Consumers to Incur Debt Based on the Underlying Purchase," Society for Consumer Psychology, St. Pete Beach, FL.
6. **Sharma, Eesha** and **Stephanie M. Tully** (January 2016), "Borrowing for Discretionary Purchases: An Examination of Factors Prompting Consumers to Incur Debt Based on the Underlying Purchase," Society for Personality and Social Psychology, San Diego, CA.
7. **Sharma, Eesha** and Stephanie M. Tully (February 2015), "Now or Never: Perceived Time-Sensitivity Predicts Willingness to Borrow for Experiences and Material Goods," North East Marketing Conference, Boston, MA.

8. **Sharma, Eesha** and Punam A. Keller (November 2014), "Financial Deprivation Shifts Resource Allocation from Saving to Earning," Society for Judgment and Decision Making, Long Beach, CA.
9. **Sharma, Eesha** and Punam A. Keller (October 2014), "A Dollar Saved Is Not a Dollar Earned: Financial Deprivation Shifts Focus from Saving to Earning," Association for Consumer Research, Baltimore, MD.
10. **Sussman, Abigail B.**, Eesha Sharma, and Adam L. Alter (July 2014), "Exceptional Framing Enhances Charitable Behavior," Behavioral Decision Research in Management (BDRM), London, UK.
11. **Sharma, Eesha** and Punam A. Keller (May 2014), "A Dollar Saved Is Not a Dollar Earned: Financial Deprivation Shifts Focus from Saving to Earning," Theory and Practice in Marketing, Evanston, IL.
12. **Sharma, Eesha** and **Stephanie M. Tully** (May 2014), "Get It While You Can: The Perceived Temporal Scarcity of Experiential Expenses Increases Willingness to Borrow," Poster at the Boulder Summer Conference for Consumer Financial Decision Making, Boulder, CO.
13. **Sussman, Abigail B.**, Eesha Sharma, and Adam L. Alter (November 2013), "Exceptional Framing Enhances Charitable Behavior," Society for Judgment and Decision Making, Toronto, Canada.
14. **Sharma, Eesha**, Nina Mazar, Adam L. Alter, and Dan Ariely (February 2012), "Trading Morality for Money: Financial Deprivation Induces Moral Hypocrisy," Society for Consumer Psychology, Las Vegas, NV.
15. **Sharma, Eesha** and Adam L. Alter (January 2012), "A Novel Response to Economic Hardship: Financial Deprivation Enhances the Selection, Detection, and Consumption of Scarce Goods," Society for Personality and Social Psychology, San Diego, CA.
16. **Sharma, Eesha**, Nina Mazar, Adam L. Alter, and Dan Ariely (November 2011), "The Heat of Economic Hardship: Empathy Gaps Induce Moral Hypocrisy," Society for Judgment and Decision Making, Seattle, WA.
17. **Sharma, Eesha**, Nina Mazar, **Adam L. Alter**, and Dan Ariely (October 2011), "The Heat of Economic Hardship: Empathy Gaps Induce Moral Hypocrisy," Association for Consumer Research, St. Louis, MO.
18. **Sharma, Eesha** and Adam L. Alter (October 2011), "A Novel Response to Economic Hardship: Financial Deprivation Enhances the Selection, Detection, and Consumption of Scarce Goods," Association for Consumer Research, St. Louis, MO.
19. **Sharma, Eesha** and Adam L. Alter (February 2011), "Beggars Will Be Choosers: Financial Deprivation Induces Responsiveness to Scarcity," Society for Consumer Psychology, Atlanta, GA.
20. **Sharma, Eesha** and Adam L. Alter (November 2010), "Beggars Will Be Choosers: Financial Deprivation Induces Responsiveness to Scarcity," Society for Judgment and Decision Making, St. Louis, MO.
21. **Sharma, Eesha** and Vicki G. Morwitz (October 2010), Chaired symposium on *Psychological Aspects of Charitable* and presented "One vs. Many: The Effect of Efficacy on Charitable Giving," Association for Consumer Research, Jacksonville, FL.

INVITED TALKS

- University of Southern California, Marshall School of Business, November 2016
- Bocconi University, October 2016
- University of London, London Business School, March 2016
- Katholieke Universiteit (KU) Leuven, March 2016
- VU University Amsterdam, March 2016
- Rotterdam School of Management, Erasmus University, March 2016
- UCLA, Anderson School of Management, January 2016
- Boston University, Questrom School of Business, October 2015
- Columbia University, Columbia Business School, February 2015
- UCLA, Anderson School of Management, February 2015

- Invited address, Society for Personality and Social Psychology's Judgment and Decision Making Pre-conference, February 2015
- Board presentation, Humane Society for Greater Nashua, New Hampshire, June 2014
- Dartmouth College, Tuck School of Business, Marketing Camp, May 2014
- Stanford University, Graduate School of Business, October 2012
- University of Michigan, Ross School of Business, October 2012
- University of Miami, School of Business Administration, October 2012
- University of Colorado, Leeds School of Business, October 2012
- University of Toronto, Scarborough, October 2012
- University of Arizona, Eller College of Management, October 2012
- Carnegie Mellon University, Tepper School of Business, September 2012
- Villanova University, Villanova School of Business, September 2012
- University of British Columbia, Sauder School of Business, September 2012
- University of Texas at San Antonio, College of Business, September 2012
- Dartmouth College, Tuck School of Business, September 2012

TEACHING

Tuck School of Business, Dartmouth College

Graduate level

- Tuck MBA Program: Consumer Behavior, (elective, 2013 – 2016)
- Thayer MEM Program: Introduction to Marketing, (required core, 2014 – Present)

Undergraduate level

- Dartmouth College Undergraduate Program: Introduction to Marketing, (elective 2016)

Leonard N. Stern School of Business, New York University

Undergraduate level

- Introduction to Marketing (required core, 2011)
- Teaching fellow positions: Consumer Behavior (elective, 2007), Introduction to Marketing (required core, 2008), Strategic Marketing (elective, 2008)

SERVICE

SERVICE TO THE FIELD

Ad-Hoc Journal and Grant Reviewing

- *European Journal of Marketing*
- *International Journal of Marketing*
- *Journal of Consumer Psychology*
- *Journal of Consumer Research*
- *Journal of Economic Psychology*
- *Journal of Experimental Social Psychology*
- *Journal of Marketing*
- *Journal of Marketing Research*
- *Journal of the Association for Consumer Research*
- *Marketing Letters*
- National Science Foundation

Ad-Hoc Conference Reviewing and Service

- American Marketing Association (AMA) Educator's Conference reviewer, since 2014
- Association for Consumer Research (ACR) conference reviewer, since 2010; program committee since 2016
- European Marketing Academy (EMAC) conference reviewer, since 2016
- La Londe conference reviewer, 2013
- Society for Consumer Psychology (SCP) conference reviewer, since 2009; program committee, 2016
- SCP Doctoral Consortium Faculty Participant, 2014, 2016

SERVICE TO THE COLLEGE

Dartmouth College

- Tuck Academic Honor Committee, 2014 – 2016
- Ad hoc Tuck Annual Giving (TAG) fundraising advisory, 2015 – Present
- Ad hoc advisory for Tuck First-Year MBA Summer Projects, 2014 – Present
- Faculty Advisor, Social IQ Graduate Student Organization, 2015

New York University

- President, Stern Undergraduate College's Class of 2007, 2005-2007
- Young Alumni Leadership Circle, 2007 – 2013

PROFESSIONAL AFFILIATIONS

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

SELECTED MEDIA COVERAGE

Bank Director, Forbes, Huffington Post, International Business Times, Irrational Labs, Marketplace, Men's Health, The New Yorker, Psychology Today, Science Daily, strategy+business (PwC Strategy&)

SELECTED INDUSTRY CONSULTING AND COLLABORATIONS

Alzheimer's Association, Foundation Source, Google, Humane Society for Greater Nashua, IDEO, Irrational Labs, Kiva Zip, Netflix, Rockefeller Foundation

OTHER PROFESSIONAL EXPERIENCE

Rockefeller Foundation, New York

Ad hoc Consultant, Monitoring & Evaluation, 2010

Goldman, Sachs & Co., New York

Analyst, Investment Banking Division, Financial Institutions Group (FIG), 2006 – 2008

Morgan Stanley, New York

Summer Intern, Investment Management, 2004