

# EESHA SHARMA

## Curriculum Vitae: October 2018

Tuck School of Business, Dartmouth College | 100 Tuck Hall, Hanover, NH 03755  
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### ACADEMIC POSITIONS

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#### Dartmouth College, Tuck School of Business

Associate Professor of Business Administration, 2017 – present

Paul E. Raether T'73 Faculty Fellow, 2017 – present

Assistant Professor of Business Administration, 2013 – 2017

### EDUCATION

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#### 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

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- 2019 Marketing Science Institute (MSI) Young Scholar
- “Best 40 Under 40” Business School Professors, Poets & Quants, 2017
- 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

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- Theoretical: Consumer behavior, financial deprivation, scarcity, subjective wealth and well-being
- Substantive: Consumer financial decision making, charitable giving

### PUBLICATIONS (\*equal authorship)

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1. \*Paley, Anna, \*Stephanie M. Tully, and \*Eesha Sharma, “Too Constrained to Converse: The Effect of Financial Constraints on Word-of-Mouth,” *Journal of Consumer Research*, forthcoming.
2. \*Tully, Stephanie M. and \*Eesha Sharma (2018), “Context-Dependent Drivers of Discretionary Debt Decisions: Explaining Willingness to Borrow for Experiential Purchases,” *Journal of Consumer Research*, 44(5), 960-73.
  - **Lead article**

3. **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)
4. **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.
5. \*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.
6. **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)
7. 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.
8. **Sharma, Eesha** and Adam L. Alter (2012), "Financial Deprivation Prompts Consumers to Seek Scarce Goods," *Journal of Consumer Research*, 39(3), 545-60.

#### **MANUSCRIPTS UNDER REVIEW AND IN PREPARATION (\*equal authorship)**

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9. \***Sharma, Eesha**, \*Stephanie M. Tully, and Cynthia Cryder, "Not All Debt Is Created Equal: Subjective Wealth and Debt Decisions Depend on Debt Form," *manuscript in prep.*
10. \***Sharma, Eesha**, \*Stephanie M. Tully, and Xiang Wang, "Effects of Resource Scarcity on Choices," *manuscript in prep.*
11. \*Tully, Stephanie M., \***Eesha Sharma**, and \*Gil Appel, "Seeking the Extraordinary: Financial Well-being and Interest in Superheroes," *manuscript in prep.*

#### **BOOK CHAPTER**

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- 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**

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- "On monetary inflows," w/ S. Blanchard
- "Consumer vulnerability," w/ R. Hill
- "Money on the brain," w/ U. Karmarkar
- "Subjective wealth and receptiveness to price deals," w/ P. Keller, A. Paley, and S. Tully
- "Utility of purchases," w/ R. Meyer and S. Tully
- "Proactive charitable giving," w/ V. Morwitz, J. Klein, and A. John
- "On savings," w/ S. Santana
- "On subjective wealth," w/ S. Tully

## CONFERENCE PRESENTATIONS (Presenting author in bold)

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1. **Sharma, Eesha**, Stephanie M. Tully, and Cynthia Cryder (August 2018), "All Debt is Not Created Equal: Effects of Debt Form on Financial Well-being and Debt Decisions," Summer AMA, Boston, MA.
2. Sharma, Eesha, Stephanie M. Tully, and **Gil Appel** (June 2018), "I Need a Hero: Lower Financial Well-being Increases Interest in Superheroes," Marketing Science, Philadelphia, PA.
3. **Sharma, Eesha**, Stephanie M. Tully, and Cynthia Cryder (February 2018), "All Debt is Not Created Equal: Effects of Debt Form on Financial Well-being and Debt Decisions," Society of Consumer Psychology, Dallas, TX.
4. Paley, Anna, Stephanie M. Tully, and **Eesha Sharma** (October 2017), "Too Constrained to Converse: Financial Constraints Reduce Word-of-mouth," Association for Consumer Research, San Diego, CA.
5. Paley, Anna, **Stephanie M. Tully**, and Eesha Sharma (June 2017), "Too Constrained to Converse: Financial Constraints Reduce Word-of-mouth," Marketing Science, Los Angeles, CA.
6. **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.
7. **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.
8. **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.
9. 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.
10. **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.
11. 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.
12. **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.
13. **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.
14. **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.
15. **Sussman, Abigail B.**, Eesha Sharma, and Adam L. Alter (July 2014), "Exceptional Framing Enhances Charitable Behavior," Behavioral Decision Research in Management (BDRM), London, UK.
16. **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.
17. 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.
18. **Sussman, Abigail B.**, Eesha Sharma, and Adam L. Alter (November 2013), "Exceptional Framing Enhances Charitable Behavior," Society for Judgment and Decision Making, Toronto, Canada.

19. **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.
20. **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.
21. **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.
22. **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.
23. **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.
24. **Sharma, Eesha** and Adam L. Alter (February 2011), "Beggars Will Be Choosers: Financial Deprivation Induces Responsiveness to Scarcity," Society for Consumer Psychology, Atlanta, GA.
25. **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.
26. **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

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- University of Chicago, Booth School of Business, February 2019
- Northwestern University / Kellogg, Psychology, Marketing, & Management Seminar, February 2019
- University of Pennsylvania, Wharton School of Business, April 2018
- Georgetown University, McDonough School of Business, February 2018
- IDEO, Invitation to discuss how to design offerings for the working poor in America, August 2017
- 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**

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### **TUCK SCHOOL OF BUSINESS, DARTMOUTH COLLEGE**

#### **Graduate level**

- Tuck MBA Program: Consumer Behavior, (elective, 2013-16; 2018-Present)
- Thayer MEM Program: Introduction to Marketing, (required core, 2014-16)

#### **Undergraduate level**

- Dartmouth College Undergraduate Program: Introduction to Marketing, (elective 2016-17)

### **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**

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### **SERVICE TO THE FIELD**

#### **Editorial Review Board**

*Journal of Consumer Research*

#### **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

#### **Conference Reviewing and Service**

- Society for Consumer Psychology Advisory Board (SCP), 2018
- Society for Consumer Psychology (SCP) conference reviewer, since 2009; program committee, 2016
- SCP Doctoral Consortium Faculty Participant, 2014, 2016
- Association for Consumer Research (ACR) conference reviewer, since 2010; program committee since 2016

- American Marketing Association (AMA) Educator's Conference reviewer, since 2014
- European Marketing Academy (EMAC) conference reviewer, since 2016
- La Londe conference reviewer, 2013

## **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**

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- 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)

## **SELECTED MEDIA COVERAGE**

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Bank Director, the BBC, CNN Money, Forbes, Huffington Post, International Business Times, Irrational Labs, Knowledge @ Wharton, Marketplace, Marketwatch, Men's Health, The New Yorker, Psychology Today, Science Daily, strategy+business (PwC Strategy&)

## **SELECTED INDUSTRY CONSULTING AND COLLABORATIONS**

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

## **OTHER PROFESSIONAL EXPERIENCE**

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### **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