

EESHA SHARMA

Curriculum Vitae: May 2014

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Academic Positions

Tuck School of Business, Dartmouth College

- Assistant Professor of Business Administration, 2013 – Present
- Daniel T. Revers Faculty Fellow, 2013 – Present

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

Selected Honors and Awards

- 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

- Consumer behavior
- Consumer financial decision making
- Psychology of charitable giving
- Subjective well-being and deprivation

Publications

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

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 to Single vs. Multiple Beneficiaries," *revising for resubmission to Organizational Behavior and Human Decision Processes*.
- Sussman, Abigail B., **Eesha Sharma**, and Adam L. Alter, "Framing Charitable Donations as Exceptional Expenses Increases Giving," *under review*.

Working Papers

- **Sharma, Eesha** and Punam A. Keller, "Financial Deprivation Shifts Focus from Saving to Earning"
- **Sharma, Eesha** and Stephanie M. Tully, "Experiential Expenses and Willingness to Borrow"

Selected Research in Progress

- Encouraging preventative aid, with Vicki G. Morwitz, Jill Klein, and Andrew John
- Framing saving opportunities, with Punam A. Keller
- Income inequality, with Amit Bhattacharjee
- Pain of not paying, with Abigail B. Sussman

Conference Presentations (Presenting author in bold)

- **Sussman, Abigail B.**, Eesha Sharma, and Adam L. Alter (July 2014), "Exceptional Framing Enhances Charitable Behavior," Behavioral Decision Research in Management (BDRM) Conference, London, UK.
- **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.
- 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.
- **Sussman, Abigail B.**, Eesha Sharma, and Adam L. Alter (November 2013), "Exceptional Framing Enhances Charitable Behavior," Society for Judgment and Decision Making, Toronto, Canada.
- **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.
- **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.

- **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.
- 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.
- **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.
- **Sharma, Eesha** and Adam L. Alter (February 2011), "Beggars Will Be Choosers: Financial Deprivation Induces Responsiveness to Scarcity," Society for Consumer Psychology, Atlanta, GA.
- **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.
- **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

- 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
- Villanova University, Villanova School of Business, September 2012
- Carnegie Mellon University, Tepper 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

MBA Program

- Consumer Behavior (elective, 2013)

Leonard N. Stern School of Business, New York University

Undergraduate Program

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

Service

Service to the field

Ad-Hoc Journal Reviewing

- *Journal of Consumer Psychology*
- *Journal of Consumer Research*
- *Marketing Letters*

Conference Reviewing

- Association for Consumer Research conference, 2010, 2011, 2013, 2014
- Society for Consumer Psychology conference, 2009, 2010, 2011, 2012, 2014

Service to the university

Leonard N. Stern School of Business, New York University

- President, NYU Stern Undergraduate College, Class of 2007
- Member, Young Alumni Leadership Circle, 2007 – 2013

Professional Affiliations

- American Marketing Association
- Association for Consumer Research
- Association for Psychological Science
- Society for Consumer Psychology
- Society for Judgment and Decision Making

Selected Media Coverage

Business News Daily, Daily Mail, Forbes, Huffington Post, International Business Times, Marketplace, Men's Health, The New Yorker, Psychology Today, Science Daily

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, 2007 – 2008

Summer Analyst, Investment Banking Division, Financial Institutions Group, 2006

Morgan Stanley, New York

Summer Intern, Investment Management, 2004