

EESHA SHARMA

Curriculum Vitae: March 2021

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

Dartmouth College, Tuck School of Business

Associate Professor of Business Administration (pre-tenure), 2017 – present

Paul E. Raether T'73 Faculty Fellow, 2017 – 2018

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

- 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

- Theoretical: Consumer behavior, judgment & decision making, subjective wealth, resource scarcity, financial constraints, psychological ownership of money
- Substantive: Financial decision making, charitable giving, vulnerable consumers

PUBLICATIONS (*equal authorship)

1. *Sharma, Eesha, *Stephanie M. Tully, and Cynthia Cryder (in press), “Psychological Ownership of (Borrowed) Money,” *Journal of Marketing Research*.
2. *Hill, Ronald P. and *Eesha Sharma (2020), “Consumer Vulnerability,” *Journal of Consumer Psychology*, 30(3), 551-70.
3. *Paley, Anna, *Stephanie M. Tully, and *Eesha Sharma (2019), “Too Constrained to Converse: The Effect of Financial Constraints on Word-of-Mouth,” *Journal of Consumer Research*, 45(5), 889-905.
 - Lead article

4. *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**
5. **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)
6. **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.
7. *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.
8. **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)
9. 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.
10. **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 WORKING PAPERS (*equal authorship)

11. Dias, Rodrigo, **Eesha Sharma**, and Gavan Fitzsimons, "Financial Constraints and Purchase Happiness," *invited for 2nd round review at Journal of Consumer Research*.
12. ***Sharma, Eesha**, *Stephanie M. Tully, and Xiang Wang, "Beyond Myopia: Scarcity and Intertemporal Choice Reversals," *invited for 2nd round review at Journal of Personality and Social Psychology*.
13. *De La Rosa, Wendy, ***Eesha Sharma**, *Stephanie M. Tully, Eric Giannella, and Gwen Rino, "Psychological Ownership as an Intervention: Addressing the Government Benefits Participation Gap," *working paper*.
 - 2021 SCP Best Competitive Paper Award, Runner-up

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

- "Quality vs. Quantity Tradeoffs," w/ Rodrigo Dias and Gavan Fitzsimons
- "Psychological Ownership of Money: A Scale," w/ Suzanne Shu and Stephanie Tully
- "Investment aversion," w/ Stephanie Tully and S. Christian Wheeler
- "Proactive charitable giving," w/ Vicki Morwitz, Jill Klein, and Andrew John
- "On scarcity," w/ Stephanie Tully

CONFERENCE PRESENTATIONS (Presenting author in bold)

1. **De La Rosa, Wendy**, Stephanie M. Tully, Eesha Sharma, Eric Giannella, and Gwen Rino (March 2021), "Psychological Ownership as an Intervention: Addressing the Government Benefits Participation Gap," Society for Consumer Psychology, Virtual Conference.
2. **De La Rosa, Wendy**, Stephanie M. Tully, Eesha Sharma, Eric Giannella, and Gwen Rino (December 2020), "Psychological Ownership of Money: Interventions for Government Benefits," Society for Judgment and Decision Making, Virtual Conference.
3. Sharma, Eesha, **Stephanie M. Tully**, and Cynthia Cryder (October 2019), "Psychological Ownership of (Borrowed) Money," Association for Consumer Research, Atlanta, Georgia.
4. **Sharma, Eesha**, Stephanie M. Tully, and Xiang Wang (October 2019), "Scarcity and Intertemporal Choice," Association for Consumer Research, Atlanta, Georgia.
5. **Sharma, Eesha**, Stephanie M. Tully, and Cynthia Cryder (October 2019), "Psychological Ownership of (Borrowed) Money," Northeast Marketing Conference (NEMC), Boston, Massachusetts.
6. **Sharma, Eesha (Sole Workshop Chair)**, Amar Cheema, Keri Kettle, Angela Lee, Annamaria Lusardi, Avni Shah, Manoj Thomas, Stephanie Tully, Gulden Ulkumen, and Gal Zauberman (May-June 2019), "Financial Situations and Decisions: Perspectives for Research, Practice, and Policy," 11th Triennial Invitational Choice Symposium, Cambridge, MD.
7. Tully, Stephanie M., **Eesha Sharma**, and Gil Appel (March 2019), "Searching for Superman: Financial Deprivation Increases Interest in Superheroes," Society for Consumer Psychology, Savannah, GA.
8. **Sharma, Eesha** (January 2019), "Financial Situations and Decisions", MSI Young Scholars Conference, Park City, UT.
9. **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.
10. 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.
11. **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.
12. 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.
13. 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.
14. **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.
15. **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.
16. **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.
17. 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.
18. **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.

19. 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.
20. **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.
21. **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.
22. **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.
23. **Sussman, Abigail B.**, Eesha Sharma, and Adam L. Alter (July 2014), "Exceptional Framing Enhances Charitable Behavior," Behavioral Decision Research in Management (BDRM), London, UK.
24. **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.
25. 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.
26. **Sussman, Abigail B.**, Eesha Sharma, and Adam L. Alter (November 2013), "Exceptional Framing Enhances Charitable Behavior," Society for Judgment and Decision Making, Toronto, Canada.
27. **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.
28. **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.
29. **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.
30. 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.
31. **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.
32. **Sharma, Eesha** and Adam L. Alter (February 2011), "Beggars Will Be Choosers: Financial Deprivation Induces Responsiveness to Scarcity," Society for Consumer Psychology, Atlanta, GA.
33. **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.
34. **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

1. San Diego State University, Fowler College of Business, September 2020
2. MIT, Sloan School of Business, February 2020
3. Distinguished Speaker in Marketing, University of Colorado, Boulder, Leeds School of Business, January 2020

4. Northeastern University, D'Amore-McKim School of Business, December 2019
5. Carnegie Mellon, Center for Behavioral and Decision Research, November 2019
6. Federal Reserve / George Washington University Global Financial Literacy Excellence Center (GFLEC) Financial Literacy Seminar Series, October 2019
7. Duke University, Fuqua School of Business, October 2019
8. Center For Advanced Hindsight, October 2019
9. Cornell University, SC Johnson College of Business, September 2019
10. CMO Assembly, Millennial Conference, September 2019
11. UCSD, Rady School of Management, May 2019
12. Washington University in St. Louis, Olin Business School, April 2019
13. University of Chicago, Booth School of Business, February 2019
14. Northwestern University / Kellogg, Psychology, Marketing, & Management Seminar, February 2019
15. University of Pennsylvania, Wharton School of Business, April 2018
16. Georgetown University, McDonough School of Business, February 2018
17. IDEO, Invitation to discuss how to design offerings for the working poor in America, August 2017
18. University of Southern California, Marshall School of Business, November 2016
19. Bocconi University, October 2016
20. University of London, London Business School, March 2016
21. Katholiek Universiteit (KU) Leuven, March 2016
22. VU University Amsterdam, March 2016
23. Rotterdam School of Management, Erasmus University, March 2016
24. UCLA, Anderson School of Management, January 2016
25. Boston University, Questrom School of Business, October 2015
26. Columbia University, Columbia Business School, February 2015
27. UCLA, Anderson School of Management, February 2015
28. Invited address, Society for Personality and Social Psychology's JDM Pre-conference, February 2015
29. Board presentation, Humane Society for Greater Nashua, New Hampshire, June 2014
30. Dartmouth College, Tuck School of Business, Marketing Camp, May 2014
31. Stanford University, Graduate School of Business, October 2012
32. University of Michigan, Ross School of Business, October 2012
33. University of Miami, School of Business Administration, October 2012
34. University of Colorado, Leeds School of Business, October 2012
35. University of Toronto, Scarborough, October 2012
36. University of Arizona, Eller College of Management, October 2012
37. Carnegie Mellon University, Tepper School of Business, September 2012
38. Villanova University, Villanova School of Business, September 2012
39. University of British Columbia, Sauder School of Business, September 2012
40. University of Texas at San Antonio, College of Business, September 2012
41. Dartmouth College, Tuck School of Business, September 2012

TEACHING

TUCK SCHOOL OF BUSINESS, DARTMOUTH COLLEGE

Graduate level

- Tuck MBA Program: Consumer Insights, (elective, 2013-16; 2019-Present)
- Thayer MEM Program: Introduction to Marketing, (required core, 2014-16)

Undergraduate level

- Dartmouth College Undergraduate Program: Introduction to Marketing, (elective 2016-17)
- TuckLAB (elective 2019-Present)

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

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
- *Organizational Behavior and Human Decision Processes*

Leadership

President-Elect, Designing a Career in the Marketing Academy (DCMA), 2020-2021

Conference Reviewing and Service

- Society for Judgment and Decisions Making (SJDJ); Women in SJDJ Event organizer, 2018-2020
- Society for Consumer Psychology Advisory Board (SCP), 2018
- Society for Consumer Psychology (SCP) ad hoc conference reviewer since 2009; program committee, 2016, 2019, 2020; Associate Editor, 2021
- SCP Doctoral Consortium Faculty Participant, 2014, 2016
- Association for Consumer Research (ACR) ad hoc conference reviewer, since 2010; program committee since 2016
- American Marketing Association (AMA) Educator's Conference ad hoc 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 – 2018
- Ad hoc advisory for Tuck First-Year MBA Summer Projects, 2014 – Present
- Faculty Advisor, Social IQ Graduate Student Organization, 2015

New York University

- President, NYU Stern Undergraduate College 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)

SELECTED MEDIA COVERAGE

Bank Director, the BBC, CNBC, CNN Money, Dow Jones, 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

Alzheimer's Association, CNBC, Code for America, Foundation Source, Google, Fidelity, Humane Society, IDEO, Irrational Labs, Kiva, Kiva Zip, Netflix, Red Cross, Rockefeller Foundation, Supportful, Vanguard, VisionFund, Warner Bros.

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