

EMILY N. GARBINSKY

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EMPLOYMENT

Mendoza College of Business, University of Notre Dame

Assistant Professor of Marketing

July 2015 – present

EDUCATION

Stanford University, Graduate School of Business, *Ph.D., Marketing*

June 2015

Carnegie Mellon University, *B.S., Psychology and Decision Science*

May 2010

HONORS AND AWARDS

Provost Grant for Faculty Success Program, University of Notre Dame, 2019

James Dincolo Outstanding Undergraduate Professor Award, Mendoza, 2018

Professors Institute Invitee, SMU Cox Brierley Institute for Customer Engagement, 2018

BMO Wealth Management Best Paper Award, CFP Academic Research Colloquium, 2017

Zelma Patchin Graduate Fellowship, Mortar Board National Honor Society, 2010

University and College Honors (GPA: 4.0), Carnegie Mellon University, 2010

Phi Beta Kappa, Carnegie Mellon University, 2010

Psychology Research Oral Presentation Award, Carnegie Mellon University, 2010

Mortar Board National Honor Society, Carnegie Mellon University, 2009 (President, 2009-10)

Phi Kappa Phi National Honor Society, Carnegie Mellon University, 2009

Summer Undergraduate Research Fellowship, Carnegie Mellon University, 2009

Summer Undergraduate Research Fellowship, Yale University, 2008

Psi Chi National Honor Society, Carnegie Mellon University, 2007 (President, 2008-09)

JOURNAL PUBLICATIONS

*denotes equal authorship

*Garbinsky, Emily N., and *Joe J. Gladstone (2019), "The Consumption Consequences of Couples Pooling Finances," *Journal of Consumer Psychology*, forthcoming.

- BMO Wealth Management Best Paper Award, 2017
- Select media coverage: *Washington Post*, *Financial Advisor Magazine*, *Wealth Professional*, *Yahoo News*, *Nerd Wallet*, *Psych Central*

Garbinsky, Emily N., Anne-Kathrin Klesse, and Jennifer Aaker (2014), "Money in the Bank: Feeling Powerful Increases Saving," *Journal of Consumer Research*, 41 (3), 610-623.

- Select media coverage: *Science Daily*, *American Banker*, *Nerd Wallet*, *Quartz*, *Psych Central*, *Science Word Report*

Garbinsky, Emily N., Carey K. Morewedge, and Baba Shiv (2014), "Interference of the End: Why Recency Bias in Memory Determines When a Food is Consumed Again," *Psychological Science*, 25 (7), 1466-1474.

- Select media coverage: *Science Daily*, *Scientific American*, *NY Daily News*, *Quartz*, *Huffington Post*

Garbinsky, Emily N., Carey K. Morewedge, and Baba Shiv (2014), “Does Liking or Wanting Determine Repeat Consumption Delay?” *Appetite*, 72, 59-65.

Baumeister, Roy F., Kathleen D. Vohs, Jennifer Aaker, and **Emily N. Garbinsky** (2013), “Some Key Differences Between a Happy Life and a Meaningful Life,” *Journal of Positive Psychology*, 8 (6), 505-516.

- Select media coverage: *The Atlantic*, *The New York Times*, *The New Yorker*, *Business Insider*, *Aeon Magazine*, *Palo Alto Weekly*

Aaker, Jennifer, **Emily N. Garbinsky**, and Kathleen D. Vohs (2012), “Cultivating Admiration in Brands: Warmth, Competence, and Landing in the Golden Quadrant,” *Journal of Consumer Psychology*, 22 (2), 191-194.

PAPERS IN THE REVIEW PROCESS

*denotes equal authorship

***Garbinsky, Emily N.**, *Joe J. Gladstone, *Hristina Nikolova, and *Jenny G. Olson, “Love, Lies, and Money: Financial Infidelity within Romantic Relationships.”

- Under 3rd round review, *Journal of Consumer Research*

Garbinsky, Emily N., and Anne-Kathrin Klesse, “Put the Cookies in the Jar: The Presence of Food Decreases Enjoyment of Focal Consumption Experiences.”

- Revising for 2nd round review, *Journal of Marketing Research*

Garbinsky, Emily N., Nicole L. Mead, and Daniel Gregg, “How (and When) Self-Perceptions Increase Saving.”

- Under 1st round review, *Journal of Marketing*

*Gladstone, Joe J., ***Emily N. Garbinsky**, and Cassie Mogilner, “Pooling Finances and Relationship Satisfaction.”

- Under 1st round review, *Organizational Behavior and Human Decision Processes*

WORKING PAPERS

*denotes equal authorship

Gladstone, Joe J., Sandra Matz, and **Emily N. Garbinsky**, “How Price Moderates Self-Brand Congruity.”

Olsen, Mitchell C., Keith M. Smith, and **Emily N. Garbinsky**, “I Hate Beer from Your State, but I Love Beer from Your Neighborhood: How Location-Based Branding Strategies Impact Product Enjoyment.”

SELECT WORK IN PROGRESS

*denotes equal authorship

***Garbinsky, Emily N.**, *Hristina Nikolova, and *Jenny G. Olson, “Understanding the Financial Habits of Parents and Their Teenage Children.”

***Garbinsky, Emily N.**, *Christina Kan, and Nicole Mead, “Conceptualizing Saving in Consumer Research.”

INVITED PRESENTATIONS

Universities

Indiana University, Department of Marketing (March 2019)
Southern Methodist University, Department of Management (February 2018)
Emory University, Department of Marketing (October 2014)
University of Pittsburgh, Department of Marketing and Business Economics (October 2014)
University of Notre Dame, Department of Marketing (October 2014)
Arizona State University, Department of Marketing (September 2014)
University of Florida, Department of Marketing (September 2014)
University of British Columbia, Marketing and Behavioral Science Division (September 2014)
Tilburg University, Department of Marketing (July 2013)

Academic Conferences

Yale Customer Insights Conference, Yale School of Management (May 2018)
Academic Research Colloquium, CFP Board Center for Financial Planning (February 2018)
Marketing Strategy Meets Wall Street, American Marketing Association (August 2017)

Industry Interface

STAR Financial Bank, Executive Management Annual Retreat (August 2018)
Pacific Financial Group, Financial Leadership Council Annual Conference (July 2014)

CONFERENCE PRESENTATIONS

*denotes presenting author

1. Gladstone, Joe J., **Emily N. Garbinsky***, and Cassie Mogilner (2019, October). "Pooling Finances and Relationship Satisfaction," Paper to be presented at the *Association for Consumer Research Conference*, Atlanta, GA.
2. **Garbinsky, Emily N.***, and Anne-Kathrin Klesse (2019, October). "Put the Cookies in the Jar: The Presence of Food Decreases Enjoyment of Concurrent Consumption Experiences," Paper to be presented at the *Association for Consumer Research Conference*, Atlanta, GA.
3. **Garbinsky, Emily N.***, Joe J. Gladstone, Hristina Nikolova, and Jenny G. Olson (2019, May). "Love, Lies, and Money: Financial Infidelity within Romantic Relationships," Poster presented at the *Boulder Summer Conference on Consumer Financial Decision Making*, Boulder, CO.
4. Garbinsky, Emily N., Joe J. Gladstone, Hristina Nikolova*, and Jenny G. Olson (2019, April). "Love, Lies, and Money: Financial Infidelity within Romantic Relationships," Poster presented at the *Marketing Science Institute Board of Trustees Meeting*, Boston, MA.
5. **Garbinsky, Emily N.***, and Anne-Kathrin Klesse (2019, February). "Put the Cookies in the Jar: Anticipating Food Consumption Decreases Enjoyment of Experiences in the Present," Paper presented at the *Society for Consumer Psychology Conference*, Savannah, GA.
6. Olsen, Mitchell C.*, Keith Marion Smith, and Emily N. Garbinsky (2019, February). "Local Beer and the Non-Locals Who Enjoy It: Intergroup Rivalry is Reduced When a Close Rival Highlights an Exclusive Subgroup," Paper presented at the *Winter American Marketing Association Conference*, Austin, TX.
7. Olsen, Mitchell C.*, Keith Marion Smith, and Emily N. Garbinsky (2018, December). "I Hate Beer from Your State, but I Love Beer from Your Neighborhood: Intergroup Rivalry

- is Reduced When a Close Rival Highlights a Specific Subgroup,” Paper presented at the *Symposium for Emerging Marketing Scholars*, Utah State University.
8. Garbinsky, Emily N., Joe J. Gladstone*, Hristina Nikolova, and Jenny G. Olson (2018, October). “Love, Lies, and Money: Financial Infidelity Within Romantic Couples,” Paper presented at the *Association for Consumer Research Conference*, Dallas, TX.
 9. **Garbinsky, Emily N.***, and Nicole Mead (2018, October). “When Perceiving Oneself as a Spender Increases Saving,” Paper presented at the *Association for Consumer Research Conference*, Dallas, TX.
 10. Gladstone, Joe J., **Emily N. Garbinsky***, and Cassie Mogilner (2018, June). “The Effect of Pooling Finances on Relationship Satisfaction,” Paper presented at the *European Association for Consumer Research Conference*, Ghent, Belgium.
 11. **Garbinsky, Emily N.***, and Joe J. Gladstone (2017, October). “The Consumption Consequences of Couples Pooling Financial Resources,” Paper presented at the *Association for Consumer Research Conference*, San Diego, CA.
 12. **Garbinsky, Emily N.***, and Joe J. Gladstone (2017, May). “The Consumption Consequences of Couples Pooling Financial Resources,” Poster presented at the *Boulder Summer Conference on Consumer Financial Decision Making*, Boulder, CO.
 13. **Garbinsky, Emily N.***, and Joe J. Gladstone (2017, February). “The Consumption Consequences of Couples Pooling Financial Resources,” Paper presented at the *Society for Consumer Psychology Conference*, San Francisco, CA.
 14. Garbinsky, Emily N., and Joe J. Gladstone* (2017, February). “The Consumption Consequences of Couples Pooling Financial Resources,” Paper presented at the *Academic Research Colloquium for Financial Planning and Related Disciplines*, Arlington, VA.
 15. Garbinsky, Emily N., and Joe J. Gladstone* (2016, December). “The Consumption Consequences of Couples Pooling Financial Resources,” Poster presented at the *Consumer Financial Protection Bureau Research Conference*, Washington, D.C.
 16. Garbinsky, Emily N., Anne-Kathrin Klesse*, and Szu-chi Huang (2016, October). “The Power to Know What You Have: Feeling Powerful Facilitates Money Management,” Paper presented at the *Association for Consumer Research Conference*, Berlin, Germany.
 17. **Garbinsky, Emily N.***, and Joe J. Gladstone (2016, May). “The Consumption Consequences of Joint Bank Accounts,” Paper presented at the *Association for Psychological Science Conference*, Chicago, IL.
 18. **Garbinsky, Emily N.***, Anne-Kathrin Klesse, and Szu-chi Huang (2015, May). “The Power to Know What You Have: Feeling Powerful Facilitates Money Monitoring,” Poster presented at the *Boulder Summer Conference on Consumer Financial Decision Making*, Boulder, CO.
 19. Garbinsky, Emily N., Carey K. Morewedge*, and Baba Shiv (2014, October). “Interference of the End: Why Recency Bias in Memory Determines When a Food is Consumed Again,” Paper presented at the *Association for Consumer Research Conference*, Baltimore, MD.
 20. **Garbinsky, Emily N.***, Anne-Kathrin Klesse, and Jennifer Aaker (2014, March). “The Effect of Power on Saving,” Paper presented at the *Society for Consumer Psychology Conference*, Miami, FL.
 21. **Garbinsky, Emily N.***, Anne-Kathrin Klesse, and Jennifer Aaker (2013, October). “With Great Power Comes Financial Responsibility: The Effect of Power on Saving,” Paper presented at the *Association for Consumer Research Conference*, Chicago, IL.

22. **Garbinsky, Emily N.***, Carey K. Morewedge, and Baba Shiv (2013, July). “Goods and the Last Drop: Memory for End Satiation Delays Repeat Consumption Frequency,” Paper presented at the *European Association for Consumer Research Conference*, Barcelona, Spain.
23. **Garbinsky, Emily N.***, and Jennifer Aaker (2013, July). “The Power of Giving: Why People Give Over Time,” Paper presented at the *European Association for Consumer Research Conference*, Barcelona, Spain.
24. Baumeister, Roy F., Kathleen D. Vohs*, Jennifer Aaker, and Emily N. Garbinsky (2013, January). “What’s Really the Difference Between a Happy Life and a Meaningful Life?,” Paper presented at the *Society for Personality and Social Psychology Conference*, New Orleans, LA.
25. **Garbinsky, Emily N.***, and Jennifer Aaker (2012, October). “Make Them Smile: The Temporal Effect of Emotional Appeals on Giving,” Paper presented at the *Association for Consumer Research Conference*, Vancouver, BC.
26. **Garbinsky, Emily N.***, Carey K. Morewedge, and Baba Shiv (2012, June). “Too Much of a Good Thing: Memory for Satiation Affects Repeat Consumption Decisions,” Paper presented at the *Behavioral Decision Research in Management Conference*, Boulder, CO.
27. **Garbinsky, Emily N.***, and Taly Reich (2012, June). “The Sequencing Effect: Altering Consequences by Alternating the Sequence,” Poster presented at the *Behavioral Decision Research in Management Conference*, Boulder, CO.
28. Baumeister, Roy F.* , Kathleen D. Vohs, Jennifer Aaker, and Emily N. Garbinsky (2012, May). “Meaning and Happiness: What’s the Difference?” Paper presented at the *Association for Psychological Science Conference*, Chicago, IL.
29. **Garbinsky, Emily N.***, Carey K. Morewedge, and Baba Shiv (2012, February). “Too Much of a Good Thing: Memory for Satiation Affects Repeat Consumption Decisions,” Paper presented at the *Society for Consumer Psychology Conference*, Las Vegas, NV.
30. **Garbinsky, Emily N.***, Carey K. Morewedge, and Baba Shiv (2011, October). “Too Much of a Good Thing? Effects of Satiation on Future Consumption Decisions,” Paper presented at the *Association for Consumer Research Conference*, St. Louis, MO.
31. **Garbinsky, Emily N.***, and Carey K. Morewedge (2010, November). “Attention Moderates the Impact of Expectations on Hedonic Experience,” Poster presented at the *Society for Judgment and Decision Making Conference*, St. Louis, MO.

TEACHING

Principles of Marketing, Undergraduate

Fall 2018 (3 sections), Composite Medians (out of 5): **4.9, 4.8, 5.0**

Industry Collaborations: Pure Barre, Janus Motorcycles, Upward Bound

Fall 2017 (3 sections), Composite Medians (out of 5): **5.0, 5.0, 5.0**

Industry Collaborations: Simply Pressed Juice, Edge Adventures, Hannah’s House

Fall 2016 (3 sections), Composite Medians (out of 5): **4.5, 4.8, 4.5**

Industry Collaboration: Beyond Zen Studio

Fall 2015 (3 sections), Composite Medians (out of 5): **4.3, 4.5, 4.5**

Industry Collaboration: Rise'n Roll Bakery and Deli

Marketing and the Common Good, Summer Scholars Pre-college Program, July 2018

Industry Collaboration: Upward Bound

SERVICE TO SCHOOL

Service to Department:

Faculty Advisor, Effie Collegiate Brand Challenge, 2019

Invited Panelist, Marketing Club Panel with Professors, 2018

Sharing Scholarship Series Committee, 2017 – present

Recruiting Committee, 2015, 2017, 2019

Invited Presenter, Consumer Behavior (Joe Cherian), 2018 – present

Invited Presenter, Exploring the Frontiers of Marketing (Bill Wilkie), 2016 – present

AMA Sheth Doctoral Consortium Session Chair, 2016

Service to College:

Rome International Scholars Program Faculty Mentor for Sophia Pelayo Mazzone, 2020

Mendoza Behavioral Lab Strategy Group, 2018 – present

Camp Kesem Pie Your Professor Mendoza Volunteer, 2018

Dinner with Professors Volunteer, 2016 – present

Mendoza Undergraduate Graduation Ceremony Card Reader, 2016

Mendoza Behavioral Lab Meeting Co-Organizer, 2016

Mendoza Major Night Volunteer, 2015, 2018

SERVICE TO PROFESSIONAL ASSOCIATIONS

Society for Consumer Psychology Advisory Panel Member, 2018

Ad hoc Reviewer:

International Journal of Research in Marketing, 2018 – present

Journal of Consumer Psychology, 2017 – present

Journal of Consumer Research, 2017 – present

Journal of Family Issues, 2018 – present

Journal of Marketing Research, 2015 – present

Journal of Personality and Social Psychology, 2017 – present

Journal of Public Policy and Marketing, 2019 – present

Reviewer:

Association for Consumer Research Conference, 2018, 2019

MSI Alden G. Clayton Dissertation Proposal Competition, 2018

Society for Consumer Psychology Conference, 2018, 2019