

STEPHANIE M. TULLY

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EMPLOYMENT

Assistant Professor of Marketing (June 2015 – present)

University of Southern California
Marshall School of Business

EDUCATION

Ph.D., Marketing
New York University, May 2015

M. Phil, Marketing
New York University, January 2014

B.S., Business Administration (marketing concentration), Economics minor
University of San Francisco, May 2005, Summa Cum Laude

AWARDS AND HONORS

- 2016 Robert Ferber Award (best interdisciplinary dissertation article published in the latest volume of JCR), Honorable Mention
- 2014-2015 Milton Reynolds Fellowship
- 2014 AMA Sheth Consortium Fellow
- 2013 Society for Consumer Psychology Dissertation Proposal Competition, Winner
- 2013 NYU-Stern Letter of Commendation for Teaching Excellence
- 2010-2014 Doctoral Fellowship in Marketing
- 2005 Nominee for valedictorian, McLaren School of Business, University of San Francisco
- 2005 Beta Gamma Sigma
- 2001-2005 University Scholar (academic scholarship award), University of San Francisco

RESEARCH INTERESTS

Consumer judgment and decision making, prospective and retrospective evaluations of experiences, experiential purchases, consumer finances, financial constraints, and consumer well-being.

PUBLICATIONS

Tully, Stephanie M.* and Eesha Sharma (2018)*, “Context Dependent Drivers of Discretionary Debt Decisions: Explaining Willingness to Borrow for Experiential Purchases,” forthcoming at *Journal of Consumer Research*.

Tully, Stephanie M., and Tom Meyvis (2017), “Forgetting to Remember Our Experiences: People Overestimate How Much They Will Retrospect About Personal Events,” forthcoming at *Journal of Personality and Social Psychology*.

Tully, Stephanie M.*, and Tom Meyvis (2016)*, “Questioning the End Effect: Endings Do Not Inherently Have a Disproportionate Impact on Evaluations of Experiences,” *Journal of Experimental Psychology: General*, Vol 145, 5, 630-642.

Tully, Stephanie M., Hal E. Hershfield, and Tom Meyvis (2015), “Making Your Discretionary Money Last: Financial Constraints Increase Preference for Material Purchases by Focusing Consumers on Longevity,” *Journal of Consumer Research*, 42, 1, June, 59-73.

- Robert Ferber Award, Honorable Mention, 2016

Tully, Stephanie M., and Russ Winer (2014), “The Role of the Beneficiary in Willingness to Pay for Socially Responsible Products: A Meta-Analysis,” *Journal of Retailing*, Volume 90, Issue 2, June, 255–274.

* Denotes equal authorship.

SELECTED PRESS COVERAGE OF PUBLISHED ARTICLES

CNN Money, BBC, MarketWatch, New York Magazine, Quartz, Yahoo Finance, NBC

MANUSCRIPTS UNDER REVIEW & WORKING PAPERS

Paley, Anna, Stephanie M. Tully, and Eesha Sharma, “Too Constrained to Converse: The Effects of Financial Constraints on Word of Mouth.” Invited resubmission at *Journal of Consumer Research*.

Tully, Stephanie M., Amar Cheema, On Amir, and Davide Proserpio “My Experience or My Expectations: The Effect of Expectations as Reference Points on Evaluations of Experiences.” Under review.

Sharma, Eesha, Stephanie M. Tully, and Cynthia Cryder, “Not All Debt is Created Equal: Financial Wellbeing and Debt Preferences Depend On Debt Type.” Manuscript in preparation.

SELECTED RESEARCH IN PROGRESS

“Superman Will Save Me: The Effect of Financial Constraints on Entertainment Preferences” with Gil Appel and Eesha Sharma.

“The Effect of Emotional Intensity on Interpersonal Spending Decisions” with Gizem Ceylan-Hopper, and Deborah MacInnis.

“Failing to Trim the Fat From Media Entertainment” with Peter McGraw and Anika Stuppy.

“Revisiting the Relationship between Financial Constraints and Myopic Decisions” with Eesha Sharma and Xiang Wang

“Encoding versus Retrieval: The When and Why of Peak Effects in Evaluations of Experiences” with Robert Latimer

REFEREED CONFERENCE PRESENTATIONS

Paley, Anna, Stephanie M. Tully, and Eesha Sharma (2017). *Too Constrained to Converse: The Effect of Financial Constraints on Word-of-Mouth*. Association for Consumer Research, San Diego, CA (scheduled).

Tully, Stephanie M., and Tom Meyvis (2017). *Infrequent Walks Down Memory Lane: People Overestimate How Much They Will Retrospect About Experiences*. ACR Latin America, Cali, Colombia.

Paley, Anna, Stephanie M. Tully, and Eesha Sharma (2017). *Financial Constraints and Word-of-Mouth*. Marketing Science, Los Angeles, CA.

Tully, Stephanie M., and Tom Meyvis (2017). *We'll Always Have Paris (Though We May Not Think of It): Consumers Overestimate How Often They Will Retrospect about Hedonic Experiences*. EMAC, Groningen, Netherlands.

Paley, Anna, Stephanie M. Tully, and Eesha Sharma (2017). *The Effect of Financial Constraints on Social Sharing*. Society for Consumer Psychology, San Francisco, CA.

Stephanie M. Tully* and Eesha Sharma (2016). *Drivers of Discretionary Debt Decisions: Explaining Willingness to Borrow for Experiential and Material Purchases*. Association for Consumer Research, Berlin, Germany.

Sharma, Eesha* and Stephanie M. Tully* (2016). *Discretionary Debt: The Relative Drivers of Willingness to Borrow for Experiences and Material Goods*. Society for Consumer Psychology, St. Pete's Beach, FL.

Sharma, Eesha* and Stephanie M. Tully* (2016). *Discretionary Debt: Perceived Time-Sensitivity Predicts Willingness to Borrow for Experiences and Material Goods*. Society for Personality and Social Psychology, San Diego, CA.

Tully, Stephanie M.*, and Tom Meyvis* (2015). *Questioning the End Effect: Endings Do Not Inherently Have a Disproportionate Impact on Evaluations of Experiences*. Judgment and Decision Making, Chicago, Illinois.

Tully, Stephanie M.*, and Tom Meyvis* (2015). *Questioning the End Effect: Endings Do Not Inherently Have a Disproportionate Impact on Evaluations of Experiences*. Association for Consumer Research, New Orleans, Louisiana.

Tully, Stephanie M., and Tom Meyvis (2015). *We'll Always Have Paris (Though We May Not Think of It): Consumers Overestimate How Often They Will Retrospect about Hedonic Experiences*. Association for Consumer Research, New Orleans, Louisiana.

Tully, Stephanie M.*, and Tom Meyvis* (2015). *Questioning the End Effect: Endings Do Not Inherently Have a Disproportionate Impact on Evaluations of Experiences*. Society for Consumer Psychology, Phoenix, Arizona.

Tully, Stephanie M.*, and Tom Meyvis* (2015). *We'll Always Have Paris (Though We May Not Think of It): Consumers Overestimate How Often They Will Retrospect about Hedonic Experiences*. Society for Consumer Psychology, Phoenix, Arizona.

Tully, Stephanie M.*, and Tom Meyvis* (2015). *Questioning the End Effect: Endings Do Not Inherently Have a Disproportionate Impact on Evaluations of Experiences*. Judgment and Decision Making Winter Symposium, Snowbird, Utah.

Tully, Stephanie M.*, and Eesha Sharma* (2014). *Experiential vs. Material Expenses Heighten the Relative Benefits of Borrowing and Increase Willingness to Incur Debt*. Poster at the Financial Decision Making Conference, Boulder, Colorado.

Tully, Stephanie M., Hal E. Hershfield, and Tom Meyvis (2014). *Making Discretionary Money Last: Financial Constraints Increase Preference for Material Purchases by Focusing Consumers on Longevity*. Society for Consumer Psychology, Miami, Florida.

Tully, Stephanie M., Hal E. Hershfield, and Tom Meyvis (2013). Chaired symposium on Antecedents of, Predictions About, and Responses to Financial Constraints and presented *Financial Constraint Induces a Shift Toward Material Versus Experiential Purchases Through Long Term Focus*. Association for Consumer Research, Chicago, Illinois.

Tully, Stephanie M., Russ Winer (2013). *Are People Willing to Pay More for Social Goods? A Meta-Analysis*. Marketing Science, Istanbul, Turkey.

Tully, Stephanie M., Hal E. Hershfield, and Tom Meyvis (2013). *Financial Constraint Induces a Preference for Material Versus Experiential Purchases through Long Term Focus*. Poster at the Society for Consumer Psychology, San Antonio, Texas.

Tully, Stephanie M. and Hal E. Hershfield (2012). *When a Planner Won't be a Doer: Budgeting Induces a Preference for Material Versus Experiential Goods*. Poster at the Society for Judgment and Decision Making, Minneapolis, Minnesota.

INVITED TALKS

2017	Summer Decision Making Symposium, Philadelphia, PA
2016	University of Southern California, Social Psychology
2016	University of Pennsylvania, OPIM, Wharton School of Business
2016	University of San Francisco, School of Economics
2014	University of California at Los Angeles, Anderson School of Management
2014	University of Southern California, Marshall School of Business
2014	University of California at San Diego, Rady School of Business
2014	Rutgers University, Rutgers Business School
2014	University of California at Berkeley, Haas School of Business
2014	University of Washington, Foster School of Business

TEACHING EXPERIENCE

USC Marshall School of Business

Instructor: Marketing Fundamentals Fall 2015, Spring 2017

Invited Lecturer: Ph.D. Seminar Spring 2015, Fall 2015

NYU Stern School of Business

Instructor: Undergraduate Marketing Core Summer 2013

Teaching Fellow: Marketing Core EMBA Spring 2013, Professor Priya Raghubir

Teaching Fellow: Marketing Core EMBA Spring 2012, Professor Priya Raghubir

Teaching Fellow: Marketing Core MBA Summer 2011, Professor Geeta Menon

SERVICE

Ph.D. Student Committees	Francesca Valsesia, Dissertation Committee, 2017 Gizem Ceylan-Hopper, First Year Project Committee, 2017 Megan Subler, First Year Project Committee, 2016
Ad-hoc Reviewer	Journal of Consumer Research, Journal of Marketing Research, Social Psychological and Personality Science, Journal of Marketing, Journal of Retailing, International Journal of Research in Marketing
Conference Volunteer	Society for Consumer Psychology, 2013
Conference Reviewer	Society for Consumer Psychology, 2012, 2013, 2014, 2016 Association for Consumer Research, 2017
University/Department	Faculty Recruiting Committee at AMA, Member, 2015, 2017 Journal club organizer, 2016-present Ph.D. Recruiting Committee, 2017 Ph.D. Methods Seminar Organizer, 2017
Organizations	Co-President of AMA, USF Chapter, 2005
Panel Speaker	NYU Teaching Workshop, 2014 M-POWER USC Women in Business Workshop, 2017

PROFESSIONAL AFFILIATIONS

American Marketing Association
Association for Consumer Research
Society for Consumer Psychology
Society for Judgment and Decision Making
Society for Personality and Social Psychology

PROFESSIONAL EXPERIENCE

BNY ConvergEx <i>Project Manager of Product Management</i>	Boston, MA January 2008 – August 2011
Hillstone Restaurant Group <i>Service Manager</i>	San Francisco, CA and Boston, MA August 2005 – December 2007
