

# STEPHANIE M. TULLY

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Marshall School of Business  
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## EMPLOYMENT

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Assistant Professor of Marketing (June 2015 – present)

University of Southern California  
Marshall School of Business

## EDUCATION

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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

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2016 Robert Ferber Award, 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

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Consumer behavior, judgment and decision making, consumer experiences, evaluations and retrospection of experiences, consumer finances, and consumer well-being.

## PUBLICATIONS

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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.

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.

## **MANUSCRIPTS UNDER REVIEW & WORKING PAPERS**

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Tully, Stephanie M.\* and Eesha Sharma\*, "Drivers of Discretionary Debt Decisions: Explaining Willingness to Borrow for Experiential and Material Purchases," Under 3<sup>rd</sup> round review at *Journal of Consumer Research*.

Tully, Stephanie M., and Tom Meyvis, "We'll Always Have Paris (Though We May Not Think of It): Consumers Overestimate How Often They Will Retrospect about Hedonic Experiences," Under review at *Journal of Personality and Social Psychology*.

Tully, Stephanie M., Amar Cheema, and On Amir, "Expecting's the Worst: The Effect of Considering Expectations on Experience Recommendations."

Paley, Anna, Stephanie M. Tully, and Eesha Sharma, "The Effects of Financial Constraints on Word of Mouth."

## **SELECTED RESEARCH IN PROGRESS**

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Latimer, Robert\* and Stephanie M. Tully\*, "Encoding versus Retrieval: The When and Why of Peak Effects in Evaluations of Experiences."

Walker, Jesse, Tom Gilovich, and Stephanie M. Tully, "Income Inequality and the Preference for Material Goods versus Experiences."

Sharma, Eesha\* and Stephanie M. Tully\*, "Debt and Subjective Financial Well-being."

Ceylan-Hopper, Gizem, Stephanie M. Tully, and Debbie MacInnis, "Emotional Intensity's Impact on Spending on Others."

## **CONFERENCE PRESENTATIONS** (presenter highlighted in bold)

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

**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.

## TEACHING EXPERIENCE

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### *USC Marshall School of Business*

Instructor: Marketing Fundamentals Fall 2015, 4.2/5.0 & 3.9/5.0 evaluation

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

### *NYU Stern School of Business*

Instructor: Undergraduate Marketing Core Summer 2013, 6.8/7.0 evaluation [department average: 6.0]

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

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

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

## SERVICE

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Ad-hoc Reviewer	Journal of Consumer Research Journal of Marketing Research Journal of Retailing International Journal of Research in Marketing UC Press Collabra
Conference Volunteer	Society for Consumer Psychology, 2013
Conference Reviewer	Society for Consumer Psychology, 2012, 2013, 2014, 2016
University/Department	Faculty Recruiting Committee at AMA, Member, 2015 Journal club organizer, 2016
Ph.D. Student Committees	Megan Subler, First Year Project Committee, 2016
Organizations	Co-President of AMA, USF Chapter, 2005
Panel Speaker	NYU Teaching Workshop, 2014

## PROFESSIONAL AFFILIATIONS

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

## INVITED TALKS

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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

## PROFESSIONAL EXPERIENCE

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BNY ConvergEx  
*Project Manager of Product Management*

Boston, MA  
January 2008 – August 2011

Hillstone Restaurant Group  
*Service Manager*

San Francisco, CA and Boston, MA  
August 2005 – December 2007

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