

MARY L. STEFFEL

CURRICULUM VITAE

D'Amore-McKim School of Business
Northeastern University
202F Hayden Hall, 360 Huntington Avenue
Boston, MA 02115

Cell: 646-831-6508
Office: 617-373-4564
m.steffel@northeastern.edu
www.marysteffel.com

EMPLOYMENT

NORTHEASTERN UNIVERSITY

Assistant Professor of Marketing, July 2015–present

OFFICE OF EVALUATION SCIENCES | GENERAL SERVICES ADMINISTRATION

Fellow, October 2016–present

WHITE HOUSE SOCIAL AND BEHAVIORAL SCIENCES TEAM

Fellow, October 2016–January 2017

UNIVERSITY OF CINCINNATI

Assistant Professor of Marketing, July 2012–July 2015

EDUCATION

UNIVERSITY OF FLORIDA

Ph.D. Marketing, August 2012, Postdoctoral Fellowship
Dissertation: “Social Comparison In Decisions For Others”
Committee: Robyn LeBoeuf, Chris Janiszewski, Lyle Brenner, and John Chambers

PRINCETON UNIVERSITY

Ph.D. Psychology, June 2009, M.A. Psychology, December 2006
Dissertation: “The Impact Of Choice Difficulty On Self And Social Inferences”
Committee: Daniel M. Oppenheimer, Eldar Shafir, Daniel Kahneman,
Emily Pronin, Deborah Prentice, and Susan Fiske

COLUMBIA UNIVERSITY

B.A. Psychology (Honors), Summa Cum Laude, May 2004
Thesis: “The Impact Of Regulatory Focus On Decision Making Under Ambiguity”
Advisers: Elke U. Weber and E. Tory Higgins

RESEARCH INTERESTS

My research is dedicated to the study of social judgment and decision-making. I employ experimental research methods to examine when people call upon others to help them make decisions, what are the barriers to accurately gauging others’ preferences and effectively choosing on their behalf, and how to help people make better decisions for themselves and others. My goal is to broaden the social context in which we understand consumer judgment and decision-making and leverage these insights to address substantive problems in the marketing and policy domains.

ACADEMIC PUBLICATIONS

Steffel, Mary, and Elanor F. Williams (2017), “Delegating Decisions: Recruiting Others to Make Difficult Choices,” *Journal of Consumer Research*.

Steffel, Mary, Elanor F. Williams, and Ruth Pogacar (2016), “Ethically Deployed Defaults: Transparency and Consumer Protection through Disclosure and Preference Articulation,” *Journal of Marketing Research*, 53 (5), 865-80.

- *Transformative Consumer Research Grant Winner (2015)*
- *Featured in Harvard Business Review, The Conversation, Policy Shop Blog, Scholarly Insight Blog*

Steffel, Mary, Elanor F. Williams, and Jaclyn Perrmann-Graham (2016), “Passing the Buck: Delegating Choices to Others to Avoid Responsibility and Blame,” *Organizational Behavior and Human Decision Processes*, 135, 32-44.

- *Featured in Harvard Business Review, Fast Company, Academic Minute, Quartz*

Williams, Elanor F., and Mary Steffel (2014), “Legitimate Enablement or Unfair Embellishment?: Double Standards In The Use of Enhancing Products by Self and Others,” *Journal of Consumer Research*, 41 (2), 506-25.

- *Featured in TIME Business*

Steffel, Mary, and Robyn LeBoeuf (2014), “Over-Individuation in Gift Giving: Shopping for Multiple Recipients Leads Givers to Choose Unique but Less Preferred Gifts,” *Journal of Consumer Research*, 40 (6), 1167-80.

- *Society for Consumer Psychology Dissertation Proposal Competition Winner (2011)*
- *Featured in USA Today, NBC News, Today Show, TIME Magazine, Scientific American, Harvard Business Review, The Guardian, New York Magazine, The Guardian, The Conversation, The Huffington Post, Bloomberg View, Real Simple, Women’s Health Magazine, Redbook Magazine, WalletHub, New England Public Radio, WBEZ Chicago Public Radio, KGO San Francisco: Consumer Talk, Main Street: Smart Spending, Yahoo! News, Daily Mail*

Steffel, Mary, and Daniel M. Oppenheimer (2009), “Happy By What Standard? The Role Of Interpersonal and Intrapersonal Comparisons in Ratings of Happiness,” *Social Indicators Research*, 92 (1), 69-80.

- *Summarized in an invited entry in the Encyclopedia of Quality of Life Research*

Pronin, Emily, John J. Fleming, and Mary Steffel (2008), “Value Revelations: Disclosure Is in the Eye of the Beholder,” *Journal of Personality and Social Psychology*, 95 (4), 795-809.

Johnson, Eric J., Mary Steffel, and Daniel G. Goldstein (July, 2005), “Making Better Decisions: From Measuring to Constructing Preferences,” *Health Psychology*, 24 (4 Suppl), S17-22.

Elkin, Elena B., Mark E. Cowen, Daniel Cahill, Mary Steffel, and Michael W. Kattan (2004), “Preference Assessment Method Affects Decision Analytic Recommendations: A Prostate Cancer Treatment Example,” *Medical Decision Making*, 24 (5), 504-10.

ACADEMIC MANUSCRIPTS UNDER REVIEW

Steffel, Mary, Elanor F. Williams, and Robyn LeBoeuf. “Overly Specific Gift Giving: Givers Choose Personalized but Less-Versatile and Less-Preferred Gifts.” *Under 2nd round review at the Journal of Consumer Research.*

- *Georgetown Consumer Market Insights Challenge Award Winner (2014)*
- *Featured in The New York Times, New York Magazine, The Washington Post, ABC News Radio, New England Public Radio, The Conversation, The Guardian, The Huffington Post, TIME Magazine, Real Simple Magazine, Men’s Health Magazine, Yahoo! Health, Consumer Affairs, Psychologie Heute*

Tal Eyal, Mary Steffel, and Nicholas Epley. “Perspective Mistaking: Accurately Understanding the Mind of Another Requires Getting Perspective, Not Taking Perspective.” *Under review at the Journal of Personality and Social Psychology.*

- *Featured in Mindwise: How We Understand What Others Think, Feel, and Want (2014)*

Steffel, Mary, and Elanor F. Williams. “Do Our Choices Tell Us Who We Are? It Depends on How Easy They Were to Make.” *Under review at the Journal of Consumer Psychology.*

ACADEMIC MANUSCRIPTS IN PREPARATION

Steffel, Mary. “From Personal Choices To Perceived Popularity: Increasing the Subjective Ease of Choices Via Repetition Exacerbates False Consensus.”

Steffel, Mary, and Elanor F. Williams. “Empowering Patients to Be Consumers of Their Own Medical Care: Increasing the Subjective Ease of Medical Decisions Increases Patient Participation.”

Williams, Elanor F., and Mary Steffel. “Does Sharing Signal Caring? Asymmetric Interpretations of the Informativeness of Own and Others’ Social Media Communications.”

- *Marketing Science Institute Research Competition on “Social Interactions and Social Media Marketing” Winner (2014)*

Wu, Ruomeng, Mary Steffel, and Sharon Shavitt. “Individuating Gifts Out of Liking and Respect: Expanding Gift Giving Theory with a Cross-Culture Perspective.”

Grewal, Lauren, Mary Steffel, and Dhruv Grewal. “How Shall I Thank Thee? A Giver-Recipient Mismatch in Preferences for Public or Private Expressions of Gratitude.”

PRACTITIONER PUBLICATIONS

Steffel, Mary, Elanor F. Williams, and Ruth Pogacar (2017), “‘Default’ Choices Have Big Impact, but How to Make Sure They’re Used Ethically?,” *The Conversation.*

Steffel, Mary (2017), “How to Nudge Your Consumers Without Pushing Them Away,” *Harvard Business Review Webinar.*

- Steffel, Mary and Elanor F. Williams (2016), “Psychology Explains Why So Many Leaders Pass the Buck – And Who Is Really to Blame,” *Quartz*.
- Steffel, Mary, Elanor F. Williams, and Ruth Pogacar (2016), “How to Nudge Your Consumers Without Pushing Them Away,” *Harvard Business Review (Online)*.
- Steffel, Mary, Elanor F. Williams, and Ruth Pogacar (2016), “Managing Defaults: Transparency and Consumer Protection,” *Scholarly Insights (American Marketing Association Blog)*.
- Steffel, Mary, Elanor F. Williams, and Jaclyn Perrmann-Graham (2016), “Research on Delegating Shows How Uncomfortable We Are Making Choices for Others,” *Harvard Business Review (Online)*.
- Steffel, Mary, and Elanor F. Williams (2016), “Ethically Deployed Defaults,” *Policy Shop Blog (Behavioral Science and Policy Association)*.
- Steffel, Mary, and Elanor F. Williams (2015), “Gift Giving Taboos that Aren’t As Bad As You Think,” *The Conversation (reprinted in The Huffington Post)*.
- Steffel, Mary (2015), “How to Avoid Overthinking Your Holiday Shopping,” *Leaders At Work Blog (Northeastern University)*.
- Williams, Elanor F., and Mary Steffel (2015), “Are Performance Enhancing Products Always Unfair?” *Capital Ideas Blog (University of Chicago)*.

AWARDS AND HONORS

- Finalist, Ronald Copeland Best Paper Award (2016)
- Transformative Consumer Research Grant Winner (2015)
- MSI Research Competition on “Social Interactions and Social Media Marketing” Winner (2014)
- Georgetown Consumer Market Insights Challenge Award Winner (2014)
- Carl H. Lindner College of Business Diversity and Inclusion Research Grant (2014)
- Carl H. Lindner College of Business Harold J. Grilliot Award for Service to Undergraduate Organizations (2014)
- Carl H. Lindner College of Business Dean’s List of Teaching Excellence (2013, 2014, 2015)
- University of Florida Office of Research Graduate Student Travel Grant (2012)
- University of Florida Graduate Student Council Travel Grant (2012)
- Society for Consumer Psychology Dissertation Proposal Competition Winner (2011)
- Society for Personality and Social Psychology Student Travel Award (2011)
- University of Florida Graduate Student Council Travel Grant (2010)
- University of Florida Graduate Student Council Research Grant (2010)
- Graduate School and Association of Princeton Graduate Alumni Teaching Award (2008)
- Princeton University Dean’s Fund for Scholarly Travel (2008)
- Centennial Scholar Fellowship, Princeton University (2004-2009)
- National Science Foundation Graduate Fellowship Honorable Mention (2004, 2005, 2006)
- Phi Beta Kappa (2004)

INVITED PRESENTATIONS

Northeastern University, Center for Health Policy and Law, April 2018
Harvard University, Program on Negotiation Research Lab, January 2018
Boston University, Marketing Department, October 2017
University of Maryland, Marketing Behavioral Lab Group, September 2017
Georgetown University, Marketing Department, June 2017
Consumer Financial Protection Bureau, June 2017
Dartmouth College, Marketing Department, June 2016
Harvard University, GiNorton Lab, May 2016
University of Massachusetts, Amherst, Marketing Department, April 2016
Northeastern University, Social and Personality Psychology Group, October 2015
University of California, San Diego, Marketing Group, April 2013
Ohio State University, Judgment & Decision Making Research Group, February 2013
Ohio State University, Group for Attitudes and Persuasion, February 2013
Cincinnati Children's Hospital, Chronic Disease Research Group, September 2012

CHAired SYMPOSIA

Steffel, Mary, and Lisa Cavanaugh (Co-Chairs), Evan Polman, and Laurence Ashworth (October, 2015), "The Pleasures and Perils of Gift-Giving," Symposium presented at the Association for Consumer Research Conference, New Orleans, Louisiana.

Williams, Elanor F., and Mary Steffel (Co-Chairs), Christopher W. Bauman, Daniel M. Bartels, and Evan Polman (January, 2012), "Moral Ironies," Symposium presented at the Society for Personality and Social Psychology Conference, San Diego, California.

Steffel, Mary (Chair), Yan Zhang, George Newman, and Susan Broniarczyk (October, 2011), "When Gifts Go Unappreciated." Symposium presented at the Association for Consumer Research Conference, St. Louis, Missouri.

Steffel, Mary (Chair), Jongmin Kim, Michael I. Norton, and George Newman (February, 2011), "Gift Giving Gone Wrong: Discrepancies Between Giver And Recipient Perspectives Lead To Suboptimal Gift-Giving Decisions." Symposium presented at the Society for Consumer Psychology Conference, Atlanta, Georgia.

Steffel, Mary (Chair), David A. Kenny, Jason P. Mitchell, and Kenneth Savitsky (February, 2009), "The Difference Between You and Me: Comparing Social and Self Perception." Symposium presented at the Society for Personality and Social Psychology Conference, Tampa, Florida.

CONFERENCE PRESENTATIONS

Steffel, Mary, and Elanor F. Williams (October, 2017), "Delegating Decisions: Recruiting Others to Make Choices We Might Regret," Paper presented at the Association for Consumer Research Conference, San Diego, CA.

- Grewal, Lauren, Mary Steffel, and Dhruv Grewal (October, 2017), “How Shall I Thank Thee? Giver-Recipient Discrepancies in Preferences for Public or Private Expressions of Gratitude” Paper presented at the Association for Consumer Research Conference, San Diego, CA.
- Pogacar, Ruth, Frank Kardes, and Mary Steffel (June, 2017), “Debiasing Inaction Inertia to Encourage Retirement Savings.” Paper presented at the American Marketing Association Marketing and Public Policy Conference, Washington, DC.
- Pogacar, Ruth, Mary Steffel, and Frank Kardes (June, 2017), “Debiasing Default Effects With Accountability.” Working paper presented at the American Marketing Association Marketing and Public Policy Conference, Washington, DC.
- Steffel, Mary, Elanor F. Williams, and Ruth Pogacar (January, 2017), “Ethically Deployed Defaults: Transparency and Consumer Protection via Disclosure and Preference Articulation.” Paper presented at the Society for Personality and Social Psychology, San Antonio, TX.
- Steffel, Mary, Elanor F. Williams, and Ruth Pogacar (November, 2016), “Ethically Deployed Defaults: Transparency and Consumer Protection via Disclosure and Preference Articulation.” Paper presented at the Preconference on Debiasing Decision Makers at the Society for Judgment and Decision Making, Boston, MA.
- Grewal, Lauren, Mary Steffel, and Dhruv Grewal (November, 2016), “How Shall I Thank Thee? Giver-Recipient Discrepancies in Preferences for Public or Private Expressions of Gratitude” Poster presented at the Society for Judgment and Decision Making, Boston, MA.
- Grewal, Lauren, Mary Steffel, and Dhruv Grewal (September, 2016), “How Shall I Thank Thee? Giver-Recipient Discrepancies in Preferences for Public or Private Expressions of Gratitude” Poster presented at the Association for Consumer Research Conference, Berlin, Germany.
- Steffel, Mary, Elanor F. Williams, and Robyn LeBoeuf (February, 2016), “Overly Specific Gift Giving: Givers Choose Personalized but Less-Versatile and Less-Preferred Gifts.” Paper presented at the Society for Consumer Psychology Conference, St. Pete Beach, FL.
- Steffel, Mary, Elanor F. Williams, Ruth Pogacar, and Ana Figueras (November, 2015), “Ethically Deployed Defaults: Transparency and Consumer Protection via Disclosure and Preference Articulation.” Paper presented at the Society for Judgment and Decision Making Conference, Chicago, IL.
- Wu, Ruomeng, Mary Steffel, and Sharon Shavitt (November, 2015), “Individuating Gifts out of Liking and Respect: Expanding Gift Giving Theory with a Cross-Culture Perspective,” Poster presented at the Society for Judgment and Decision Making Conference, Chicago, IL.
- Williams, Elanor F., Mary Steffel, and Daniel Grossman (October, 2015), “Does Sharing Signal Caring? Asymmetric Interpretations of the Informativeness of Own and Others’ Social

- Media Communications.” Paper presented at the Association for Consumer Research Conference, New Orleans, LA.
- Steffel, Mary, Elanor F. Williams, and Robyn LeBoeuf (October, 2015), “Overly Specific Gift Giving: Givers Choose Personalized but Less-Versatile and Less-Preferred Gifts.” Paper presented at the Association for Consumer Research Conference, New Orleans, LA.
- Pogacar, Ruth, Mary Steffel, Elanor F. Williams, and Ana Figueras (August, 2015), “Do Defaults Work When They’re Disclosed? Effectiveness and Perceived Ethicality of Disclosed Defaults.” Paper presented at the Subjective Probability, Utility and Decision Making Conference, Budapest, Hungary.
- Pogacar, Ruth, Mary Steffel, Elanor F. Williams, and Ana Figueras (June, 2015), “Do Defaults Work When They’re Disclosed? Effectiveness and Perceived Ethicality of Disclosed Defaults.” Paper presented at the Association for Consumer Research Asia-Pacific Conference, Hong Kong, PRC.
- Steffel, Mary, Elanor F. Williams, Ruth Pogacar, and Ana Figueras (June, 2015), “Do Defaults Work When They’re Disclosed? Effectiveness and Perceived Ethicality of Disclosed Defaults.” Paper presented at the Behavioral Science and Policy Association Conference, New York, NY.
- Steffel, Mary, Elanor F. Williams, Ruth Pogacar, and Ana Figueras (May, 2015), “Do Defaults Work When They’re Disclosed? Effectiveness and Perceived Ethicality of Disclosed Defaults.” Paper presented at the Association for Psychological Science Conference, New York, NY.
- Steffel, Mary, Elanor F. Williams, and Robyn LeBoeuf (February, 2015), “Giver-Recipient Discrepancies Contribute to Gift Card Non-redemption: Givers Choose Personalized but More-Restrictive and Less-Preferred Gift Cards.” Paper presented at the Society for Personality and Social Psychology Conference, Long Beach, CA.
- Steffel, Mary, Elanor F. Williams, and Robyn LeBoeuf (November, 2014), “Giver-Recipient Discrepancies Contribute to Gift Card Non-redemption: Givers Choose Personalized but More-Restrictive and Less-Preferred Gift Cards.” Paper presented at the Society for Judgment and Decision Making Conference, Long Beach, CA.
- Pogacar, Ruth, Mary Steffel, Elanor F. Williams, and Ana Figueras (October, 2014), “Do Defaults Work When They’re Disclosed? Effectiveness and Perceived Ethicality of Disclosed Defaults.” Poster presented at the Association for Consumer Research Conference, Baltimore, MD.
- Pogacar, Ruth, Mary Steffel, Elanor F. Williams, and Ana Figueras (August, 2014), “Do Defaults Work When They’re Disclosed? Effectiveness and Perceived Ethicality of Disclosed Defaults.” Paper presented at the American Marketing Association Conference, San Francisco, CA.

- Steffel, Mary, and Elanor F. Williams (July, 2014), “Delegating Decisions: Recruiting Others to Make Difficult Choices,” Paper presented at the Behavioral Decision Research in Management, London, United Kingdom.
- Steffel, Mary, and Elanor F. Williams (January, 2014), “Delegating Decisions: Recruiting Others to Make Difficult Choices,” Paper presented at the Marketing EDGE Professors’ Institute, Cincinnati, OH.
- Steffel, Mary, and Elanor F. Williams (February, 2013), “Delegating Decisions: Recruiting Others to Make Difficult Choices,” Paper presented at the Society for Consumer Psychology Conference, San Antonio, TX.
- Steffel, Mary, and Eldar Shafir (October, 2012) “From Personal Choices To Perceived Popularity: The Impact Of Choice Difficulty On Estimated Consensus,” Paper presented at the Association for Consumer Research Conference, Vancouver, Canada.
- Williams, Elanor F., and Mary Steffel (October, 2012) “Double Standards in the Use of Enhancing Products by Self and Others,” Paper presented at the Association for Consumer Research Conference, Vancouver, Canada.
- Steffel, Mary, and Robyn LeBoeuf (February, 2012), “Social Comparison In Decisions For Others: Considering Multiple Gift Recipients Leads to Overly Individualized And Suboptimal Gifts.” Paper presented at the Society for Consumer Psychology Conference, Las Vegas, NV.
- Steffel, Mary, and Elanor F. Williams (January, 2012), “Delegating Decisions: Recruiting Others to Make Difficult Choices,” Poster presented at the Judgment and Decision Making Preconference at the Society for Personality and Social Psychology Conference, San Diego, CA.
- Steffel, Mary, and Robyn LeBoeuf (January, 2012), “Social Comparison In Decisions For Others: Considering Multiple Gift Recipients Leads to Overly Individualized And Suboptimal Gifts.” Paper presented at the Judgment and Decision Making Preconference at the Society for Personality and Social Psychology Conference, San Diego, CA.
- Williams, Elanor F., and Mary Steffel (January, 2012) “Double Standards in the Use of Enhancing Products by Self and Others,” Paper presented at the Society for Personality and Social Psychology Conference, San Diego, CA.
- Steffel, Mary, and Elanor F. Williams (November, 2011), “Delegating Decisions: Recruiting Others to Make Difficult Choices,” Paper presented at the Society for Judgment and Decision Making Conference, Seattle, WA.
- Williams, Elanor F., and Mary Steffel (November, 2011), “Double Standards in the Use of Enhancing Products by Self and Others,” Paper presented at the Society for Judgment and Decision Making Conference, Seattle, WA.

- Steffel, Mary, and Robyn LeBoeuf (October, 2011), "Social Comparison In Decisions For Others: Considering Multiple Gift Recipients Leads to Overly Individualized And Suboptimal Gifts." Paper presented at the Association for Consumer Research Conference, St. Louis, MO.
- Steffel, Mary, and Robyn LeBoeuf (February, 2011), "Social Comparison In Decisions For Others: Considering Multiple Gift Recipients Leads to Overly Individualized And Suboptimal Gifts." Paper presented at the Society for Consumer Psychology Conference, Atlanta, GA.
- Williams, Elanor F. and Mary Steffel. (January, 2011), "The Ethics Of Enhancement Are In The Eye Of The Beholder: Double Standards In The Use Of Neuroenhancing Drugs By Self And Others." Poster presented at the Judgment and Decision Making Preconference at Society for Personality and Social Psychology Conference, San Antonio, TX.
- Eyal, Tal, Mary Steffel, and Nicholas Epley (January, 2011), "How To Enable Mind Reading: Perspective-Taking Versus Matching Construal." Paper presented at the Society for Personality and Social Psychology Conference, San Antonio, TX.
- Steffel, Mary, and Robyn LeBoeuf (January, 2011), "Social Comparison In Decisions for Others: Considering Multiple Gift Recipients Leads To Overly Individualized Gifts." Poster presented at the Society for Personality and Social Psychology Conference, San Antonio, TX.
- Steffel, Mary, Nicholas Epley, and John Chambers (November, 2010), "The Impact Of Projection Versus Perspective Taking On Judgmental Accuracy." Paper presented at the Society for Judgment and Decision Making Conference, St. Louis, MO.
- Steffel, Mary, Christopher Janiszewski, and Daniel M. Oppenheimer (October, 2010), "Choice Difficulty Moderates Inferences About Preference Generalizability." Paper presented at the Association for Consumer Research Conference, Jacksonville, FL.
- Steffel, Mary, and Daniel M. Oppenheimer (February, 2009), "Actor-Observer Differences In Preference Inferences Based On Choices." Paper presented at the Society for Personality and Social Psychology Conference, Tampa, FL.
- Steffel, Mary and Daniel M. Oppenheimer (November, 2008), "Actor-Observer Differences In Preference Inferences Based On Choices." Poster presented at the Society for Judgment and Decision Making Conference, Chicago, IL.
- Steffel, Mary, Emily Pronin, and John J. Fleming (April, 2008), "A Roadblock To Rapport: Why Revealing Personal Values Is Viewed As Unrevealing." Poster presented at the Society for Behavioral Decision Research in Management Conference, La Jolla, CA.
- Steffel, Mary, and Daniel M. Oppenheimer (January, 2008), "Happy By What Standard? The Role Of Interpersonal And Intrapersonal Comparisons In Happiness Ratings." Poster presented at the Society for Personality and Social Psychology Conference, Albuquerque, NM.

Steffel, Mary, and Eldar Shafir (November, 2007), "Inferences From Decision Difficulty: False Consensus Or Uniqueness As A Function Of Choice Conflict." Paper presented at the Society for Judgment and Decision Making Conference, Long Beach, CA.

Steffel, Mary, and Daniel M. Oppenheimer (November, 2006), "Consensus, Consistency, And Distinctiveness As A Framework For Self And Social Judgment." Poster presented at the Society for Judgment and Decision Making Conference, Houston, TX.

Steffel, Mary, and Eldar Shafir (May, 2006), "Decision Conflict as a Heuristic for Predicting Choice." Paper presented at the Association for Psychological Science Annual Meeting, New York, NY.

Steffel, Mary, and Eldar Shafir (January, 2006), "Decision Conflict as a Heuristic for Predicting Choice." Poster presented at the Society for Personality and Social Psychology Conference, Palm Springs, CA.

Steffel, Mary, and Eldar Shafir (November, 2005), "Decision Conflict as a Heuristic for Predicting Choice." Poster presented at the Society for Judgment and Decision Making Conference, Toronto, Canada.

TEACHING

NORTHEASTERN UNIVERSITY (My instructor rating: 4.4 / D'Amore-McKim average: 4.3)
Consumer Behavior (MBA), Instructor (Spring 2016)
Consumer Behavior (Undergraduate), Instructor (Spring 2016)

UNIVERSITY OF CINCINNATI (My instructor rating: 7.4 / Lindner average: 6.6)
Consumer Behavior, Instructor (Spring 2013, 2014, 2015)
Understanding European Business, Instructor (Spring 2014, 2015)
Marketing Research Assistant Program, Coordinator (Spring 2014, Summer 2014)

UNIVERSITY OF FLORIDA (My instructor rating: 4.79 / Warrington average: 4.19)
Marketing Management, Instructor (Fall 2010)

PRINCETON UNIVERSITY (My instructor rating: 4.23 / Department average: 3.82)
Judgment, Decision Making, and Well-Being, AI to Daniel Kahneman (Spring 2009)
Interpersonal Perception, AI to Emily Pronin (Fall 2008)
Introduction to Psychology, AI to Joel Cooper (Spring 2008)
Social Psychology, AI to Deborah Prentice (Fall 2007)
Theories of Psychotherapy, AI to Ronald Comer (Spring 2007)
Judgment and Decision Making, AI to Eldar Shafir (Fall 2006)
Introduction to Psychology, AI to Sam Glucksburg (Spring 2006)
Introduction to Psychology, AI to Daniel Oppenheimer and Elizabeth Gould (Fall 2005)

COLUMBIA UNIVERSITY
Leadership, TA to Daniel Ames (Summer 2004)

ADVISING

Adviser for MBA Research Assistants, Northeastern University: Matteo Prandi (Fall 2015), Apurva Kadam (Spring 2016-Summer 2016), Apoorva Siddhi Sudhir (Summer 2016)

Adviser for Undergraduate Research Assistants, Northeastern University: Julia Le (Spring 2016-Summer 2016), Daniela De Aguiar (Summer 2016), Stephan Carney (Summer 2016), Isabella Mozdierz-Monico (Summer 2016), Liza Gourion (Summer 2016)

Adviser for PhD Students, University of Cincinnati: Ruth Pogacar (Summer 2012-present), Ruomeng Wu (Summer 2014-present), Jaclyn Perrmann (Fall 2013-Summer 2016), Daniel Grossman (Fall 2014-Spring 2015)

Adviser for Masters Student Research Assistants, University of Cincinnati: Nicholas Williams (Summer 2013), Diptayan Datta (Fall 2013), Sayed Sahazuddin Mohammad (Fall 2013), Rachel Bucalo (Summer 2014), Ruomeng Wu (Fall 2013-Spring 2014), Sha Sa (Fall 2013-Fall 2014), Megan Parin (Spring 2014-Summer 2015)

Adviser for Undergraduate Research Assistants, University of Cincinnati: Michael Maloof (Fall 2012), Allison Hanes (Spring 2013), Paige Bausch (Spring 2013; Fall 2013), Emily Ornella (Spring 2013), Jacob Fortner (Summer 2013), Olivia Perez (Summer 2013), Priyanka Sanjeev (Summer 2013-Fall 2013), Kruti Gandhi (Summer 2013-Fall 2014), Aidan Dolan (Fall 2013), Cory Francis (Fall 2013), Eric Fash (Spring 2014), Kara Svenson (Spring 2014-Fall 2014), Jiaoyao Liu (Summer 2014-Fall 2014), Xiang Li (Fall 2014-Spring 2015), Joseph Levers (Spring 2015), Mark Havens (Spring 2015), Xioayi Xie (Spring 2015), and Hayley Coldiron (Spring 2015)

Senior Thesis Adviser, University of Florida: Ana Figueras (2010-2011). Thesis: “Disclaiming Defaults: Knowledge About Choice Architecture And Its Effects On Decision-Making”

Supervisor for Independent Study, University of Florida: Ana Figueras (2010-2011), Danielle King (2010-2011), Mercedes Castro (2010-2012), Peter Chami (2011-2012), Dominic Cador (2011-2012), Georgina Uresti (2012), Kelsey Ingerto (2012), and Brielle Martinez (2012)

Student Adviser, Princeton University: Mark Starks, Princeton Summer Undergraduate Research Experience (PSURE), Princeton Office of Academic Affairs and Diversity and The Leadership Alliance (2008).

Student Adviser, Princeton University: Robert Grote, Justin Hawver, and Ahmed Meleis, The Mellon Minority Undergraduate Fellowship Program, Princeton University and the Andrew W. Mellon Foundation (2005, 2006)

PROFESSIONAL DEVELOPMENT

New Faculty Institute Fellow, University of Cincinnati (2012-present)

University of Houston Doctoral Symposium in Marketing (April 2010)

University of California–Berkeley Behavioral Camp (April 2010)

Dyadic Data Analysis Summer Workshop, University of Connecticut (June 2009)

National Cancer Institute’s Summer Institute on Social/Personality Psychology and Health (July 2009)

PROFESSIONAL SERVICE

Ad hoc reviewer for *Basic and Applied Social Psychology*, *Behavioral Decision Making*, *Cognition*, *Group Processes and Intergroup Relations*, *Journal of Consumer Research*,

Journal of Marketing Research, Journal of Public Policy and Marketing, Journal of Personality and Social Psychology, Management Science, Marketing Letters, Nature: Human Behavior, Personality and Social Psychology Bulletin, Psychological Science, Social and Personality Psychology Compass, and Social Science in Medicine

Ad hoc reviewer for *Association for Consumer Research Conference, Society for Consumer Psychology Conference, and Society for Judgment and Decision Making Conference*

Co-Chair: Consumer Psychology Track, American Psychological Association (2018)

Co-Chair: Judgment and Decision Making Preconference, Society for Personality and Social Psychology (2015-2018)

Program Committee, Behavioral Science and Policy Association (2017)

Faculty Hiring Committee, Marketing Department, Northeastern University (2017)

Program Committee, Society for Consumer Psychology (2016)

Undergraduate Marketing Curriculum Committee, Northeastern University (2015-2016)

Faculty Hiring Committee, Marketing Department, University of Cincinnati (2013-2015)

PhD Program Committee, Marketing Department, University of Cincinnati (2012-2015)

Undergraduate Research Committee, University of Cincinnati (2013-2015)

Undergraduate Research Assistantship Program Coordinator, University of Cincinnati (2012-2014)

Faculty Attendee, The PhD Project Reception and Dinner, AMA Summer Conference (2013)

Faculty Attendee, Mittelstaedt Symposium (2013)

Judge for Nielsen Case Competition, University of Florida (2011, 2012)

Judge for AMA Marketing Plan Competition, University of Florida (2010, 2011)

Planning Committee: Women in Judgment and Decision Making Networking Event, Society for Judgment and Decision Making (2007, 2008, 2009)

Campus Representative: Association for Psychological Science Student Caucus, Association for Psychological Science (2005-2009)

Planning Committee: Four-College Conference (Columbia University, New York University, Yale University, and Princeton University, 2007)

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
Behavioral Science and Policy Association
Society for Consumer Psychology
Society for Judgment and Decision Making
Society for Personality and Social Psychology