

STEPHANIE M. TULLY

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EMPLOYMENT

Kenneth King Stonier Assistant Professor of Business Administration Marshall School of Business, University of Southern California	2023-Present
Visiting Scholar Consumer Finance Institute, Federal Reserve Bank of Philadelphia	2022-Present
Assistant Professor of Marketing Marshall School of Business, University of Southern California	2022-2023
Stanford Business School Trust Faculty Scholar Graduate School of Business, Stanford University	2020-2021
Assistant Professor of Marketing Graduate School of Business, Stanford University	2019-2021
Assistant Professor of Marketing Marshall School of Business, University of Southern California	2015-2019

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

RESEARCH INTERESTS

Consumer behavior, consumer resources, consumer finances, financial constraints, psychological ownership, prospective and retrospective evaluations of hedonic experiences, discretionary purchases, and consumer well-being.

AWARDS AND HONORS

2023	Institute for Outlier Research in Business (iORB) research funding recipient (\$10,000)
2022	Journal of Consumer Research, Best Reviewer Award, Winner
2022	Behavioral Science and Policy Association, BSPA Innovation in Behavioral Policy Award, Winner

2022	USC Marshall Dean's Award for Research Excellence
2022	Journal of Marketing Research Paul E. Green Award Finalist
2021	Association for Consumer Research, Franco Nicosia Best Competitive Paper Award, Honorable Mention
2021	Society for Consumer Psychology, Best Competitive Paper Award, Runner Up
2021	Marketing Science Institute, MSI Young Scholar
2020	Journal of Consumer Research, Best Reviewer Award, Winner
2020-2021	Stanford Business School Trust Faculty Scholar for 2020-2021
2020	Society for Consumer Psychology Annual Conference, Best Competitive Paper Award, Winner
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

PUBLICATIONS (* denotes equal authorship)

- Sharma, Eesha*, Stephanie Tully*, and Xiang Wang* (forthcoming) "Scarcity and Intertemporal Choice," accepted at *Journal of Personality and Social Psychology*.
 - Federal Reserve Bank of Philadelphia, Working Paper Series, WP 22-27**
- Echelbarger, Margaret and Stephanie M. Tully (forthcoming), "A Cooperative-Competitive Perspective of Ownership Necessitates an Understanding of Ownership Disagreements," forthcoming at *Behavioral and Brain Sciences*.
- Tully, Stephanie M.* and Eesha Sharma* (2022), "Consumer Wealth," *Consumer Psychology Review*, 5, 125-143.
- De La Rosa, Wendy and Stephanie M. Tully (2022), "The Impact of Payment Frequency on Subjective Wealth Perceptions and Discretionary Spending," *Journal of Consumer Research*, 48, 6, 991-1009 (Wendy De La Rosa's job market paper).
 - Robert Ferber Award, Winner, 2022**
 - SCP Annual Conference Best Competitive Paper Award, Winner, 2020**
 - Marketing Doctoral Student Association Conference, First Place Award, 2019**
- De la Rosa, Wendy*, Eesha Sharma*, Stephanie M. Tully*, Eric Giannella, and Gwen Rino (2021), "Psychological ownership interventions increase interest in claiming government benefits," *Proceedings for the National Academy of Science*, 118, 35.
 - Behavioral Science & Policy Association Best Paper Award, Winner, 2022**
 - Association for Consumer Research Franco Nicosia Best Competitive Paper Award, Honorable Mention, 2021**
 - Society for Consumer Psychology Best Competitive Paper Award, Runner Up, 2021**
- Sharma, Eesha*, Stephanie M. Tully*, and Cynthia Cryder (2021), "Psychological Ownership of (Borrowed) Money," *Journal of Marketing Research*, 58, 3, 497-514.

- **Journal of Marketing Research Paul E. Green Award, Finalist, 2022**

7. Paley, Anna*, Stephanie M. Tully*, and Eesha Sharma* (2019), “Too Constrained to Converse: The Effects of Financial Constraints on Word of Mouth,” *Journal of Consumer Research*, 45, 5, 889-905.

- **Lead Article**

8. 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, 960-973.

- **Lead Article**

9. Tully, Stephanie M., and Tom Meyvis (2017), “Forgetting to Remember Our Experiences: People Overestimate How Much They Will Retrospect About Personal Events,” *Journal of Personality and Social Psychology*, 113, 6, 878-891.

10. 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.

11. Tully, Stephanie M., Hal E. Hershfield, and Tom Meyvis (2015), “Seeking Lasting Enjoyment with Limited Money: Financial Constraints Increase Preference for Material Goods over Experiences,” *Journal of Consumer Research*, 42, 1, June, 59-73.

- **Robert Ferber Award, Honorable Mention, 2016**

- **Society for Consumer Psychology Dissertation Proposal Competition, Winner, 2013**

12. 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.

SELECTED PRESS COVERAGE OF RESEARCH

BBC, CNN Money, Forbes, Knowledge@Wharton, MarketWatch, National Public Radio (NPR) Marketplace, NBC, New York Magazine, Psychology Today, Quartz, Stanford Business Magazine, The Globe and Mail, Wall Street Journal, Yahoo Finance.

SELECTED RESEARCH IN PROGRESS

13. “Knowledge of Artificial Intelligence Predicts lower AI Receptivity” with Chiara Longoni and Gil Appel, recipient of Institute for Outlier Research in Business (iORB) research funding, *under review*.
14. “What is (Not) Wrong with AI Plagiarism” with Chiara Longoni and Azim Shariff, *under review*.
15. “Helping Lower-Income People to Start Claiming their Tax Credit,” mega study led by Wendy De La Rosa, *preparing for submission*.
16. “A Scale for Measuring Psychological Ownership of Money and Resources and Implications for Construct Insights” with Suzanne Shu and Eesha Sharma, *preparing for submission*.

17. “Psychological Ownership of Borrowed Money: Effects on Repayment” with Daniel Schwartz Perloth, *data collection*.
18. “Exploring Psychological Ownership Origins” with Margaret Echelbarger, *data collection*.
19. “The Impact of Cards and Credit Limits on Debt Decisions” with Tom Akana, Pranav Jindal, Preyas Desai, and William Daniel, *data analysis*.
20. “When There Is And Is Not An End Effect” with Tom Meyvis, *data collection*.

PEER REVIEWED & INVITED CONFERENCE PRESENTATIONS

1. **Stephanie M. Tully***, Chiara Longoni*, and Gil Appel* (2023). *Knowledge of Artificial Intelligence Predicts Lower AI Receptivity*. Journal of Marketing Virtual Symposium, New Paradigms for a New World.
2. **Stephanie M. Tully***, Eesha Sharma*, and Suzanne Shu* (2023). *Measuring Psychological Ownership of Money and Resources With Implications for Construct Insights*. Workshop: “Ownership Reloaded”, Vienna, Austria.
3. **Stephanie M. Tully***, Eesha Sharma*, and Suzanne Shu* (2023). *Psychological Ownership of Money and Other Resources: A Scale*. Society for Consumer Psychology, Puerto Rico.
4. **Stephanie M. Tully** (2022). *Psychological Ownership of Money and Other Resources: Implications for Consumer Research*. Poster at the Assistant Professor Research Day, USC.
5. Sharma, Eesha*, **Stephanie M. Tully***, and Xiang Wang (2022). *Beyond Myopia: Revisiting Scarcity and Intertemporal Choice*. Society for Judgment and Decision Making, San Diego, California.
6. **Stephanie M. Tully***, Sharma, Eesha*, and Suzanne Shu* (2022). *Psychological Ownership of Money and Other Resources: A Scale*. Association for Consumer Research, Denver, Colorado.
7. Sharma, Eesha*, **Stephanie M. Tully***, and Xiang Wang (2022). *Beyond Myopia: Revisiting Scarcity and Intertemporal Choice*. SCP Boutique Conference on Scarcity, Honolulu, Hawaii.
8. **Tully, Stephanie M.** (2022). “Do we need to change the way we communicate? A multidisciplinary approach” (invited), **AIOS-IDB Technical Meetings**, PLAC Network (Network for Pensions in Latin America and the Caribbean), Virtual.
9. **Tully, Stephanie M.** (2022). Talk Session Master of Ceremony (invited), Society for Judgment and Decision Making, Virtual.
10. Sharma, Eesha*, **Stephanie M. Tully***, and Xiang Wang (2019). *Beyond Myopia: Scarcity and Intertemporal Choice Reversals*. Fall Decision Making Symposium, Miami, Florida.
11. De La Rosa, Wendy, Eesha Sharma, **Stephanie M. Tully**, Eric Giannella, and Gwen Rino (2021). *Psychological Ownership of Money as an Intervention: Addressing the Government Benefits Participation Gap*. Association for Consumer Research, Virtual.
12. **Tully, Stephanie M.** (2021). Session chair for “On the Possession and Disposal of Things and Money” (invited), Society for Consumer Psychology, Virtual.

13. De La Rosa, Wendy, Stephanie M. Tully, and Eesha Sharma, Eric Giannella, and Gwen Rino (2021). *Psychological Ownership of Money as an Intervention: Addressing the Government Benefits Participation Gap*. Society for Consumer Psychology, Virtual.
14. **Tully, Stephanie M.** (2020). Talk Session Master of Ceremony (invited), Society for Judgment and Decision Making, Virtual.
15. De La Rosa, Wendy, Stephanie M. Tully, and Eesha Sharma, Eric Giannella, and Gwen Rino (2020). *Assistance Resistance: Psychological Ownership of Money as an Intervention*. Society for Judgment and Decision Making, Virtual.
16. De La Rosa, Wendy and Stephanie M. Tully (2020). *The Impact of Payment Frequency on Subjective Wealth Perceptions and Discretionary Spending*. Association for Consumer Research, Virtual.
17. **Tully, Stephanie M.** (2020). Paths to Consumer Relevance (invited panelist), Society for Consumer Psychology, Huntington Beach, CA.
18. De La Rosa, Wendy and Stephanie M. Tully (2020). *The Impact of Daily Pay on Discretionary Spending*. Society for Consumer Psychology, Huntington Beach, CA.
19. Sharma, Eesha*, **Stephanie M. Tully***, and Cynthia Cryder (2019). *Not All Debt Is Created Equal: On the Mental Accounting of Debt Forms*. Association for Consumer Research, Atlanta, Georgia.
20. Sharma, Eesha*, Stephanie M. Tully*, and Xiang Wang (2019). *Scarcity and Intertemporal Choice: An Integrative Framework*. Association for Consumer Research, Atlanta, Georgia.
21. **Tully, Stephanie M.** and Eesha Sharma (2019). (1) *Effects of Personal Finances on Decision Making and Discretionary Purchases* and (2) *Types of Debt Decisions: Source-of-Funding vs. Purchasing Decisions*. Choice Symposium, Chesapeake Bay, Maryland.
22. Tully, Stephanie*, Eesha Sharma*, and Gil Appel* (2019). *Feeling Poor And The Allure of the Extraordinary*. Society for Consumer Psychology, Savannah, Georgia.
23. **Tully, Stephanie M.**, Amar Cheema, On Amir, and Davide Proserpio (2018). *There's No I in Expectations: The Effect of Expectations as Reference Points on Evaluations of Experiential Purchases*. Association for Consumer Research, Dallas, Texas.
24. **Tully, Stephanie M.**, Amar Cheema, On Amir, and Davide Proserpio (2018). *My Experience or My Expectations: The Effect of Expectations as Reference Points on Evaluations of Experiences*. Society for Consumer Psychology, Dallas, Texas.
25. Sharma, Eesha*, Stephanie M. Tully*, and Cynthia Cryder (2018). *Not All Debt Is Created Equal: Financial Wellbeing and Debt Preferences Depend On Debt Type*. Society for Consumer Psychology, Dallas, Texas.
26. Ceylan-Hopper, Gizem, Stephanie M. Tully, and Deborah MacInnis (2018). *Emotional Intensity Increases Spending on Others*. Poster at Society for Consumer Psychology, Dallas, Texas.
27. Paley, Anna*, Stephanie M. Tully*, and Eesha Sharma* (2017). *Too Constrained to Converse:*

28. *The Effect of Financial Constraints on Word-of-Mouth*. Association for Consumer Research, San Diego, CA.
29. 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.
30. Paley, Anna*, **Stephanie M. Tully***, and Eesha Sharma* (2017). *Financial Constraints and Word-of-Mouth*. Marketing Science, Los Angeles, CA.
31. 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.
32. Paley, Anna*, Stephanie M. Tully*, and Eesha Sharma* (2017). *The Effect of Financial Constraints on Social Sharing*. Society for Consumer Psychology, San Francisco, CA.
33. **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.
34. 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.
35. 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.
36. **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 Judgment and Decision Making, Chicago, Illinois.
37. **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.
38. **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.
39. **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.
40. **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.
41. 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.

42. 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.
43. **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.
44. 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.
45. Tully, Stephanie M., Russ Winer (2013). *Are People Willing to Pay More for Social Goods? A Meta-Analysis*. Marketing Science, Istanbul, Turkey.
46. **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.
47. **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 SEMINARS

2023	Emory University, Marketing Camp
2023	MSI Summit and Roundtable Forum, Los Angeles, CA
2022	London Business School, Marketing Camp
2022	Inter-American Development Bank, PLAC Network
2022	University of Alberta, Alberta School of Business, Marketing Camp
2022	Federal Reserve / GFLEC Financial Literacy Seminar Series
2021	University of Pennsylvania, Wharton School of Business
2021	Boston University, Questrom School of Business
2021	York University, Schulich School of Business
2021	Northwestern University, Kellogg School of Business
2021	Cornell University, SC Johnson School of Business
2020	University of Southern California, Marshall School of Business
2020	University of Chicago, Booth School of Business
2020	Data Colada Seminar Series
2019	Netflix Consumer Insights
2019	University of Michigan, Ross School of Business
2018	Duke University, Fuqua School of Business
2018	MSI Marketing Science Fair, Fall Board of Trustees Meeting
2018	University of California at Berkeley, Haas School of Business
2018	University of Colorado at Boulder, Leeds School of Business
2018	Warner Brothers Media and Research Insights
2018	Summer Decision Making Symposium, Chicago, IL
2017	Stanford University, Stanford Business School
2017	University of British Columbia, Sauder School of Business

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

Ph.D. Seminar on Consumer Behavior (Ph.D.)

Consumer Behavior (Undergraduate)

Marketing Fundamentals (Undergraduate)

Stanford Graduate School of Business

Marketing Management (MBA)

NYU Stern School of Business

Marketing Core (Undergraduate)

SERVICE

Ph.D. Student Committees	<p>Maansi Dalmia, 1st year member, 2023</p> <p>Minjeong Ko, 1st year member, 2023</p> <p>Stephan Carney, 1st year member, 2022, 2nd year co-advisor</p> <p>Wendy de la Rosa, dissertation committee, 2021</p> <p>Shwetha Mariadassou, 2nd year member, 2020</p> <p>Francesca Valsesia, dissertation committee, 2017</p> <p>Gizem Ceylan-Hopper, 1st year member, 2017</p> <p>Megan Subler, 1st year member, 2016</p>
Editorial Review Boards	<p>Journal of Consumer Research (2019-present)</p> <p>Journal of Consumer Psychology (2019-present)</p>
Ad-hoc Reviewer	<p>Journal of Consumer Research (2015-2019), Journal of Marketing Research, Journal of Consumer Psychology (2018-2019), Journal of Personality and Social Psychology, Management Science, Psychological Science, Organizational Behavior and Human Decision Processes, Social Psychological and Personality Science, Journal of Marketing, Judgment and Decision Making, Journal for the Association of Consumer Research, Journal of Retailing, International Journal of Research in Marketing, Economic Policy</p>
Service to Field	<p>AMA Sheth Doctoral Consortium Faculty Fellow, 2019</p> <p>Conference Volunteer, SCP, 2013</p> <p>Conference Program Committee Member, SCP, 2020, 2022</p> <p>Conference Reviewer</p> <p>Society for Consumer Psychology, 2012-2014, 2016-2020</p> <p>Association for Consumer Research, 2017-2018, 2020-2021</p>

	Society for Judgment and Decision Making 2017, 2018, 2022
	Behavioral Decision Research in Management, 2018-2020
	Dissertation Proposal Competition Reviewer, SCP, 2018, 2021, 2022
	ACR Poster Session Pod Chair on Finances, 2018
Service to University/Dept	Behavioral Science Policy Association Awards Committee 2023
	Faculty Recruiting Committee, 2015, 2017, 2022-present
	USC Journal club/brownbag organizer, 2016-2019, 2022-present
	Ph.D. Admissions Committee Member, 2017-2019, 2022-present
	Ph.D. Curriculum Committee Member 2022-present
	Marketing Seminar Speaker Series Co-coordinator 2023-present
	Stanford Journal club organizer, 2020 - 2021
Panel Speaker	Ph.D. Methods Seminar Organizer, 2017
	NYU Teaching Workshop, 2014
	M-POWER USC Women in Business Workshop, 2017
	California School Conference, Junior Faculty Panel, 2022

PROFESSIONAL AFFILIATIONS

Association for Consumer Research	Society for Consumer Psychology
Marketing Science Institute	Society for Judgment and Decision Making