

# SARAH C. WHITLEY

*Curriculum Vitae – September 2024*

## Office Address

C326 Benson Hall  
Terry College of Business  
University of Georgia  
Athens, GA 30602

## Contact Information

Email: Sarah.WhitleyC@uga.edu  
Phone: 706-542-3768

## ACADEMIC APPOINTMENTS

---

Assistant Professor of Marketing June 2019  
*Terry College of Business, University of Georgia*

Assistant Professor of Marketing August 2018 – May 2019  
*Spears School of Business, Oklahoma State University*

## EDUCATION

---

Ph.D., Management, Marketing Focus 2013 - 2018  
*Questrom School of Business, Boston University*

B.A., Economics with Highest Honors 2005 - 2009  
*The University of North Carolina at Chapel Hill*

## RESEARCH INTERESTS

---

Retail, Prosocial Behavior, Judgment and Decision Making

## PUBLICATIONS

---

Whitley, Sarah C., Anindita Chakravarty, and Pengyuan Wang (2024), “Positive Emotions During Search Engine Use: How You Feel Impacts What You Search for and Click On,” *Journal of Marketing*, forthcoming. <https://doi.org/10.1177/00222429241263012>. Accepted June 3, 2024.

- Featured on phys.org

Whitley, Sarah C., Ximena Garcia-Rada, Fleura Bardhi, Dan Ariely, Carey K. Morewedge, (2022), “Relational Spending in Funerals: Caring for Others Loved and Lost,” *Journal of Consumer Psychology*, 32 (2), 211-231. <https://doi.org/10.1002/jcpy.1240>. Accepted March 21, 2021.

- Lead article in issue
- Recognized as a winner of the 2023 JCP Best Paper by Early Career Contributor Award

Whitley, Sarah C., Remi Trudel and Didem Kurt, (2018) “The Influence of Purchase Motivation on Perceived Preference Uniqueness and Assortment Size Choice,” *Journal of Consumer Research*, 45 (4), 710-724. <https://doi.org/10.1093/jcr/ucy031>. Accepted March 31, 2018.

## **CITATION COUNT**

---

Total Citations: Web of Science: 38; Google Scholar: 75

## **MANUSCRIPTS UNDER REVIEW**

---

Whitley, Sarah C., Julio Sevilla, and Mathew Isaac, “Units or Pounds? How Weight Neglect Influences Consumer Perceptions of Deal Value” invited 3<sup>rd</sup> revision at *Journal of Marketing Research*.

Whitley, Sarah C., Remi Trudel, and Weston Baxter, “Emotion States and Recycling: How You Feel Impacts How You Think and How You Dispose,” invited 2<sup>nd</sup> revision at *International Journal of Research in Marketing*.

Mishra, Nirajana, and Sarah C. Whitley, “Who You Rent from Matters: The Differential Effects in Perceived Ownership When Renting,” invited 2<sup>nd</sup> revision at *Journal of Marketing*.

Xu, Lidan, & Sarah C. Whitley, “Oh That’s Creative, But No Thanks: How Creative Product Portrayals Affect Perceptions of Product Efficacy” under review at *Journal of Consumer Research*.

## **SELECTED RESEARCH IN PROGRESS**

---

Loomer, Lyndsay, Sarah C. Whitley, “Feeling Sustainable: Effect of Product Density on Consumer Recycling Behavior,”

Whitley, Sarah C., Julio Sevilla, and Lyndsay Loomer, “The Effect of Product Expectations on the Effectiveness of Transparent Packaging”

Whitley, Sarah C. and Remi Trudel, “Sources of Social Proof in Retail.”

Whitley, Sarah C. and Remi Trudel, “Prosocial vs. Sustainable Behaviors: A Conceptual Argument.”

Mishra, Nirajana, and Sarah C. Whitley, “Why We Disclose Payments to Our Friends: A Review of the Motives Behind Venmo”

## POPULAR PRESS

---

Whitley, Sarah C., Remi Trudel, & Didem Kurt (2018), “How Many Versions of a Product Do Consumers Really Want?,” *Harvard Business Review*.

Harvard Business Review (2018, November-December). Idea Watch: “What Spurs Demand for Product Versions?,” *Harvard Business Review*, pp. 22.

Barbara Kahn, Americus Reed, & Sarah Whitley (2018, December). “I’ll Have What She’s Having – What Motivates our Purchase Behavior,” “*Marketing Matters*,” Sirius XM 132 Wharton Business Radio.

## INVITED TALKS

---

University of Georgia, Terry College of Business, Marketing Seminar (2018)

Rice University, Jones Graduate School of Business, Marketing Seminar (2017)

Texas A&M University, Mays School of Business, Marketing Seminar (2017)

Lehigh University, College of Business and Economics, Marketing Seminar (2017)

Baruch College, Zicklin School of Business, Marketing Seminar (2017)

Oklahoma State University, Spears School of Business, Marketing Seminar (2017)

University of California San Diego, Rady School of Management, Marketing Seminar (2017)

The Ohio State University, Fisher College of Business, Marketing Seminar (2017)

## CONFERENCE PRESENTATIONS (\*presenter)

---

Whitley, Sarah C.\* (2024), Julio Sevilla, and Mathew Isaac, “Units or Pounds? How Weight Neglect Influences Consumer Perceptions of Deal Value.” Competitive Paper presented at *Society for Consumer Psychology Conference*, Nashville, TN.

Whitley, Sarah C.\* (2024), Julio Sevilla, and Mathew Isaac, “Units or Pounds? How Weight Neglect Influences Consumer Perceptions of Deal Value.” Invited presentation at *2024 Clemson Marketing Research Symposium*, Clemson, SC.

Whitley, Sarah C.\* (2023), and Lyndsay Loomer, “Feeling Sustainable: Effect of Product Density on Consumer Recycling Behavior.” Competitive Paper presented at *Society for Consumer Psychology Conference*, San Juan, PR.

- Bardhi, Fleura\*, Ximena Garcia-Rada\*, Carey Morewedge\*, and Sarah Whitley\* (2022), "Designing Qualitative Interviews for Experimental Studies." Methods Workshop presented at *2022 Association for Consumer Research Conference*, Denver, CO.
- Whitley, Sarah\*, Anindita Chakravarty, Lan Anh Ton, and Pengyuan Wang (2022), "A Consumer's Perspective on Online Search When Using a Search Engine." Competitive Paper presented at *2022 Association for Consumer Research Conference*, Denver, CO.
- Grumbein, Adriane, Dana Connell, Alisa Agozzino, Sarah C. Whitley\* (2021) "Integrating Team-based Challenges and Competitions into the Curriculum both Inside and Outside the Classroom." Panel Session at *2021 MMA Fall Educators' Conference*.
- Whitley, Sarah C.\*, Anindita Chakravarty, Lan Anh N. Ton, and Pengyuan Wang (2021) "Targeting Emotion-Based Product Attributes: An Examination of Consumer Online Search Queries and Sponsored Ad Clicks." Special Session Paper presented online at *2021 AMA Winter Academic Conference*.
- Whitley, Sarah C.\*, Remi Trudel, and Weston Baxter (2020) "The Environmental Consequences of People's Moods." Competitive Paper presented online at *2020 Association for Consumer Research Conference*.
- Whitley, Sarah C.\*, Remi Trudel, and Weston Baxter (2020) "The Environmental Consequences of People's Moods." Clemson Inter-University Marketing Research Symposium, Clemson University, SC.
- Whitley, Sarah C.\*, and Remi Trudel (2019) "Sources of Social Proof in Retail." Competitive Paper presented at *Society for Consumer Psychology Conference*, Savannah, GA.
- Whitley, Sarah C.\*, and Remi Trudel (2018) "The Power of Social Proof in Retail." Paper presented at *2018 Symposium for Emerging Marketing Scholars*, Logan, UT.
- Whitley, Sarah C.\*, Remi Trudel, and Weston Baxter (2018) "The Environmental Consequences of People's Moods," Competitive Paper presented at *Society for Consumer Psychology Conference*, Dallas, TX.
- Whitley, Sarah C.\*, Ximena Garcia-Rada, Dan Ariely, and Carey K. Morewedge (2017), "The Spirit of Giving: Impure Altruism in Funeral Contracts," Competitive Paper presented at *Society for Judgment and Decision Making Conference*, Vancouver, Canada.
- Whitley, Sarah C.\*, Remi Trudel and Didem Kurt (2017), "The Influence of Purchase Motivation on Assortment Size Preferences," Competitive Paper presented at *Association for Consumer Research Conference*, San Diego, CA.

Whitley, Sarah C.\*, Remi Trudel, and Weston Baxter (2017) “The Role of Incidental Emotion in Disposal Decisions,” Competitive Paper presented at *AMA Marketing and Public Policy Conference*, Washington DC.

Whitley, Sarah C.\*, Remi Trudel, and Didem Kurt (2017) “The Influence of Purchase Motivation on Assortment Size Preferences.” Paper presented at *Boston JDM Day*, Boston, MA.

Whitley, Sarah C.\*, and Remi Trudel (2016) “Direct and Indirect Signals of Demand in Retail Displays.” Competitive Paper presented at *Association for Consumer Research Conference*, Berlin, Germany.

Whitley, Sarah C.\*, and Remi Trudel (2016) “Direct and Indirect Signals of Demand in Retail Displays,” Working Paper presented at *Society for Consumer Psychology Conference*, St. Pete Beach, FL.

Whitley, Sarah C.\*, Remi Trudel, and Didem Kurt (2014) “Want More or Need Less: Assortment Size Preferences for Hedonic and Utilitarian Products,” Working Paper presented at *Association for Consumer Research Conference*, Baltimore, Maryland.

Brunel, Frederic, and Sarah C. Whitley\* (2014) “When Ideal is Not Ideal: Balancing Ideal, Typical, and Novel in Consumer Design Evaluations,” Working Paper presented at *ACP Conference of the Society for Consumer Psychology*, Ann Arbor, Michigan.

## **HONORS AND AWARDS**

---

2023, Terry-Sanford Summer Funding (2023-2024), Terry College of Business, University of Georgia

2023, Sustainability Seed Grant (\$20,000), Terry College of Business, University of Georgia

2022-2024, Lilly Teaching Fellow, Center for Teaching and Learning, University of Georgia

2021, Outstanding Teacher, Terry College of Business, University of Georgia

2018, Best Paper Award, Symposium for Emerging Marketing Scholars, Logan, UT

2018, Questrom Doctoral Teaching Award (highest teaching ratings among Ph.D. students)  
Questrom Doctoral Program, Questrom School of Business, Boston University

2018, Questrom Doctoral Research Award (highest research recognition among Ph.D. students)  
Questrom Doctoral Program, Questrom School of Business, Boston University

2017, AMA Sheth Doctoral Consortium Fellow

2017, Brenda M. Derby Memorial Award for Best Doctoral Student Paper  
2017 Marketing and Public Policy Conference, Washington DC

2013-2017, Graduate Fellowship  
Questrom School of Business, Boston University

2009, UNC Senior Honors Program in Economics – Highest Honors thesis distinction  
Economics Department, University of North Carolina at Chapel Hill

2009, Duke Undergraduate Research Symposium Presenter  
Economics Department, Duke University

2009, Omicron Delta Epsilon Inductee  
International Honor Society for Economics

## TEACHING

---

### *Instructor*

MARK 4100 Consumer Buyer Behavior (2019-2023; Undergraduate)  
Terry College of Business, University of Georgia

MARK 4960R Faculty-Mentored Undergraduate Research I (Summer 2020)

HONS 4970R Faculty-Mentored Undergraduate Research II (Fall 2020/Spring 2021)  
Terry College of Business, University of Georgia

MKTG 3323 Consumer & Market Behavior (2018-2019; Undergraduate)  
Spears School of Business, Oklahoma State University

MK 445 *Consumer Behavior* (2017; Undergraduate)  
Questrom School of Business, Boston University  
Instructor Evaluation: 4.8/5.0

MK DS Undergraduate Directed Study (2018; Undergraduate)  
Questrom School of Business, Boston University

Business 101 *BU Summer Challenge – Business* (2014-2017; High School)  
Summer Challenge Program, Boston University

ECON 101 *Introduction to Economics* (Recitation Instructor 2007-2009; Undergraduate)  
Economics Department, University of North Carolina at Chapel Hill

### *Course Assistant*

MK 856 Consumer Behavior (2015; MBA; Prof. Carey K. Morewedge)

Questrom School of Business, Boston University

MG 790 Ethical Leadership in the Global Economy (2016; MBA; Prof. Jeffrey Moriarty)  
Questrom School of Business, Boston University

## **UNIVERSITY SERVICE**

---

Terry Marketing Behavioral Lab Coordinator (Spring 2020 – present)

Terry Marketing Department Hiring Committee (Spring 2023)

PhD Student Dissertation Committee:

- Rachel Ramey (Expected Graduation May 2023)
- Lyndsay Loomer [Co-Advisor] (Expected Graduation May 2025)

Terry Opportunities for Undergraduate Research, Faculty Advisor

- Patrick Flynn, Terry College of Business, University of Georgia (2023-2024)
- Jack Roper, Terry College of Business, University of Georgia (2024)

CURO Research Assistantship Program, Advisor

Students:

- Katharine Gill, Terry College of Business, University of Georgia (2020-2021)
- Anna Townsend, Terry College of Business, University of Georgia (2022)

Undergraduate CURO Thesis Course, Advisor (2020-2021)

Student: Allison J. Fine, Terry College of Business, University of Georgia

Special Certificate Program Committee, Member (2019-2021)

Terry College of Business, University of Georgia

Wentz Research Scholar Program, Faculty Mentor (2019-2020)

Oklahoma State University

Scholar: Alexis Barry, “Which types of sampling (free vs. paid) are more enjoyable to consumers?”

Leadership OSU Mentor Program, Mentor (Fall 2018)

Oklahoma State University

Behavioral Lab Coordinator (2017-2018)

Questrom School of Business, Boston University, MA

## **PROFESSIONAL SERVICE**

---

Ad-hoc Reviewer, *Journal of Marketing Research*

Trainee Reviewer, *Journal of Consumer Research*

Conference Reviewer, *Association for Consumer Research – Annual Conference*  
Conference Reviewer, *Association for Consumer Research – Asia/Pacific Conference*  
Conference Reviewer, *Society for Consumer Psychology*  
Conference Reviewer, *AMA CBSIG*  
Reviewer, MSI 2019 Alden G. Clayton Dissertation Proposal Award (Fall 2019), *Marketing Science Institute*  
Meeting Scribe, *MSI Board of Trustees Meeting* (2014), Boston, MA

- MSI Conference Summary – Board of Trustees Meeting: The Marketing Research and Analytics Revolution. *Marketing Science Institute*, No. 14-303.

## **PROFESSIONAL EXPERIENCE**

---

*Research Analyst-Energy Practice*, The Brattle Group, Cambridge, MA 2009 - 2013

## **OTHER**

---

Marketing EDGE's Professors Institute, Attendee (2020)

Confidential Consulting Expert, (2021)

- Provided consumer behavior-based consulting for plaintiffs in a national consumer products false advertising lawsuit (references available upon request)