

julie schiro

Michael Smurfit School of Business • University College Dublin
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ACADEMIC POSITIONS

Michael Smurfit School of Business, University College Dublin, Ireland
Assistant Professor of Marketing (2016 -)

EDUCATION

Ph.D, Marketing (Consumer Behavior), Leeds School of Business, University of Colorado, Boulder. Graduated 2016.

Bachelor of Science, Business Administration (Marketing & Entrepreneurship), Marshall School of Business, University of Southern California, *summa cum laude*. Graduated 2010.

University of Edinburgh, Scotland (Semester Abroad, 2009).

HONORS

AMA Sheth Doctoral Consortium Fellow, 2014
Gerald Hart Fellowship, 2012, 2013
University Fellowship, University of Colorado Boulder, 2011, 2012, 2013, 2014
Marketing Science Institute Grant (first author)
2012 USC Marshall Honors
Summa Cum Laude, USC

PUBLICATIONS

McGraw, A. Peter, **Julie L. Schiro**, and Philip M. Fernbach (2015), "Not a problem: A downside of humorous appeals," *Journal of Marketing Behavior*, (1), 187-208.

MANUSCRIPTS

Schiro, Julie L. (2016), "Using Humor to 'Sell' Good Life Choices."

de Langhe, Bart, Philip M. Fernbach, and **Julie L. Schiro** (2016), "Two-By-Two: Categorical Thinking in the Interpretation of Continuous Bivariate Data."

CONFERENCE PRESENTATIONS AND INVITED TALKS

Poster, Using Humor to “Sell” Good Life Choices, **Association for Consumer Research**, Berlin, Germany (2016).

Conference Talk, Beware of Dots: Frequency-Based Interpretation of Scatterplots, **Haring Doctoral Symposium**, Bloomington, IN (2015).

Co-Talk with Gary McClelland, Don’t Hide Good Data Analysis in Difficult Graphs, **Analyze Boulder Meetup Group (1,000+ members - <http://www.meetup.com/Analyze-Boulder/>)**, Boulder, CO (2014).

Poster, Beware of Dots: Frequency-Based Interpretation of Scatterplots, **Association for Consumer Research**, Baltimore, Maryland (2014).

Conference Talk, Beware of Dots: Frequency-Based Interpretation of Scatterplots, **Society for Judgment and Decision Making**, Toronto, CA (2013).

Poster, Not a problem: A downside of humorous appeals, **Association for Consumer Research**, Vancouver, BC (2013).

Poster, Not a problem: A downside of humorous appeals, **Behavioral Decision Research in Management**, Boulder, CO (2012).

INSTRUCTOR **MKTG 30090** – Marketing Communications, *undergraduate*, Quinn School of Business, University College Dublin, Spring 2017.

MKTG 40880 – Marketing in the Digital Age, *MSc Marketing*, KAPLAN Hong Kong Overseas Program, Smurfit School of Business, University College Dublin, Spring 2017.

MKTG 40880 – Marketing in the Digital Age, *MSc Digital Marketing*, Smurfit School of Business, University College Dublin, Fall 2016.

MKTG 3250 – Buyer Behavior, *undergraduate*, Leeds School of Business, University of Colorado, Boulder, Fall 2014.

MKTG 3250 – Buyer Behavior, *undergraduate*, Leeds School of Business, University of Colorado, Boulder, Fall 2013.

MKTG 3250 – Buyer Behavior, *undergraduate*, Leeds School of Business, University of Colorado, Boulder, Fall 2012.

OTHER

Marketing Research and Analytics, Philip Fernbach – Teaching Assistant, Leeds School of Business, University of Colorado, Boulder. Spring 2016.

Experimental Design (PhD course), John Lynch – Sole Teaching Assistant, Leeds School of Business, University of Colorado, Boulder. Spring 2015.

Market Intelligence (MBA), John Lynch - Lead Statistics Teaching Assistant, Leeds School of Business, University of Colorado, Boulder. Spring 2014.

SERVICE

Service to the Field

European Journal of Marketing - Ad Hoc Reviewer

Association for Consumer Research (ACR) – Ad Hoc Working Paper Reviewer

Nonprofit and Voluntary Sector Quarterly – Ad Hoc Reviewer

INDUSTRY EXPERIENCE

National Endowment for Financial Education (NEFE) – Statistical Consultant (2013 – 2014). Hired as the sole statistical consultant on the Life Values project. Responsible for exploring the relationship between consumer’s values and their financial decisions. Reported and presented findings in non-technical terms, and served as an on-call statistics resource.

Lieberman Research Worldwide, Los Angeles – Research Associate (2010 – 2011). Tested popularity of various product packages and commercials for major film studios through quantitative and qualitative methods.