

julie schiro

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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, 2016.

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

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

AWARDS

Summa Cum Laude, USC,
UCD Research Funding Scheme 2016, 2018
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

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

de Langhe, Bart, Philip M. Fernbach, and **Julie L. Schiro** (2018), "Two-By-Two: Categorical Thinking in the Interpretation of Continuous Bivariate Data." *Under Review at Management Science*.

Schiro, Julie L. (2018), "Using Humor to 'Sell' Good Life Choices,"

CONFERENCE PRESENTATIONS AND INVITED TALKS*

Poster, Using Humor to “Sell” Good Life Choices, *European Marketing Academy Conference, Glasgow, Scotland* (2018).*

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).*

**Indicates Presenter*

INSTRUCTOR

MKTG 30160– Digital Marketing Communications, *undergraduate*, Quinn School of Business, University College Dublin, Summer 2018.

MKTG 40880– Marketing in the Digital Age, *MSc Marketing*, Smurfit School of Business, University College Dublin, Spring 2018.

MKTG 42270– Digital Marketing Communications Management, *MSc Digital Marketing*, Smurfit School of Business, University College Dublin, Fall 2017.

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 Marketing*, Smurfit School of Business, University College Dublin, Fall 2016.

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

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

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

SERVICE

Organizational Behavior and Human Decision Processes – Ad Hoc Reviewer
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

Doctoral Studies Panel (DSP) – PhD Candidate Ting Lu
Board of Accessors, Post-Doctoral Fellow iCrag, UCD, Fall 2017
Board of Accessors, Asst. Professor of Marketing Post, UCD, Fall 2017
Board of Accessors, Asst. Professor of Analytics Post, UCD, Summer 2018

TA

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.

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). Market research for the major Los Angeles film studios through quantitative and qualitative methods.