CASSIE MOGILNER HOLMES

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EMPLOYMENT

UCLA Anderson School of Management
Donnalisa '86 and Bill Barnum Endowed Term Chair in Management 10/2018 – present
Associate Professor of Marketing (with tenure) 04/2016 – present
Wharton, University of Pennsylvania
Associate Professor of Marketing (with tenure) 07/2015 – 03/2016
Assistant Professor of Marketing 07/2009 – 06/2015

EDUCATION

Stanford University, Graduate School of Business, *Ph.D., Marketing* 06/2009
Columbia University, *B.A., Cum Laude, Psychology* 05/2002

AWARDS

Top 40 Business Professors Under 40, Poets & Quants, 2018
Journal of Consumer Research Best Article Award, 2017
Society of Consumer Psychology Early Career Award, 2017
Association of Consumer Research Early Career Award, 2016
Dorinda and Mark Winkelman Distinguished Scholar Award, 2014
Journal of Consumer Research Outstanding Reviewer Award, 2014
Marketing Science Institute Young Scholar, 2013
Excellence in Teaching Award for Undergraduates, Wharton, 2011
Ferber Award, Honorable Mention, 2010
Dean's Research Grant, Wharton, "Time, Money, and Happiness," 2010, 2011, 2012, 2013, 2014
AMA-Sheth Foundation Doctoral Consortium Fellow, 2008
Jaedeke Award, Stanford GSB, 2004

JOURNAL PUBLICATIONS

*****denotes equal author contribution

Mogilner, Cassie (2019), "It's Time for Happiness," *Current Opinion in Psychology,* 26, 80-84. DOI 10.1016/j.copsyc.2018.07.002

Mogilner, Cassie and Michael Norton (2018), "Preferences for Experienced versus Remembered Happiness," *Journal of Positive Psychology,* 14 (2), 244-251. DOI: 10.1080/17439760.2018.1460688

*Mogilner, Cassie, *Hal Hershfield, and Jennifer Aaker (2017), "Rethinking Time for Well-Being," *Consumer Psychology Review.* DOI: 10.1002/arcp.1003

Chan, Cindy and Cassie Mogilner (2017), "Experiential Gifts Foster Stronger Social Relationships Than Material Gifts," *Journal of Consumer Research,* 43 (April), 913-931. DOI: 10.1093/jcr/ucw067

- Ferber Award, 2017

Etkin, Jordan and Cassie Mogilner (2016), "Does Variety Among Activities Increase Happiness?" *Journal of Consumer Research,* 43 (August), 210-229. DOI: 10.1093/jcr/ucw021

- Lead article

*Hershfield, Hal, *Cassie Mogilner, and Uri Barnea (2016), "People Who Choose Time Over Money Are Happier," *Social Psychological and Personality Science,* 7 (September), 697-706. DOI: 10.1177/1948550616649239

Mogilner, Cassie and Michael Norton (2016), "Time, Money, and Happiness," *Current Opinion in Psychology,* 10, 12-16. DOI: 10.1016/j.copsyc.2015.10.018

*Bhattacharjee, Amit and *Cassie Mogilner (2014), "Happiness from Ordinary and Extraordinary Experiences," *Journal of Consumer Research,* 41 (June), 1-17. DOI: 10.1086/674724

- *JCR* Best Article Award, 2017
- Lead article

*Gino, Francesca and *Cassie Mogilner (2014), "Time, Money, and Morality," *Psychological Science,* 25 (2), 414-421. DOI: 10.1177/0956797613506438

Mogilner, Cassie, Baba Shiv, and Sheena S. Iyengar (2013), "Eternal Quest for the Best: Sequential (vs. Simultaneous) Option Presentation Undermines Choice Commitment," *Journal of Consumer Research,* 39 (April), 1300-1312. DOI: 0.1086/668534

Mogilner, Cassie, Zoë Chance, and Michael I. Norton (2012), "Giving Time Gives You Time," *Psychological Science,* 23 (10), 1233-1238. DOI: 10.1177/0956797612442551

Mogilner, Cassie, Jennifer Aaker, and Sepandar D. Kamvar (2012), "How Happiness Affects Choice," *Journal of Consumer Research,* 39 (August), 429-443. DOI: 10.1086/663774

Mogilner, Cassie, Sepandar D. Kamvar, and Jennifer Aaker (2011), "The Shifting Meaning of Happiness," *Social Psychological and Personality Science,* 2 (4), 395-402. DOI: 10.1177/1948550610393987

Aaker, Jennifer L., Melanie Rudd, and Cassie Mogilner (2011), "If Money Does Not Make You Happier, Consider Time," *Journal of Consumer Psychology,* 21 (April), 126-130. DOI: 10.1016/j.jcps.2011.01.004

Mogilner, Cassie (2010), "The Pursuit of Happiness: Time, Money, and Social Connection," *Psychological Science,* 21 (9), 1348-1354. DOI: 10.1177/0956797610380696

*Aaker, Jennifer, *Kathleen D. Vohs, and *Cassie Mogilner (2010), "Non-Profits Are Seen as Warm and For-Profits as Competent: Firm Stereotypes Matter," *Journal of Consumer Research,* 37 (August), 224-237. DOI: 10.1086/651566

Mogilner, Cassie and Jennifer Aaker (2009), "The 'Time vs. Money Effect': Shifting Product Attitudes and Decisions through Personal Connection," *Journal of Consumer Research,* 36 (August), 277-291. DOI: 10.1086/597161

- Ferber Award, Honorable Mention, 2010

Mogilner, Cassie, Tamar Rudnick, and Sheena S. Iyengar (2008), "The Mere Categorization Effect: How the Presence of Categories Increases Choosers' Perceptions of Assortment Variety and Outcome Satisfaction," *Journal of Consumer Research,* 35 (August), 202-215. DOI: 10.1086/588698

Mogilner, Cassie, Jennifer L. Aaker, and Ginger L. Pennington (2008), "Time Will Tell: The Distant Appeal of Promotion and Imminent Appeal of Prevention," *Journal of Consumer Research,* 34 (February), 670-681. DOI: 10.1086/521901

Huber, Joel, Kelly Goldsmith, and Cassie Mogilner (2008), "Reinforcement versus Balance Response in Sequential Choice," *Marketing Letters,* 19, 229-239. DOI: 10.1007/s11002-008-9042-5

ADDITIONAL PUBLICATIONS

Mogilner, Cassie (2019), "Treat Your Weekend Like A Vacation," *Harvard Business Review,* (January 31, 2019).

Mogilner, Cassie (2018), "What Kind of Happiness Do People Value Most?" *Harvard Business Review,* (November 19, 2018).

Mogilner, Cassie and Michael Norton (2016), "Want to Feel Less Time-Stressed?" *The Wall Street Journal* (December 12, 2016).

Hershfield, Hal and Cassie Mogilner (2016), "What Should You Choose: Time or Money?" *The New York Times* (September 11, 2016): SR12.

Etkin, Jordan and Cassie Mogilner (2015), "When Multitasking Makes You Happy and When It Doesn't," *Harvard Business Review* (February 26, 2015).

Mogilner, Cassie (2012), "You'll Feel Less Rushed If You Give Time Away," *Harvard Business Review* (September Issue, 2012).

CHAPTERS

Mogilner, Cassie, Ashley Whillans, and Michael Norton (2018), "Time, Money, and Subjective Well-Being," In Ed Diener, Shige Oishi, and Louis Tay (Eds.), *Handbook of Well-Being*. Salt Lake City, UT: DEF Publishers. DOI: nobascholar.com

Mogilner, Cassie and Michael Norton (2015), "Consumer Happiness and Well-Being," In Michael Norton, Derek Rucker, and Cait Lamberton (Eds.), *The Cambridge Handbook of Consumer Psychology*. New York, NY: Cambridge University Press, 5-28. DOI: 10.1017/CBO9781107706552

WORKING PAPERS

*****denotes equal author contribution

Dai, Hengchen, Cindy Chan, and Cassie Mogilner, "People Rely Less on Consumer Reviews for Experiential than Material Purchases," conditionally accepted at *Journal of Consumer Research.*

Sharif, Marissa, Cassie Mogilner*, and Hal Hershfield*, "The Effects of Being Time Poor and Time Rich on Happiness."

Catapano, Rhia, Jordi Quoidbach, Cassie Mogilner, and Jennifer Aaker, "Income Level Shapes the Link between Meaning and Happiness."

West, Colin, Cassie Mogilner, and Sanford DeVoe, "Happiness from Treating the Weekend Like a Vacation."

Joe Gladstone*, Emily Garbinsky*, and Cassie Mogilner, "Pooling Finances and Relationship Satisfaction."

Greenberg, Adam and Cassie Mogilner, "Consumer Debt and Satisfaction in Life."

CONFERENCE PRESENTATIONS

*denotes presenting author

1. Sharif, Marissa*, Cassie Mogilner, and Hal Hershfield, "The Effects of Being Time Poor and Time Rich on Happiness," *Association of Consumer Research,* Dallas, TX, 2018.
2. Catapano, Rhia*, Jordi Quoidbach, Cassie Mogilner, and Jennifer Aaker, "Finding Happiness in Meaning and Meaning in Happiness: Where, When, and for Whom Happiness and Meaning Converge," *Association of Consumer Research,* Dallas, TX, 2018.
3. Gladstone, Joe, Emily Garbinsky*, and Cassie Mogilner, "The Effect of Pooling Finances on Relationship Satisfaction," *European Association for Consumer Research,* Ghent, Belgium, 2018.
4. Dai, Hengchen, Cindy Chan & Cassie Mogilner*. "Don't Tell Me What to Do! Shoppers Rely Less on Consumer Reviews for Experiential than Material Purchases," *Association for Consumer Research Conference,* San Diego, CA, 2017.
5. Dai, Hengchen*, Cindy Chan & Cassie Mogilner. "Don't Tell Me What to Do! Shoppers Rely Less on Consumer Reviews for Experiential than Material Purchases," *Society for Judgment and Decision Making,* Boston, MA, 2016.
6. Dai, Hengchen, Cindy Chan* & Cassie Mogilner. "Don't Tell Me What to Do! Shoppers Rely Less on Consumer Reviews for Experiential than Material Purchases," *Behavioral Decision Research in Management,* Toronto, Canada, 2016.
7. Etkin, Jordan* & Cassie Mogilner. "When Variety among Activities Increases Happiness" *Society of Consumer Psychology Conference,* St. Pete Beach, FL, 2016.
8. Etkin, Jordan* & Cassie Mogilner. "Does Variety Increase Happiness?" *Association for Consumer Research Conference,* Baltimore, MD, 2014.
9. Chan, Cindy* & Cassie Mogilner. "Experiential Gifts Foster Stronger Relationships than Material Gifts," *Association for Consumer Research Conference,* Baltimore, MD, 2014.
10. Chan, Cindy*, Cassie Mogilner, & Leaf Van Boven. "Gratitude, Guilt, and Gift Giving," *Association for Consumer Research Conference,* Baltimore, MD, 2014.
11. Mogilner, Cassie* & Michael Norton. "Philosophies of Happiness: Preferences for Experienced and Remembered Happiness," *Association for Consumer Research Conference,* Chicago, IL, 2013.
12. Gino, Francesca & Cassie Mogilner*. "Time, Money, and Morality," *Association for Consumer Research Conference,* Chicago, IL, 2013.
13. Bhattacharjee, Amit* & Cassie Mogilner. "What Experiences Make Us Most Happy, The Ordinary or The Extraordinary?" *Association for Consumer Research Conference,* Chicago, IL, 2013.
14. Dai, Hengchen*, Cindy Chan, & Cassie Mogilner. "Don't Tell Me What to Do! Consumer Reviews Are Valued Less for Experiential Purchases," *Society for Consumer Psychology Conference,* San Antonio, TX, 2013.
15. Mogilner, Cassie & Amit Bhattacharjee*. "What Experiences Make Us Most Happy, The Ordinary or The Extraordinary?" *Society for Consumer Psychology Conference,* San Antonio, TX, 2013.
16. Thomas, Melanie* & Cassie Mogilner, "Do Tortoises Make Better Friends than Hares? Speed and Social Connection," *Society for Consumer Psychology Conference,* San Antonio, TX, 2013.
17. Chan, Cindy* & Cassie Mogilner. "Experiential Gifts Are Socially Connecting," *Society for Consumer Psychology Conference,* San Antonio, TX, 2013.
18. Mogilner, Cassie*, Jennifer Aaker, & Sepandar Kamvar. "How Happiness Affects Choice," *Society of Consumer Psychology Conference,* Florence, Italy, 2012.
19. Chance, Zoë*, Cassie Mogilner, & Michael Norton. "Giving Time Gives You Time," *Association for Consumer Research Conference,* St. Louis, MO, 2011.
20. Gino, Francesca & Cassie Mogilner*. "Money in the Present or Time in the Future? How Switching Focus Makes People Honest," *Association for Consumer Research Conference,* St. Louis, MO, 2011.
21. Mogilner, Cassie*, Jennifer Aaker, & Sepandar Kamvar. "How the Meaning(s) of Happiness Impacts Choice," *Association for Consumer Research Conference,* St. Louis, MO, 2011.
22. Mogilner, Cassie*. "The Pursuit of Happiness: Time, Money, and Social Connection," *Society of Consumer Psychology Conference,* Atlanta, GA, 2011.
23. Mogilner, Cassie*, Sepandar Kamvar, & Jennifer Aaker. "How the Experience of Happiness Shifts Across the Life Course," *Society of Consumer Psychology Conference,* Atlanta, GA, 2011.

24. Chance, Zoë*, Cassie Mogilner, & Michael Norton. "Giving Time Gives You Time," *Society of Consumer Psychology Conference,* Atlanta, GA, 2011.
25. Aaker, Jennifer, Kathleen Vohs, & Cassie Mogilner*. "Non-Profits Are Seen as Warm and For-Profits as Competent: Firm Stereotypes Matter," *Association for Consumer Research Conference,* Jacksonville, FL, 2010.
26. Mogilner, Cassie*. "The Role of Time versus Money in the Pursuit of Happiness," *Association for Consumer Research Conference,* Pittsburgh, PA, 2009.
27. Mogilner, Cassie* & Jennifer Aaker. "The Time vs. Money Effect," *Society for Consumer Psychology Conference,* San Diego, CA, 2009.
28. Mogilner, Cassie* & Jennifer Aaker. "Forgiving by Not Forgetting: The Effect of Compensations following Brand Transgressions," *Society for Consumer Psychology Conference,* San Diego, CA, 2009.
29. Aaker, Jennifer, Wendy Liu*, & Cassie Mogilner. "Giving Meaning to One's Own Life by Giving to Others," *Society for Consumer Psychology Conference,* San Diego, CA, 2009.
30. Mogilner, Cassie* & Jennifer Aaker. "Life's Riches: The 'Time > Money Effect'," *Association for Consumer Research Conference,* San Francisco, CA, 2008.
31. Mogilner, Cassie, Tamar Rudnick, & Sheena Iyengar*. "The Mere Categorization Effect: How the Presence of Categories Increases Choosers' Perceptions of Assortment Variety and Outcome Satisfaction," *Association for Consumer Research Conference,* San Francisco, CA, 2008.
32. Mogilner, Cassie*, Baba Shiv, & Sheen Iyengar. "A Bird in the Hand or Two in the Bush: The Effect of Simultaneously vs. Sequentially Presented Options on Chooser Commitment," *Behavioral Decision Research in Management Conference,* La Jolla, CA, 2008.
33. Mogilner, Cassie* & Jennifer Aaker. "Forgiving by Not Forgetting: The Effect of Compensations following Brand Transgressions," *Association for Consumer Research Conference,* Memphis, TN, 2007.
34. Mogilner, Cassie*, Jennifer Aaker, & Ginger Pennington. "The Pressing Preference for Prevention: The Impact of Temporal Construal on the Persuasiveness of Prevention vs. Promotion Framed Product Information," *Association for Consumer Research Conference,* Orlando, FL, 2006.
35. Mogilner, Cassie* & Sheena Iyengar. "When More Choice Motivates: Considering the Benefits of Perceived vs. Actual Choice on Outcome Satisfaction," *Association for Consumer Research Conference,* Portland, OR, 2004.

INVITED TALKS

Universities

London Business School Marketing Camp (scheduled July 2019)
HEC Paris (scheduled June 2019)
Vanderbilt University's Owen Graduate School of Management Marketing Camp (scheduled May 2019)
ESADE & IESE, Barcelona (April 2019)
University of Cincinnati Marketing Camp (April 2019)
Robert H. Smith School of Business, University of Maryland (April 2019)
Goizueta Business School, Emory University (October 2018)
University of Washington Marketing Camp (May 2017)
UCLA Psychology Department (April 2017)
University of Chicago Booth School of Business (April 2016)
Georgetown University's McDonough School of Business (April 2015)
Sauder School of Business, University of British Columbia (March 2015)
Positive Psychology Center, University of Pennsylvania (February 2015)
Bauer College of Business, University of Houston (October 2014)
Tuck School of Business at Dartmouth (May 2014)
Alberta School of Business, University of Alberta (May 2014)
University of Miami Marketing Camp (March 2014)
UCLA Anderson School of Management (January 2014)
Rotman School of Management, University of Toronto (December 2013)
Annenberg School for Communications, University of Pennsylvania (November 2013)

Brown University, Philosophy Department, Ethical Inquiry Lecture Series (November 2013)
Carnegie Mellon University (April 2013)
Stony Brook University (April 2013)
Columbia Business School, Decision Making and Negotiations Area (February 2013)
Stern School of Business, New York University (October 2012)
The Fuqua School of Business, Duke University (May 2012)
Marshall School of Business, University of Southern California (April 2012)
Harvard Business School, Harvard University (February 2012)
Institute for Wellbeing Management, Bellevue University (August 2011)
Four School Colloquium, New York University (April 2011)
Positive Psychology Center, University of Pennsylvania (April 2010)
Temple Law School, Law and Human Behavior Colloquium (March 2010)
Decision Processes Seminar, Wharton, University of Pennsylvania (September 2009)
Stern School of Business, New York University (November 2008)
University of Chicago Graduate School of Business (November 2008)
INSEAD (November 2008)
Wharton, University of Pennsylvania (October 2008)
Rady School of Management, UCSD (October 2008)
Johnson School at Cornell (October 2008)
Ross School of Business, University of Michigan (October 2008)
Owen School of Management, Vanderbilt University (September 2008)

Academic Conferences
Choice Symposium, Lake Louise, AB, Canada (May 2016)
Society of Personality and Social Psychology Pre-Conference on Happiness (February 2015)
Meaning of Money Invitational Conference, Russell Sage Foundation (January 2014)
Emotions and Well-being Invitational Conference, Vancouver (November 2013)
Happiness Conversations Panel, Society of Consumer Psychology, San Antonio (February 2013)
MSI Young Scholar Conference, Park City, Utah (January 2013)
Time vs. Money Conversations Panelist, Society of Consumer Psychology Conference (February 2012)

Industry Interface
Best of MSI Webinar Series (January 2019)
MSI's Immersion Conference (September 2018)
Visionary Women Salon (January 2018)
The Wonderful Company, Marketing Training (January 2017)
Wharton Women in Leadership Luncheon (October 2015)
Grey Group Advertising Agency (October 2015)
BRITE Conference Panelist, Columbia Business School (March 2014)
Horizon Media, New York City (May 2013)
Horizon Media, New York City (August 2012)

TEACHING

Applying the Science of Happiness to Life Design, Anderson MBA and FEMBA
Brand Management, Anderson MBA, FEMBA, and EMBA
Advertising and Marketing Communications, Anderson MBA and FEMBA
Consumer Behavior, Anderson PhD
Building Your Personal Brand, Anderson Second Year Advantage Program
Strategic Brand Management, Wharton MBA and Undergraduate
Connecting Consumers, Wharton Executive MBA
Building Your Personal Brand, Knowledge@Wharton Seminar

SERVICE TO SCHOOL

Service to Anderson
Faculty Executive Committee, 2018-present
Faculty Director of Anderson's Behavioral Lab, 2018-present
Marketing Area Teaching Coordinator, 2016-present
Ad-hoc Committee Chair, Heather Caruso 4th-year Review, 2019
Ad-hoc Committee Member, Ella Honka 4th-year Review, 2019
Ad-hoc Committee Member, Jennifer Whitson's Tenure Case, 2018
BDM Lab Meeting Coordinator, Spring 2018
Ad-hoc Committee Member, Jana Gallus 4th-year Review, 2018
Ad-hoc Committee Member, Hal Hershfield's Tenure Case, 2016
New Programs Task Force, 2016
Marketing Area Rookie Interviews, 2016
Dissertation Committee member for Jonathan Lim, 2016
Invited Presentations
- Chair Installation (April 2019)
- Evolve Conference Moderator (February 2019)
- Riordan MBA Fellows Program (September 2018)
- 2020 EMBA Student & Alumni Event (September 2018)
- Los Angeles Visionary Women Salon (January 2018)
- Worldwide Welcome Weeks Event for Spain Chapter Alumni (September 2017)
- Worldwide Welcome Weeks Event for Anderson Alumni/UCLA Staff (October 2017)
- Gathering of Business School CFOs at Anderson (October 2017)

Volunteer Teaching for Second Year Advantage Program, Session on Personal Branding (September 2017)

Service to Wharton
PhD Committee, 2011, 2013, 2014
Interdisciplinary Decision Processes Seminar Co-Organizer, 2010–2012
Recruiting Committee, 2010, 2012
Undergraduate Program Liaison, 2014
Junior Faculty Lunch Co-Organizer, 2010-2015
PhD Mentoring Activities
- Erin Percival Carter, Committee member, 2017, University of Maine
- Cindy Chan, Chair, 2014, University of Toronto
- Bouvier Williams, Graduate School of Education, Committee member, 2014
- Stephanie Finnel, Committee member, 2012, University of Maryland post-doc

Undergraduate & MBA Mentoring Activities
- MBA Independent Study Advisor, 2015
- Independent Study Advisor for Psychology Department, 2014
- Wharton Research Scholars Mentor, 2011, 2014, 2015
- Visual Studies Thesis Advisor, 2011, 2012

Invited Presentations
- Wharton Women in Leadership Luncheon (October 2015)
- Women in Business Academia Conference (April 2015)
- P3 Facilitator Lunch and Learn (March 2015)
- MBA Marketing Conference, Innovative Campaigns Panel Moderator (November 2014)
- Penn Early Exploration Program (October 2014)
- Leadership in the Business World (July 2011, 2013, 2014)
- Parents' Weekend Faculty Presentation (October 2011)
- Research Scholars Program (October 2011)
- BizTalks (February 2011)
- MBA Marketing Lunch and Learn (November 2010)

SERVICE TO PROFESSIONAL ASSOCIATIONS

Co-Editor for *Current Opinion in Psychology,* Special Issue on Time, 2018
Editorial Review Board:
- *Journal of Consumer Research*, 2015-present
- *Journal of Consumer Psychology*, 2017-present
- *Journal of Marketing*, 2018-present

AE for *Journal of Consumer Psychology,* Special Issue on Marketplace Morality, 2017
AE for Association for Consumer Research, 2017
Ad hoc Reviewer:
- *Current Directions in Psychological Science*
- *Emotion*
- *Journal of the Association for Consumer Research*
- *Journal of Advertising*
- *Journal of Consumer Psychology*
- *Journal of Consumer Research*
- *Journal of Experimental Social Psychology*
- *Journal of Marketing Research*
- *Journal of Personality and Social Psychology*
- *Management Science*
- *Marketing Letters*
- *Organizational Behavior and Human Decision Processes*
- *Oxford Bibliographies*
- *Personality and Social Psychology Bulletin*
- *Personality and Social Psychology Review*
- *PNAS*
- *Psychological Science*
- *Psychology and Aging*
- *Self and Identity*

Co-Chair of the 2017 SCP Doctoral Consortium
Chair of Selection Committee for the C.W. Park Young Contributor Award 2015
Conference Program Committee:
- Association for Consumer Research Conference 2015
- Society of Consumer Psychology Conference 2014, 2015
- European Marketing Association Conference 2009

Reviewer:
- SCP Dissertation Competition, 2018
- MSI Clayton Doctoral Dissertation Competition, 2013, 2014
- AMA Winter Marketing Educators' Conference, 2013
- AMA Howard Dissertation Competition, 2011

AMA-Sheth Doctoral Consortium Faculty Member, 2014
ACR Competitive Paper Review Board, 2013
SCP Doctoral Consortium Faculty Member, 2013
ACR Doctoral Consortium Faculty Member, 2011, 2014, 2015