

Sarah A. Memmi

University of Louisville, College of Business
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EMPLOYMENT

ACADEMIC

University of Louisville, College of Business

Assistant professor of marketing, August 2020 – present
Equine Industry Program affiliated faculty

SELECT NON-ACADEMIC

Dartmouth College, Office of Communications

Multiple leadership roles in marketing communications, 2005-14

The Equine Journal

Writer and account executive, 2003–05

EDUCATION

Duke University, Fuqua School of Business

PhD Business Administration – Marketing, 2020

Dissertation committee: Jordan Etkin (chair), Jim Bettman, Tanya Chartrand, Keisha Cutright, Gráinne Fitzsimons

University of Vermont

BA English, 2020; College Honors, magna cum laude, Phi Beta Kappa

RESEARCH INTERESTS

Goal pursuit and motivation, consumer resources (e.g., time, money, social support), goal conflict, consumption habits, consumer well-being

PUBLICATIONS

Etkin, Jordan and Sarah Memmi (2020), “Goal Conflict Encourages Work and Discourages Leisure,” with Jordan Etkin, *Journal of Consumer Research*, forthcoming.

Parkinson, Carolyn, Trent Walker, Sarah Memmi, and Thalia Wheatley (2017), “Emotions and Intentions are Understood from Biological Motion Across Remote Cultures,” *Emotion*, 17 (April), 459–477.

INVITED REVISIONS & WORKING PAPERS

Memmi, Sarah and Jordan Etkin, “Running Out of Time? Budgeting Time First Protects Downstream Goals,” under 2nd-round review, *Journal of Consumer Research*

Perez-Abreu, Luis, Sarah Memmi, and Jordan Etkin, “How Variety Shapes Expectations of Future Goal Conflict,” working paper

Memmi, Sarah, Jordan Etkin, and Christine Moorman, “To Commit to Yourself, Commit to Others: Using Precommitment to Shield Personal Goals from Relationship Conflict,” working paper

SELECT RESEARCH IN PROGRESS

“Scales and Truthful Disclosure,” with Ellie Kyung and Manoj Thomas

“Resource Goals,” with Jordan Etkin

“Donating Time,” with Michael Barone

“Resource Constraints and Goal Revision,” with Jordan Etkin

INVITED TALKS

University of Louisville College of Business Faculty Seminar Series, November 2020

Duke University – Center for Advanced Hindsight, January 2020

UCLA Anderson School of Business, November 2019

University of New Hampshire College of Business, October 2019

University of Louisville College of Business, September 2019

CHAired CONFERENCE SYMPOSIA

Sarah Memmi, “Time Matters: Dynamics of Sequential and Simultaneous Multiple Goal Pursuit,” Society for Consumer Psychology; Huntington Beach, California, March 2020

Sarah Memmi, “Time Matters: Dynamics of Sequential and Simultaneous Multiple Goal Pursuit,” Association for Consumer Research; Atlanta, Georgia, October 2019

Jordan Etkin and Sarah Memmi, “Toward an Integrated Wisdom of Goals and Personal Resources” knowledge forum, Association for Consumer Research; Atlanta, Georgia, October 2019

CONFERENCE PRESENTATIONS

**presenting author*

Luis Abreu*, Sarah Memmi, and Jordan Etkin, “How Variety Shapes Expectations of Future Goal Conflict,” paper accepted at Society for Consumer Psychology Conference; online, March 2021

Sarah Memmi* and Jordan Etkin, “Running Out of Time? Budgeting Time First Protects Downstream Goals,” paper accepted at Society for Personality and Social Psychology Conference; online, February 2021

Luis Abreu*, Sarah Memmi, and Jordan Etkin, “How Variety Influences Predicted Goal Conflict,” paper presented at Association for Consumer Research; online, October 2020

Luis Abreu*, Sarah Memmi, and Jordan Etkin, “How Variety Influences Expectations of Future Goal Conflict,” paper presented at INFORMS Society for Marketing Science Conference; Durham, North Carolina (online), June 2020

Sarah Memmi* and Jordan Etkin, “Time Before Goals: Protecting Time for Downstream Goals by Budgeting Time First,” paper accepted at Society for the Science of Motivation Conference (canceled due to COVID-19); Chicago, Illinois, May 2020

Sarah Memmi* and Jordan Etkin, “Time Before Goals: Protecting Time for Downstream Goals by Budgeting Time First,” paper presented at Society for Consumer Psychology; Huntington Beach, California, March 2020

Sarah Memmi* and Jordan Etkin, “Budgeting Time First Increases Multiple Goal Achievement,” paper presented at Association for Consumer Research; Atlanta, Georgia, October 2019

Sarah Memmi* and Jordan Etkin, “Putting Time First Increases Multiple Goal Achievement,” paper presented at Carolina Research in Social Psychology; Durham, North Carolina, April 2019; *Best Symposium Presentation Award winner*

Jordan Etkin and Sarah Memmi*, “Goal Conflict Encourages Work and Discourages Leisure,” paper presented at Society for Judgment and Decision Making; New Orleans, Louisiana, November 2018

Sarah Memmi*, Jordan Etkin, and Christine Moorman, “To Commit to Yourself, Commit to Others: Using Precommitment to Shield Personal Goals from Relationship Conflict,” paper presented at Society for Consumer Psychology; Dallas, Texas, February 2018

Sarah Memmi*, Jordan Etkin, and Christine Moorman, “To Commit to Yourself, Commit to Others: Using Precommitment to Shield Personal Goals from Relationship Conflict,” poster presented at Society for Consumer Psychology–Emotion and Motivation; New York, New York, June 2017

Sarah Memmi*, Jordan Etkin, and Christine Moorman, “To Commit to Yourself, Commit to Others: Using Precommitment to Shield Personal Goals from Relationship Conflict,” paper presented at Carolina Research in Social Psychology; Durham, North Carolina, April 2017

Sarah Memmi*, Jordan Etkin, and Christine Moorman, “To Commit to Yourself, Commit to Others: Using Precommitment to Shield Personal Goals from Interpersonal Conflict,” poster presented at Society for Personality and Social Psychology; San Antonio, Texas, January 2017; *Best student poster award runner-up*

Sarah Memmi*, James Bettman, and Mary Frances Luce, “The Effect of Perceived Habit on Identity and Goal Pursuit,” poster presented at The Habit-Driven Consumer; Santa Catalina Island, California, August 2016

Sarah Memmi*, Jordan Etkin, and Christine Moorman, “To Commit to Yourself, Commit to Others: Using Precommitment to Shield Personal Goals from Interpersonal Conflict,” poster presented at Society for Consumer Psychology; St. Pete’s Beach, Florida, February 2016

TEACHING

INSTRUCTOR

Equine Marketing (UofL, undergraduate, hybrid), 2021; *Full redesign of course content and delivery format*

Strategic Communications for the Equine Industry (UofL, MBA, online asynchronous), fall 2021; *Develop new course for new graduate program curriculum*

Principles of Marketing (UofL, undergraduate, face-to-face), fall 2021

TEACHING ASSISTANT

Marketing Strategy (Duke, MBA), with instructors Christine Moorman, 2016–18, and Sridhar Balasubramanian, 2020

Market Research (Duke, MBA), with instructor Allison Chaney, 2020

Market Intelligence (Duke, MQM), with instructor Allison Chaney, 2019

“Survey Design for Market Research,” designed and delivered module for Market Intelligence (Duke, MMS), with instructor Jordan Etkin 2018–19; *Materials also used in Duke MQM, EMBA, and MBA courses*

“Habits, Goals, and Behavior Change,” guest speaker for Introduction to Psychology (Durham Tech, undergraduate), 2018, *Evaluation 4.49/5*

“Precommitment and Interpersonal Goal Conflict,” guest speaker for The Psychology of Justice (Duke, undergraduate), 2016, *Evaluation 4.7/5*

AWARDS & HONORS

2019 Travel award, Fuqua Society to Advance Gender Equality (STAGE)

2017 Marketing Science Institute Young Scholars Research Grant, “How Variety Affects Habit Formation”

SERVICE

TO FIELD

Journal of Consumer Research trainee reviewer, 2020–present

Association for Consumer Research reviewer, 2016–present

Society for Consumer Psychology reviewer, 2016–present

TO INSTITUTION

UofL Marketing Behavioral Brown Bag organizer, 2020

UofL Equine Industry Program, taught Crisis Communications workshop for ROAP Continuing Education, 2020

Duke Fuqua Executive MBA Women's Event, designed and led workshop based on dissertation research, 2019

Duke Marketing PhD Student Seminar organizer, 2015–17

Duke Marketing PhD Behavioral Brown Bag organizer, 2015–16

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

Society for Personality and Social Psychology (SPSP)

Society for Judgment and Decision Making (SJDM)

Association for Psychological Science (APS)