

Sarah A. Memmi

University of Virginia, McIntire School of Commerce
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EMPLOYMENT

ACADEMIC

University of Virginia, McIntire School of Commerce Charlottesville, VA
Assistant professor of commerce, marketing area, July 2023 – present

University of Louisville, College of Business Louisville, KY
Assistant professor of marketing, 2020–23
Affiliated faculty with the Department of Equine Administration

SELECT NON-ACADEMIC

Dartmouth College, Office of Communications Hanover, NH
Multiple leadership roles in marketing communications, 2005-14

Equine Journal Keene, NH
Writer and account executive, 2003–05

EDUCATION

Duke University, Fuqua School of Business Durham, NC
PhD Business Administration – Marketing, 2020
Dissertation committee: Jordan Etkin (chair), Jim Bettman, Tanya Chartrand, Keisha Cutright, Gráinne Fitzsimons

University of Vermont Burlington, VT
BA English, 2000; College Honors, magna cum laude, Phi Beta Kappa

RESEARCH INTERESTS

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

PUBLICATIONS

Etkin, Jordan and Sarah Memmi (2021), “Goal Conflict Encourages Work and Discourages Leisure,” *Journal of Consumer Research*, 47 (February) 716-736.

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

Perez-Abreu, Luis, Sarah Memmi, and Jordan Etkin, “How Variety Shapes Expectations of Future Goal Conflict,” under 3rd-round review at *Journal of Personality and Social Psychology*.

WORKING PAPERS

Memmi, Sarah and Jordan Etkin, “The Benefits of Budgeting Time for Multiple Goal Balancing”; preparing for submission.

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

SELECT RESEARCH IN PROGRESS

“Resource Supply and Goal Revision,” with Jordan Etkin

“Donating Time,” with Michael Barone

“Resource Goals,” with Jordan Etkin

“Flexibility and resource slack”

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

“Habits and Variety,” with Jordan Etkin

INVITED TALKS

University of Virginia McIntire School of Commerce, February 2023

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*

Sarah Memmi* and Jordan Etkin, “Dynamic Time and Sticky Goals: Asymmetric Insensitivity to Changes in Resource Supply,” poster presented at Society of Consumer Psychology Conference, Puerto Rico, February 2023

Sarah Memmi* and Jordan Etkin, “The Benefits of Budgeting Time for Multiple Goal Balancing,” paper presented at CB-CLIK Conference, University of Louisville, Sept. 2022

Sarah Memmi* and Jordan Etkin, “Time Before Goals: Protecting Time for Downstream Goals by Budgeting Time First,” paper presented at Society for the Science of Motivation Conference; online, May 2021

Luis Abreu*, Sarah Memmi, and Jordan Etkin, “How Variety Shapes Expectations of Future Goal Conflict,” paper presented 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 presented 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 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

2024	Brand Management & Strategy (MS) University of Virginia McIntire School of Commerce
2023	Integrated Core Experience (ICE) Principles of Marketing (BS) University of Virginia McIntire School of Commerce
2022–23	Principles of Marketing (BSBA) <i>Modalities: Lecture & megasection lecture; Instructor rating: 4.62/5 (2022-23)</i> University of Louisville College of Business
2021–23	Strategic Communication for the Equine Industry (MBA & graduate certificate) <i>Modality: Online asynchronous; Instructor rating: 4.95/5 (2021-23)</i> University of Louisville College of Business
2021–23	Equine Marketing (BSBA) <i>Modalities: Hybrid synchronous & seminar; Instructor rating: 4.69 (2021-23)</i> University of Louisville College of Business
2022	Global Learning Experience in Italy (MBA/MSAA) <i>Faculty leader</i> University of Louisville College of Business

HONORS & AWARDS

- 2023 Student Champion Teaching Award, University of Louisville
- 2019 Best Symposium Presentation Award winner, Carolina Research in Social Psychology Conference
- 2019 Travel award, Fuqua Society to Advance Gender Equality (STAGE)
- 2017 Best student poster award runner-up, Society for Personality and Social Psychology Conference
- 2017 Marketing Science Institute Young Scholars Research Grant, “How Variety Affects Habit Formation”

SERVICE

TO FIELD

- Journal of Consumer Research* ad hoc reviewer, 2020–present
- Marketing Letters*, ad-hoc reviewer, 2022-present
- Journal of Business Research*, ad-hoc reviewer, 2021-present
- Association for Consumer Research reviewer, 2016–present
- Society for Consumer Psychology reviewer, 2016–present
- Society for Judgment and Decision Making reviewer, 2022-present

TO INSTITUTION

- UofL Equine Industry Program, 2020-23
- Taught sessions on equine marketing, industry, and crisis communications for national equine industry organizations and educational outreach. Represented UofL Equine at multiple industry events annually.*
- UofL Marketing Behavioral Brown Bag organizer, 2020
- Duke Fuqua Executive MBA Women’s Event, workshop based on research, 2019
- Duke Marketing PhD Student Seminar & brown bag organizer, 2015–17

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 (SJDMM)
- Association for Psychological Science (APS)