

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
DeShazo Research Fellow, 2026

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, Office of Communications Hanover, NH
Multiple leadership roles in marketing communications; substantial experience in academic administration at the institution-wide leadership level, 2005-14

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, time & consumer resources (money, social support, energy), goal conflict, consumption habits, well-being

PUBLICATIONS

Memmi, Sarah A. and Jordan Etkin (2026), “Time Before Goals: The Benefits of Budgeting Time First for Multiple Goal Setting and Pursuit,” *Organizational Behavior and Human Decision Processes*, 196(July). <https://doi.org/10.1016/j.obhdp.2026.104498>

Perez-Abreu, Luis, Sarah Memmi, and Jordan Etkin (2024), “Perceiving Greater Variety Among Past Conflicts with a Focal Goal Reduces Expected Goal Conflict,” *Journal of Personality and Social Psychology*, 126(3), 413-430.
<https://doi.apa.org/doi/10.1037/pspa0000387>

PUBLICATIONS (CONT.)

Etkin, Jordan and Sarah Memmi (2021), “Goal Conflict Encourages Work and Discourages Leisure,” *Journal of Consumer Research*, 47(February), 716-736.
<https://doi.org/10.1093/jcr/ucaa019>

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. <https://doi.apa.org/doi/10.1037/emo0000194>

WORKING PAPERS

Memmi, Sarah and Jordan Etkin (2024), “The Role of Product Variety in New Consumption Routines,” *Marketing Science Institute Working Paper Series*, No. 24-133.
<https://tinyurl.com/msi-varietyconsumptionroutines>

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

“Scales and Truthful Disclosure,” with Ellie Kyung
“Resource Evaluations in Product Reviews,” with Shelly Tsang
“Busyness and Bundle Discounts,” with Amar Cheema
“Preferences for Flexible Consumption,” with Amar Cheema
“Resource Goals,” with Jordan Etkin and Jacqueline Pan

INVITED PRESENTATIONS

Marketing Academic Research Colloquium (MARC), Penn State, May 2025
University of Virginia Department of Social Psychology, September 2024
University of Virginia Behavioral Science Conference, March 2024
Virginia Marketing Camp, September 2023
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, Calif., 2020

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

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

REFEREED CONFERENCE PRESENTATIONS

**presenting author*

Sarah Memmi* and Jordan Etkin, “The Benefits of Budgeting Time First for Multiple Goal Setting and Progress,” paper presented at Society of Consumer Psychology Conference, San Diego, 2026

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, 2023

Sarah Memmi* and Jordan Etkin, “The Benefits of Budgeting Time for Multiple Goal Balancing,” paper presented at UofL CLIK Conference, Louisville, Ky., 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, 2021

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

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

Luis Perez-Abreu*, Sarah Memmi, and Jordan Etkin, “How Variety Influences Expectations of Future Goal Conflict,” paper presented at INFORMS Society for Marketing Science Conference; online, 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, Calif., 2020

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

Sarah Memmi* and Jordan Etkin, “Putting Time First Increases Multiple Goal Achievement,” paper presented at Carolina Research in Social Psychology; Durham, N.C., 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, La., 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, 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, N.Y., 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, N.C., 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, 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, Calif., 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 Beach, Fla., 2016

TEACHING

UNIVERSITY OF VIRGINIA MCINTIRE SCHOOL OF COMMERCE

- 2026– Integrated Core: Marketing Principles (BS Commerce)
Modality: Immersive, project-based foundational course
- 2024–2026 Brand Management & Strategy (MS Commerce)
Modality: Experiential seminar; Instructor rating: 4.56/5
- 2023–2025 Integrated Core Experience: Behavioral Issues in Marketing & Management (BS Commerce)
Modality: Immersive, project-based foundational course; Instructor rating: 4.33/5

UNIVERSITY OF LOUISVILLE COLLEGE OF BUSINESS

- 2022–23 Principles of Marketing (BSBA)
Modalities: Standard (45 students) & megasection (175 students) lecture; Instructor rating: 4.62/5
- 2021–23 Strategic Communication for the Equine Industry (MBA & Graduate Business Certificate in Horse Racing Industry)
Unique, original course design; Modality: Online asynchronous seminar; Instructor rating: 4.95/5
- 2021–23 Equine Marketing (BSBA)
Unique, original course design; Modalities: Hybrid synchronous & in-person seminar; Instructor rating: 4.69/5
- 2022 Global Learning Experience in Italy (MBA/MSAA)

HONORS & AWARDS

- 2026 DeShazo Research Fellow, UVA McIntire
- 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

Journal of Marketing Research ad hoc reviewer, 2024–present

Journal of Consumer Psychology ad hoc reviewer, 2024–present

Additional ad hoc reviewing: *Journal of Behavioral Decision Making*, *Marketing Letters*, *Journal of Business Research*, *Personality and Social Psychology Bulletin*

Conference reviewing: Association for Consumer Research, Society for Consumer Psychology, Society for Judgment and Decision Making

Society for Consumer Psychology Job Market Buddy program mentor, 2024–26

Society for Judgment and Decision Making Conference mentor program, 2024–25

TO INSTITUTION

UVA McIntire Marketing Camp–organizer, 2026

UVA McIntire Consumer Behavior Research Assistant Group–founder and manager, 2024–present

UVA McIntire Marketing Careers Office Hours Series–faculty host, 2024–present

UofL Marketing Behavioral Brown Bag–organizer, 2020–22

UofL Equine Industry Program–Regularly led industry and educational outreach workshops; represented UofL Equine at industry events, 2020–23

Duke Fuqua Executive MBA Women’s Event–workshop presenter, 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 (SJDM)

Association for Psychological Science (APS)