CASSIE MOGILNER

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U.S. Citizen

EMPLOYMENT

Wharton, University of Pennsylvania, *Associate Professor of Marketing with Tenure* 07/2015 – present
Wharton, University of Pennsylvania, *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

ARTICLES PUBLISHED

*****denotes paper with equal author contribution

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

- Lead article
- Select media coverage: *New York Times, NPR KPCC, The Atlantic, BBC Radio, Fox News, Huffington Post, ABCNews.com, Yahoo! News, Inc., Fast Company*

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

- Select media coverage: *The Economist, The Atlantic, The Wall Street Journal, The Boston Globe, Science Daily*

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.

- Select media coverage: *Time Magazine, Phys Org, The Times of India, Business Insider*

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

- Select media coverage: *New York Times, The Wall Street Journal, NPR WBUR, Huffington Post, Harvard Business Review, Boston Globe, Scientific American, Financial Times, Forbes, Psychology + Religion Today, Live Science, Shape Magazine, Health Magazine, Family Circle Magazine, Business Insider, Psychology Progress, The Guardian, Wired*

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

- Select media coverage: *The Wall Street Journal, The Atlantic, Times of India, Forbes India, Sun Herald, Huffington Post, Daily Mail U.K., Business News Daily, e! Science News, CBC News, Psychology Today*

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

- Select media coverage: *The Atlantic, Huffington Post, Times of India, Daily Mail U.K., Live Science, Slate, Quality Health*

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

- Select media coverage: *Scientific American, TIME Magazine, Huffington Post, Boston Globe, The Atlantic, Psychology Today, The Times of India, Women's Health, Men's Health, Woman's World, Medical News Today, Whole Living Magazine, fyi Living, Science 2.0, Science Daily*

*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.

- Select media coverage: *Financial Times, Boston Globe, Science Daily*

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. Ferber Award, Honorable Mention, 2010

- Ferber Award, Honorable Mention, 2010
- Select media coverage: *The Wall Street Journal, Forbes, Science Daily*

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.

- Select media coverage: *The Economist, New York Times, Self Magazine, Science Daily*

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.

- Select media coverage: *Washington Post, Shape Magazine, ABC News.*

Huber, Joel, Kelly Goldsmith, and Cassie Mogilner (2008), "Reinforcement versus Balance Response in Sequential Choice," *Marketing Letters,* 19, 229-239.

ARTICLES SUBMITTED

Chan, Cindy and Cassie Mogilner, "Experiential Gifts Foster Stronger Relationships than Material Gifts," under revision for 4th review, *Journal of Consumer Research.*

- Select media coverage: *New York Times, The Wall Street Journal, Philadelphia Magazine*

Etkin, Jordan and Cassie Mogilner, "Does Variety Increase Happiness?" under review, *Journal of Personality and Social Psychology.*

- Select media coverage: *Harvard Business Review, Business Insider*

INVITED ARTICLES AND CHAPTERS

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.

- Select media coverage: *CBS Money Watch, Forbes India, Business Insider*

Mogilner, Cassie and Michael Norton (2015), "Consumer Happiness and Well-Being," *Cambridge Handbook of Consumer Psychology.*

WORKING PAPERS

Dai, Hengchen, Cindy Chan, and Cassie Mogilner, "Don't Tell Me What to Do! People Rely Less on Consumer Reviews for Experiential than Material Purchases."

Mogilner, Cassie and Barbara Mellers, "Wants and Shoulds in Daily Life: What Predicts Happiness?"

SELECT WORK IN PROGRESS

Mogilner, Cassie and Michael Norton, "Preferred Happiness: Experienced or Remembered?"

Hershfield, Hal, Cassie Mogilner, and Uri Barnea, "Wanting Time More Than Money is Linked to Well-Being."

Srna, Shalena and Cassie Mogilner, "Buying Time."

AWARDS

Dorinda and Mark Winkelman Distinguished Scholar Award, 2014
Journal of Consumer Research Outstanding Reviewer Award, 2014
AMA-Sheth Foundation Doctoral Consortium Faculty Fellow, 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 (in recognition of outstanding academic performance), Stanford GSB, 2004
Cum Laude Graduate, Columbia University, 2002

CONFERENCE PRESENTATIONS

*denotes presenting author

1. Etkin, Jordan* & Cassie Mogilner. "Does Variety Increase Happiness?" *Association for Consumer Research Conference,* Baltimore, MD, 2014.
2. Chan, Cindy* & Cassie Mogilner. "Experiential Gifts Foster Stronger Relationships than Material Gifts," *Association for Consumer Research Conference,* Baltimore, MD, 2014.
3. Chan, Cindy*, Cassie Mogilner, & Leaf Van Boven. "Gratitude, Guilt, and Gift Giving," *Association for Consumer Research Conference,* Baltimore, MD, 2014.
4. Mogilner, Cassie* & Michael Norton. "Philosophies of Happiness: Preferences for Experienced and Remembered Happiness," *Association for Consumer Research Conference,* Chicago, IL, 2013.
5. Gino, Francesca & Cassie Mogilner*. "Time, Money, and Morality," *Association for Consumer Research Conference,* Chicago, IL, 2013.
6. Bhattacharjee, Amit* & Cassie Mogilner. "What Experiences Make Us Most Happy, The Ordinary or The Extraordinary?" *Association for Consumer Research Conference,* Chicago, IL, 2013.
7. 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.
8. Mogilner, Cassie & Amit Bhattacharjee*. "What Experiences Make Us Most Happy, The Ordinary or The Extraordinary?" *Society for Consumer Psychology Conference,* San Antonio, TX, 2013.
9. Thomas, Melanie* & Cassie Mogilner, "Do Tortoises Make Better Friends than Hares? Speed and Social Connection," *Society for Consumer Psychology Conference,* San Antonio, TX, 2013.
10. Chan, Cindy* & Cassie Mogilner. "Experiential Gifts are Socially Connecting," *Society for Consumer Psychology Conference,* San Antonio, TX, 2013.
11. Mogilner, Cassie*, Jennifer Aaker, & Sepandar Kamvar. "How Happiness Affects Choice," *Society of Consumer Psychology Conference,* Florence, Italy, 2012.
12. Chance, Zoë*, Cassie Mogilner, & Michael Norton. "Giving Time Gives You Time," *Association for Consumer Research Conference,* St. Louis, MO, 2011.

13. 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.
14. Mogilner, Cassie*, Jennifer Aaker, & Sepandar Kamvar. “How the Meaning(s) of Happiness Impacts Choice,” *Association for Consumer Research Conference,* St. Louis, MO, 2011.
15. Mogilner, Cassie*. "The Pursuit of Happiness: Time, Money, and Social Connection," *Society of Consumer Psychology Conference,* Atlanta, GA, 2011.
16. Mogilner, Cassie*, Sepandar Kamvar, & Jennifer Aaker. "How the Experience of Happiness Shifts Across the Life Course," *Society of Consumer Psychology Conference,* Atlanta, GA, 2011.
17. Chance, Zoë*, Cassie Mogilner, & Michael Norton. "Giving Time Gives You Time," *Society of Consumer Psychology Conference,* Atlanta, GA, 2011.
18. 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.
19. Mogilner, Cassie*. “The Role of Time versus Money in the Pursuit of Happiness,” *Association for Consumer Research Conference,* Pittsburgh, PA, 2009.
20. Mogilner, Cassie* & Jennifer Aaker. “The Time vs. Money Effect,” *Society for Consumer Psychology Conference,* San Diego, CA, 2009.
21. Mogilner, Cassie* & Jennifer Aaker. “Forgiving by Not Forgetting: The Effect of Compensations following Brand Transgressions,” *Society for Consumer Psychology Conference,* San Diego, CA, 2009.
22. 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.
23. Mogilner, Cassie* & Jennifer Aaker. “Life’s Riches: The ‘Time > Money Effect’,” *Association for Consumer Research Conference,* San Francisco, CA, 2008.
24. 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.
25. 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.
26. Mogilner, Cassie* & Jennifer Aaker. “Forgiving by Not Forgetting: The Effect of Compensations following Brand Transgressions,” *Association for Consumer Research Conference,* Memphis, TN, 2007.
27. 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.
28. 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

Georgetown University's McDonough School of Business (April 2015)
Sauder School of Business, University of British Columbia (March 2015)
Society of Personality and Social Psychology Pre-Conference on Happiness (February 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)
BRITE Conference Panelist, Columbia Business School (March 2014)
UCLA Anderson School of Management (January 2014)
Meaning of Money Invitational Conference, Russell Sage Foundation (January 2014)

Rotman School of Management, University of Toronto (December 2013)
Emotions and Well-being Invitational Conference, Vancouver (November 2013)
Annenberg School for Communications, University of Pennsylvania (November 2013)
Brown University, Philosophy Department, Ethical Inquiry Lecture Series (November 2013)
Horizon Media, New York City (May 2013)
Carnegie Mellon University (April 2013)
Stony Brook University (April 2013)
Columbia Business School, Decision Making and Negotiations Area (February 2013)
Happiness Conversations Panel, Society of Consumer Psychology, San Antonio (February 2013)
MSI Young Scholar Conference, Park City, Utah (January 2013)
Stern School of Business, New York University (October 2012)
Horizon Media, New York City (August 2012)
The Fuqua School of Business, Duke University (May 2012)
Marshall School of Business, University of Southern California (April 2012)
Time vs. Money Conversations Panelist, Society of Consumer Psychology Conference (February 2012)
Harvard Business School (February 2012)
Parents' Weekend Faculty Presentation, Wharton, University of Pennsylvania (October 2011)
Research Scholars Program, Wharton, University of Pennsylvania (October 2011)
Institute for Wellbeing Management, Bellevue University (August 2011)
Leadership in the Business World, Wharton, University of Pennsylvania (July 2011)
Four School Colloquium, New York University (April 2011)
BizTalks, Wharton, University of Pennsylvania (February 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)

TEACHING

Strategic Brand Management, MBA and Undergraduate
Connecting Consumers, Executive MBA
Building Your Personal Brand, Knowledge@Wharton Seminar

SERVICE TO SCHOOL

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
- 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

Presentations

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

Editorial Review Board:

Journal of Consumer Research, 2013-present

Journal Reviewing:

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
Personality and Social Psychology Bulletin
Psychological Science
Self and Identity

Conference Program Committee:

Association for Consumer Research Conference 2015
Society of Consumer Psychology Conference 2014, 2015
European Marketing Association Conference 2009

Reviewer:

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

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
Society for Consumer Psychology
Society for Personality and Social Psychology
Society for Judgment and Decision Making
Association for Psychological Science