

CURRICULUM VITA  
KATHRYN SHARPE WESSLING

The Wharton School  
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**ACADEMIC POSITIONS**

Visiting Faculty, The Wharton School, University of Pennsylvania, 2016 - present

Assistant Professor, Darden Graduate School of Business, University of Virginia, 2011 – 16

Visiting Assistant Professor, Darden Graduate School of Business, University of Virginia, 2010 - 11

Post-Doctorate Fellow, Duke University Fuqua School of Business, 2008 –09

**EDUCATION**

Ph.D. Duke University, Fuqua Business School, Durham, NC  
Business Administration (Marketing), 2008 (advisor: Rick Staelin)

B.S. Georgia Institute of Technology (Georgia Tech), Atlanta, GA  
Industrial Engineering, *summa cum laude*, 2000

**WORK EXPERIENCE**

The Home Depot, Atlanta, GA  
Strategic Operations Group, Sr. Analyst (2002 – 2003)

Bain & Company, Atlanta, GA  
Associate Consultant (2000 – 2002)

Accenture, Atlanta, GA  
Logistics Strategy Coop (1997 – 1999)

**RESEARCH INTERESTS**

My primary research interest is empirically modeling consumer behavior. While choice modeling using Bayesian estimation is my preferred method of analysis, I often used mixed methods of analyses as well as various data collection methods including running lab and field experiments.

Typically, my research is focused on the effects of marketing on the individual (consumer) and collective (firms and societies) wellbeing. This has mostly taken the form of better understanding of what motivates consumers (economically and behaviorally) to overconsume (food or material possessions). Results of my research have led to recommendations for consumers, firms, policy makers, and organizations which will increase the likelihood of individuals making healthier choices.

## PUBLICATIONS

Sharpe, Kathryn, and Richard Staelin (2010), "Consumption Effects of Bundling: Consumer Perceptions, Firm Actions, and Public Policy Implications," *Journal of Public Policy and Marketing*, 29 (2), 177-188.

Sharpe, Kathryn, Richard Staelin, and Joel Huber (2008), "Using Extremeness Aversion to Fight Obesity: Policy Implications of Context Dependent Demand," *Journal of Consumer Research*, 35 (3), 406-422.

## WORKING PAPERS

"The Bad and the Better: Profiling the Process of Morally Judging a Materialistic Buyer" jointly with Yi Zhang and David Mick, submitted to the *Journal of Consumer Research*.

"Context Dependent Price Sensitivity," jointly with Joel Huber and Oded Netzer, targeted towards the *Journal of Marketing Research*.

## WORK IN PROGRESS

"When the Deceived Deceive the Deceiver: Anticipating, Preventing, and Controlling for Participant Deception," with Joel Huber and Oded Netzer, targeted towards the *International Journal of Research in Marketing*.

"Recency and Primacy Effects in Vice vs. Virtue Food Choices" joint with Yi Zhang and Nichole Montgomery, targeted towards the *Journal of Consumer Research*.

## CASES, BOOK CHAPTERS, AND OTHER MANUSCRIPTS

Kathryn Sharpe, "Cheeky Fly Fishing" (2015), a three part multi-media case centered primary marketing research tools: consumer depth interviews, survey design, behavioral and attitudinal measures, factor analysis, and regression analysis, *University of Virginia Darden School Case*.

Kraft, Tim, Ozgen Karaer, and Kathryn Sharpe (2015), "Managing the Chemicals and Substances in Products and Supply Chains" invited book chapter to appear in *Environmentally Responsible Supply Chains*, edited by A. Atasu, Springer.

Mead, Jenny, Jared Harris, and Kathryn Sharpe (2013), "FullStop Foods: Fresh, Healthy Sales Growth," marketing ethics case study, *University of Virginia Darden School Case*.

Wilcox, W. Bradford and Kathryn Sharpe (2011), "Marriage and the Baby Carriage: Which Sectors of the Economy Benefit Most," *The Sustainable Demographic Dividend: What do Marriage & Fertility have to do with the Economy*, 24-27.

Paul Farris, Raj Venkatesan, and Kathryn Sharpe, "The Seven Questions of Marketing Strategy," (2010), *University of Virginia Darden School Teaching Note*.

Sharpe, Kathryn and David Torgerson (2004), "MSI Customer Management Summary," *MSI Working Paper* (No. 05-300).

Pivar, Ben, Jeffrey Smith, and Kathryn Sharpe (1998), "Deterco Latin America Supply Chain Strategy" a case study on customer segmentation based on logistics needs and the effects on manufacturing," *University of Virginia Darden School Case*.

## PRESENTATIONS

Amazon Mechanical Turk Survey Deception: Sources, Risks, and Remedies, Sawtooth Software Conference, Park City, September 2016.

How and When to Ask the Turk: Tips for Using Amazon's Mechanical Turk to Conduct Consumer Research, invited panelist, Association for Consumer Research, New Orleans, October 2015

The Love Hate Relationship with Amazon Mechanical Turk (MTURK), invited talk, Duke University, June 2015.

The Love Hate Relationship with Amazon Mechanical Turk (MTURK), Marketing Academic Research Colloquium (MARC), University of Virginia (Darden), May 2015.

Zhang, Yi (presenter), Kathryn Sharpe, and Nichole Montgomery, "Recency and Primacy Effects with Hedonic Goods," Poster session, Marketing Academic Research Colloquium (MARC), Georgetown, May 2014.

Zhang, Yi (presenter) and Kathryn Sharpe, "Recency and Primacy Effects with Hedonic Goods," Data Blitz session, Behavioral Science of Eating, Carnegie Mellon University, Tepper School of Business, January 2014.

Sharpe, Kathryn, Oded Netzer, and Joel Huber, "Product Assortment Strategy for High -Price Locations," Marketing Science, Istanbul, Turkey, July 2013.

Sharpe, Kathryn, Selin Kesebir, Ronald Wilcox, and Amar Cheema, "Mine Matter Most," McIntire School of Commerce (UVA), Research Seminar, September 2011.

Sharpe, Kathryn and Richard Staelin (presenter), "Using Extremeness Aversion to Fight Obesity," The Summer Institute in Competitive Strategy (SICS) conference, Berkeley, California, July 2007.

Sharpe, Kathryn, Richard Staelin, and Joel Huber, "Don't Quite Super Size Me: Policy Decisions with Context Dependent Demand." Association of Consumer Research, Orlando, Florida, October 2006.

Sharpe, Kathryn, Richard Staelin, and Joel Huber, "Don't Quite Super Size Me: Policy Decisions with Context Dependent Demand." Marketing Science Conference, Pittsburgh, Pennsylvania, June 2006.

Huber, Joel, Jon Pinnell and Kathryn Sharpe, "The Economic and Psychological Influences of Bundling" (Presented by Joel Huber) Sawtooth Conference, March 2006.

Sharpe, Kathryn, Richard Staelin, and Joel Huber, "Don't Quite Super Size Me: Policy Decisions with Context Dependent Demand." Presented at the Winter AMA, St. Pete Florida, February 2006.

Sharpe, Kathryn and Richard Staelin (presenter), "Standards or Regulation? The Implications of Portion Size," Kenan Obesity Reduction Partnership Conference at University of Chapel Hill, May 2005.

Sharpe, Kathryn, "Using Trend Analysis to Determine Portfolio Allocation," Presented at the Annual Investments Conference, Georgia Institute of Technology; Atlanta, GA 2001.

## TEACHING EXPERIENCE

Core Marketing (MBA), Marketing Intelligence (MBA), and Data & Analysis (undergrads)

Teaching Interests: Data & Analysis, Marketing Strategy, Principles, Marketing Research, Pricing, Consumer Behavior, B2B Marketing, Marketing Ethics, and New Product Innovation

## DISTINCTIONS, SCHOLARSHIP, FELLOWSHIPS, AND GRANTS

- Batten Institute Field Course Development & Support (2012-16)
- 3M Faculty Education Grant (2010-13)
- National Marriage Project Fellow (2010-12)
- AMA "Marketing & Society SIG Dissertation Proposal" Winner (2007)
- Excellence in Diversity Fellow (2010)
- James B. Duke Scholarship (2003 - 2005)

## SERVICE

Dissertation Committee: Yiyi Zhou, Department of Economics, UVA (placed at SUNY Stony Brook)

Company Independent Study Advisor: The Home Depot and Nour

Advisor to New Ventures: ArqSpin, Caribe, Cassimr Club, Charlottesville Ballet, Clay Fitness, Cloud Cabin Arts, CrossFit Charlottesville, C-Villian Brewery, Elderberry Herb Shop, Elliewood, FARMacy, Finch and Vail, Folbot, Foodio, GigDog, Mad Hatter Foods, Mega Sound, Natural Earth Laundry, Relay Foods, RouteMine, Stevie G's, Taste of Home Catering, Telfari, The Happy Tomato, The Split Banana, Three Notch'd Brewery, Valto Grill, Wine Made Simple, and Wish Wish (2012 -2014)

Darden Brand Challenge Advisor (2011 – 2014) and Marketing Advisor for Community Consultants (2012 -2014)

Marketing Case Competition Judge: 2013

Marketing Advisor for Community Consultants: 2012 -2014

3M / Sawtooth Case Competition Team Advisor: 2015 National Case Competition Winners

## MEDIA MENTIONS

Drink Sizes Portion Size Research:

*Convenience Store Decisions:*

<http://www.csdecisions.com/2008/08/25/with-soft-drink-sizes-is-less-more/>

*Phys.org:*

<http://phys.org/news138629694.html>

*Consumer Affairs:*

[http://www.consumeraffairs.com/news04/2008/09/soft\\_drink\\_portions.html](http://www.consumeraffairs.com/news04/2008/09/soft_drink_portions.html)

*Darden Business Cast:*

<https://www.youtube.com/watch?v=w6qBGD-LA4M>

Fast Food Combo Meals Research:

*San Antonio Express News:*

[http://www.mysanantonio.com/life/life\\_columnists/jessica\\_belasco/article/Be-wary-of-fast-food-combo-meal-deals-1177802.php](http://www.mysanantonio.com/life/life_columnists/jessica_belasco/article/Be-wary-of-fast-food-combo-meal-deals-1177802.php)

*The Business Journals:*

[http://www.bizjournals.com/prnewswire/press\\_releases/2010/11/29/DC08273](http://www.bizjournals.com/prnewswire/press_releases/2010/11/29/DC08273)

*FastCasual.com:*

<http://www.fastcasual.com/news/study-people-choose-combo-meals-regardless-of-value-or-size>

*FoodPlacesAround.com:*

<http://www.foodplacesaround.com/news/Yes-Consumers-Want-Fries-with-That-13451/>

*The Restaurant Brokers:*

<http://blog.therestaurantbrokers.com/yes-consumers-want-fries-with-that/>

*QSR Magazine:*

<http://www.qsrmagazine.com/exclusives/yes-consumers-want-fries>

*Food and Food Equipment News:*

<http://www.foodequipmentnews.com/2010/11/index.html>

## REFERENCES

Joel C. Huber

Alan D. Schwartz Professor

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Ronald ("Ron") Wilcox

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