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## SHALENA SRNA

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### EDUCATION

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**The Wharton School, University of Pennsylvania**  
Ph.D., *Marketing & Psychology*. May, 2018 (Expected)

**Walter A. Haas School of Business, University of California, Berkeley**  
B.S., *Business Administration*. May, 2013

### RESEARCH INTERESTS

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Judgment and Decision Making  
Consumer Perceptions  
Consumer Motivation and Performance

### FORTHCOMING PAPER

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Schrift, Rom Y., Jeffrey R. Parker, Gal Zauberaman, and **Shalena Srna**. "Multi-Stage Decisions Processes: The Impact of Attribute-Order on How Consumers Mentally Represent Their Choice." Forthcoming at the *Journal of Consumer Research*.

### WORKING PAPERS

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**Srna, Shalena**, Rom Y. Schrift, and Gal Zauberaman. "The Illusion of Multitasking and Its Effect on Performance." Under 2<sup>nd</sup> round review at *Psychological Science*.

Cutright, Keisha M., **Shalena Srna**, and Adriana Samper. "Suit Up and Shop: How Consumer Attire Influences Purchasing Decisions." *In preparation*.

### SELECTED RESEARCH IN PROGRESS

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"A Prediction Gap in Effect of Income Tax on Effort" with Gal Zauberaman and Rom Y. Schrift.

"Multitasking Perceptions and Their Impact on Consumers' Experiences and Choice" with Gal Zauberaman and Rom Y. Schrift.

"When Signaling Status Backfires" with Alixandra Barasch and Deborah Small.

## GRANTS AND AWARDS.

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- Patty and Jay H. Baker Ph.D. Fellowship, Jay H. Baker Retail Center, 2017 (Total Awards: \$5,127)
- The Russell Ackoff Doctoral Student Fellowship Award, Wharton Risk Management Center, 2014-2017 (Total Awards: \$12,000)
- Wharton Doctoral Travel Grant, George James Term Fund, 2016-2017 (Total Awards: \$2,000)

## INVITED TALKS

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- The University of Chicago, Booth School of Business, October 2017
- Bocconi University, October 2017
- Rotman School of Management, University of Toronto, October 2017
- University of Southern California, Marshall School of Business, October 2017
- University of Michigan, Ross School of Business, September 2017

## CHAired SYMPOSIUM

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Srna, Shalena (2015, October). "What Makes You Pay? Features of Incentives and the Distribution of Benefits in Financial Behavior." *Association for Consumer Research*, New Orleans, LA.

## CONFERENCE PRESENTATIONS (\* Denotes presenting author)

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Srna, Shalena\*, Rom Y. Schrift, and Gal Zauberger (2017, April). "The Illusion of Multitasking and Its Effect on Performance." *Annual University of Houston Doctoral Symposium*, Houston, TX.

Curight, Keisha, Shalena Srna, and Adriana Samper\* (2017, February). "Suit Up and Shop: How Consumer Attire Influences Purchasing Decisions." *Society for Consumer Psychology*, San Francisco, CA.

Srna, Shalena\*, Rom Y. Schrift, and Gal Zauberger (2017, February). "The Illusion of Multitasking and Its Effect on Performance." *Society for Consumer Psychology*, San Francisco, CA.

Srna, Shalena\*, Gal Zauberger, and Rom Y. Schrift (2017, February). "A Prediction Gap in Effect of Income Tax on Effort." *Society for Consumer Psychology*, San Francisco, CA.

Srna, Shalena\*, Rom Y. Schrift, and Gal Zauberger (2016, November). "The Illusion of Multitasking and Its Effect on Performance." *Society for Judgment and Decision Making*, Boston, MA.

- Srna, Shalena\*, Gal Zauberaman, and Rom Y. Schrift (2016, November). “A Prediction Gap in Effect of Income Tax on Effort.” *National Tax Association*, Baltimore, MD.
- Srna, Shalena\*, Rom Y. Schrift, and Gal Zauberaman (2016, October). “The Illusion of Multitasking and Its Effect on Performance.” *Association for Consumer Research*, Berlin, Germany.
- Schrift, Rom Y. \*, Jeffrey R. Parker, Gal Zauberaman, and Shalena Srna (2016, June). “Multi-Stage Decisions Change How Decision-Makers Categorize Their Chosen Option.” *Behavioral Decision Research in Management*, Toronto, Canada.
- Srna, Shalena\*, Schrift, Rom Y., Zauberaman, Gal (2016, June). “Multitasking: Perception & Performance.” *Behavioral Decision Research in Management*, Toronto, Canada.
- Srna, Shalena\*, Rom Y. Schrift, and Gal Zauberaman (2016, May). “Multitasking: Perception & Performance.” *Trans-Atlantic Doctoral Conference*, London, UK.
- Schrift, Rom Y., Jeffrey R. Parker\*, Gal Zauberaman, and Shalena Srna (2016, February). “Decision-Tree Structures and Their Impact on Similarity Judgment and Replacement Option.” *Society for Consumer Psychology*, St. Pete Beach, FL.
- Srna, Shalena\*, Gal Zauberaman, and Rom Y. Schrift (2015, November). “A Prediction Gap in Effect of Income Tax on Effort.” *Society for Judgment and Decision Making*, Chicago, IL.
- Srna, Shalena\*, Gal Zauberaman, and Rom Y. Schrift (2015, October). “A Prediction Gap in Effect of Income Tax on Effort.” *Association for Consumer Research*, New Orleans, LA.
- Schrift, Rom Y., Jeffrey R. Parker\*, Gal Zauberaman, and Shalena Srna (2015, October). “Beyond the Choice Set: The Impact of Considering Similar Outside Options.” *Association for Consumer Research*, New Orleans, LA.

## TEACHING EXPERIENCE

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- Graduate Teaching Assistant at The Wharton School, University of Pennsylvania
  - Strategic Brand Management, Professor Barbara Kahn, Spring 2016
  - Consumer Behavior, Professor Deborah Small, Spring 2015
  - Psychology of Consumer Financial Decisions, Professor Gal Zauberaman, Fall 2014
- Marketing Instructor for the Leadership in the Business World Summer Program, Summer 2015
- Teacher Development Program, Fall 2015

## SERVICE

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Ad Hoc Reviewer

- *Journal of Marketing Research*
- *Journal of Consumer Research*
- *Society for Consumer Psychology*

## **AFFILIATIONS**

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- Association for Consumer Research (ACR)
- Society for Consumer Psychology (SCP)
- Society for Judgment and Decision Making (SJDM)
- Penn Interdisciplinary Meeting of the Minds (PIMM), Co-president 2015

## **PROFESSIONAL EXPERIENCE**

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Essex S.P.A., Incorporated  
*President, Chief Financial Officer, Secretary*

June 2012-Present

## **RELEVANT COURSEWORK**

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### Consumer Behavior and Psychology

- Foundations of Decision Processes (Uri Simonsohn)
- Information Processing: Perspectives on Consumer Behavior (Patti Williams)
- Judgment and Decision Making: Perspectives on Consumer Behavior (Gal Zauberaman)
- Judgment and Decision Making: Perspectives on Consumer Behavior-Audited (Deborah Small)
- Social Psychology (Philip Tetlock & Geoff Goodwin)

### Research and Quantitative Methods

- Applied Regression and Analysis of Variance (Paul Rosenbaum)
- Empirical Models in Marketing (Eric Bradlow)
- Introduction to Nonparametric Methods and Loglinear Models (Paul Rosenbaum)
- Measurement and Data Analysis in Marketing (Christophe Van den Bulte)
- Methods Stumblers: Pragmatic Solutions to Everyday Challenges in Behavioral Research-Audited (Uri Simonsohn)
- Research Methods in Marketing (J. Wesley Hutchison)

## REFERENCES

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Rom Y. Schrift (Dissertation co-advisor)  
*Assistant Professor of Marketing*  
The Wharton School  
University of Pennsylvania  
Email: roms@wharton.upenn.edu  
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Gal Zauberan (Dissertation co-advisor)  
*Professor of Marketing*  
Yale School of Management  
Yale University  
Email: zauberan@yale.edu  
Office: (203) 432-5037

Deborah Small  
*Laura and John J. Pomerantz Professor of Marketing*  
*Professor of Psychology*  
The Wharton School  
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Robert Meyer  
*Frederick H. Ecker/MetLife Insurance Professor*  
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