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## SHALENA SRNA

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### ACADEMIC EMPLOYMENT

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**Assistant Professor of Marketing, Ross School of Business, University of Michigan**  
2018 – present

### EDUCATION

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**The Wharton School, University of Pennsylvania**

Ph.D., *Marketing & Psychology*. May, 2018

M.S., *Marketing*. May, 2017

**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 Motivation and Productivity  
Consumption Choices and Consequences

### PUBLISHED PAPERS

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**Srna, Shalena**, Alixandra Barasch, and Deborah A. Small (2022), “On the Value of Modesty: How Signals of Status Undermine Cooperation,” Forthcoming at *Journal of Personality and Social Psychology*.

Cutright, Keisha M., **Shalena Srna**, and Adriana Samper (2019), “The Aesthetics We Wear: How Attire Influences What We Buy,” *Journal of the Association for Consumer Research*, 4 (4), 387-397.

**Srna, Shalena**, Rom Y. Schrift, and Gal Zauberan (2018), “The Illusion of Multitasking and Its Positive Effect on Performance,” *Psychological Science*, 29 (12), 1942-55.

- Selected media coverage: [Forbes](#), [Scientific American](#), [Psychology Today](#), [Big Think](#), [Knowledge@Wharton](#), [Thrive Global](#), [Yale Insights](#), [Faculty News at Michigan Ross](#), [Technology.org](#), [StudyFinds](#), [Inquistr](#), [Earth.com](#)

Schrift, Rom Y., Jeffrey R. Parker, Gal Zauberan, and **Shalena Srna** (2018), “Multistage Decision Processes: The Impact of Attribute Order on How Consumers Mentally Represent Their Choice,” *Journal of Consumer Research*, 44 (6), 1307-24.

## WORKING PAPERS (\*denotes equal authorship)

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**Srna, Shalena\***, Jackie Silverman\*, and Jordan Etkin “When Limits Backfire: The Ironic Effect of Setting Limits on Entertainment Consumption,” Under review.

**Srna, Shalena**, Gal Zauberan, and Rom Y. Schrift, “Taxes, Effort, and Sentiment: A Prediction Gap in Response to Tax Rates,” In preparation.

**Srna, Shalena\*** and Yonat Zwebner\*, “The Downside of Doing Good: Nonprofits Have a Harder Time Rebounding than For-profits After Transgressing,” In preparation.

## SELECTED RESEARCH IN PROGRESS

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“Multitasking Perceptions and Their Impact on Consumers’ Experiences and Choice”  
with Gal Zauberan and Rom Y. Schrift

“The Redistribution of Tax Money” with Jin Kim and Gal Zauberan

“The Inefficacy Fallacy: Why ‘One Person Can’t Make a Difference’ Is a Bias”  
with Joshua Lewis

“Source Dependence of Money and Its Effect on Psychological Ownership”  
with Tim Doering and Katherine Burson

## INVITED TALKS

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- University of Michigan, Ross School of Business, Management, December 2018
- University of Michigan, Ross School of Business, SBEE Seminar Series, October 2018
- The University of Chicago, Booth School of Business, Marketing, October 2017
- Bocconi University, Marketing, October 2017
- Rotman School of Management, University of Toronto, Marketing, October 2017
- University of Southern California, Marshall School of Business, Marketing, October 2017
- University of Michigan, Ross School of Business, Marketing, September 2017

**CHAired SYMPOSIUM** (\*denotes co-chaired)

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- Silverman, Jackie\* and Shalena Srna\* (2021, March). “Unanticipated Consequences of Constraining Behavior.” Society for Consumer Psychology, Virtual.
  - Zwebner, Yonat\* and Shalena Srna\* (2021, March). “When Beneficence Backfires: Negative Consequences of Doing Good.” Society for Consumer Psychology, Virtual.
  - Silverman, Jackie\* and Shalena Srna\* (2020, October). “Unanticipated Consequences of Constraining Behavior.” Association for Consumer Research, Virtual.
  - Zwebner, Yonat\* and Shalena Srna\* (2020, October). “When Beneficence Backfires: Negative Consequences of Doing Good.” Association for Consumer Research, Virtual.
  - 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\* and Jackie Silverman (2022, February), “When Limits Backfire: The Ironic Effect of Setting Limits on Entertainment Consumption.” Society for Judgment and Decision Making, Virtual.
  - Srna, Shalena\* and Jackie Silverman (2021, March), “When Limits Backfire: The Ironic Effect of Setting Limits on Entertainment Consumption.” Society for Consumer Psychology, Virtual.
  - Srna, Shalena\* and Yonat Zwebner (2021, March), “Unable to Rebound: The Downside of Being a Nonprofit That Errs.” Society for Consumer Psychology, Virtual.
  - Srna, Shalena\* and Jackie Silverman (2020, October), “When Limits Backfire: The Ironic Effect of Setting Limits on Entertainment Consumption.” Association for Consumer Research, Virtual.
  - Srna, Shalena\* and Yonat Zwebner (2020, October), “Unable to Rebound: The Downside of Being a Nonprofit That Errs.” Association for Consumer Research, Virtual.
  - Srna, Shalena\*, Gal Zauberman, and Rom Y. Schrift (2019, May), “A Prediction Gap in Effect of Income Tax on Effort,” Boulder Summer Conference on Consumer Financial Decision Making, Boulder, CO.
  - Srna, Shalena\*, Alixandra Barasch, and Deborah A. Small (2018, June), “When Signaling Status Backfires: How Signals of Self-Interest Undermine Cooperation,” Behavioral Decision Research in Management, Boston, MA.
  - Srna, Shalena\*, Alixandra Barasch, and Deborah A. Small (2018, June), “When Signaling Status Backfires: How Signals of Self-Interest Undermine Cooperation,” Society for Judgment and Decision Making, Toronto, ON.
  - Srna, Shalena, Alixandra Barasch\*, and Deborah A. Small (2017, October), “When Signaling Status Backfires: How Signals of Self-Interest Undermine Cooperation,” Association for Consumer Research, San Diego, CA.
  - Srna, Shalena\*, Rom Y. Schrift, and Gal Zauberman (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 Zauberan (2017, February), “The Illusion of Multitasking and Its Effect on Performance,” Society for Consumer Psychology, San Francisco, CA.
- Srna, Shalena\*, Gal Zauberan, 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 Zauberan (2016, November), “The Illusion of Multitasking and Its Effect on Performance,” Society for Judgment and Decision Making, Boston, MA.
- Srna, Shalena\*, Gal Zauberan, 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 Zauberan (2016, October), “The Illusion of Multitasking and Its Effect on Performance,” Association for Consumer Research, Berlin, Germany.
- Schrift, Rom Y. \*, Jeffrey R. Parker, Gal Zauberan, 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\*, Rom Y. Schrift, and Gal Zauberan (2016, June), “Multitasking: Perception & Performance,” Behavioral Decision Research in Management, Toronto, Canada.
- Srna, Shalena\*, Rom Y. Schrift, and Gal Zauberan (2016, May), “Multitasking: Perception & Performance,” Trans-Atlantic Doctoral Conference, London, UK.
- Schrift, Rom Y., Jeffrey R. Parker\*, Gal Zauberan, 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 Zauberan, 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 Zauberan, 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 Zauberan, and Shalena Srna (2015, October), “Beyond the Choice Set: The Impact of Considering Similar Outside Options,” Association for Consumer Research, New Orleans, LA.

## GRANTS AND AWARDS.

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- Patty and Jay H. Baker Ph.D. Fellowship, Jay H. Baker Retail Center, 2017
- The Russell Ackoff Doctoral Student Fellowship Award, Wharton Risk Management Center, 2014-2017
- Wharton Doctoral Travel Grant, George James Term Fund, 2016-2017

## TEACHING EXPERIENCE

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- Consumer Behavior (Winter 2022)
- Marketing Management (Winter 2019, Fall 2019-2020)

## ADVISING

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- PhD Dissertation Committee Member for Tim Doering, expected graduation 2022
- PhD Dissertation Committee Member for Katherine Bae, expected graduation 2022

## SERVICE TO THE SCHOOL

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- Behavioral Science Lab Co-organizer (2019-present)
- Michigan Innovative Marketing Club Faculty Advisor (2019-2020)
- Ross Undergraduate Marketing Club Faculty Advisor (2019-present)
- Ross Undergraduate Marketing Club Faculty Co-Advisor (2018-2019)

## SERVICE TO JOURNALS/CONFERENCES

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Ad Hoc Reviewer

- *Journal of Marketing Research*
- *Marketing Letters*
- *Journal of Consumer Research* (trainee)
- *Society for Consumer Psychology*
- *Association for Consumer Research*

## AFFILIATIONS

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- Association for Consumer Research (ACR)
- Society for Consumer Psychology (SCP)
- Society for Judgment and Decision Making (SJDM)