

# julie schiro

Michael Smurfit School of Business • University College Dublin  
julie.schiro@ucd.ie, julieschiro.com

---

## ACADEMIC POSITIONS

**Michael Smurfit School of Business, University College Dublin, Ireland**  
Assistant Professor of Marketing (2016 - )

---

## EDUCATION

**Ph.D, Marketing** (Consumer Behavior), Leeds School of Business, University of Colorado, Boulder, 2016.

**Bachelor of Science, Business Administration** (Marketing & Entrepreneurship), Marshall School of Business, University of Southern California, *summa cum laude*, 2010.

**University of Edinburgh**, Scotland (Semester Abroad, 2009).

---

## AWARDS

*Summa Cum Laude, USC*

UCD Teaching Award, 2018

UCD College of Business Citation for Teaching Excellence, 2018

UCD Teaching Award Nominee 2017

UCD Research Funding Scheme 2016, 2018

AMA Sheth Doctoral Consortium Fellow, 2014

Gerald Hart Fellowship, 2012, 2013

University Fellowship, University of Colorado Boulder, 2011, 2012, 2013, 2014

2012 USC Marshall Honors

---

## PUBLICATIONS

McGraw, A. Peter, **Julie L. Schiro**, and Philip M. Fernbach (2015), "Not a Problem: A Downside of Humorous Appeals," *Journal of Marketing Behavior*, (1), 187-208.

---

## MANUSCRIPTS

Shan, Liran Christine\*, **Julie L. Schiro\***, Mimi Tatlow-Golden, Lucia De Luca, Liyen Julien Liu, Si Chen, Chenguang Li, Patrick Wall (2018), "The Potential of Digital Marketing Technologies in Public Engagement with Food Safety and Healthy Eating Communication," under review at *Trends in Food Science and Technology*.

de Langhe, Bart, Philip M. Fernbach, and **Julie L. Schiro** (2018), "Two-By-Two: Categorical Thinking in the Interpretation of Continuous Bivariate Data," under review at the *Journal of Marketing*.

**Schiro, Julie L.** (2018), "What Makes Content Viral in the Prosocial Domain? The Surprising Power of Sadness." In preparation.

**Schiro, Julie L.** (2018), "Using Humor to 'Sell' Good Life Choices." In preparation.

*\*equal authorship*

---

## CONFERENCE PRESENTATIONS AND INVITED TALKS

**Conference Presentation**, Digital Marketing Technologies and Their Potential Application in Public Engagement with Food Safety Information, **China International Food Safety & Quality Conference**, Shanghai, China (2018).

**Conference Presentation**, \* Two-By-Two: Categorical Thinking in the Interpretation of Continuous Bivariate Data, **Association for Consumer Research**, Dallas, TX (2018).

**Poster**, \* Using Humor to "Sell" Good Life Choices, **European Marketing Academy Conference, Glasgow**, Scotland (2018).

**Seminar**, \* Using Humor to "Sell" Good Life Choices, **UCD Internal Seminar Series**, (2018).

**Poster**, \* Using Humor to "Sell" Good Life Choices, **Association for Consumer Research**, Berlin, Germany (2016).

**Conference Presentation**, \* Beware of Dots: Frequency-Based Interpretation of Scatterplots, **Haring Doctoral Symposium**, Bloomington, IN (2015).

**Co-Talk with Gary McClelland**, \* Don't Hide Good Data Analysis in Difficult Graphs, **Analyze Boulder Meetup Group (1,000+ members - <http://www.meetup.com/Analyze-Boulder/>)**, Boulder, CO (2014).

**Poster**, \* Beware of Dots: Frequency-Based Interpretation of Scatterplots, **Association for Consumer Research**, Baltimore, Maryland (2014).

**Conference Presentation**, \* Beware of Dots: Frequency-Based Interpretation of Scatterplots, *Society for Judgment and Decision Making*, Toronto, CA (2013).

**Poster**, \* Not a problem: A downside of humorous appeals, *Association for Consumer Research*, Vancouver, BC (2013).

**Poster**, \* Not a problem: A downside of humorous appeals, *Behavioral Decision Research in Management*, Boulder, CO (2012).

*\*Indicates Presenter*

---

**INSTRUCTOR**

**MKTG 20020**– Firms, Customers, & Society, *undergraduate*, Quinn School of Business, University College Dublin, Fall 2018. (*Joint course with 3 other faculty*).

**MKTG 30160**– Digital Marketing Communications, *undergraduate*, Quinn School of Business, University College Dublin, Summer 2018.

**MKTG 40880**– Marketing in the Digital Age, *MSc Marketing*, Smurfit School of Business, University College Dublin, Spring 2018.

**MKTG 42270**– Digital Marketing Communications Management, *MSc Digital Marketing*, Smurfit School of Business, University College Dublin, Fall 2017.

**MKTG 30090** – Marketing Communications, *undergraduate*, Quinn School of Business, University College Dublin, Spring 2017.

**MKTG 40880** – Marketing in the Digital Age, *MSc Marketing*, KAPLAN Hong Kong Overseas Program, Smurfit School of Business, University College Dublin, Spring 2017.

**MKTG 40880** – Marketing in the Digital Age, *MSc Marketing*, Smurfit School of Business, University College Dublin, Fall 2016.

**MKTG 3250** – Consumer Behavior, *undergraduate*, Leeds School of Business, University of Colorado, Boulder, Fall 2014.

**MKTG 3250** – Consumer Behavior, *undergraduate*, Leeds School of Business, University of Colorado, Boulder, Fall 2013.

**MKTG 3250** – Consumer Behavior, *undergraduate*, Leeds School of Business, University of Colorado, Boulder, Fall 2012.

---

## SERVICE

*Organizational Behavior and Human Decision Processes* – Reviewer  
*European Journal of Marketing* – Reviewer  
*Association for Consumer Research (ACR)* – Working Paper Reviewer  
*Nonprofit and Voluntary Sector Quarterly* – Reviewer  
*International Journal of Advertising* – Reviewer

Co-organizer, Consumer Neuroscience Satellite Symposium, Sched. Fall 2019  
Board of Accessors, Asst. Professor of Marketing Post, UCD, Fall 2018  
Doctoral Studies Panel (DSP) – PhD Candidate Ting Lu, 2017/2018  
Board of Accessors, Asst. Professor of Analytics Post, UCD, Summer 2018  
Board of Accessors, Post-Doctoral Fellow iCrag, UCD, Fall 2017  
Board of Accessors, Asst. Professor of Marketing Post, UCD, Fall 2017

---

## TA

**Marketing Research and Analytics, Philip Fernbach** – Teaching Assistant, Leeds School of Business, University of Colorado, Boulder. Spring 2016.

**Experimental Design (PhD course), John Lynch** – Sole Teaching Assistant, Leeds School of Business, University of Colorado, Boulder. Spring 2015.

**Market Intelligence (MBA), John Lynch** - Lead Statistics Teaching Assistant, Leeds School of Business, University of Colorado, Boulder. Spring 2014.

---

## INDUSTRY EXPERIENCE

**National Endowment for Financial Education (NEFE)** – Statistical Consultant (2013 – 2014), *Denver, Colorado*

**Lieberman Research Worldwide** – Research Associate (2010 – 2011), *Los Angeles, California*