

# julie schiro

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## ACADEMIC POSITIONS

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

**Academic Director, MSc in Digital Marketing**, University College Dublin Michael Smurfit Graduate Business School, Dublin, Ireland (2019 - )

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## 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).

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## AWARDS

Teaching Award - UCD Promoting Excellence in Teaching and Learning, 2018  
UCD College of Business Citation for Teaching Excellence, 2018  
UCD Teaching Excellence Awards Nominee 2017, 2018 (*College Level*)  
UCD Research Funding Scheme 2016, 2018a, 2018b  
AMA Sheth Doctoral Consortium Fellow, 2014  
Gerald Hart Fellowship, 2012, 2013  
University Fellowship, University of Colorado Boulder, 2011, 2012, 2013, 2014  
2010 USC Marshall Honors  
*Summa Cum Laude*, University of Southern California

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## 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.

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## MANUSCRIPTS

Shan, Liran Christine\*, **Julie L. Schiro\***, Mimi Tatlow-Golden, Chenguang Li, Lucia De Luca, Liyen Julien Liu, Si Chen, Patrick Wall (2019), "The Benefits of a

Digital Approach to Communicating Food Safety and Nutrition,” under 2<sup>nd</sup> round review at *Trends in Food Science and Technology*.

**Schiro, Julie L.** and H. Lauren Min (2019), “What Makes Content Viral in the Prosocial Domain? The Surprising Power of Sadness.” In preparation.

de Langhe, Bart, Philip M. Fernbach, and **Julie L. Schiro** (2019), “Two-By-Two: Categorical Thinking in the Interpretation of Continuous Bivariate Data,” In preparation.

**Schiro, Julie L.** (2019), “Using Humor to ‘Sell’ Good Life Choices.” In preparation.

*\*equal authorship*

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## 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*

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**INSTRUCTOR** **MKT 42410**– Omnichannel Marketing Communications, *core course for MSc in Marketing and MSc in Digital Marketing*, Smurfit School of Business, University College Dublin, Spring 2019.

**MKT 4024H** – Digital Communications Management, *MSc in Digital Marketing*, KAPLAN Hong Kong Overseas Program, Smurfit School of Business, University College Dublin, Winter 2018.

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

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

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

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

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

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

**MKT 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 2012, 2013, & 2014.

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## 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  
*CBSIG Managerially Relevant Consumer Insights Conference*—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

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## 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.

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## INDUSTRY EXPERIENCE

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

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