

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 -)

EDUCATION

Ph.D. Marketing, Leeds School of Business, University of Colorado, Boulder, USA, 2016.

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

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

AWARDS

Finalist, Society for Consumer Psychology Conference Best Competitive Paper Award, Huntington Beach, CA, USA (2020)

College of Business Teaching and Learning Awards Nominee (2020)

Dean's List of Outstanding Teachers (2019)

College Promoting Excellence in Teaching and Learning Award (2018)

College of Business Citation for Teaching Excellence (2018)

College of Business Teaching and Learning Awards Nominee (2017)

UCD Research Funding Scheme (2016, 2018, 2019, 2020a, 2020b)

AMA Sheth Doctoral Consortium Fellow (2014)

Gerald Hart Fellowship (2012, 2013)

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

PUBLICATIONS * *denotes equal authorship*

Schiro, Julie L., Liran Christine Shan, Mimi Tatlow-Golden, Chenguang Li, and Patrick Wall (2020), “#Healthy: smart digital food safety and nutrition

communication strategies – a critical commentary," *npj Science of Food*, 4(14), 1-11. Read it [here](#).

Shan, Liran Christine*, **Julie L. Schiro***, Kai Zhong, and Patrick Wall (2020), "The Benefits of Smartphone Games in Communicating Food Safety and Nutrition," *npj Science of Food*, 4(2), 1-4. Read it [here](#).

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. Read it [here](#).

SELECT MANUSCRIPTS UNDER REVIEW & PROJECTS *denotes equal authorship

Schiro, Julie L.* and H. Lauren Min* (2020), "What makes content viral in the prosocial domain? The surprising power of sadness," *manuscript in preparation*.

--- Finalist, 2020 Society for Consumer Psychology Conference Best Competitive Paper Award, Huntington Beach, CA, USA

Schiro, Julie L.* and H. Lauren Min* (2020), "Social distancing & mask-wearing in response to COVID-19: how conflicting physical and social threats compete to influence behavior," *data collection*.

---Press, UCD Business Impact Podcast, Episode 9, "The Politics of the Mask," available on [Spotify](#) and <http://www.ucd.ie/quinn/podcast/>

Camurden, Efe and **Julie L. Schiro** (2020), "The effect of political ideology on consumer search behavior, and its implications for branding and search marketing," Reject (with encouraged resubmission) at the *Journal of Interactive Marketing*.

Camurden, Efe and **Julie L. Schiro** (2020), "The effect of political ideology on social media engagement," *data collection*.

Min, H. Lauren, **Julie L. Schiro**, and Lawrence E. Williams (2020), "Consumer propensity to curate," *data collection*.

Schiro, Julie L. (2020), "What makes online content viral? A critical review," *conceptualization*.

de Langhe, Bart, Philip M. Fernbach, and **Julie L. Schiro** (2020), "Two-by-two: Categorical thinking in the interpretation of continuous bivariate data," *data collection*.

CONFERENCE PRESENTATIONS & INVITED TALKS *denotes presenter

What Makes Content Viral in the Prosocial Domain? The Surprising Power of Sadness, * **Society for Consumer Psychology**, Huntington Beach, California (2020; oral presentation).

Digital Power: Communicating Food Safety and Nutrition to the Masses, * **China International Food Safety & Quality Conference**, Beijing, China (2019; oral presentation).

What Makes Content Viral in the Prosocial Domain? The Surprising Power of Sadness, * **CBSIG Managerially Relevant Consumer Insights**, Bern, Switzerland (2019; oral presentation).

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

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

Using Humor to “Sell” Good Life Choices, * **European Marketing Academy Conference, Glasgow**, Scotland (2018; poster).

Using Humor to “Sell” Good Life Choices, * **Association for Consumer Research**, Berlin, Germany (2016; poster).

Beware of Dots: Frequency-Based Interpretation of Scatterplots, * **Haring Doctoral Symposium**, Bloomington, IN (2015; oral presentation).

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

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

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; poster).

SERVICE

Academic Director, MSc in Digital Marketing, UCD Michael Smurfit Graduate School of Business 2019 - ongoing

Panel Member, CBIF Bitesize Webinar: Recorded Materials, Summer 2020

UCD Global Rising to the Challenge Promotional Video (available [here](#)) and follow-up appearances in promotional videos [here](#) and [here](#), Summer 2020

Panel Member, EQUIS Peer Review Visit, Junior Faculty Session, Summer 2020

Co-organizer¹, Consumer Neuroscience Satellite Symposium of the Society for NeuroEconomics Conference, UCD Michael Smurfit Graduate Business School, 2019 (*previously held at The Wharton School of Business at the University of Pennsylvania in 2018 and The Rotman School of Management at the University of Toronto in 2017*)

Board of Assessors, Ad Astra Fellowship, UCD, Spring 2019

Board of Assessors, Asst. Professor of Marketing Post, UCD, Fall 2018

Doctoral Studies Panel (DSP) – PhD Candidate Ting Lu, 2017/2018

Board of Assessors, Asst. Professor of Analytics Post, UCD, Summer 2018

Board of Assessors, Post-Doctoral Fellow iCRAG, UCD, Fall 2017

Board of Assessors, Asst. Professor of Marketing Post, UCD, Fall 2017

Organizational Behavior and Human Decision Processes – Reviewer
Digital Media Awards (www.digitalmedia.ie) – Judge 2020 (Best Conversion Strategy, Best OOH Digital Campaign)

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

TEACHING

Executive Education

Executive Education (Advanced Management Program) – Marketing Strategy for Profitable Growth (in the Digital Era), *UCD Professional Diploma in Advanced Management Performance*, UCD Michael Smurfit Graduate School of Business, Fall 2019 & Spring 2020. (Co-taught with Dr. Andrew Keating)

¹ Organizing team consisted of myself, Hilke Plassmann (INSEAD), Carolyn Yoon (University of Michigan), Laurette Dube (McGill), and Aiqing Ling (UCD)

Executive Education (Bord Bia) – Digital and Brand Marketing, *Diploma in International Marketing Practice*, UCD Michael Smurfit Graduate School of Business, Summer 2019.

Executive Education (Alltech) –Digital Understanding for Strategy Success, *Day Seminar*, Smurfit School of Business UCD Michael Smurfit Graduate School of Business, Summer 2019.

Masters

Omnichannel Marketing Communications (MKT 42410), *core for MSc in Marketing, MSc in Digital Marketing, MSc in Retail*, UCD Michael Smurfit Graduate School of Business, Spring 2019, 2020.

Digital Communications Management (MKT 4024H) –*MSc in Digital Marketing*, KAPLAN Hong Kong Overseas Program, UCD Michael Smurfit Graduate School of Business, Winter 2018

Digital Marketing Communications Management (MKT 42270) – *MSc Digital Marketing*, UCD Michael Smurfit Graduate School of Business, Fall 2017.

Marketing in the Digital Age (MKT 40880H), *MSc Marketing*, KAPLAN Hong Kong Overseas Program, UCD Michael Smurfit Graduate School of Business, Spring 2017.

Marketing in the Digital Age (MKT 40880), *MSc Marketing*, UCD Michael Smurfit Graduate School of Business, Fall 2016, Spring 2018.

Undergraduate

Digital Marketing Communications (MKT 30160) – *Undergraduate*, UCD Quinn School of Business, Summer 2018, 2019, & *Slated* 2020.

Firms, Customers, & Society (MKT 20020), *Undergraduate*, UCD Quinn School of Business, Fall 2018, 2019, 2020. (*Joint course with 3 other faculty*).

Marketing Communications (MKT 30090), *Undergraduate*, UCD Quinn School of Business, Spring 2017.

MKTG 3250 – Consumer Behavior, *undergraduate*, Leeds School of Business, University of Colorado, Boulder, Fall 2012, 2013, & 2014.

TA

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

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

Market Intelligence (MBA), University of Colorado Distinguished Professor 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*

Cosmopolitan Magazine – Advertising Intern (2008), *Los Angeles, California*

The Cosmo Institute – International Internship through the University of Southern California Global Fellowship Program, Marketing Intern (2008), *Hong Kong, China*