

EMILY PRINSLOO
Curriculum Vitae, June 2023

Rice University
Jones Graduate School of Business
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ACADEMIC EMPLOYMENT

Jones Graduate School of Business, Rice University (Houston, USA) 2023 – present
Assistant Professor of Marketing

EDUCATION

Harvard Business School, Harvard University (Boston, USA) 2018 – 2023
Ph.D. in Business Administration (Marketing)

Cambridge Judge Business School, University of Cambridge (Cambridge, UK) 2016 – 2017
M.Phil. in Strategy, Marketing & Operations, *Distinction*

Rotterdam School of Management, Erasmus University (Rotterdam, Netherlands) 2012 – 2015
B.Sc. in International Business Administration, *Summa Cum Laude*

Marshall School of Business, University of Southern California (Los Angeles, USA) 2014
Visiting Student

RESEARCH INTERESTS

Consumer Behavior, Decision-Making Under Risk and Uncertainty, Prosocial Behavior and Morality, Impression Management, Price-Quality Inferences, Health Decision-Making

PUBLICATIONS

Prinsloo, Emily, Kate Barasz, Leslie John, and Michael Norton (in press), “Opportunity Neglect: An Aversion to Low-Probability Gains,” *Psychological Science*, access online [here](#).

Prinsloo, Emily, Kate Barasz, and Peter Ubel (2022), “Motivated Inferences of Price and Quality in Healthcare Decisions,” *Journal of the Association for Consumer Research*, 7(2), 186-197, access online [here](#).

WORKING PAPERS

Prinsloo, Emily, Jimin Nam, and Elizabeth Keenan, “The Tainted Donor Dilemma,” invited for revision at the *Journal of Consumer Research*.

Prinsloo, Emily*, Irene Scopelliti*, George Loewenstein, and Joachim Vosgerau, “Asymmetric Outcome Matching in Responders’ Disclosure of Successes and Failures,” working paper, *denotes equal authorship.

Sezer, Ovul, **Emily Prinsloo**, Alison Wood Brooks, and Michael Norton, “Backhanded Compliments: How Negative Comparisons Undermine Flattery,” working paper.

SELECTED WORKS IN PROGRESS

Prinsloo, Emily, and Michael Norton, “Temporary Marketing: Brands are Forgiven More for Failed Temporary (versus Permanent) Extensions.”

Prinsloo, Emily*, Shaaref Shah*, Rebecca Ratner, and Elizabeth Keenan, “I Won’t Have What You Can’t Have! Food Consumption and Inferences.”

Scopelliti, Irene, **Emily Prinsloo**, Joachim Vosgerau, and George Loewenstein, “Bragging through an Intermediary.”

Prinsloo, Emily, and Elizabeth Keenan, “The End Effect: Individuals Persist Longer When Approaching Temporal Landmarks.”

AWARDS AND HONORS

AMA Sheth Foundation Doctoral Consortium Fellow	2021
Annual Post-Graduate Scholarship in Marketing, Bocconi University	2017
Distinction and First-Class Honors, University of Cambridge	2017
Vice Chancellor’s Award, University of Cambridge	2017
CJBS Director’s Scholarship	2017
German National Academic Merit Foundation Scholarship (living expenses)	2016
Economic and Social Research Council Scholarship (full tuition)	2016
Summa Cum Laude (top 1% of class), Erasmus University	2015
Winner of the Case Competition Samsung Electronics, Rotterdam School of Management	2015
Strategic Business Plan Awards Nominee, Rotterdam School of Management	2015
Erasmus Honors Program, Erasmus University	2014
E-Fellows Scholarship, Germany	2012

CONFERENCE PARTICIPATION AND PRESENTATIONS

CHAired SYMPOSIA

Prinsloo, Emily, “Taking the High Ground: Moral Standards in Consumer Judgment and Behavior,” Association for Consumer Research (2021, Virtual)

CONFERENCE PRESENTATIONS (presenter only)

Sezer, Ovul, **Emily Prinsloo**, Alison Wood Brooks, and Michael Norton, “Backhanded Compliments.” International Association for Conflict Management, Symposium Presentation (2023, Thessaloniki, Greece)

Prinsloo, Emily, Kate Barasz, Leslie John, and Michael Norton, “Opportunity Neglect.” European Marketing Academy, Competitive Paper (2022, Budapest, Hungary)
Society for Consumer Psychology, Competitive Paper (2022, Virtual)
Society for Judgment and Decision Making, Competitive Paper (2021, Virtual)
Association for Consumer Research, Competitive Paper (2021, Virtual)

Prinsloo, Emily, Irene Scopelliti, George Loewenstein and Joachim Vosgerau, “Responses to Bragging and Self-Deprecation.”

Academy of Management, Symposium Presentation (2021, Virtual)
European Marketing Academy, Competitive Paper (2020, Cancelled)
International Association for Research in Economics, Competitive Paper (2020, Cancelled)
Association for Consumer Research, Competitive Paper (2020, Virtual)
Society for Judgment and Decision Making, Competitive Paper (2019, Montreal, Canada)
BIG Doctoral Conference, Harvard Kennedy School (2019, Boston)

Prinsloo, Emily, Jimin Nam, and Elizabeth Keenan, “Tainted Donations.”

Society for Consumer Psychology, Competitive Paper (2022, Virtual)
Society for Judgment and Decision Making, Competitive Paper (2021, Virtual)
Association for Consumer Research, Symposium Presentation (2021, Virtual)

INVITED PRESENTATIONS

Prinsloo, Emily, Kate Barasz, and Peter Ubel, “Motivated Inferences of Price and Quality in Healthcare Decisions,” *Journal of the Association for Consumer Research*, Special Issue Session (2022, Virtual)

TEACHING AND MENTORSHIP

TEACHING

Instructor, Consumer Behavior, Harvard Extension School (Rating 4.5/5)	2019 – 2020
Teaching Assistant, Negotiations (MBA), Harvard Business School	2019
Teaching Assistant, Introduction to Marketing (MBA), Harvard Business School	2018
Teaching Assistant, Introduction to Marketing (MSc), Bocconi University	2018
Teaching Assistant, Beihang Summer School, Downing College Cambridge	2017
Instructor, Strategic Business Plan (BSc), Rotterdam School of Management	2014 – 2015

MENTORSHIP

Thesis Advisor to Barbara Oedayrajsingh, Harvard College (awarded the Gordon W. Allport Prize)	2022
Mentor in the Program for Research in Markets and Organization	2020

SERVICE

Trainee Reviewer, <i>Journal of Consumer Research</i> with Kate Barasz	2021
Conference Reviewer, European Marketing Academy Conference	2021
Conference Reviewer, Association for Consumer Research Conference	2020 – 2022
Conference Reviewer, Society for Consumer Psychology Conference	2020 – 2022
Behavioral Insights Student Group Leadership Team, Co-organized Career Expo	2020 – 2021
Program Representative for the Harvard Graduate Student Council	2018 – 2021
Journal Club Co-host, Marketing Department, Harvard Business School	2018 – 2021

PROFESSIONAL AFFILIATIONS

American Marketing Association
Association for Consumer Research
European Marketing Academy
Society for Consumer Psychology
Society for Judgment and Decision Making

RESEARCH POSITIONS

Bocconi University (Milan, Italy) Full-time Research Associate for Joachim Vosgerau	2017 – 2018
Columbia University (New York, USA) Short-term Research Assistant for Jon Jachimowicz	2017
Rotterdam School of Management , Erasmus University (Rotterdam, Netherlands) ERIM Behavioral Lab Assistant for Nicole Mead and Nailya Ordabayeva	2014

SELECTED INDUSTRY EXPERIENCE

Simon-Kucher and Partners (Cologne, Germany) Associate Marketing Consultant	2016
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BMW MINI (Munich, Germany)
Product Manager

2015 – 2016

IBM Benelux (Amsterdam, Netherlands)
Consultant, “Extreme Blue” Program

2015

LANGUAGES

English (native)
German (native)
French (B2)
Dutch (A2)
Spanish (beginner)