

Gabriela N. Tonietto

Curriculum Vitae – July 2022

Rutgers Business School
Newark and New Brunswick
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Academic Employment

Assistant Professor of Marketing, 2017 – present
Rutgers University, Rutgers Business School – Newark and New Brunswick, NJ

Education

Ph.D., Marketing, May 2017
Washington University, Olin Business School, St. Louis, MO

B.S.B.A., Magna Cum Laude, 2011
Washington University, Olin Business School, St. Louis, MO

Research Interests

Consumer behavior, judgment and decision making, scheduling and time management, time perception, time consumption, experiential enjoyment, leisure

Honors and Awards

Deans Young Research Fellow, Rutgers Business School, 2020.
Invited Participant, IDEA Conference, Utah State University, 2020.
Invited Presenter, Journal of Marketing Webinar for Marketing Professionals, 2020.
Invited Faculty Mentor, Society for Consumer Psychology Job Market Mentorship Program, 2019.
Invited Discussant, Knowledge Forum: “Toward an Integrated Wisdom of Goals and Personal Resource,” Association for Consumer Research Conference, 2019.
Invited Faculty Fellow, Society for Consumer Psychology Doctoral Consortium, 2018.
Best Poster Award, Society for Judgment and Decision Making Conference, 2015.
AMA-Sheth Doctoral Consortium Fellow, 2015.
Best Paper Award, Haring Symposium, 2015.
Moog Scholar Doctoral Student Award, Olin Business School, 2015.
Doctoral Fellowship, Olin Business School, 2011.
Magna Cum Laude, Olin Business School, 2011.

Journal Publications

Tonietto, Gabriela N., Eric VanEpps, Selin A. Malkoc, and Sam J. Maglio (2022), “Time Will Fly During Future Fun (But Drag Until Then),” *Journal of Consumer Psychology*, 32(3), 475-483.

**Selected Media Coverage*: Wall Street Journal, BBC News, Science Daily, Daily Mail, Yahoo! News

**Altmetric Score*: 629 (4th out of 612 at JCP)

Tonietto, Gabriela N., Selin A. Malkoc, Rebecca Walker Reczek, and Michael I. Norton (2021), “Viewing Leisure as Wasteful Undermines Enjoyment,” *Journal of Experimental Social Psychology*, 97, 104198.

**Selected Media Coverage*: Washington Post, BBC News, CNN News, Psychology Today, The Atlantic

**Altmetric Score*: 707 (6th out of 2,176 at JESP)

Tonietto, Gabriela N., and Alixandra Barasch (2021), “Generating Content Increases Enjoyment by Immersing Consumers and Accelerating Perceived Time,” *Journal of Marketing*, 85(6), 83-100.

*[JM Webinar for Marketing Professionals](#)

**Selected Media Coverage*: Science Daily, Daily Mail

Malkoc, Selin A. and **Gabriela N. Tonietto** (2019), “Activity versus Outcome Maximization in Time Management,” *Current Opinion in Psychology*, 26, 49-53.

**Selected Media Coverage*: Washington Post, TIME, Science Daily

Tonietto, Gabriela N., Selin A. Malkoc, and Stephen M. Nowlis (2019), “When an Hour Feels Shorter: Future Boundary Tasks Alter Consumption by Contracting Time,” *Journal of Consumer Research*, 45(5), 1085-1102.

**Selected Media Coverage*: The Atlantic, Science Daily, Innovation Hub

**Altmetric Score*: 727 (4th out of 1,324 at JCR)

Tonietto, Gabriela N., and Selin A. Malkoc (2016), “The Calendar Mindset: Scheduling Takes the Fun Out and Puts the Work In,” *Journal of Marketing Research*, 53(6), 922-936.

*Winner of *best poster award*, Society for Judgment and Decision Making 2015

*Winner of *best paper award*, Haring Symposium 2015

**Selected Media Coverage*: New York Times, Huffington Post, TIME, Health, Science Daily, UPI

**Altmetric Score*: 535 (3rd out of 1,100 at JMR)

Working Papers

Tonietto, Gabriela N., and Rebecca Walker Reczek, “Does Scheduling Mean Superior? Effects of The Scheduled = High Quality Lay Theory,” (*revising for 2nd round review at Journal of Consumer Research*). [[view pdf](#)]

Tonietto, Gabriela N., Selin A. Malkoc, and Sam J. Maglio, “Having More but Doing Less: The Psychological and Behavioral Consequences of Gaining Time,” (*under review*). [[view pdf](#)]

Tonietto, Gabriela N., Selin A. Malkoc, and Stephen M. Nowlis, “Consumer Abandonment of Hedonic versus Utilitarian Products,” (*under review*). [[view pdf](#)]

Select Work in Progress

How Consumers Spend Gained Time (with Isabella Bunosso and Selin A. Malkoc; *studies complete, manuscript in preparation*).

Future Plans Don't Spoil the Fun: Consumers Mistakenly Predict Reduced Enjoyment Prior to Planned Activities (*four studies complete, new studies in progress*).

Please (Don't) Comment Below: Creating Content Undermines Attitudes towards Ads (*four studies complete, new studies in progress*).

Let's Get Coffee Sometime: Mistakenly Avoiding Specificity when Suggesting Social Plans (with Alexander Van Zant; *three studies complete, new studies in progress*).

8 in 10 or 800 in 1,000? Numerical Framing Effects on Norm Compliance (with Kun Wang; *four studies complete, new studies in progress*).

Temporal Analogies Increase Motivation (with Kun Wang; *three studies complete, new studies in progress*).

Invited Presentations

University of Illinois Chicago, Marketing Seminar, March 2021.

The Ohio State University, Marketing Seminar, February 2021.

Concordia University, Marketing Seminar, November 2019.

University of California—San Diego, Marketing Seminar, April 2019.

The Ohio State University, Group for Attitudes and Persuasion Seminar, September 2016.

Conference Presentations

Tonietto, Gabriela N., and Rebecca Walker Reczek, "Does Scheduling Mean Superior? Effects of The Scheduled = High Quality Lay Theory," Association for Consumer Research, Denver, CO, October 2022, *invited*.

Tonietto, Gabriela N., Selin A. Malkoc, and Sam J. Maglio, "Gained Time is Squandered," Society for Personality and Social Psychology, San Francisco, CA, February 2022.

Tonietto, Gabriela N., Selin A. Malkoc, and Sam J. Maglio, "Gained Time is Expanded," Association for Consumer Research, Seattle, WA (Virtual), October 2021.

Tonietto, Gabriela N., Selin A. Malkoc, Rebecca Walker Reczek, and Michael I. Norton, "Viewing Leisure as Wasteful Undermines Enjoyment," Association for Consumer Research, Seattle, WA (Virtual), October 2021.

Tonietto, Gabriela N., Eric VanEpps, Selin A. Malkoc, and Sam J. Maglio, "Time Will Fly During Future Fun (But Drag Until Then)," Association for Consumer Research, Seattle, WA (Virtual), October 2021.

- Tonietto, Gabriela N., Selin A. Malkoc, and Sam J. Maglio, "Gained Time is Expanded," Society for Consumer Psychology, (Virtual), March 2021.
- Malkoc, Selin A., and Gabriela N. Tonietto, "How Consumers Spend Gained Time," Association for Consumer Research, Paris, France (Virtual), October 2020.
- Malkoc, Selin A., and Gabriela N. Tonietto, "How Consumers Spend Gained Time," Society for Consumer Psychology, Huntington Beach, CA, March 2020.
- Tonietto, Gabriela N., "When Experiences Go Badly: The Buffering Effect of Scheduling on Dissatisfaction," Society for Consumer Psychology, Huntington Beach, CA, March 2020.
- Tonietto, Gabriela N., Selin A. Malkoc, Stephen M. Nowlis, and Zhenling Jiang, "Purchase or Abandon? A Temporal Separation between Choosing and Buying Increases Abandonment of Hedonic Products," Society for Consumer Psychology, Huntington Beach, CA, March 2020.
- Tonietto, Gabriela N., "When Experiences Go Badly: The Buffering Effect of Scheduling on Dissatisfaction," Association for Consumer Research, Atlanta, GA, October 2019.
- Tonietto, Gabriela N., Selin A. Malkoc, Stephen M. Nowlis, and Zhenling Jiang, "Purchase or Abandon? A Temporal Separation between Choosing and Buying Increases Abandonment of Hedonic Products," Association for Consumer Research, Atlanta, GA, October 2019.
- Tonietto, Gabriela N., and Alixandra Barasch, "The Influence of Creating Markers on the Experience of Time," Society for Personality and Social Psychology, Atlanta, GA, March 2018.
- Tonietto, Gabriela N., and Alixandra Barasch, "The Influence of Creating Markers on the Experience of Time," Society for Consumer Psychology, Dallas, TX, February 2018.
- Tonietto, Gabriela N., and Alixandra Barasch, "The Influence of Creating Markers on the Experience of Time," Association for Consumer Research, San Diego, CA, October 2017.
- Tonietto, Gabriela N., Selin A. Malkoc, and Stephen M. Nowlis, "When an Hour Feels Shorter: Salient Boundary Tasks Contract the Perception and Consumption of Time," Society for Judgment and Decision Making, Boston, MA, November 2016.
- Tonietto, Gabriela N., Selin A. Malkoc, and Stephen M. Nowlis, "When an Hour Feels Shorter: Salient Boundary Tasks Contract the Perception and Consumption of Time," Association for Consumer Research, Berlin, Germany, October 2016.
- Tonietto, Gabriela N., Selin A. Malkoc, and Stephen M. Nowlis, "The Effect of Temporal Organization on Subjective Time Perception and Consumption," Society for Consumer Psychology, St. Pete Beach, FL, February 2016.
- Tonietto, Gabriela N., and Selin A. Malkoc, "Calendar Mindset: Scheduling Takes the Fun Out and Puts the Work In," Society for Judgment and Decision Making, Poster, Chicago, IL, November 2015.

*Winner of Best Student Poster Award

- Tonietto, Gabriela N., and Selin A. Malkoc, "Calendar Mindset: Scheduling Takes the Fun Out and Puts the Work In," Haring Symposium for Doctoral Research, Indiana University, Bloomington, IN, March 2015.

* Winner of Best Paper Award

Tonietto, Gabriela N., and Selin A. Malkoc, “Calendar Mindset: Scheduling Takes the Fun Out and Puts the Work In,” Association for Consumer Research, Baltimore, MD, October 2014.

Tonietto, Gabriela N., and Stephen M. Nowlis, “The Effect of Identifying Product Ideals and Length of Ownership on Consumer Need Recognition,” Association for Consumer Research, Poster, Baltimore, MD, October 2014.

Tonietto, Gabriela N., Selin A. Malkoc, and Stephen M. Nowlis, “Will I Buy Today What I Chose Yesterday? The Effect of Delay Between Product Choice and the Purchase Decision,” Society for Consumer Psychology, Poster, Miami, FL, March 2013.

Tonietto, Gabriela N., and Stephen M. Nowlis, “When Nothing Means Everything: Consumer Evaluation of Specialized and Unspecialized Products,” Association for Consumer Research, Poster, Vancouver, BC, October 2012.

Professional Service

Editorial Review Board

- Journal of Consumer Research (2022 - *present*)

Reviewing:

- Journal of Consumer Research
- Journal of Marketing Research
- Journal of Marketing
- Journal of the Association for Consumer Research
- Journal of Experimental Social Psychology
- Journal of Experimental Psychology: Applied
- Management Science
- Organizational Behavior and Human Decision Processes
- Judgment and Decision Making
- Behavioral Decision Making
- Journal of Services Marketing
- International Journal of Research in Marketing

Conference Service:

- Reviewer – Association for Consumer Research
- Program Committee – Society for Consumer Psychology (2020, 2022, 2023)
- Reviewer – Society for Consumer Psychology Dissertation Proposal Competition (2020, 2022)
- Faculty Judge – Society for Judgment and Decision Making Best Poster Award (2017-2021)

Chaired Symposia:

- Tonietto, Gabriela N., and Alixandra Barasch, “The Time of Our Lives: Examining Utility from Experiential Consumption Over Time,” Society for Personality and Social Psychology, Atlanta, GA, March 2018.
- Tonietto, Gabriela N., and Alixandra Barasch, “The Time of Our Lives: Examining Utility from Experiential Consumption Over Time, Time, and the Self,” Society for Consumer Psychology, Dallas, TX, February 2018.
- Tonietto, Gabriela N., and Alixandra Barasch, “The Time of Our Lives: Examining Utility from Experiential Consumption Over Time,” Association for Consumer Research, San Diego, CA, October 2017.
- Tonietto, Gabriela N., “The Influence of Tracking Time on Judgments of Experiences, Time, and the Self,” Association for Consumer Research, Berlin, Germany, October 2016.
- Tonietto, Gabriela N., “Effects on Time and Time Effects: The Interplay of Consumer Behavior and Time,” Society for Consumer Psychology, St. Pete Beach, FL, February 2016.

School and Departmental Service

Rutgers Business School:

- Faculty Co-coordinator, Behavioral Lab (Fall 2019 - *present*)
- Committee Member, Nominating Committee (beginning Fall 2022)
- Committee Member, Newark Undergraduate Policy Committee (Fall 2018 - Spring 2020)

Marketing Department:

- Organizer, Marketing Seminar Series (Fall 2021 - Spring 2022)
- Committee Member, Marketing Tenure Track Faculty Recruitment (Fall 2019)
- Instructor, Early Research Requirement: Kun Wang (Summer 2021, 2022)
- Dissertation Co-chair: Gunben Aksu (completed May 2021)
- Dissertation Committee: Michalina Zemel (expected completion July 2022)
- Dissertation Committee: Minji Jung (completed September 2020)
- Reviewer, Doctoral Student Summer Funding Applications (2018, 2019)
- Honors Capstone Thesis Advisor: Olga Bryodo (Fall 2018 - Spring 2019)
- Course Captain, MBA and Undergraduate Consumer Behavior (Spring 2019 - *present*)

Teaching Experience

Fall 2021, Instructor for Consumer Behavior, *MBA* and *undergraduate*, Rutgers University

*Overall evaluation (out of 5) MBA (asynchronous): Mean = 4.2

*Overall evaluation (out of 5) UG – Newark Section 01: Mean = 4.7

*Overall evaluation (out of 5) UG – Newark Section 62: Mean = 4.6

Fall 2020, Instructor for Consumer Behavior, *MBA* and *undergraduate*, Rutgers University

*Overall evaluation (out of 5) MBA (asynchronous): Mean = 4.3

*Overall evaluation (out of 5) UG – Newark (synchronous): Mean = 4.6

Fall 2019, Instructor for Consumer Behavior, *MBA* and *undergraduate*, Rutgers University

*Overall evaluation (out of 5), MBA: Mean = 4.5

*Overall evaluation (out of 5), UG – Newark: Mean = 4.5

*Overall evaluation (out of 5), UG – New Brunswick: Mean = 4.7

Fall 2018, Instructor for Consumer Behavior, *MBA* and *undergraduate*, Rutgers University

*Overall evaluation (out of 5), MBA: Mean = 4.5

*Overall evaluation (out of 5), UG – Newark: Mean = 4.7

*Overall evaluation (out of 5), UG – New Brunswick: Mean = 4.5

Spring 2018, Instructor for Consumer Behavior, *undergraduate*, Rutgers University

*Overall evaluation (out of 5), UG – Newark: Mean = 4.7

Fall 2017, Instructor for Consumer Behavior, *undergraduate*, Rutgers University

*Overall evaluation (out of 5), UG – Newark: Mean = 4.3

*Overall evaluation (out of 5), UG – New Brunswick: Mean = 4.5

Fall 2015, Instructor for Principles of Marketing, *undergraduate*, Washington University in St. Louis

*Overall evaluation (out of 10): Mean = 8.8

Membership

American Marketing Association

Association for Consumer Research

Society for Consumer Psychology

Society for Judgment and Decision Making