

GABRIELA TONIETTO

Curriculum Vitae – August 2021

Rutgers Business School
Newark and New Brunswick
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ACADEMIC EMPLOYMENT

Assistant Professor of Marketing *Fall 2017-present*
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, Time Perception, Scheduling and Time Management, Time Consumption, Enjoyment of Experiences, Hedonic Consumption

JOURNAL PUBLICATIONS

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*, <https://doi.org/10.1016/j.jesp.2021.104198>.

Tonietto, Gabriela N., Eric Van Epps, Selin A. Malkoc, and Sam J. Maglio (2021). "Time Will Fly During Future Fun (But Drag Until Then)." *Journal of Consumer Psychology*, <https://doi.org/10.1002/jcpy.1247>.

**Selected Media Coverage:* Science Daily, Daily Mail, Yahoo! News

Tonietto, Gabriela N., and Alixandra Barasch (2020). "Generating Content Increases Enjoyment by Immersing Consumers and Accelerating Perceived Time." *Journal of Marketing*, <https://doi.org/10.1177/0022242920944388>.

**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 (April), 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 (February), 1085-1102
*Selected Media Coverage: The Atlantic, Science Daily, Innovation Hub

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 (December), 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, ABC News, Fox News, Health, Science Daily, UPI, Headlines and Global News, Global News Connect

WORKING PAPERS (available upon request)

Tonietto, Gabriela N., and Rebecca Walker Reczek. "Does Scheduling Mean Superior? Effects of The Scheduled = High Quality Lay Theory."

Tonietto, Gabriela N., Selin A. Malkoc, and Sam J. Maglio. "Gained Time is Expanded."

Tonietto, Gabriela N., Selin A. Malkoc, and Stephen M. Nowlis. "Purchase or Abandon? The Temporal Separation of Choosing and Buying Increases Abandonment of Hedonic Products."

RESEARCH IN PROGRESS

How Consumers Spend Gained Time (with Selin A. Malkoc)

Willingness to Donate Gained Time vs. Money (with Selin A. Malkoc and Sam J. Maglio)

Bounded Time is more Fun than Consumers Expect (with Selin A. Malkoc and Sam J. Maglio)

The Signaling Value of Social Scheduling

8 in 10 vs. 80 in 100: Numerical Framing Effects on Consumer Inferences and Behavior (with Kun Wang)

When Precision Doesn't Pay: The Role of Time Scarcity in Consumer Responses to Point vs. Range Duration Estimates (with Kun Wang)

CONFERENCE PRESENTATIONS

- Tonietto, Gabriela, Selin A. Malkoc, and Sam J. Maglio, "Gained Time is Expanded," Association for Consumer Research, Virtual Conference. October 2021. *Invited presentation.*
- Tonietto, Gabriela N., Selin A. Malkoc, Rebecca Walker Reczek, and Michael I. Norton. "Viewing Leisure as Wasteful Undermines Enjoyment," Association for Consumer Research, Virtual Conference. October 2021. *Invited presentation.*
- Tonietto, Gabriela N., Eric Van Epps, Selin A. Malkoc, and Sam J. Maglio. "Time Will Fly During Future Fun (But Drag Until Then)," Association for Consumer Research, Virtual Conference. October 2021. *Invited presentation.*
- Tonietto, Gabriela, Selin A. Malkoc, and Sam J. Maglio, "Gained Time is Expanded," Society for Consumer Psychology, Virtual Conference. March 2021.
- Tonietto, Gabriela, "When Experiences Go Badly: The Buffering Effect of Scheduling on Dissatisfaction," Society for Consumer Psychology, Huntington Beach, CA. March 2020.
- Malkoc, Selin A., and Gabriela Tonietto, "How Consumers Spend Gained Time," Society for Consumer Psychology, Huntington Beach, CA. March 2020.
- Tonietto, Gabriela, 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.
- Knowledge Forum: "Toward an Integrated Wisdom of Goals and Personal Resource," Discussant, Association for Consumer Research, Atlanta, GA. October 2019.
- Tonietto, Gabriela, "When Experiences Go Badly: The Buffering Effect of Scheduling on Dissatisfaction," Association for Consumer Research, Atlanta, GA. October 2019.
- Tonietto, Gabriela, 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, and Alixandra Barasch, "The Influence of Creating Markers on the Experience of Time," Association for Consumer Research, San Diego, CA. October 2017.
- Tonietto, Gabriela, 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, 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, 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, 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, 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, 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, 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, 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, and Stephen M. Nowlis, "When Nothing Means Everything: Consumer Evaluation of Specialized and Unspecialized Products," Association for Consumer Research, Poster, Vancouver, BC. October 2012.

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 (GAP) Seminar. September 2016.

MEMBERSHIP

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

HONORS & AWARDS

Deans Young Research Fellow, Rutgers Business School, 2020
Winner Best Poster Award, SJDM Conference, 2015
AMA-Sheth Doctoral Consortium Fellow, 2015
Winner Best Paper Award, Haring Symposium, 2015
Winner Moog Scholar Award, Olin Business School, 2015
* The Moog Scholarship recognizes Olin Doctoral students who display exceptional advancement in their studies by providing an endowment that helps support funding for student stipends.
Doctoral Fellowship, Olin Business School, 2011
Magna Cum Laude, Olin Business School, 2011

PROFESSIONAL SERVICE

Chaired Symposia:

Tonietto, Gabriela 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 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 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, "The Influence of Tracking Time on Judgments of Experiences, Time, and the Self," Association for Consumer Research, Berlin, Germany October 2016.

Tonietto, Gabriela, "Effects on Time and Time Effects: The Interplay of Consumer Behavior and Time," Society for Consumer Psychology, St. Pete Beach, FL. February 2016.

Conferences:

Association for Consumer Research – Reviewer

Society for Consumer Psychology

Reviewer

Program Committee Member (2020, 2022)

Job Market Mentorship Program Faculty Mentor (2019)

Doctoral Consortium Faculty Participant (2018)

Society for Judgment and Decision Making, Best Poster Award Faculty Judge (2017-2020)

Reviewing:

Journal of Consumer Research

Journal of Marketing Research

Journal of Marketing

Journal of Services Marketing

Journal of Experimental Social Psychology

Judgment and Decision Making

Organizational Behavior and Human Decision Processes

Behavioral Decision Making

SCHOOL AND DEPARTMENTAL SERVICE

Rutgers Business School:

Behavioral Lab Faculty Co-coordinator (Fall 2019-*present*)

Newark Undergraduate Policy Committee member (Fall 2018-Summer 2020)

Marketing Department:

Instructor for Early Research Requirement: Kun Wang (summer 2021)

Dissertation co-advisor with Alokparna (Sonia) Monga: Gunben Aksu (completed May 2021)

Dissertation committee member: Minji Jung (completed September 2020)

Doctoral student summer funding application reviewer (2018, 2019)

Honors Capstone Thesis Adviser (Fall 2018-Spring 2019)

Marketing Tenure Track Faculty Recruitment Committee member (Fall 2019)

Consumer Behavior MBA and Undergraduate course captain (Spring 2019)

TEACHING EXPERIENCE

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

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

*Overall evaluation (out of 5) Newark (synchronous): Mean = 4.6, Median = 5, Mode = 5

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

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

*Overall evaluation (out of 5) New Brunswick: Mean = 4.7, Median = 5, Mode = 5

*Overall evaluation (out of 5) Newark: Mean = 4.5, Median = 5, Mode = 5

Fall 2018-Spring 2019, Honors Capstone Thesis Adviser, Rutgers Business School

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

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

*Overall evaluation (out of 5) New Brunswick: Mean = 4.5, Median = 5, Mode = 5

*Overall evaluation (out of 5) Newark: Mean = 4.7, Median = 5, Mode = 5

Spring 2018, Instructor for Consumer Behavior, *undergraduate*, Rutgers Business School

*Overall evaluation (out of 5) Newark: Mean = 4.7, Median = 5, Mode = 5

Fall 2017, Instructor for Consumer Behavior, *undergraduate*, Rutgers Business School

*Overall evaluation (out of 5) Newark: Mean = 4.3, Median = 5, Mode = 5

*Overall evaluation (out of 5) New Brunswick: Mean = 4.5, Median = 5, Mode = 5

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

*Overall evaluation (out of 10): Mean = 8.8, Median = 9, Modes = 9 and 10