

# GABRIELA TONIETTO

*Curriculum Vitae – August 2019*

Rutgers Business School  
Newark and New Brunswick  
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## ACADEMIC EMPLOYMENT

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

## EDUCATION

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*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

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Consumer Behavior, Judgment and Decision Making, Time Perception,  
Scheduling, Time Consumption, Enjoyment of Experiences, Hedonic Consumption

## JOURNAL PUBLICATIONS

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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 Judgement 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)*

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**Tonietto, Gabriela N.**, and Alixandra Barasch. "Distracting or Engaging? The Effect of Generating Content during an Experience on Enjoyment."

**Tonietto, Gabriela N.** "When Experiences Go Badly: The Buffering Effect of Scheduling on Dissatisfaction."

**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."

**Tonietto, Gabriela N.**, Selin A. Malkoc, Rebecca Walker Reczek, and Michael I. Norton. "When Leisure Leads to (Dis)Pleasure: Believing Leisure is Wasteful Undermines Enjoyment."

## **RESEARCH IN PROGRESS**

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The Effect of Flexible versus Strict Planning on Perceived Time Affluence and Well-being

How Consumers Spend Gained Time

Can the End Loom Nearer than The Beginning?

Consumer Response to Scarcity Appeals: The Role of Brand Warmth and Competence

When Consumers are Generous with Money but Selfish with Time

The Effect of Planning on Unrelated Virtuous Choices

Procrastination and Predicted Enjoyment during Bounded Intervals

## **CONFERENCE PRESENTATIONS**

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Tonietto, Gabriela, "When Experiences Go Badly: The Buffering Effect of Scheduling on Dissatisfaction," Association for Consumer Research, Atlanta, GA. October 2019, *invited presentation*.

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, *invited presentation*.

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 Judgement 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 Judgement 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**

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

Ohio State University, Group for Attitudes and Persuasion (GAP) Seminar. September 2016.

## **MEMBERSHIP**

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

## **HONORS & AWARDS**

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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**

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### ***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

Society for Consumer Psychology, Job Market Mentorship Program (2019) – Faculty mentor

Society for Consumer Psychology, Doctoral Consortium (2018) – Faculty participant

***Reviewing:***

Journal of Consumer Research

Journal of Marketing Research

**SCHOOL AND DEPARTMENTAL SERVICE**

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*Rutgers Business School:* Newark Undergraduate Policy Committee member (Fall 2018-present)

*Marketing Department:*

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)

**TEACHING EXPERIENCE**

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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