Speaker: **Emily N. Garbinsky, Ph.D.**
Assistant Professor of Marketing
375 Mendoza College of Business
University of Notre Dame

Brief Bio: As a consumer psychologist, she studies how and when money can increase happiness - finding that money can positively impact happiness, consumption enjoyment, and relationship satisfaction depending on how it is managed, saved, and spent. Her empirical approach includes primary data collection, such as lab and field experiments, as well as secondary data analysis of bank transaction records and publicly available longitudinal surveys. Her research highlights how various consumer financial decisions can impact happiness by focusing on three streams of research: 1) understanding financial decision-making within romantic couples, 2) motivating individual consumers to make wiser choices with their money, and 3) helping consumers to spend money in ways that will increase their enjoyment of consumption experiences.

She has published articles in leading journals such as the Journal of Consumer Research, Journal of Consumer Psychology, and Psychological Science, and her research has been featured in popular press including The Atlantic, The New York Times, and Scientific American. She earned a Ph.D. in marketing from Stanford University's Graduate School of Business in June 2015, and a B.S. in psychology and decision science from Carnegie Mellon University in May 2010. At Notre Dame, she currently teaches Principles of Marketing at the undergraduate level and Consumer Behavior at the MBA level, earning the James Dincolo Outstanding Undergraduate Professor Award in April 2018

Topic: *"Threatening Self-Perceptions of Financial Responsibility Increases Saving"*

Abstract - People around the world are not saving enough money. We propose that one reason consumers under-save is because they hold positive illusions of being financially responsible. Thus, we created a simple yet effective intervention that practitioners can use to help people save more. We first confirm the assumption that people hold positive illusions of being financially responsible (study 1), and that by cuing instances of superfluous spending, people's overly positive self-views are contradicted, causing them to save more (studies 2-6). We demonstrate that this effect is specific to saving (study 2), only occurs when saving is perceived as socially desirable (study 2), and is mitigated when a) superfluous spending is perceived to be outside one's control (study 3), and b) when people are not motivated to see themselves as financially responsible (study 4). Perhaps more importantly, we demonstrate managerial relevance by testing the effectiveness of the intervention on actual saving amongst chronically poor coffee growers in rural Uganda, examining its effect on both windfalls (study 5) and earned income saved over time (study 6).