

MAFERIMA TOURÉ-TILLERY

Associate Professor of Marketing
Curriculum Vitae

Northwestern University
Kellogg School of Management
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EDUCATION

- **PhD** Marketing, The University of Chicago, Booth School of Business (2013)
- **MBA** Finance, University of Notre Dame, Mendoza College of Business (2004)
- **BSc** Aeronautical Science, National Civil Aviation Training Institute (2001)

ACADEMIC APPOINTMENTS

- Associate Professor of Marketing (with tenure), Northwestern University (2022–present)
- Associate Professor of Marketing, Northwestern University (2018–2022)
- Assistant Professor of Marketing, Northwestern University (2013–2018)
- Donald P. Jacobs Scholar, Northwestern University (2013–2014)

RESEARCH INTERESTS

- Consumer behavior
- Goals and motivation
- Self and identity
- Virtuous behavior
- Social judgments and behaviors
- Anthropomorphism

JOURNAL ARTICLES

- **Touré-Tillery, Maferima** and Lili Wang (2022), “The Good-on-Paper Effect: How the Decision Context Influences Prosociality,” *Marketing Science*.
- Wang, Lili, **Maferima Touré-Tillery**, and Ann McGill (2022), “The Effect of Disease Anthropomorphism on Health Compliance,” *Journal of the Academy of Marketing Science*.
- **Touré-Tillery, Maferima**, Janina Steinmetz, and Blake Dicosola (2022), “Feeling Judged? How the Presence of Outgroup Members Promotes Healthier Food Choices,” *Psychology & Marketing*, 39, 1504–1510.
- **Touré-Tillery, Maferima** and Maryam Kouchaki (2021), “You Will Not Remember This: How Memory Efficacy Influences Virtuous Behavior,” *Journal of Consumer Research*, 47(5), 737–754.

- Steinmetz, Janina, **Maferima Touré-Tillery**, and Ayelet Fishbach (2020), “The First-Member Heuristic: Order Effects in the Evaluation and Treatment of Groups,” *Journal of Personality and Social Psychology*, 118(4), 706-719.
- **Touré-Tillery, Maferima** and Alysso Light (2018), “No Self to Spare: How the Cognitive Structure of the Self Influences Moral Behavior,” *Organizational Behavior and Human Decision Processes*, 147, 48-54.
- **Touré-Tillery, Maferima** and Ayelet Fishbach (2018), “Three Sources of Motivation,” *Consumer Psychology Review*, 1 (1), 123-134.
- **Touré-Tillery, Maferima** and Ayelet Fishbach (2017), “Too Far to Help: The Effect of Perceived Distance on the Expected Impact and Likelihood of Charitable Action,” *Journal of Personality and Social Psychology*, 112 (6), 860-876.
- **Touré-Tillery, Maferima** and Ayelet Fishbach (2015), “It Was(n’t) Me: Exercising Restraint When Choices Appear Self-Diagnostic,” *Journal of Personality and Social Psychology*, 109 (6), 1117-1131.
- **Touré-Tillery, Maferima** and Ann L. McGill (2015), “Who or What to Believe: Trust and the Differential Persuasiveness of Human and Anthropomorphized Messengers,” *Journal of Marketing*, 79 (4), 94-110.
- **Touré-Tillery, Maferima** and Ayelet Fishbach (2014), “How to Measure Motivation: A Guide for the Experimental Social Psychologist,” *Social and Personality Psychology Compass*, 8 (7), 328–341.
- **Touré-Tillery, Maferima** and Ayelet Fishbach (2012), “The End Justifies the Means, but Only in the Middle,” *Journal of Experimental Psychology: General*, 141(3), 570-583.
- **Touré-Tillery, Maferima** and Ayelet Fishbach (2011), “The Course of Motivation,” *Journal of Consumer Psychology*, 21(4), 414-423.

BOOK CHAPTERS

- **Touré-Tillery, Maferima** and Jessica Gamlin (forthcoming), “The Interplay between Goal Systems and Identities” in *Exploration in Goal Systems*, eds. Arie W. Kruglanski; Ayelet Fishbach; Catalina Kopetz, Oxford, UK: Oxford University Press.
- Gamlin, Jessica and **Maferima Touré-Tillery** (forthcoming), “Consumer Goals and Motivation,” in *Cambridge Handbook of Consumer Psychology* (2nd Edition), eds. Cait Lamberton; Derek Rucker; Stephen Spiller, Cambridge, UK: Cambridge University Press.
- Fishbach, Ayelet and **Maferima Touré-Tillery** (2013), “Motives and Goals,” in R. Biswas-Diener & E. Diener (Eds), *Noba Textbook Series: Psychology*, Champaign, IL: DEF Publishers.

OTHER PUBLICATIONS:

- Kouchaki, Maryam and **Maferima Touré-Tillery** (Apr 2023), “The surprising link between your memory and your moral compass,” *Fast Company*.
- **Touré-Tillery, Maferima** (Jan 2023), “Why We Should Anthropomorphize COVID-19 and the Flu,” *Fast Company*.
- **Touré-Tillery, Maferima** and Lili Wang (Aug 2022), “We Make More Virtuous Choices When Using Pen and Paper: A Hard Copy Makes a Decision Feel More Real,” *Harvard Business Review*.
- **Touré-Tillery, Maferima** (Nov 2017), “Puerto Rico isn’t that far despite what words might be used to describe it,” *The Hill*.

WORKING PAPERS: UNDER REVIEW + IN PREPARATION

- Wang, Lili and **Maferima Toure-Tillery**, “Anthropomorphizing the Means of Goal Pursuit” (revise and resubmit).
- Kassirer, Samantha and **Maferima Touré-Tillery**, “Which Altruism Feels More Effective” (under review).
- Gamlin, Jessica and **Maferima Touré-Tillery**, “The Bad Influencer Effect” (under review).
- Jeong, Julia, **Maferima Toure-Tillery**, and Neal Roese “You Worked Hard, but I Was Born This Way” (in preparation)
- Wang, Jane and **Maferima Toure-Tillery**, “Unclearly Immoral” (revise and resubmit)

SELECTED WORKS IN PROGRESS

- Who lives in the real world? —with Jiaqian (Jane) Wang
- The contagiousness bias—with Julia Jeong
- Audience size matters—with Jessie Jia and Lili Wang
- Dimensions of time perception—with Sam Su
- Dichotomous thinking—with Swati Garg

INVITED TALKS

- Fuqua School of Business, Duke University, October 2022
- University of Illinois at Chicago, Department of Psychology, April 2022
- Mendoza College of Business, University of Notre Dame, February 2022
- Rutgers Business School, Rutgers University, January 2022

- 20+ Years of Goal Systems Theory and Research Meeting, The University of Chicago Booth School of Business, September 2021
- W. P. Carey School of Business, Arizona State University, April 2021
- UIC Business - University of Illinois at Chicago, April 2021
- Wharton School of the University of Pennsylvania, February 2021
- Department of Psychology, University of Texas at Austin, October 2020
- Marketing Science Institute Webinar, March 2020
- Asper School of Business, University of Manitoba, October 2019
- Foster School of Business, University of Washington, May 2019
- Preconference on Shared Reality and Authenticity, Society for Personality and Social Psychology, Portland, OR, February 2019
- Yale School of Management, Yale University, November 2018
- Society of Experimental Social Psychology, Seattle, WA, October 2018
- Marketing Research Camp, Tuck School of Business, Dartmouth College, May 2018
- Alumni Insight, The University of Chicago Booth School of Business, May 2018
- Wharton Society for the Advancement of Women in Business Academia (WSAWBA) Annual Conference, The Wharton School, University of Pennsylvania, April 2018
- Columbia Business School, Columbia University, November 2017
- University of Illinois at Chicago, Department of Psychology, February 2017
- Kellstadt Graduate School of Business, DePaul University, February 2017
- Mendoza College of Business, University of Notre Dame, May 2015
- Wharton School of the University of Pennsylvania, December 2012
- Northwestern University, Department of Psychology, November 2012
- Columbia Business School, Columbia University, October 2012
- University of Virginia, Department of Psychology and Frank Batten School of Leadership and Public Policy, March 2012

CONFERENCES

- IDEA Conference, Logan, UT, June 2023
- “Feeling Judged? The Presence of Outgroup Members Promotes Virtuous Choices,” Association for Consumer Research, Paris/Virtual, October 2020
- “Forum: Beyond Identity Salience: How the Dynamic Self Impacts Consumer Behavior,” Discussant, Association for Consumer Research, Atlanta, GA, October 2019
- “Good on Paper: How the Medium of Action Promotes Virtuous Behavior,” Association for Consumer Research, Atlanta, GA, October 2019
- “Because I’m Worth It: The Effect of Self-multiplicity on Protection Motivation,” Association for Consumer Research, Atlanta, GA, October 2019

- “When the Flu Speaks: The Effect of Disease Anthropomorphism on Protection Motivation,” Association for Consumer Research, Atlanta, GA, October 2019
- “You Won’t Remember This: The Effect of Expected Forgetting on Self-control,” Society for the Science of Motivation, Washington DC, May 2019
- “Changing the World, One Word at a Time: The Effect of Font Size on Prosocial Intention,” Association for Consumer Research, Dallas TX, October 2018
- “No Self to Spare: How the Cognitive Structure of the Self Influences Moral Behavior,” Association for Consumer Research, Dallas TX, October 2018
- “No Self to Spare: How the Cognitive Structure of the Self Influences Moral Behavior,” JACR Invitational Conference on Goals and Motivation, Miami, FL, December 2017
- “Not All Bad Apples Spoil the Bunch: Order Effects on Group Evaluation,” Association for Consumer Research, San Diego, CA, October 2017
- “A Self to Spare: How the Cognitive Structure of the Self Influences Moral Behavior,” Society for Consumer Psychology, San Francisco, CA, February 2017
- “Don’t Succumb to my Temptations: Social Avoidance as a Strategy to Protect Valued Goals” (presented by Jessica Gamburg), Society for Consumer Psychology, San Francisco, CA, February 2017
- “Is Help from Far Away Less Helpful?” Association for Psychological Science, Chicago, IL, May 2016
- “Making an Impact on the Self: How Sounds and Colors Increase Goal Engagement,” Association for Consumer Research, Chicago, IL, October 2013
- “It Wasn’t me: How Self-concept Considerations Influence Self-control,” Society for Consumer Psychology, International Conference, Florence, Italy, July 2012
- “It Wasn’t Me: How Self-concept Considerations Influence Self-control,” Society for the Science of Motivation, Chicago, IL, May 2012
- “When Middle Rhymes with Candies and Shopping Sprees: The Effect of Illusory Position on Self-Control,” Society for Consumer Psychology, Las Vegas, NV, February 2012
- “The Problem with Self-control,” Society for Personality and Social Psychology, San Diego, CA, January 2012
- “Slacking in the Middle: Relaxing Standards in the Course of Goal Pursuit,” Association for Consumer Research, Jacksonville, FL, October 2010

- “Who or What to believe: Trust and the Differential Persuasiveness of Anthropomorphized and Human Agents,” Association for Consumer Research, Jacksonville, FL, October 2010
- “Slacking in the Middle: Relaxing Standards in the Course of Goal Pursuit,” Behavioral Decision Research in Management, Pittsburgh, PA, June 2010

FELLOWSHIPS & AWARDS

- Kilts Visiting Faculty, The University of Chicago Booth School of Business (2022)
- AMA Sheth Foundation Doctoral Consortium Faculty, Indiana University (2021)
- Albert Haring Cyber Symposium, Faculty Representative, Indiana University (2020)
- Marketing Science Institute (MSI) Young Scholar (2019)
- Richard M. Clewett Endowed Professorship, Kellogg School of Management (2016–2017; 2018–2019)
- James R. McManus Research Chair, Kellogg School of Management (2013–2014)
- Kilts Doctoral Fellow, The University of Chicago Booth School of Business (2012)
- AMA Sheth Foundation Doctoral Consortium Fellowship, U. of Washington (2012)
- Dean’s Award for Excellence as a Teaching Assistant (2011)
- Albert Haring Symposium Fellowship, Indiana University (2011)
- Joseph A. and Susan E. Pichler PhD Fellowship (2009; 2011–2013)
- The University of Chicago Booth School of Business Fellowship (2008–2013)
- The University of Notre Dame MBA Fellowship (2002–2004)

PROFESSIONAL SERVICE

JOURNALS:

- Associate Editor, *Journal of Personality and Social Psychology: Attitudes and Social Cognition* (JPSP: ASC), January 2023–December 2026
- Editorial Review Board, *Journal of Marketing Research* (JMR), July 2022–present
- Editorial Review Board, *Journal of Experimental Social Psychology* (JESP), February 2021–present

CONFERENCES:

- Co-chair, Society for the Science of Motivation (SSM) conference; Association for Psychological Science annual meeting, May 2022
- Session Associate Editor, Society for Consumer Psychology (SCP) conference, March 2022
- Co-chair of Consumer-Behavior Track, American Marketing Association (AMA) winter conference, February 2022
- Co-chair, Motivation Science preconference; Society for Personality and Social Psychology annual meeting, February 2022
- Co-chair of Working Paper Session, Association for Consumer Research (ACR) conference, October 2021

- Program Committee Member, SSM conference, May 2020
- Co-organizer, Moral Psychology Summit, May 2018

ASSOCIATIONS & SOCIETIES:

- Elected Member-at-large, Society for the Science of Motivation (SSM), May 2021–present

PROFESSIONAL AFFILIATIONS

- Association for Consumer Research (ACR)
- Society for Consumer Psychology (SCP)
- Society for Judgment and Decision Making (SJDM)
- Society for Personality and Social Psychology (SPSP)
- Society for the Science of Motivation (SSM)

DOCTORAL ADVISING

DISSERTATION CO-CHAIR:

- You Jin (Julia) Jeong, Marketing

DISSERTATION COMMITTEE:

- Joseph (Mac) Abruzzo, Marketing
- Jiaqian (Jane) Wang, Marketing
- Samantha (Sami) Kassirer, MORS
- Carolyn Keller, Marketing (PhD 2022)
- Kyle Dobson, MORS (PhD 2020)

FIRST- & SECOND-YEAR PAPERS:

- Jiaqian (Jane) Wang, Marketing (second-year paper, 2021)
- Jessica Gamlin, Marketing (second-year paper, 2016)
- Blake DiCosola, Marketing (first-year paper, 2015)

TEACHING

- MBA MKTG 430: Marketing Management (core course)
- MBA MKTG 450: Marketing Research and Analytics
- PhD MKTG-540: Special Topics in Consumer Research

INDUSTRY EXPERIENCE

- Corporate Marketing Director, Textron Financial Corporation (2007–2008)
- Corporate Marketing Manager, Textron Financial Corporation (2005–2007)
- Financial Analyst, Textron Financial Corporation (2004–2005)