

## SHARAYA M. JONES

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GMU profile: <https://business.gmu.edu/facultyandresearch/faculty/profile/115/256/>

### ACADEMIC POSITIONS

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**Assistant Professor of Marketing**  
George Mason University, Fairfax, VA

August 2020-Present

### EDUCATION

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**University of Colorado Boulder**, Boulder, CO  
Ph.D., Marketing

2015-2020

- *Dissertation Committee*: Margaret C. Campbell (Chair), Lawrence E. Williams, John G. Lynch, Nicholas S. Reinholtz, Hristina Nikolova
- *Dissertation Defense*: June 2020

**University of Toronto**, Toronto, ON  
Bachelor of Commerce, Marketing

2010-2014

- *High Distinction* (2014)
- *Dean's List* (2010 & 2014)

### PUBLICATIONS

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Kornish, Laura J., and **Sharaya M. Jones** (2021) "The Case for Core Ideas in the Fuzzy Front End: Verbosity Increases Perceived Creativity," *Marketing Science*, forthcoming.

### PAPERS UNDER REVIEW

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**Jones, Sharaya M.**, and Margaret C. Campbell (Under Review), "When and Why Making Decisions for Joint Consumption Elicits Anxiety," *Journal of Consumer Research*.

## MANUSCRIPTS IN PREPARATION

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Williams, Lawrence E., and **Sharaya M. Jones**, “Give Goods for the Greater Good? Schematic Fit Drives Consumers’ Preference for Costly Donations,” in preparation for *Journal of Consumer Psychology*.

## RESEARCH IN PROGRESS

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“Price as a Social Norm and Consequences for WOM” with Justin N. Pomerance  
“Advice-Taking from Humans and AI: When AI’s vs. Humans Disagree” with Evan Polman, Sam Maglio, and Taly Reich  
“Women-Owned Businesses” with Jessica Hoppner  
“Decision Strategies for Joint Consumption” with Margaret C. Campbell

## INVITED TALKS

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School of Business, George Mason University (2019)  
Graziadio Business School, Pepperdine University (2019)  
Wilbur O. and Ann Powers College of Business, Clemson University (2019)  
Lazaridis School of Business and Economics, Wilfrid Laurier University (2019)  
Romain College of Business, University of Southern Indiana (2019)  
Leeds School of Business, University of Colorado Boulder (2018)

## CONFERENCE PRESENTATIONS

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\* indicates presenter

Williams, Lawrence E., and **Sharaya M. Jones\***, “Who Cares What it Costs, as Long as it Fits! Why Consumers Prefer Material Over Cash Donations,” *Society for Consumer Psychology Conference*, Dallas, TX, 2018

## HONORS AND AWARDS

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**Frascona Excellence in Teaching Award Nomination** (faculty award, not eligible to win as PhD Student), University of Colorado Boulder, 2019  
**Leeds PhD Student Teaching Award**, University of Colorado Boulder, 2018  
**Gerald Hart Doctoral Research Fellowship**, University of Colorado Boulder, 2017  
**Gerald Hart Doctoral Research Fellowship**, University of Colorado Boulder, 2016  
**Dean’s List**, University of Toronto, 2010-2014

## TEACHING EXPERIENCE

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**Instructor, “Fashion Marketing”** Fall 2021

School of Business, George Mason University, VA

- *Developed this course for GMU in collaboration with faculty at VCU, Students at GMU and industry experts.*

**Instructor, “Principles of Marketing”** Fall 2020 & 2021

School of Business, George Mason University, VA

**Instructor, “Advertising and Promotion”** Fall 2017 & Spring 2019

Leeds School of Business, University of Colorado Boulder, CO

- *Instructor evaluation: 5.93/6.00 (CU average: 5.10)*
- *Nominated for the **Frascona Excellence in Teaching Award***
- *Leeds PhD Teaching Award for “Outstanding Teaching for a Doctoral Student”*

## SERVICE

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**Faculty Search Committee**, School of Business, George Mason University, 2021-present

**Distinguished Marketing Scholars Speaker Series Coordinator**, School of Business, George Mason University, 2020-present

**Trainee Reviewer**, *Journal of Consumer Research*, 2019

**Conference Organization Committee**, Boulder Summer Conference on Consumer Financial Decision Making, 2016-2019

**Marketing Scholars Speaker Series “PhD Student Lunch” Coordinator**, Leeds School of Business, University of Colorado Boulder, 2015-2019

**Social Chair for the Leeds PhD Program**, Leeds School of Business, University of Colorado Boulder, 2017-2018

**Guest Lecturer**, “PR, Publicity, and Corporate Advertising”, Advertising and Promotion, Leeds School of Business, University of Colorado Boulder, 2016

**Teaching Assistant**, Leeds School of Business, University of Colorado Boulder

Pricing (Undergraduate) for Yacheng Sun, 2017

Advertising and Promotion (Undergraduate) for Kevin McMahon, 2016

Marketing Management (MBA) for A. Peter McGraw, 2015

## PROFESSIONAL AFFILIATIONS

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

## DOCTORAL COURSEWORK

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### Research Methods

Advanced Graduate Research Methods  
General Statistics I&II  
  
Design and Analysis in Experiments

Angela Bryan  
Charles M. Judd  
Joshua Correll  
Nicholas S. Reinholtz

### Marketing

Judgment and Decision Making  
Multivariate Methods in Marketing  
Psychological Approaches to Consumer Research  
Empirical Models in Marketing  
Marketing Strategy

A. Peter McGraw  
James E. Nelson  
Lawrence E. Williams  
Yacheng Sun  
Donald R. Lichtenstein

### Psychology

Issues in Affective Science  
  
Proseminar in Social and Personality Psychology  
  
Proseminar in Social and Personality Psychology II

June Gruber  
Leaf Van Boven  
Bernadette Park  
Chris Loersch  
Irene V. Blair  
Joshua Correll  
Leaf Van Boven  
Angela Bryan

## INDUSTRY EXPERIENCE

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### Marketing Manager

*Resolver, Inc.*, Toronto, ON

September 2014 – July 2015

### Project Manager

*Resolver, Inc.*, Toronto, ON

June 2014 – September 2014

### Business Development Coordinator

*Online Business Systems*, Toronto, ON

November 2013 – June 2014