

# SHARAYA M. JONES

Leeds School of Business, University of Colorado Boulder  
419 UCB, Koelbel 497, Boulder CO 80309

Phone: 720-240-7693

[Sharaya.Jones@colorado.edu](mailto:Sharaya.Jones@colorado.edu)

[www.sharayajones.com](http://www.sharayajones.com)

<https://www.colorado.edu/business/sharaya-jones>

## EDUCATION

---

**University of Colorado Boulder**, Boulder, CO

August 2015-Present

Ph.D., Marketing

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

**University of Toronto**, Toronto, ON

September 2010-June 2014

Bachelor of Commerce, *High Distinction*, Marketing

## RESEARCH INTERESTS

---

Interpersonal, Social, and Shared Consumption

Goals and Motivation

Idea Generation, Innovation, Product Development.

## TEACHING INTERESTS

---

Advertising and Promotion

Marketing Management

Marketing Research

Consumer Behavior

Digital Marketing

Marketing Strategy

## MANUSCRIPTS UNDER REVIEW (Abstracts in Appendix)

---

Kornish, Laura J., and **Sharaya M. Jones** (Under Review), "Attribute Comparisons in New Product Ideas: Effect of Conceptual Distance on Evaluations," *Journal of Product Innovation Management*.

- [JPIM-06-19-3109, submitted June 3, 2019]

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

- [MKSC-19-0052, submitted February 18, 2019]

## WORKING PAPERS

---

Williams, Lawrence E., and **Sharaya M. Jones**, “Who Cares What it Costs, as Long as it Fits! Why Consumers Prefer Material Over Cash Donations,” Job Market Paper; in preparation for *Journal of Marketing*.

Kornish, Laura J. and **Sharaya M. Jones**, “Creating Idea Generation: Balancing Novelty and Familiarity.”

## IN PROGRESS

---

(Mis)predicting the Distribution of Others’ Preferences when Choosing for Others (with Nicholas S. Reinhardt and Lawrence E. Williams; 2 studies completed).

Dissertation on Shared Consumption (5 studies completed).

Group Size and Preference for Simplicity in Shared Consumption (3 studies completed).

## INVITED TALKS AND CONFERENCE PRESENTATIONS

---

\* 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,” *Marketing Scholars Speaker Series*, University of Colorado Boulder, CO, 2018

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

---

**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, 2011-2014

## TEACHING EXPERIENCE

---

- Instructor**, “Advertising and Promotion,” Undergraduate Senior-Level 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***
- Instructor**, “Advertising and Promotion,” Undergraduate Senior-Level Fall 2017  
Leeds School of Business, University of Colorado Boulder, CO
- *Instructor evaluation: 5.76/6.00 (CU average: 5.02)*
  - ***Leeds PhD Teaching Award** for “Outstanding Teaching for a Doctoral Student”*

## INDUSTRY EXPERIENCE

---

- Marketing Manager** September 2014 – July 2015  
*Resolver, Inc.*, Toronto, ON
- Project Manager** June 2014 – September 2014  
*Resolver, Inc.*, Toronto, ON
- Business Development Coordinator** November 2013 – June 2014  
*Online Business Systems*, Toronto, ON

## SERVICE

---

- 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

---

Association for Consumer Research  
American Marketing Association  
Society for Consumer Psychology

## DOCTORAL COURSEWORK

---

### 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

## REFERENCES

---

**Margaret C. Campbell** (Dissertation Chair)

*Provost Professor of Marketing*

Leeds School of Business, University of Colorado Boulder

Email: [Meg.Campbell@colorado.edu](mailto:Meg.Campbell@colorado.edu)

Office: 303-735-6305

**Lawrence E. Williams**

*Associate Professor of Marketing*

Leeds School of Business, University of Colorado Boulder

Email: [Lawrence.williams@colorado.edu](mailto:Lawrence.williams@colorado.edu)

Office: 303-492-6264

**Laura J. Kornish**

*Professor of Marketing and Marketing Division Chair*

Leeds School of Business, University of Colorado Boulder

Email: [Kornish@colorado.edu](mailto:Kornish@colorado.edu)

Office: 303-735-6385

## APPENDIX: Select Abstracts

---

Williams, Lawrence E., and **Sharaya M. Jones** (Job Market Paper), “Who Cares What it Costs, as Long as it Fits! Why Consumers Prefer Material Over Cash Donations,” in preparation for *Journal of Marketing*.

**Abstract:** Nonprofit organizations rely on donations from individuals to facilitate their efforts to tackle social problems. Organizations often solicit material donations instead of cash, despite the fact that the former are less efficient means of addressing problems than the latter. Consistent with the beliefs expressed by a panel of nonprofit professionals (study 1), we find that consumers are indeed more responsive to solicitations for material (vs. cash) donations (study 2). We examine reasons for this effect, focusing on two hypotheses. A schematic fit hypothesis holds that the preference for material donations is caused by the perception that goods are associated with causes to a greater degree than cash. A cost neglect hypothesis holds that the preference for material donations is caused by a failure to consider the costs charities bear when receiving donations. We find that the preference for material (vs. cash) donations is driven more by schematic fit than cost neglect (study 3) and is eliminated when the schematic fit of material donations is reduced (study 4). In a final online field study, we document the increased effectiveness of solicitations that enhance the schematic fit between cash donations and the charitable cause (study 5). We conclude with a discussion of how organizations might leverage these insights in their communication strategy.

Kornish, Laura J., and **Sharaya M. Jones** (Under Review), “Attribute Comparisons in New Product Ideas: Effect of Conceptual Distance on Evaluations,” *Journal of Product Innovation Management*.

**Abstract:** Across many disciplines that study innovation, there is strong agreement that forming combinations is an essential activity in creating new ideas. There is much less agreement about how conceptual distance in the combinations affects the evaluations of the ideas. In this work, we study the effect of conceptual distance in one common form of combination in ideas for new products, a comparison that highlights a focal attribute. We find that conceptually far comparisons produce less appealing concepts. We rule out the explanation that far comparisons are simply unsound or inappropriate: ideas with conceptually far, but still appropriate, comparisons have less appeal on average. Further, we find no evidence that far comparisons produce greater variance in appeal. Descriptions of ideas like the ones we study are relevant at multiple points in the new product development lifecycle, as written descriptions of ideas are used early, in idea generation, and later, in communication about the product.

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

**Abstract:** At the “fuzzy front end” of an innovation process, organizations typically consider dozens, or even hundreds, of raw ideas. Selecting the best ones to focus on is a double challenge:

evaluating so many ideas is large undertaking, and the ideas in their raw form permit only noisy evaluations. Recent work presents a scalable data-driven approach for identifying patterns of the words used in good ideas. The main finding from that work is that the most creative ideas contain a typical balance of close and far associations between the elements of the idea. In this paper, we explore a simpler explanation: longer idea descriptions, which tend to have a more typical balance, are perceived as more creative. In light of that simpler explanation, we reconsider the question about how close and far associations predict evaluations of ideas. To do that, we consider core ideas, ideas that are stripped down to their essential elements. In contrast to the recent work showing balance is best, and earlier work touting “moderate incongruity,” we find that close associations between the essential elements of the idea are the best predictors of idea appeal.