

MAFERIMA TOURÉ-TILLERY

Kellogg School of Management
Northwestern University
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EDUCATION

Ph.D. Marketing, University of Chicago (2013)
Dissertation Committee:
Ayelet Fishbach (Chair), Wilhelm Hofmann, Ann L. McGill, Oleg Urminsky
M.B.A. University of Notre Dame (2004), *Cum Laude*
B.Sc. Aeronautical Science, Air Traffic Control College (2001), *Valedictorian*

CURRENT POSITION

Assistant Professor of Marketing, Northwestern University (2013 – present)
Donald P. Jacobs Scholar, Northwestern University (2013 – 2014)

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)

RESEARCH INTERESTS

Consumer behavior, Motivation, Self-signaling, Ethics, Prosocial behavior,
Anthropomorphism

ARTICLES + CHAPTERS

1. Touré-Tillery, Maferima and Ayelet Fishbach (2014), “How to measure of motivation: A guide for the experimental social psychologist,” *Social and Personality Psychology Compass*, 8 (7), 328–341.
2. Fishbach, Ayelet and Maferima Touré-Tillery (2013), “Goals and Motivation,” In R. Biswas-Diener & E. Diener (Eds), *Noba textbook series: Psychology*, Champaign, IL: DEF Publishers.
3. 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.
4. Touré-Tillery, Maferima and Ayelet Fishbach (2011), “The course of motivation,” *Journal of Consumer Psychology*, 21(4), 414–423.

WORKING PAPERS

5. Touré-Tillery, Maferima and Ayelet Fishbach, “It wasn’t me: How self-concept considerations influence self-control,” (under revision).
6. Touré-Tillery, Maferima and Ayelet Fishbach, “Changing the world, one word at a time: How visual contrasts promote prosocial responses.”
7. Touré-Tillery, Maferima and Ann L. McGill, “Who or what to believe: Trust and the differential persuasiveness of human and anthropomorphized messengers,” (under revision).
8. Touré-Tillery, Maferima and Ayelet Fishbach, “Charity works at home: Effects of distance on perceived impact of charitable giving.”

WORKS IN PROGRESS

9. Perfection aversion: When flawed is better than perfect? (with Jane Risen)
10. Selves to spare: Self-complexity as a license to “misbehave” (with Alysson Light and Ayelet Fishbach)
11. Interpersonal effects of self-control failure (with Yeojin Youn)
12. 2-D motivation (with Ayelet Fishbach)
13. Salience (with Ayelet Fishbach)

INVITED TALKS

1. “It wasn’t me: The effect of perceived self-diagnosticsity on adherence to standards and goals” (with Ayelet Fishbach), The Wharton School of the University of Pennsylvania, Philadelphia, PA, December 2012
2. “Making an impact on the self: How contrasts and sounds increase prosocial behavior” (with Ayelet Fishbach), Northwestern University, Department of Psychology, Evanston, IL, November 2012
3. “It wasn’t me: The effect of perceived self-diagnosticsity on adherence to standards and goals” (with Ayelet Fishbach), Columbia Business School, New York, NY, October 2012
4. “It wasn’t me: The effect of perceived self-diagnosticsity on adherence to standards and goals” (with Ayelet Fishbach), University of Virginia, Department of Psychology and Frank Batten School of Leadership and Public Policy, Charlottesville, VA, March 2012

CONFERENCES

1. “Making an impact on the self: How sounds and colors increase goal engagement” (with Ayelet Fishbach), Association for Consumer Research, Chicago, IL, October 2013
2. “It wasn’t me: How self-concept considerations influence self-control” (with Ayelet Fishbach), Society for Consumer Psychology, International Conference, Florence, Italy, July 2012)

3. “It wasn’t me: How self-concept considerations influence self-control” (with Ayelet Fishbach), Society for the Study of Motivation, Chicago, IL, May 2012
4. “When Middle Rhymes with Candies and Shopping Sprees: The Effect of Illusory Position on Self-Control” (with Ayelet Fishbach), Society for Consumer Psychology, Las Vegas, NV, February 2012
5. “The problem with self-control” (with Ayelet Fishbach), Society for Personality and Social Psychology, San Diego, CA, January 2012
6. “Slacking in the middle: Relaxing standards in the course of goal pursuit” (with Ayelet Fishbach), Association for Consumer Research, Jacksonville, FL, October 2010
7. “Who or what to believe: Trust and the differential persuasiveness of anthropomorphized and human agents” (with Ann McGill), Association for Consumer Research, Jacksonville, FL, October 2010
8. “Slacking in the middle: Relaxing standards in the course of goal pursuit” (with Ayelet Fishbach), Behavioral Decision Research in Management, Pittsburgh, PA, June 2010

FELLOWSHIPS + AWARDS

Kilts Center Fellowship (2012)
AMA Sheth Foundation Doctoral Consortium Fellowship, University 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

Ad hoc reviewer, Journal of Personality and Social Psychology
Ad hoc reviewer, Journal of Experimental Psychology: General
Ad hoc reviewer, Social Psychological and Personality Science
Ad hoc reviewer, Society for Consumer Psychology

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR)
Society for Consumer Psychology (SCP)
Society for Personality and Social Psychology (SPSP)