

# JARED WATSON

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## ACADEMIC POSITIONS HELD

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Leonard N. Stern School of Business, **New York University**  
Assistant Professor of Marketing, July 2018 – Present

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## EDUCATION

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Robert H. Smith School of Business, **University of Maryland**

- Ph.D., Business and Management: Marketing, April 2018

Michael G. Foster School of Business, **University of Washington**

- B.A., Business Administration: Marketing, June 2009

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## PUBLICATIONS

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1. Watson, Jared, Anastasiya Pocheptsova Ghosh, and Michael Trusov (2018), "Swayed by the Numbers: The Consequences of Displaying Product Review Attributes," *Journal of Marketing* 82 (6), 109 – 131.
  - <https://doi.org/10.1177/0022242918805468>
  - 2020 AMA CBSIG Research in Practice Award (winner)

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## WORKING PAPERS

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1. Dagogo-Jack, Sokiente (Tari)\* and Jared Watson\*, "Popular by What Measure? How Social versus Personal Engagement Metrics Influence Media Consumption". *Invited for 3<sup>rd</sup> round review at Journal of Consumer Research*.
2. Wu, Yuechen, Jared Watson, and Ali Faraji-Rad, "Who Will I Be With(out) You? Consequences of Perceived Romantic Relationship Stability on Product Rentals". *Under 3<sup>rd</sup> round review at Journal of Marketing Research*.
3. Sharma, Siddharth\*, Justin Frake\*, and Jared Watson\*, "Did Support for 'Black Lives Matter' Result in Symbolic or Substantive Support for Black-owned Businesses?". *Invited for 2<sup>nd</sup> round review at Marketing Science*.
4. Park, Alexander, Yanyi Leng, Fausto Gonzalez, Jared Watson, Francesca Valsesia, and Cynthia Cryder, "The Advantage of Periodic Donations in Corporate Social Responsibility: Consumers View

Updated: October 2023

Consistency as a Diagnostic Cue of Donor Commitment". *Invited for 2<sup>nd</sup> round review at Journal of Marketing Research.*

5. Watson, Jared and Anastasiya Pocheptsova Ghosh, "Ratings and Reviews: Context-dependent Influences of Disaggregate Review Attributes". *Preparing for resubmission to Journal of Marketing.*
6. Watson, Jared and Amna Kirmani, "Red Flag! The Consequences of Alerting Consumers to Fake Reviews". *Reject-and-resubmit at Journal of Marketing.*
  - 2019 AMA CBSIG Best Conference Paper Award (winner)
7. Matherly, Ted, Jared Watson, and Kalinda Ukanwa, "'I' Wanna Talk about 'Me': Effects of First-Pronoun Usage on Media Engagement". *Preparing for initial submission.*
8. Segal, Shoshana, Jared Watson, and Lauren Grewal, "What Drives Influencer Effectiveness?". *Preparing for initial submission.*
  - 2020 AMA CBSIG Research Grant Recipient

*\*denotes equal authorship*

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## **SELECT RESEARCH IN-PROGRESS**

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1. "The Vigilant Caregiver" (*with Anika Schumacher and Kristen Lane*)
  - 2021 ACR TCR Grant Recipient
2. "Political Review Storms" (*with Johannes Boegershausen and Leonor Neto*)

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## **CONFERENCE PRESENTATIONS (\* indicates presenter)**

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"Ratings and Reviews..."

- \**Society for Consumer Psychology* in San Juan, PR. (March 2023)
- \**Colorado Winter Conference on Marketing and Cognition* in Steamboat Springs, CO. (February 2023)
- \**Association for Consumer Research* in Atlanta, GA. (October 2019; *session organizer and chair*)

"I Wanna Talk about Me Today?..."

- *Marketing Science* in Miami, FL. (June 2023)
- *Society for Consumer Psychology* in San Juan, PR. (March 2023)
- *Association of Consumer Research* in Denver, CO. (October 2022)

"Donation Frequency as a Signal of Commitment..."

- *Society for Consumer Psychology* in San Juan, PR. (March 2023)
- *Society for Judgment and Decision-making* in San Diego, CA. (November 2022)

"Did Support for 'Black Lives Matter' Result in..."

- \**Society for Consumer Psychology* in San Juan, PR. (March 2023)
- \**American Marketing Association Winter Conference* in Las Vegas, NV. (February 2022)

"Political Review Storms..."

- *Association for Consumer Research* in (virtual) Paris, France. (October 2020)

"What Drives Influencer Effectiveness..."

- *Marketing and the Creator Economy Conference* at Columbia University. (November 2023)

Updated: October 2023

- *Association for Consumer Research* in (virtual) Paris, France. (October 2020)
- *\*Society for Consumer Psychology* in Huntington Beach, CA. (March 2020)

“Bragging and Time...”

- *\*Association for Consumer Research* in (virtual) Paris, France. (October 2020)

“Memes and Marketing...”

- *Association for Consumer Research* in (virtual) Paris, France. (October 2020)

“Popular by What Measure?...”

- *Association for Consumer Research* in Atlanta, GA. (October 2019; *session organizer and chair*)
- *\*Marketing Science Conference* in Rome, Italy. (June 2019)

“Red Flag!...”

- *\*CBSIG Conference* in Bern, Switzerland. (July 2019; *recipient of Best Conference Paper Award*)
- *\*Association for Consumer Research* in Dallas, TX. (October 2018; *session co-organizer and co-chair*)
- *\*Society for Consumer Psychology* in Dallas, TX. (February 2018; *session co-organizer and co-chair*)

“Swayed by the Numbers...”

- *\*Mittelstaedt Doctoral Symposium* in Lincoln, NE. (April 2016)
- *\*Marketing Science* in Baltimore, MD. (June 2015; *session organizer and chair*)
- *\*Association for Consumer Research* in Dallas, TX. (October 2015; *session organizer and chair*)

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## INVITED TALKS

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- “Popular by What Measure?...”
  - University of Wisconsin (April 2023)
  - Yeshiva University (December 2022)
  - Four School Conference, hosted by Yale (May 2021)
- “Ratings and Reviews...”
  - NYU Stern PROSeminar (December 2021)
- “Red Flag!...”
  - University of Chicago (April 2022)
  - University of California Riverside (February 2022)
  - NYU Law & American Bar Association Conference (January 2022)
  - University of Illinois Chicago (April 2021)
  - University of Colorado (February 2021)
  - Ohio State University (February 2021)
  - University of Pennsylvania (February 2020)
  - Stanford University (January 2020)
  - NYU Trope Lab (April 2019)
  - NYU Stern PROSeminar (April 2019)
- “Swayed by the Numbers...”
  - New York University (November 2017)
  - American University (November 2017)

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- Dartmouth College (October 2017)
- Southern Methodist University (October 2017)
- Indiana University (September 2017)
- Columbia University (September 2017)
- Loyola Marymount University (September 2017)
- Baylor University (September 2017)

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## TEACHING

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### **Leonard N. Stern School of Business, New York University**

- Consumer Behavior (MBA)
- Consumer Behavior (Undergraduate)

### **Robert H. Smith School of Business, University of Maryland**

- Consumer Analysis (Undergraduate)
  - 2016 *Distinguished Teaching Award* recipient

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## AWARDS AND HONORS

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- Haring Symposium Faculty Representative, 2022
- AMA-Sheth Foundation Doctoral Consortium Faculty Fellow, 2021
- AMA CBSIG Research Grant (award amount: \$1,500), 2020
- NYC MediaLab Grant (award amount: \$25,000), 2020
- AMA CBSIG Research in Practice Award, “*Swayed by the Numbers...*”, 2020
- NYU Center for Global Economy and Business Grant (award amount: \$2,000), 2019
- AMA CBSIG Best Conference Paper Award, “*Red Flag!...*”, 2019
- Allan N. Nash Outstanding Doctoral Student Award, Robert H. Smith School of Business, 2018
- AMA-Sheth Foundation Doctoral Consortium Student Fellow, 2017
- Distinguished Teaching Award, Robert H. Smith School of Business, 2017
- Marvin A. Jolson Outstanding Marketing Doctoral Student Award, Robert H. Smith School of Business, 2017
- Robert Mittelstaedt Doctoral Symposium Fellow, 2016
- AMA Foundation Valuing Diversity Scholar (award amount: \$1000), 2014

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## PROFESSIONAL EXPERIENCE

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- PepsiCo, Frito-Lay Sales District Leader. Seattle, WA. 2009 – 2013
  - Managed 15 employees, oversaw \$8 – 10 million in annual revenues, and implemented localized marketing strategies.

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## SERVICE TO THE FIELD

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Updated: October 2023

- Editorial Review Boards
  - Journal of Consumer Research (JCR) 2023 – Present
- Ad-hoc Reviewer
  - Journal of Marketing Research (JMR) 2019 – Present
  - Journal of Consumer Research (JCR) 2019 – Present
  - Journal of Consumer Psychology (JCP) 2017 – Present
  - International Journal of Research in Marketing (IJRM) 2019 – Present
  - Journal of Service Research (JSR) 2021 – Present
  - Service Science 2021 – Present
- Track Co-Chair, Social Media (AMA Summer Educators' Conference) Summer 2023
- Vice Chair of Awards & Recognition (AMA CBSIG) 2020 – 2023
- Program Committee, Numerical Markers Conference (SCP Boutique) Fall 2021
- Associate Editor, Working Papers (SCP Conference) Spring 2021

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#### **SERVICE TO THE DEPARTMENT & UNIVERSITY**

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- NYU College & Career Lab, NYU Stern Representative 2020 – Present
- NYU Stern Diverse Pathways in Academia, Planning Committee Member 2021 – Present
- NYU Stern Diverse Pathways in Academia, Representative 2019 – Present
- NYU Stern Marketing Seminar Series Coordinator 2023 – Present,  
2019 – 2022
- NYU Stern Marketing Lab Meeting/Journal Club Coordinator 2018 – Present
- NYU Stern Marketing Ph.D. Applicant Committee Member 2021 – Present
- NYU Stern PhD Project Recruiting Representative 2018 – Present
- NYU Stern Marketing Behavioral Lab Supervisor 2019 – 2021
- NYU Stern Marketing Behavioral Lab Changes Committee Chair 2019 – 2020