

JARED WATSON

<https://www.stern.nyu.edu/faculty/bio/jared-watson>

40 West 4th Street, Tisch Hall 809
New York, NY 10012-1709

(212) 992 – 6843
jw5798@stern.nyu.edu

ACADEMIC POSITIONS HELD

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

EDUCATION

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

PUBLICATIONS

1. Sharma, Siddharth*, Justin Frake*, and **Jared Watson***, "Symbolic vs. Substantive: The Impact of Black Lives Matter on Black-Owned Businesses". *Conditionally accepted at Marketing Science*.
2. **Watson, Jared**, Francesca Valsesia, and Shoshana Segal** (2024), "Assessing AI Receptivity through a Persuasion Knowledge Lens". *Current Opinion in Psychology*, 101834.
 - <https://doi.org/10.1016/j.copsyc.2024.101834>
3. **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>
 - AMA CBSIG Research in Practice Award (2020 winner)

*denotes equal authorship

**denotes work with PhD student

WORKING PAPERS

1. Wu, Yuechen, **Jared Watson**, and Ali Faraji-Rad, "Who Will I Be With(out) You? Consequences of Perceived Romantic Relationship Stability on Product Rentals". *Invited for 4th round review at Journal of Marketing Research*.

Updated: September 2024

2. Dagogo-Jack, Sokiente (Tari)* and **Jared Watson***, “Popular by What Measure? How Less (vs. More) Social Popularity Labels Influence News Media Consumption”. *Invited for 4th round minor review at Journal of Consumer Research*.
3. Park, Alexander**, Yanyi Leng**, Fausto Gonzalez, **Jared Watson**, Francesca Valsesia, and Cynthia Cryder, “The Advantage of Periodic Donations in Corporate Social Responsibility: Consumers View Consistency as a Diagnostic Cue of Donor Commitment”. *Invited for 2nd round review at Journal of Marketing Research*.
4. Segal, Shoshana**, **Jared Watson**, and Lauren Grewal, “Self-Disclosure and Influencer Effectiveness”. *Prepping for submission to Journal of Marketing Research*.
 - 2020 AMA CBSIG Research Grant Recipient
5. Matherly, Ted, **Jared Watson**, and Kalinda Ukanwa, “‘I’ Wanna Talk about ‘Me’: Effects of First-Pronoun Usage on Media Engagement”. *Under review at Journal of Marketing*.
6. Schumacher, Anika, Kristen Lane, and **Jared Watson**, “Focused on Functionality: Caregiving for Vulnerable Consumers”. *Prepping for submission to Journal of Marketing*.
 - 2021 ACR TCR Grant Recipient
7. **Watson, Jared**, Johannes Boegershausen, and Leonor Neto**, “In the Eye of Political Review Storms: Identity Threat and Compensatory Consumption”. *Prepping for submission to Journal of Consumer Psychology*.
8. **Watson, Jared**, Anastasiya Pocheptsova Ghosh, and Ted Matherly, “The Few vs. The Crowd: Individual Reviews and Average Ratings”. *Prepping for submission to Journal of Marketing Research*.
9. **Watson, Jared**, Amna Kirmani, and Ted Matherly, “Red Flag! The Consequences of Alerting Consumers to Fake Reviews”. *Invited for resubmission to Journal of Marketing (reject-and-resubmit)*.
 - 2019 AMA CBSIG Best Conference Paper Award (winner)

*denotes equal authorship

**denotes work with PhD student

SELECT RESEARCH IN-PROGRESS

1. “Self-censorship in Social Media” (with Raina Zhang**)
2. “Bragging and Time” (with Raina Zhang** and Francesca Valsesia)
3. “Dabbling” (with Evan Weingarten, Adriana Samper, Stephanie Lin, Avni Shah, and Kathleen Vohs)

CONFERENCE PRESENTATIONS (* indicates presenter)

“Who Will I Be With(out) You...”

- *CBSIG Conference in Vienna, AU. (July 2024).
- *Society for Consumer Psychology in Nashville, TN. (March 2024)

“Focused on Functionality...”

- CBSIG Conference in Vienna, AU. (July 2024).
- *Society for Consumer Psychology in Nashville, TN. (March 2024)

“The Few vs. The Crowd...”

Updated: September 2024

- **Association for Consumer Research* in Paris, FR. (September 2024)
- **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*)

“Red Flag!...”

- *Association for Consumer Research Asia-Pacific Conference* in Bali, IN. (July 2024)
- **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*)

“I Wanna Talk about Me...”

- *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)

“The Advantage of Periodic Donations in CSR...”

- *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)

“Self-Disclosure and Influencer Effectiveness...”

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

“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*)

INVITED TALKS

- “Popular by What Measure?...”

Updated: September 2024

- UMass Amherst (March 2024)
- 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)
 - 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)

TEACHING

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

AWARDS AND HONORS

- 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

PROFESSIONAL EXPERIENCE

- 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.

SERVICE TO THE FIELD

- Editorial Review Boards
 - Journal of Consumer Research (JCR) 2023 – Present
 - Journal of Consumer Psychology (JCP) 2024 – Present
 - Journal of Interactive Marketing (JIM) 2024 – Present
 - 2024
 - *Special Issue on Experiential Consumption*
- Ad-hoc Reviewer
 - Journal of Marketing Research (JMR), Journal of Consumer Research (JCR), Marketing Science (MS), Journal of Marketing (JM), Journal of Consumer Psychology (JCP), International Journal of Research in Marketing (IJRM), Journal of the Association for Consumer Research (JACR), Journal of Service Research (JSR), Service Science, Journal of Business Research (JBR)
- Track Chair, Competitive Papers (SCP Conference) Spring 2025
- Track Chair, Social Media (AMA Summer Educators’ Conference) Summer 2024
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

SERVICE TO THE DEPARTMENT & UNIVERSITY

Updated: September 2024

- 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, Department 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
- Baccalaureate Student Speaker Selection Committee, Faculty Representative 2023 – 2024
- NYU Stern PhD Project Recruiting Representative 2018 – 2022
- NYU Stern Marketing Behavioral Lab Supervisor 2019 – 2021
- NYU Stern Marketing Behavioral Lab Changes Committee Chair 2019 – 2020

DISSERTATION COMMITTEES

- Shoshana Segal (*co-chair with Geeta Menon*) Exp. 2025