

Updated: January 2025

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”. *Forthcoming 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. Dagogo-Jack, Sokiente (Tari)* and **Jared Watson***, “Popular by What Measure? How Less (vs. More) Social Popularity Labels Influence News Media Consumption”. *Under 4th round minor review at Journal of Consumer Research*.

Updated: January 2025

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 4th round review at Journal of Marketing 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 3rd round review at Journal of Marketing Research*.
4. **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)
5. Segal, Shoshana**, **Jared Watson**, and Lauren Grewal, "Self-Disclosure and Influencer Effectiveness". *Working paper, prepping for submission*.
 - 2020 AMA CBSIG Research Grant Recipient
6. **Watson, Jared**, Johannes Boegershausen, and Leonor Neto**, "In the Eye of Political Review Storms: Identity Threat and Compensatory Consumption". *Working paper, prepping for submission*.
7. Matherly, Ted, **Jared Watson**, and Kalinda Ukanwa, "'I' Wanna Talk about 'Me': Effects of First-Pronoun Usage on Media Engagement". *Working paper, prepping for submission*.
8. Schumacher, Anika, Kristen Lane, and **Jared Watson**, "Focused on Functionality: Caregiving for Vulnerable Consumers". *Working paper, prepping for submission*.
 - 2021 ACR TCR Grant Recipient
9. **Watson, Jared**, Anastasiya Pocheptsova Ghosh, and Ted Matherly, "The Few vs. The Crowd: Individual Reviews and Average Ratings". *Working paper, prepping for submission*.

*denotes equal authorship

**denotes work with PhD student

SELECT RESEARCH IN-PROGRESS

1. "Dabbling" (with Evan Weingarten, Adriana Samper, Stephanie Lin, Avni Shah, and Kathleen Vohs)
2. "Bragging and Time" (with Raina Zhang** and Francesca Valsesia)
3. "Self-censorship in Social Media" (with Raina Zhang**)
4. "Wordplay At-Speed" (with Michael Trusov and Anastasiya Pocheptsova Ghosh)

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: January 2025

- **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)

“Symbolic vs. Substantive Support...”

- **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: January 2025

- UMass Amherst (March 2024)
- University of Wisconsin (April 2023)
- Yeshiva University (December 2022)
- Four School Conference, hosted by Yale (May 2021)
- “The Few vs. The Crowd...”
 - 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

Updated: January 2025

- 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 Board Member
 - *Journal of Consumer Research (JCR)*
 - *Journal of Consumer Psychology (JCP)*
 - *Journal of Interactive Marketing (JNM)*
- 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

- NYU College & Career Lab, NYU Stern Representative 2020 – Present
- NYU Stern Diverse Pathways in Academia, Planning Committee Member 2021 – Present

Updated: January 2025

- 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