

# JARED WATSON

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

40 West 4<sup>th</sup> 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

---

\*denotes equal authorship

\*\*denotes PhD student at time of conception

1. Park, Alexander\*\*, Yanyi Leng\*\*, Fausto Gonzalez, **Jared Watson**, Francesca Valsesia, and Cynthia Cryder (2025), "The Reputational Benefits of Periodic Donations". *Journal of Marketing Research*, conditionally accepted.
2. Wu, Yuechen\*, **Jared Watson\***, and Ali Faraji-Rad\* (2025), "Who Will I Be With(out) You? Consequences of Perceived Romantic Relationship Stability on Product Rentals". *Journal of Marketing Research*, conditionally accepted.
3. Dagogo-Jack, Sokiente (Tari)\* and **Jared Watson\*** (2025), "Most Read vs. Most Shared: How Less (vs. More) Social Popularity Labels Influence News Media Consumption". *Journal of Consumer Research*, in press.
  - <https://doi.org/10.1093/jcr/ucaf017>
4. Sharma, Siddharth\*, Justin Frake\*, and **Jared Watson\*** (2025), "Symbolic vs. Substantive: The Impact of Black Lives Matter on Black-Owned Businesses". *Marketing Science*, in press.
  - <https://doi.org/10.1287/mksc.2023.0243>
5. **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>

6. **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)

---

## WORKING PAPERS

---

1. Schumacher, Anika, Kristen Lane, and **Jared Watson**, "Focused on Functionality: Caregiving for Vulnerable Consumers". *Under review at Journal of Marketing*.
  - 2021 ACR TCR Grant Recipient
2. **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)
3. Segal, Shoshana\*\*, **Jared Watson**, and Lauren Grewal, "Self-Disclosure and Influencer Effectiveness". *Working paper, preparing for submission*.
  - 2020 AMA CBSIG Research Grant Recipient
4. Matherly, Ted, **Jared Watson**, and Kalinda Ukanwa, "'I' Wanna Talk about 'Me': Effects of First-Pronoun Usage on Media Engagement". *Working paper, preparing for submission*.
5. **Watson, Jared**, Anastasiya Pocheptsova Ghosh, and Ted Matherly, "The Few vs. The Crowd: Individual Reviews and Average Ratings". *Working paper, preparing for submission*.
6. **Watson, Jared**, Johannes Boegershausen, and Leonor Neto\*\*, "In the Eye of Political Review Storms: Identity Threat and Compensatory Consumption". *Working paper, preparing for submission*.

\*denotes equal authorship

\*\*denotes work with PhD student at time of conception

---

## SELECT RESEARCH IN-PROGRESS

---

1. "Dabbling" (with Evan Weingarten, Stephanie Lin, Adriana Samper, Avni Shah, and Kathleen Vohs)
2. "Intersectional Identity Model" (with Esther Uduehi, Aaron Barnes, and Julian Saint Clair)
3. "Filter Perceptions" (Elisa Solinas, Trisha Lobo\*\*, Francesca Valsesia)
4. "Wordplay At-Speed" (with Michael Trusov and Anastasiya Pocheptsova Ghosh)

---

## CONFERENCE PRESENTATIONS (\* indicates presenter)

---

"Who Will I Be With(out) You..."

- \*ACR Latin America in Sao Paolo, BR. (June 2025)
- \*La Londe Conference in Porquerolles, FR. (June 2025)
- \*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...”

- *\*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)

“Most Read vs. Most Shared...”

- *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

---

- “Most Read vs. Most Shared...”
  - University of Southern California (February 2025)
  - UMass Amherst (March 2024)
  - University of Wisconsin (April 2023)
  - Yeshiva University (December 2022)
  - Four School Conference, hosted by Yale (May 2021)
- “Who Will I Be With(out) You?...”
  - Rutgers University (April 2025)
  - University of Texas (January 2025)
- “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

---

- Invited Panelist, “Health And...” Conference, NYU Grossman School of Medicine, 2025
- 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 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)*, *Marketing Science (MS)*, *Journal of Marketing (JM)*, *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 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 Representative 2018 – Present
- NYU Stern Diverse Pathways in Academia, Planning Committee Member 2021 – 2024
- NYU Stern Diverse Pathways in Academia, Department Representative 2019 – 2024
- Baccalaureate Student Speaker Selection Committee, Faculty Representative 2023 – 2024
- 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*) 2025
  - Placement: Assistant Professor of Marketing, Mays Business School, Texas A&M