

JARED WATSON

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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 (2026), “Consumers Prefer that Corporations Donate Periodically”. *Journal of Marketing Research*, forthcoming.
 - <https://doi.org/10.1177/00222437261423538>
2. Dagogo-Jack, Sokiente (Tari)* and **Jared Watson*** (2026), “Most Read vs. Most Shared: How Less (vs. More) Social Popularity Labels Influence News Media Consumption”. *Journal of Consumer Research*, 52 (5), 873 – 891.
 - <https://doi.org/10.1093/jcr/ucaf017>
 - Editor’s Choice selection
3. Sharma, Siddharth*, Justin Frake*, and **Jared Watson*** (2026), “Symbolic vs. Substantive: The Impact of Black Lives Matter on Black-Owned Businesses”. *Marketing Science*, 45 (1), 45 – 62.
 - <https://doi.org/10.1287/mksc.2023.0243>
4. 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*, 63 (1), 85 – 104.
 - <https://doi.org/10.1177/00222437251358160>
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. Segal, Shoshana**, **Jared Watson**, and Lauren Grewal, “Self-Disclosure and Influencer Effectiveness”. *Under review at Journal of Consumer Psychology*.
 - 2020 AMA CBSIG Research Grant Recipient
2. **Watson, Jared**, Amna Kirmani, and Ted Matherly, “How Fake Review Alerts Help the Platform”. *Under review at Journal of Marketing*.
3. Schumacher, Anika, Kristen Lane, and **Jared Watson**, “Focused on Functionality: Caregiving for Vulnerable Consumers”. *Working paper*.
 - 2021 ACR TCR 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*.
5. Evan Weingarten, Stephanie Lin, Adriana Samper, **Jared Watson**, Avni Shah, and Kathleen Vohs, “The Dabbler’s Dilemma”. *Working paper*.
6. **Watson, Jared**, Johannes Boegershausen, and Leonor Neto**, “In the Eye of Political Review Storms: Identity Threat and Compensatory Consumption”. *Working paper*.
7. **Watson, Jared**, Anastasiya Pocheptsova Ghosh, and Ted Matherly, “The Few vs. The Crowd: Individual Reviews and Average Ratings”. *Working paper*.

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**denotes work with PhD student at time of conception

SELECT RESEARCH IN-PROGRESS

1. “Trajectories of Power” (with Esther Uduehi, Aaron Barnes, Julian Saint Clair)
2. “Filter Perceptions” (with Elisa Solinas, Trisha Lobo**, Francesca Valsesia)
3. “Two Sides” (with Maansia Dalmia**, Nofar Duani)
4. “What’s Trending” (with Sokiente Dagogo-Jack, Jordan Daley)

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)

“How Fake Review Alerts Help the Platform”

- **Society for Consumer Psychology* in Dallas, TX. (March 2026; *special session*)
- **Association for Consumer Research* in Washington, DC. (October 2025)
- **The Tenure Project Annual Conference* in Ann Arbor, MI. (July 2025)

“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...”

- *The Tenure Project Annual Conference* in Los Angeles, CA. (July 2024)
- *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 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*)

“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

- *“How Fake Review Alerts Help the Platform”*
 - National University of Singapore (planned March 2026)
 - Massachusetts Institute of Technology (November 2025)
 - Arizona State University (November 2025)
 - Cornell University (November 2025)
- *“Who Will I Be With(out) You?...”*
 - Rutgers University (April 2025)
 - University of Texas (January 2025)
- *“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)
- *“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)
- *“The Few vs. The Crowd...”*
 - NYU Stern PROSeminar (December 2021)
- *“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

- Outstanding Reviewer Award, Journal of Consumer Research, 2025
- Geraldine Rosa Henderson Early-Career Memorial Award Recipient, 2025
- 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 Marketing Research (JMR)*
 - *Journal of Consumer Research (JCR)*
 - *Journal of Consumer Psychology (JCP)*
 - *Journal of Interactive Marketing (JNM)*
- Ad-hoc Reviewer: *Marketing Science (MS)*, *International Journal of Research in Marketing (IJRM)*, *Journal of the Association for Consumer Research (JACR)*, *Journal of Public Policy & Marketing (JPPM)*, *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 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 – 2024
- NYU College & Career Lab, NYU Stern Representative 2020 – 2024
- 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