

# 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., 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>

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## WORKING PAPERS

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1. Watson, Jared and Amna Kirmani, "Red Flag! The Consequences of Alerting Consumers to Fake Reviews". *Invited for 2<sup>nd</sup> Round at Journal of Marketing Research*.
  - Winner: 2019 AMA CBSIG Best Conference Paper Award
2. Dagogo-Jack, Sokiente (Tari) and Jared Watson, "Popular by What Measure? How Social versus Personal Engagement Metrics Influence Media Consumption". *Preparing for submission to Journal of Marketing*.
3. Watson, Jared and Anastasiya Pocheptsova Ghosh, "Ratings and Reviews: Context-dependent Influences of Disaggregate Review Attributes". *Manuscript in preparation*.

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## SELECT RESEARCH IN-PROGRESS

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1. Valsesia, Francesca and Jared Watson, "Bragging and Time"
2. Kim, Nicole and Jared Watson, "Memes and Marketing"

3. Watson, Jared and Lauren Grewal, "The Role of Influencers"
4. Boegerhausen, Johannes and Jared Watson, "Political Review Storms"
5. Watson, Jared and Anastasiya Pocheptsova Ghosh, "Subscription-Based Goods"
6. Wu, Yuechen, Jared Watson and Ali Faraji-Rad, "Relationship Stability, Self-Concept Clarity, and Purchase Behavior"
7. Watson, Jared and Kalinda Ukanwa, "Acquisition and Attrition of Followers"

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## CONFERENCE PRESENTATIONS (\* indicates presenter)

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### "Ratings and Reviews..."

- \**Association for Consumer Research* in Atlanta, GA. (October 2019; *session organizer and chair*)

### "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*)
- \**Society for Consumer Psychology* in Dallas, TX. (February 2018; *session co-organizer and co-chair*)
- \**Association for Consumer Research* in Dallas, TX. (October 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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- "Red Flag!..."
  - University of Pennsylvania (February 2020)
  - Stanford University (January 2020)
  - NYU Trope Lab (April 2019)
  - NYU 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)

Updated: December 2019

- 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 (Fashion & Luxury Focused MBA)
  - Summer 2019
- Consumer Behavior (Undergraduate)
  - Spring 2019

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

- Consumer Analysis (Undergraduate)
  - Spring 2016 (*Distinguished Teaching Award Recipient*)

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## AWARDS AND HONORS

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- AMA CBSIG Best Conference Paper Award, “Red Flag!...”\_2019
- AMA-Sheth Foundation Doctoral Consortium 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, 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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## DOCTORAL COURSEWORK

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### Marketing

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|--------------------------------|------------------|
| ● Marketing Models             | PK Kannan        |
| ● Research Methodology Seminar | Rebecca Hamilton |
|                                | Anand Gopal      |
|                                | Sunil Mithas     |
| ● Consumer Behavior            | Amna Kirmani     |
| ● Marketing Strategy           | Roland Rust      |

Updated: December 2019

- Information Processing Margaret Meloy
- Behavioral Decision Theory Joydeep Srivastava

#### *Psychology*

- Human Performance Theory; Cyberpsychology Kent Norman
- Learning and Memory; Decision Heuristics Michael Dougherty
- Industrial and Organizational Psychology James Grand

#### *Research Methods*

- Quantitative Research Methods I Paul Hanges
- Quantitative Research Methods II Kevin O'Grady
- Applied Multiple Regression Jeffrey Harring
- Multivariate Analysis Jeffrey Harring

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### **AFFILIATIONS**

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- Association for Consumer Research
- Society for Consumer Psychology
- American Marketing Association (and AMA CBSIG)
- The Ph.D. Project

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### **SERVICE TO THE FIELD**

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- 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