

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

1. **Watson, Jared**, Francesca Valsesia, and Shoshana Segal** (2024), "Assessing AI Receptivity through a Persuasion Knowledge Lens". *Accepted at Current Opinion in Psychology*.
2. **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>
 - 2020 AMA CBSIG Research in Practice Award (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*.
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. Sharma, Siddharth*, Justin Frake*, and **Jared Watson***, “Did Support for ‘Black Lives Matter’ Result in Symbolic or Substantive Support for Black-owned Businesses?”. *Under 2nd round review at Marketing Science*.
4. 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*.
5. Schumacher, Anika, Kristen Lane, and **Jared Watson**, “Focused on Functionality: Caregiving for Vulnerable Consumers”. *Under review at Journal of Consumer Research*.
 - 2021 ACR TCR Grant Recipient
6. **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*.
7. Segal, Shoshana**, **Jared Watson**, and Lauren Grewal, “Self-Disclosure and Influencer Effectiveness”. *Prepping for submission to Journal of Consumer Research*.
 - 2020 AMA CBSIG Research Grant Recipient
8. Matherly, Ted, **Jared Watson**, and Kalinda Ukanwa, “‘I’ Wanna Talk about ‘Me’: Effects of First-Pronoun Usage on Media Engagement”. *Prepping for submission to Journal of Marketing*.
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)
10. **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*.

SELECT RESEARCH IN-PROGRESS

1. “Self-censorship in Social Media” (with Raina Zhang**)
2. “Bragging and Time” (with Francesca Valsesia)

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...”

- *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)

Updated: June 2024

- **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?...”
 - UMass Amherst (March 2024)
 - University of Wisconsin (April 2023)
 - Yeshiva University (December 2022)
 - Four School Conference, hosted by Yale (May 2021)

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- “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

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- 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 Interactive Marketing (JNM) 2024 – Present
 - Journal of the Association for Consumer Research (JACR) 2024
 - *Special Issue on Experiential Consumption*
- 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
 - Journal of Service Research (JSR) 2021 – Present
 - Service Science 2021 – Present
- 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
- NYU Stern Diverse Pathways in Academia, Department Representative 2019 – Present

Updated: June 2024

- 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