

# JACQUELINE R. RIFKIN

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## EMPLOYMENT

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- CORNELL UNIVERSITY, *SC Johnson College of Business*, Ithaca, NY 2022  
Assistant Professor of Marketing
- UNIVERSITY OF MISSOURI-KANSAS CITY, *Bloch School of Management*, Kansas City, MO 2020-2022  
Assistant Professor of Marketing

## EDUCATION

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- DUKE UNIVERSITY, *Fuqua School of Business*, Durham, NC 2020  
Ph.D. in Marketing
- UNIVERSITY OF PENNSYLVANIA, *College of Arts and Sciences*, Philadelphia, PA 2011  
B.A. in Psychology, *Magna Cum Laude*

## RESEARCH INTERESTS

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Consumer Resources, Well-Being, Self-Gifting, Experiential Consumption, Social Dynamics

## ACCEPTED PAPERS & PUBLICATIONS (\* denotes equal first authors)

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1. Ponce de Leon, Rebecca\*, **Jacqueline R. Rifkin\***, and Rick Larrick (2022), "They're Everywhere!": Symbolically Threatening Groups Seem More Pervasive than Non-Threatening Groups," *Psychological Science*, in press.
  - i. Media coverage: *Psychology Today*, *Academic Minute (WAMC Radio)*
2. **Rifkin, Jacqueline R.** and Jonah Berger (2021), "How Nonconsumption Can Turn Ordinary Items into Perceived Treasures," *Journal of the Association for Consumer Research*, 6(3), 350-61.
  - i. Media coverage: *Penn Today*, *Academic Minute (WAMC Radio)*, *Knowledge@Wharton*, *Canvas8*, *The Well-Being Lounge Podcast (NLiveRadio)*, *Top of Mind with Julie Rose (BYU Radio)*, *Curiosity Daily (Discovery Network)*, *Let's Go There (Channel Q Radio)*, *Show Me Today*, *UMKC Today*
3. **Rifkin, Jacqueline R.\***, Katherine M. Du\*, and Jonah Berger (2020), "Penny for Your Preferences: Leveraging Self-Expression to Encourage Small Prosocial Gifts," *Journal of Marketing*, 85(3), 204-19.
  - i. Media coverage: *Harvard Business Review*, *Wharton Magazine*, *Curious Campus (WUWM) Wheeler Institute*, *Knowledge@Wharton*, *Der Spiegel*, *UMKC Today*, *UMKC Chancellor's Friday Five*, *UWM 2021 Research Magazine*
4. **Rifkin, Jacqueline R.** and Jordan Etkin (2019), "Variety in Self-Expression Undermines Self-Continuity," *Journal of Consumer Research*, 46(4), 725-49.
  - i. Media coverage: *Consumer Talk Radio (KGO San Francisco)*

## INVITED REVISIONS & UNDER REVIEW (\* denotes equal first authors)

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5. **Rifkin, Jacqueline R.**, Katherine M. Du, and Keisha M. Cutright, "The Preference for Spontaneity," under 2<sup>nd</sup> round review, *Journal of Consumer Research*.
6. **Rifkin, Jacqueline R.**, Kelley Gullo Wight, and Keisha M. Cutright, "No Bandwidth to Self-Gift: How Feeling Constrained Discourages Self-Gifting," under 2<sup>nd</sup> round review, *Journal of Consumer Research*.
7. **Rifkin, Jacqueline R.\***, Grant E. Donnelly\*, and Siyuan Yin\*, "First Impression or Frequent Flyer? The Persuasive Effect of Customer Tenure Claims in Online WOM," under review.

## WORKING PAPERS (\* denotes equal first authors)

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8. **Rifkin, Jacqueline R.**, Cindy Chan, and Barbara E. Kahn, "When Missing Out, What Do We Fear Missing Out On?," working paper.
  - i. Media coverage: *Friends After College (Podcast)*, *Wall Street Journal*, *Hidden Brain (NPR Podcast)*; *Duke Magazine*, *Body and Soul (Swedish National Radio)*
9. **Rifkin, Jacqueline R.**, Cindy Chan, and Barbara E. Kahn, "When Keeping Up Feels Like Missing Out: Social Media-Induced FOMO Increases Consumers' Engagement Intentions," working paper.
10. **Rifkin, Jacqueline R.**, Francesca Valsesia, and Keisha M. Cutright, "The Same Thing Happened to Me!': Exploring Divergent Outcomes of Experience Ubiquity," working paper.

## RESEARCH IN PROGRESS

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"Durability of Life Experiences," with Anja Schanbacher and Nazli Gurdamar.

"Uncanny Communications: Minor Video-call Glitches Undermine Persuasion and Connection," with Melanie Brucks and Jeff Johnson.

"Self-Gifting Stigma," with Eesha Sharma and Rebecca Ponce de Leon.

"Consumer Responses to Supply Chain Disruptions," with Terry Zhang and Ruouo Li.

## NON-ACADEMIC PUBLICATIONS (\* denotes equal first authors)

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1. Rifkin, Jacqueline R.\* and Rebecca Ponce de Leon\* (June 2022). [People overestimate groups they find threatening – when 'sizing up' others, bias sneaks in.](#) *The Conversation*
  - i. Republished in *Yahoo News*
2. Rifkin, Jacqueline R. (Sept 2021). [Psychological 'specialness spirals' can make ordinary items feel like treasures – and may explain how clutter accumulates.](#) *The Conversation*.
  - i. Republished in *The Boston Globe*, *CNN Health*
  - ii. Garnered over 100,000 views in 1 month
3. Rifkin, Jacqueline R.\* and Katherine M. Du\* (July 2021). [Boost donations by harnessing the power of self-expression.](#) *Advancing Philanthropy*.
4. Rifkin, Jacqueline R. (August 2020). [Raising money by requesting a "penny for your preferences."](#) *UMKC Bloch Idea Bar*.

## HONORS & AWARDS

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- 2022 *Best Talk Award*, Society for Consumer Psychology Conference (Interpersonal Relations & Group Processes Track)
- 2021 *Early Career Faculty Award*, University of Missouri-Kansas City Emeritus College
- 2019 *Best Symposium Presentation Award*, Carolina Research in Social and Personality Psychology Conference
- 2019 Principal Investigator, Time-Sharing Experiments for the Social Sciences (TESS) Data Collection Grant, with Keisha Cutright and James Bettman
- 2017 *Student Paper Award*, SPSP Judgment and Decision-Making Preconference
- 2017 *Runner-Up*, SPSP Graduate Student Poster Award
- 2016 Principal Investigator, Marketing Science Institute (MSI) "Customer Experience Initiative" Research Grant (\$10,000), with Cindy Chan and Barbara Kahn
- 2015 *Selected Participant*, PhD Summer School and Meaning & Purpose Conference, Arison School of Business (IDC), Herzliya, Israel
- 2013 *Selected Participant*, IDDEAS (Intro. to Diversity in Doctoral Education & Scholarship) Conference, Wharton School of Business (Univ. of Pennsylvania), Philadelphia, PA

## INVITED TALKS

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- 2022 University of Missouri-Kansas City Emeritus College  
Cornell University  
Drexel University
- 2021 Northeastern University  
ACR Knowledge Forum: Making Mental Well-Being A Marketing Research Priority (featured panelist)  
The Ohio State University
- 2019 Brands and Brand Relationships Conference  
University of Connecticut  
University of New Hampshire  
University of Missouri-Kansas City

## TEACHING EXPERIENCE

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- 2021 – 2022 Marketing Management (core, *PMBA Program*)  
University of Missouri-Kansas City, Bloch School of Management

## CONSULTING EXPERIENCE

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- 2021 – Present *Expert Consultant*, consumer legal protections cases

PEER-REVIEWED CONFERENCE PRESENTATIONS (\* denotes presenting author)

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Melanie Brucks\*, Jacqueline R. Rifkin, and Jeff Johnson (2022, October). "Uncanny Communications: Minor Video-call Glitches Undermine Persuasion and Connection," Paper presented at the *Association for Consumer Research*, Denver, CO.

Jacqueline R. Rifkin\*, Kelley Gullo Wight, and Keisha M. Cutright (2022, June). "No Bandwidth to Self-Gift: How Feeling Constrained Discourages Self-Gifting," Paper presented at the *Business for Social Good (BIBSG) Conference*, Vancouver, BC, Canada.

Jacqueline R. Rifkin\*, Francesca Valsesia, and Keisha M. Cutright (2022, March). "'The Same Thing Happened to Me': Exploring Divergent Outcomes of Brand Experience Ubiquity," Paper presented at the *Society for Consumer Psychology*, Nashville, TN (virtual).

- Winner of Best Talk Award (Interpersonal Relations & Group Processes Track)

Jacqueline R. Rifkin\*, Kelley Gullo Wight, and Keisha M. Cutright (2022, March). "No Bandwidth to Self-Gift: How Feeling Constrained Discourages Self-Gifting," Paper presented at the *Society for Consumer Psychology*, Nashville, TN (virtual).

Jacqueline R. Rifkin\*, Katherine M. Du, and Keisha M. Cutright (2021, October). "The Preference for Spontaneity," Paper presented at the *Association for Consumer Research*, Seattle, WA (virtual).

Jacqueline R. Rifkin\*, Kelley Gullo Wight, and Keisha M. Cutright (2021, October). "No Bandwidth to Self-Gift: How Feeling Constrained Discourages Self-Gifting," Paper presented at the *Association for Consumer Research*, Seattle, WA (virtual).

Jacqueline Rifkin\*, Cindy Chan, and Barbara Kahn (2020, October). "The Role of Social Media-Induced FOMO in Strengthening Brand Communities," Paper presented at the *Association for Consumer Research*, online.

Jacqueline Rifkin, Cindy Chan\*, and Barbara Kahn (2020, March). "Wish You Were Here? How Seeing Social Media Photos of Brand Community Events Impacts Consumers' Brand Intentions," Paper presented at the *Society for Consumer Psychology*, Huntington Beach, CA.

Rebecca Ponce de Leon\*, Jacqueline Rifkin, and Rick Larrick (2020, February). "The Outnumbered Bias: Catastrophizing Minority Presence," Paper presented at the *Society for Personality and Social Psychology*, New Orleans, LA.

Jacqueline Rifkin, Cindy Chan, and Barbara Kahn\* (2019, December). "Wish You Were Here? How Seeing Social Media Photos of Brand Community Events Impacts Consumers' Brand Intentions," Paper presented at the *Journal of Consumer Research Future-of-Brands Conference*, New York, NY.

Jacqueline Rifkin\*, Cindy Chan, and Barbara Kahn (2019, October). "Wish You Were Here? How Seeing Social Media Photos of Brand Community Events Impacts Consumers' Brand Intentions," Paper presented at the *Association for Consumer Research*, Atlanta, GA.

Jacqueline Rifkin, Cindy Chan, and Barbara Kahn\* (2019, July). "The Effects of FOMO-Inducing Social Media Content on Consumer-Brand Relationships," Paper presented at the *Consumer Behavior Special Interests Group (CBSIG) Conference*, Bern, Switzerland.

Jacqueline Rifkin, Cindy Chan\*, and Barbara Kahn (2019, June). "FOMO: How the Fear of Missing Out Leads to Missing Out," Paper presented at the *ISMS Marketing Science Conference*, Rome, Italy.

Jacqueline Rifkin\*, Kelley Gullo, and Keisha Cutright (2019, April). "Time to Stop and Smell the Roses: How Time Perceptions Shape Self-Gifting Attitudes," Paper presented at *Carolina Research in Social and Personality Psychology Conference*, Durham, NC.

- Winner of Best Symposium Talk Award

Jacqueline Rifkin\* and Keisha Cutright (2018, October). "Understanding Consumers' Experiences of Busyness and Idleness," Paper presented at the *Association for Consumer Research*, Dallas, TX

Jacqueline Rifkin\*, Katherine Crain, and Jonah Berger (2018, October). "Penny for Your Preferences: Leveraging Self-Expression to Increase Prosocial Giving," Paper presented at the *Association for Consumer Research*, Dallas, TX

Jacqueline Rifkin, Katherine Crain\*, and Jonah Berger (2018, February). "Penny for Your Preferences: Leveraging Self-Expression to Increase Prosocial Giving," Paper presented at the *Society for Consumer Psychology*, Dallas, TX

Jacqueline Rifkin\*, Cindy Chan, and Barbara Kahn (2018, February). "The Effects of FOMO-Inducing Social Media Content on Consumer-Brand Relationships," Paper presented at the *Society for Consumer Psychology*, Dallas, TX

Jacqueline Rifkin\* and Jordan Etkin (2017, October). "How Variety in Self-Expression Undermines Self-Continuity," Paper presented at the *Association for Consumer Research*, San Diego, CA.

Jacqueline Rifkin\* and Jordan Etkin (2017, February). "How Variety in Self-Expression Undermines Self-Continuity," Paper presented at the *Society for Consumer Psychology*, San Francisco, CA.

Jacqueline Rifkin\*, Cindy Chan, and Barbara Kahn (2017, January). "FOMO: How the Fear of Missing Out Leads to Missing Out," Poster and data blitz presented at the *Society for Personality and Social Psychology Judgment and Decision-Making Preconference*, San Antonio, TX.

- Winner of Student Paper Award

Jacqueline Rifkin\*, Cindy Chan, and Barbara Kahn (2017, January). "FOMO: How the Fear of Missing Out Leads to Missing Out," Poster presented at the *Society for Personality and Social Psychology*, San Antonio, TX.

- Runner-Up for SPSP Graduate Student Poster Award

Jacqueline Rifkin\* and Jonah Berger (2016, October). "How Everyday Items Become Treasures," Paper presented at the *Association for Consumer Research*, Berlin, Germany.

Jacqueline Rifkin\* and Katherine Crain\* (2016, April). "Can Your Preference for Puppies Over Kittens Change How Much You Tip?" Paper presented at *GradX*, Durham, NC.

Jacqueline Rifkin\* and Jordan Etkin (2016, February). "The Trouble with Trying It All: When Variety Decreases Future-Self Connectedness," Paper presented at the *Society for Consumer Psychology*, St. Petersburg, FL.

Jacqueline Rifkin\*, Cindy Chan, and Barbara Kahn (2016, February). "FOMO: How the Fear of Missing Out Leads to Missing Out," Paper presented at the *Society for Consumer Psychology*, St. Petersburg, FL.

Jacqueline Rifkin\*, Cindy Chan, and Barbara Kahn (2015, October). "FOMO: How the Fear of Missing Out Leads to Missing Out," Paper presented at the *Association for Consumer Research*, New Orleans, LA.

Jacqueline Rifkin\*, Cindy Chan, and Barbara Kahn (2015, April). "FOMO: How the Fear of Missing Out Leads to Missing Out," Paper presented at *Carolina Research in Social Psychology Conference*, Durham, NC.

## CHAired CONFERENCE SYMPOSIA

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Rifkin, Jacqueline and Kelley Gullo Wight (2021, October). "Treat Yourself (but Not Myself): Unearthing Discrepant Beliefs about Self-Care, Leisure, and Self-Gifting," *Association for Consumer Research*, Seattle, WA (virtual).

Rifkin, Jacqueline (2018, October). "Can Money (and Time) Buy Happiness? A Resource Approach to Understanding Happiness," *Association for Consumer Research*, Dallas, TX.

Gullo, Kelley and Jacqueline Rifkin (2017, October). "Me, Myself, and My Variety: Exploring the Relationship Between Variety and the Self," *Association for Consumer Research*, San Diego, CA.

Gullo, Kelley and Jacqueline Rifkin (2017, February). "360 Degrees of Variety: The Dynamic Relationship of Variety Preference and Perceptions," *Society for Consumer Psychology*, San Francisco, CA.

Rifkin, Jacqueline (2016, October). "Nonconsumption," *Association for Consumer Research*, Berlin, Germany.

Rifkin, Jacqueline (2016, February). "The Potential Pitfalls of Experiential Consumption," *Society for Consumer Psychology*, St. Petersburg, FL.

Rifkin, Jacqueline (2016, February). "Flashing Forward: Antecedents and Consequences of Future-Self Connectedness," *Society for Consumer Psychology*, St. Petersburg, FL.

## SERVICE

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*Conference Program Committee*, Society for Consumer Psychology, 2022

*Search Committee*, UMKC, Marketing and Supply Chain Management department, 2022

*Ad-Hoc Reviewer*, Journal of Consumer Behaviour, 2021 - present

Journal of Marketing, 2020 - present

Journal of Marketing Research, 2020 - present

*Co-Founder*, Fuqua's Society to Advance Gender Equality (STAGE), 2018 - 2020

*Co-Organizer*, Carolina Research in Social & Personality Psychology Conference (CRISPP), 2017

*Ad-Hoc Reviewer*, Association of Consumer Research, Society for Consumer Psychology

*Student Coordinator*, Duke University, Marketing PhD Admit Day (Recruiting), 2017

## PROFESSIONAL AFFILIATIONS

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Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

Society for Personality and Social Psychology (SPSP)

## INDUSTRY EXPERIENCE

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The Marketing Audit – Research Analyst	2010 – 2014
Marketing and Planning Services (MaPS) – Research Analyst	2011
Sage Communications Partners – Communications and Public Relations Intern	2010