

JACQUELINE R. RIFKIN

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EMPLOYMENT

UNIVERSITY OF MISSOURI-KANSAS CITY, *Bloch School of Management*, Kansas City, MO 2020
Assistant Professor of Marketing

EDUCATION

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

Time, Well-Being, Self-Gifting, Experiential Consumption, Social Dynamics

ACCEPTED PAPERS & PUBLICATIONS (* denotes equal first authors)

1. **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.
2. **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: *Der Spiegel*, *Knowledge@Wharton*, *UMKC Today*, *UWM 2021 Research Magazine*
3. **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)

4. **Rifkin, Jacqueline R.**, Kelley Gullo Wight, and Keisha M. Cutright, "No Bandwidth to Self-Gift: How Feeling Constrained Discourages Self-Gifting," under second-round review, *Journal of Consumer Research*.
5. Ponce de Leon, Rebecca*, **Jacqueline R. Rifkin***, and Rick Larrick, "They're Everywhere!": Symbolically Threatening Groups Seem More Pervasive than Non-Threatening Groups," under second-round review, *Psychological Science*.
6. **Rifkin, Jacqueline R.**, Katherine M. Du, and Keisha M. Cutright, "The Preference for Spontaneity," under review.

WORKING PAPERS (* denotes equal first authors)

7. **Rifkin, Jacqueline R.**, Cindy Chan, and Barbara E. Kahn, "FOMO: How the Fear of Missing Out Leads to Missing Out," working paper.
 - i. Media coverage: *Wall Street Journal*, *Hidden Brain (NPR Podcast)*; *Duke Magazine*, *Body and Soul (Swedish National Radio)*
8. **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.

RESEARCH IN PROGRESS

"The Same Thing Happened to Me!': Exploring Divergent Outcomes of Experience Ubiquity" with Francesca Valsesia and Keisha M. Cutright.

"Sustained Utility from Past Experiences," with Anja Schanbacher and Nazli Gurdamar.

"Customer Reviews and Tenure," with Grant Donnelly.

"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

"Self-Gifting and Persistence"

HONORS & AWARDS

- 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

- 2021 The Ohio State University
- 2019 Brands and Brand Relationships Conference

University of Connecticut
University of New Hampshire
University of Missouri-Kansas City

TEACHING EXPERIENCE

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

PEER-REVIEWED CONFERENCE PRESENTATIONS (* denotes presenting author)

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

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

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

Ad-Hoc Reviewer, Journal of Marketing, 2020 - present

Ad-Hoc Reviewer, 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

Student Coordinator, Marketing PhD Admit Day (Recruiting), 2017

Trainee Reviewer, Journal of Consumer Research

Working Paper Reviewer, Association of Consumer Research, Society for Consumer Psychology

Individual Paper Reviewer, Society for Consumer Psychology

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

Society for Personality and Social Psychology (SPSP)

INDUSTRY EXPERIENCE

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