

JACQUELINE R. RIFKIN

SC Johnson College of Business | Cornell University
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EMPLOYMENT

- UNIVERSITY OF TORONTO, *Rotman School of Management*, Toronto, OR, CANADA Fall 2024
Visiting Assistant Professor of Marketing
Roger Martin Emerging Leader
- CORNELL UNIVERSITY, *SC Johnson College of Business*, Ithaca, NY 2022
Assistant Professor of Marketing
Half Century Faculty Research Fellow (AY 2025-2026)
Clifford H. Whitcomb Faculty Fellow (AY 2023-2024)
- UNIVERSITY OF MISSOURI-KANSAS CITY, *Bloch School of Management*, Kansas City, MO 2020-2022
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

Consumer beliefs, identity expression & authenticity, social perception
Experiences, social media, arts & entertainment, technology

ACCEPTED PAPERS & PUBLICATIONS (* denotes equal-contribution first authors)

1. Melanie S. Brucks*, **Jacqueline R. Rifkin***, and Jeff S. Johnson (2025), "Video Call Glitches Trigger Uncanniness and Harm Consequential Life Outcomes," *Nature*.
 - i. **Winner** of 2026 AMA-EBSCO-RRBM Award for Responsible Research in Marketing
 - ii. Media coverage: *SciShow*, *Der Spiegel*, *Hidden Brain Newsletter*, *Cornell Chronicle*, *Columbia Business School*, *Morning Edition (NPR)*, *All Things Considered (NPR)*, *India Times*, *Gizmodo*, *Mashable*, *Sciences et Avenir (France)*, *La Vanguardia (Spain)*, *Tagesschau (Germany)*, *Der Spiegel (Germany)*, *El Pais (Spain)*, *India Today*, *The Register*, *LinkedIn News*
 - iii. Policy Impact: *FWD.us*
2. **Rifkin, Jacqueline R.**, Cindy Chan, and Barbara E. Kahn (2025), "Anxiety about the social consequences of missed group experiences intensifies FOMO (the Fear of Missing Out)," *Journal of Personality and Social Psychology*, 128(2), 300–13.
 - i. #4 on "Top 10 Journal Article of 2025" ([APA Journals](#); >90 journals)
 - ii. Media coverage: *Frontline*, *Earth.com*, *University of Toronto News*, *SPSP News*, *Hidden Brain Newsletter*, *PsyPost*, *Science Unscripted (Deutsche Welle)*, *Radio New Zealand*, *Friends After College (Podcast)*, *Wall Street Journal*, *Hidden Brain (NPR Podcast)*; *Duke Magazine*, *Body and Soul (Swedish National Radio)*, *Cornell Chronicle*
 - iii. Invited piece on SPSP's *Character and Context* blog

3. **Rifkin, Jacqueline R.**, Cindy Chan, and Barbara E. Kahn (2023), "When Keeping Up Feels Like Missing Out: Social Media-Induced FOMO Increases Consumers' Engagement Intentions," *Marketing Science Institute Working Paper Series*, Report No. 23-142.
4. **Rifkin, Jacqueline R.**, Katherine M. Du, and Keisha M. Cutright (2023), "The Preference for Spontaneity in Entertainment," *Journal of Consumer Research*, 50(3), 597-616.
 - i. Media coverage: *Canvas8*, *Fortune*, *Cornell Johnson BusinessFeed*
5. **Rifkin, Jacqueline R.**, Kelley Gullo Wight, and Keisha M. Cutright (2023), "No Bandwidth to Self-Gift: How Feeling Constrained Discourages Self-Gifting," *Journal of Consumer Research*, 50(2), 343-62.
 - i. Media coverage: *Cornellians Newsletter*, *Stacker*, *Think (NPR KERA Dallas)*, *Cornell Chronicle*, *Discover Magazine*, *Hidden Brain Newsletter*, *News at IU*, *Healthline*, *WBBM Newsradio*, *additional broadcasts on local news in major US cities*
6. 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*, 33(6), 957-70.
 - i. Media coverage: *Academic Minute (WAMC Radio)*, *Fuqua Insights*, *Association for Psychological Science*, *Psychology Today*
 - ii. Featured in Cornell's *Research with Impact* series (2022)
7. **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: *Apartment Therapy*, *Radio New Zealand*, *Mental Health TV Network*, *Hidden Brain Podcast (NPR)*, *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*
8. **Rifkin, Jacqueline R.***, Katherine M. Du*, and Jonah Berger (2021), "Penny for Your Preferences: Leveraging Self-Expression to Encourage Small Prosocial Gifts," *Journal of Marketing*, 85(3), 204-19.
 - i. Media coverage: *Ripple Effect (Knowledge@Wharton)*, *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*
9. **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)*

UNDER REVIEW & WORKING PAPERS (* denotes equal first authors; ^ denotes PhD student supervisee)

10. **Rifkin, Jacqueline R.**, Katherine M. Du, and Keisha M. Cutright, "Not Just Damage Control: Perceived Spontaneity in Public Apologies Boosts Sincerity and Forgiveness," invited revision at *Journal of Consumer Research*.
11. **Rifkin, Jacqueline R.***, Rebecca Ponce de Leon*, and Eesha Sharma, "Mental and Physical Well-Being: Equal Importance, Unequal Treatment," revising for submission.
12. **Rifkin, Jacqueline R.***, Grant E. Donnelly*, and Siyuan Yin*, "First Impressions and Frequent Flyers: Divergent Utility from Customer Tenure Claims," revising for submission.

13. **Rifkin, Jacqueline R.***, Anja Schanbacher*, and Nazli Gurdamar*, “Perceived Durability of Experiences,” working paper.
14. Han, Wenjie^ and **Jacqueline R. Rifkin**, “Delayed Bill Splitting Leads to Consumption Sacrifice,” working paper.
15. **Rifkin, Jacqueline R.*** and Devon Proudfoot,* “Gender and Accusations of Copying Others’ Ideas”

RESEARCH IN PROGRESS (^ denotes PhD student supervisee)

- “Inflation and Shrinkflation in Hedonic Products,” with Terry Zhang and Ruouo Li.
- “Busyness and Friendship,” with Pooja Somasundaram.
- “Group Gifting,” with Francesca Valsesia and Via Guo^.
- “Anticipated Sabotage and Creativity,” with Wenjie Han^ and Devon Proudfoot.
- “Delaying Completion of Sustainability Goals,” with Isabella Kringlen^ and Grant Donnelly
- “Social Information in Goal Pursuit,” with Yuchen Wu^ and Kaitlin Woolley
- “JOMO,” with Jing Ma^ and Helen Chun
- “Contagion in Gifting,” with Via Guo^ and Stijn van Osselaer

NON-ACADEMIC PUBLICATIONS (* denotes equal first authors)

1. Rifkin, Jacqueline R.* and Melanie Brucks* (February 2026). [A Video Glitch During a Job Interview Is Harmless, Right? Hardly](#). *Wall Street Journal*
2. Rifkin, Jacqueline R., Cindy Chan, and Barbara Kahn (June 2025). [The Anxiety-Spiral of FOMO \(Fear of Missing Out\)](#). *Character & Context* (SPSP Blog)
3. Rifkin, Jacqueline R., Cindy Chan, and Barbara Kahn (Apr 2025). [Feeling FOMO for something that's not even fun? It's not the event you're missing, it's the bonding](#). *The Conversation*
 - i. Republished in *The Independent*, *Philly Voice* (front page), *San Francisco Chronicle*
4. Rifkin, Jacqueline R. (May 2024). [The Downside of Delayed Gratification](#). *Wall Street Journal*
 - i. Cover story of Wealth Management print section
5. Du, Katherine* and Jacqueline R. Rifkin* (June 2023). [The allure of the ad-lib: New research identifies why people prefer spontaneity in entertainment](#). *The Conversation*
6. 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*
7. 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

8. Rifkin, Jacqueline R.* and Katherine M. Du* (July 2021). [Boost donations by harnessing the power of self-expression](#). *Advancing Philanthropy*.
9. Rifkin, Jacqueline R. (August 2020). [Raising money by requesting a “penny for your preferences.”](#) *UMKC Bloch Idea Bar*.

HONORS & AWARDS

- 2026 *Principal Investigator*, MSI Small Grant (\$5,000)
Principal Investigator, PCCW Affinito-Stewart Grant (\$7,356)
 AMA-EBSCO-RRBM Award for Responsible Research in Marketing (Brucks et al., 2025)
Roger Martin Award for Emerging Leaders, University of Toronto
- 2025 MSI Young Scholar
 Jean F. Rowley Research Excellence Fund
 Half Century Faculty Research Fellowship
- 2024 Johnson Programs Teaching Honor Roll AY 2023-24 (course or instructor rating in ≥60th percentile)
Co-Principal Investigator, Cornell Center for Social Sciences Seed Grant (\$9,800), with Devon Proudfoot
- 2023 Clifford H. Whitcomb Faculty Fellowship
- 2022 *Co-Principal Investigator*, The Jerome A. Chazen Institute for Global Business Research Grant (\$8,000), with Melanie Brucks and Jeff Johnson
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
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
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

- 2026 University of Toronto
 University of Washington, *PhD Seminar in Consumer Behavior*

- Columbia University
Authenticity Conference
- 2025 Institute for Challenging Organization, Seminar
Authenticity Conference
The Ohio State University, *PhD Seminar in Consumer Behavior*
University of Texas at Austin, *PhD Seminar in Consumer Behavior*
- 2024 Cornell University, *Proseminar in Affective and Clinical Science*
Simpson Thacher & Bartlett LLP Women's Initiative
- 2023 Cornell University, School of Law, *Seminar*
Behavioral Economics and Decision-Making Research, Faculty Showcase
University of Georgia, *PhD Seminar in Consumer Behavior*
- 2022 University of Missouri-Kansas City Emeritus College
Cornell University Johnson College of Business
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

- | | |
|----------------|---|
| 2023 - present | Consumer Behavior (Undergraduate; MBA program)
Cornell University, SC Johnson College of Business |
| 2021 – 2022 | Marketing Management (core, <i>PMBA Program</i>)
University of Missouri-Kansas City, Bloch School of Management |

CONSULTING EXPERIENCE

- | | |
|-------------|---|
| 2021 – 2022 | <i>Expert Consultant</i> , consumer legal protections cases |
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PEER-REVIEWED CONFERENCE PRESENTATIONS (* denotes presenting author)

Jacqueline R. Rifkin*, Katherine M. Du, and Keisha M. Cutright (2025, October). "Not Just Damage Control: Perceived Spontaneity in Public Apologies Boosts Sincerity and Forgiveness," Paper presented at the *Association for Consumer Research*, Washington, DC.

Jacqueline R. Rifkin*, Katherine M. Du, and Keisha M. Cutright (2025, May). "Authentic Apologies: How Perceived Spontaneity Boosts Sincerity and Forgiveness," Paper presented at the *Authenticity Conference*, Berkeley, CA.

- Jacqueline R. Rifkin*, Melanie Brucks, and Jeff Johnson (2024, December). "Audiovisual Glitches Undermine Virtual Communication," Paper presented at the *MarkTech Conference*, New York, NY.
- Jacqueline R. Rifkin*, Rebecca Ponce de Leon, and Eesha Sharma (2024, September). "The Emotional Health Tax," Paper presented at the *Association for Consumer Research*, Paris, France.
- Jacqueline R. Rifkin*, Melanie Brucks, and Jeff Johnson (2024, June). "Audiovisual Glitches Undermine Virtual Communication," Paper presented at the *Consumer Behavior Special Interest Group (CB SIG)*, Vienna, Austria.
- Jacqueline R. Rifkin*, Rebecca Ponce de Leon, and Eesha Sharma (2024, March). "The Emotional Health Tax," Paper presented at the *Society for Consumer Psychology*, Nashville, TN.
- Jacqueline R. Rifkin, Rebecca Ponce de Leon*, and Eesha Sharma (2024, March). "The Emotional Health Tax," Paper presented at the *Society for Personality and Social Psychology*, San Diego, CA.
- Jacqueline R. Rifkin*, Grant Donnelly, and Siyuan Yin (2023, October). "First Impression or Frequent Flyer? The Persuasive Effect of Customer Tenure Claims in Online WOM," Paper presented at the *Association for Consumer Research*, Seattle, WA.
- Jacqueline R. Rifkin*, Francesca Valsesia, and Keisha M. Cutright (2023, October). "The Same Thing Happened to Me': Exploring Divergent Outcomes of Brand Experience Commonness" Paper presented at the *Association for Consumer Research*, Seattle, WA.
- Jacqueline R. Rifkin*, Anja Schanbacher, and Nazli Gurdamar (2023, October). "Perceived Durability of Past Experiences," Paper presented at the *Association for Consumer Research*, Seattle, WA.
- Jacqueline R. Rifkin*, Anja Schanbacher, and Nazli Gurdamar (2023, March). "Perceived Durability of Past Experiences," Poster presented at the *Society for Consumer Psychology*, San Juan, Puerto Rico.
- Jacqueline R. Rifkin*, Melanie Brucks, and Jeff Johnson (2023, March). "Uncanny Communications: Minor Video-call Glitches Undermine Persuasion and Connection," Paper presented at the *Society for Consumer Psychology*, San Juan, Puerto Rico.
- Melanie Brucks*, Jacqueline R. Rifkin, and Jeff Johnson (2022, October). "The Uncanny Cost of Virtual Communications," 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

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 TO THE FIELD

Associate Editor, Society for Consumer Psychology, 2026-2027

Editorial Review Board, Journal of Marketing Research, 2026 - present

Faculty Mentor, Society for Consumer Psychology Doctoral Consortium, 2026

Ad-Hoc Reviewer, AMA John A. Howard Dissertation Award, 2024-2025

Management Science, 2025 – present

Journal of the Association for Consumer Research, Experiential Consumption issue

Psychology & Marketing, 2023 - present

Journal of Consumer Research, 2023 – present

Marketing Letters, 2023 - present

International Journal of Research in Marketing, 2022 - present

Journal of Consumer Behaviour, 2021 - present

Journal of Marketing, 2020 - present

Journal of Marketing Research, 2020 – present

Association of Consumer Research

Society for Consumer Psychology

Conference Program Committee, Society for Consumer Psychology, 2023, 2024

Association for Consumer Research, 2025

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

SERVICE TO THE UNIVERSITY

Seminar & Research Camp Committees, SC Johnson College of Business Marketing Area, 2022-2025

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

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

Student Recruitment Coordinator, Duke University, Marketing PhD Admit Day, 2017

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

INDUSTRY EXPERIENCE

The Marketing Audit	2010 – 2014
Marketing and Planning Services (MaPS)	2011
Sage Communications Partners	2010