JACQUELINE R. RIFKIN

SC Johnson College of Business | Cornell University
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EMPLOYMENT

UNIVERSITY OF TORONTO, *Rotman School of Management,* Toronto, ON, Canada — Fall 2026
Visiting Assistant Professor of Marketing, Roger Martin Emerging Leader Award

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 & values, identity expression & authenticity, social perception, well-being

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: *Psychology Today, 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 Articles 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**:** *Breathe Magazine (UK), 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 Ruoou 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

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,* PCCW Affinito-Stewart Grant ($7,356)
Winner, 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

2027 Stanford University

2026 New England Marketing Conference
Choice Symposium
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, *PMBA Program*)
	University of Missouri-Kansas City, Bloch School of Management

CONSULTING EXPERIENCE

2021 – 2022	*Expert Consultant*, consumer legal protections cases

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

PhD Advisor, Wenjie Han

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)

Society for Personality and Social Psychology (SPSP)

INDUSTRY EXPERIENCE

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