

# 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, 2013 – 2018

Michael G. Foster School of Business, **University of Washington**

- B.A., Business Administration: Marketing, 2006 – 2009

## PUBLICATIONS

\*equal authorship; †PhD student or postdoctoral scholar

1. Park, Alexander<sup>†</sup>, Yanyi Leng<sup>†</sup>, Fausto Gonzalez, **Jared Watson**, Francesca Valsesia, and Cynthia Cryder (2026), “Consumers Prefer that Corporations Donate Periodically”. *Journal of Marketing Research*, forthcoming.
  - <https://doi.org/10.1177/00222437261423538>
2. Dagogo-Jack, Sokiente (Tari)\* and **Jared Watson\*** (2026), “Most Read vs. Most Shared: How Less (vs. More) Social Popularity Labels Influence News Media Consumption”. *Journal of Consumer Research*, 52 (5), 873 – 891.
  - <https://doi.org/10.1093/jcr/ucaf017>
  - *Editor’s Choice* selection
3. Sharma, Siddharth\*, Justin Frake\*, and **Jared Watson\*** (2026), “Symbolic vs. Substantive: The Impact of Black Lives Matter on Black-Owned Businesses”. *Marketing Science*, 45 (1), 45 – 62.
  - <https://doi.org/10.1287/mksc.2023.0243>
4. Wu, Yuechen\*, **Jared Watson\***, and Ali Faraji-Rad\* (2025), “Who Will I Be With(out) You? Consequences of Perceived Romantic Relationship Stability on Product Rentals”. *Journal of Marketing Research*, 63 (1), 85 – 104.
  - <https://doi.org/10.1177/00222437251358160>
5. **Watson, Jared**, Francesca Valsesia, and Shoshana Segal<sup>†</sup> (2024), “Assessing AI Receptivity through a Persuasion Knowledge Lens”. *Current Opinion in Psychology*, 101834.
  - <https://doi.org/10.1016/j.copsyc.2024.101834>

6. **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>
  - AMA CBSIG Research in Practice Award (2020 winner)

## WORKING PAPERS

1. Segal, Shoshana<sup>†</sup>, **Jared Watson**, and Lauren Grewal, “Self-Disclosure and Influencer Effectiveness”. *Under review at Journal of Consumer Psychology*.
  - 2020 AMA CBSIG Research Grant Recipient
2. **Watson, Jared**, Amna Kirmani, and Ted Matherly, “How Fake Review Alerts Help the Platform”. *Under review at Journal of Marketing*.
3. Schumacher, Anika, Kristen Lane, and **Jared Watson**, “Focused on Functionality: Caregiving for Vulnerable Consumers”. *Under review at Journal of Experimental Psychology: Applied*.
  - 2021 ACR TCR Grant Recipient
4. Matherly, Ted, **Jared Watson**, and Kalinda Ukanwa, “‘I’ Wanna Talk about ‘Me’: Effects of First-Pronoun Usage on Media Engagement”. *Working paper*.
5. **Watson, Jared**, Johannes Boegershausen, and Leonor Neto<sup>†</sup>, “In the Eye of Political Review Storms: Identity Threat and Compensatory Consumption”. *Working paper*.
6. Evan Weingarten, Stephanie Lin, Adriana Samper, **Jared Watson**, Avni Shah, and Kathleen Vohs, “The Dabbler’s Dilemma”. *Working paper*.
7. Uduehi, Esther, Aaron Barnes, **Jared Watson**, and Julian Saint Clair, “The Identity Position Model”. *Working paper*.
8. **Watson, Jared**, Anastasiya Pocheptsova Ghosh, and Ted Matherly, “The Few vs. The Crowd: Individual Reviews and Average Ratings”. *Working paper*.

\*denotes equal authorship

<sup>†</sup>PhD student

## SELECT RESEARCH IN-PROGRESS

1. “Filter Perceptions” (with Elisa Solinas, Trisha Lobo<sup>†</sup>, Francesca Valsesia)
2. “Two Sides” (with Maansia Dalmia<sup>†</sup>, Nofar Duani)
3. “What’s Trending” (with Sokiente Dagogo-Jack, Jordan Daley)
4. “Economic Impact of Fake Reviews & Getting Caught” (with Ted Matherly, Justin Frake)
5. “Consistent Content” (with Davi Guo<sup>†</sup>)

## CONFERENCE PRESENTATIONS (\* indicates presenter)

“Fake Review Alerts & Platform Effects”

- \*Society for Consumer Psychology in San Diego, CA. (March 2026)

Updated: March 2026

“Who Will I Be With(out) You...”

- \*ACR Latin America in Sao Paolo, BR. (June 2025)
- \*La Londe Conference in Porquerolles, FR. (June 2025)
- \*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)

“How Fake Review Alerts Help the Platform”

- \*Society for Consumer Psychology in Dallas, TX. (March 2026; *special session*)
- \*Association for Consumer Research in Washington, DC. (October 2025)
- \*The Tenure Project Annual Conference in Ann Arbor, MI. (July 2025)

“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 Carcavelos, Portugal. (June 2026)
- The Tenure Project Annual Conference in Los Angeles, CA. (July 2024)
- 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 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)
- \*Association for Consumer Research in Atlanta, GA. (October 2019; *session organizer and chair*)

“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)

“Symbolic vs. Substantive Support...”

- \*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)

Updated: March 2026

“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)

“Most Read vs. Most Shared...”

- *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

- “How Fake Review Alerts Help the Platform”
  - Vanderbilt University (May 2026)
  - University of Michigan (April 2026)
  - University of Pennsylvania (March 2026)
  - INSEAD (March 2026)
  - National University of Singapore (March 2026)
  - Massachusetts Institute of Technology (November 2025)
  - Arizona State University (November 2025)
  - Cornell University (November 2025)
- “Who Will I Be With(out) You?...”
  - Loyola Marymount University (March 2026)
  - Rutgers University (April 2025)
  - University of Texas (January 2025)
- “Most Read vs. Most Shared...”
  - University of Southern California (February 2025)
  - UMass Amherst (March 2024)
  - University of Wisconsin (April 2023)
  - Yeshiva University (December 2022)
  - Four School Conference, hosted by Yale (May 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)

Updated: March 2026

- NYU Trope Lab (April 2019)
- NYU Stern PROSeminar (April 2019)
- “The Few vs. The Crowd...”
  - NYU Stern PROSeminar (December 2021)
- “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

- Outstanding Reviewer Award, Journal of Consumer Research, 2025
- Geraldine Rosa Henderson Early-Career Memorial Award Recipient, 2025
- Invited Panelist, “Health And...” Conference, NYU Grossman School of Medicine, 2025
- 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
- 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 Board Member
  - *Journal of Marketing Research (JMR)*
  - *Journal of Consumer Research (JCR)*
  - *Journal of Consumer Psychology (JCP)*
  - *Journal of Interactive Marketing (JNM)*
- Ad-hoc Reviewer: *Marketing Science (MktSci)*, *Journal of Marketing (JM)*, *International Journal of Research in Marketing (IJRM)*, *Journal of the Association for Consumer Research (JACR)*, *Journal of Public Policy & Marketing (JPPM)*
- 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 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
- NYU Stern PhD Project, Representative 2018 – 2024
- NYU College & Career Lab, NYU Stern Representative 2020 – 2024
- NYU Stern Diverse Pathways in Academia, Planning Committee Member 2021 – 2024
- NYU Stern Diverse Pathways in Academia, Department Representative 2019 – 2024
- Baccalaureate Student Speaker Selection Committee, Faculty Representative 2023 – 2024
- NYU Stern Marketing Behavioral Lab, Supervisor 2019 – 2021
- NYU Stern Marketing Behavioral Lab Changes Committee, Chair 2019 – 2020

## DISSERTATION COMMITTEES

Updated: March 2026

- Shoshana Segal (*co-chair with Geeta Menon*) 2025
  - Placement: Assistant Professor of Marketing, Mays Business School, Texas A&M