

# JENNY G. OLSON

Indiana University  
Kelley School of Business  
1309 East 10th Street  
Bloomington, IN 47405

Phone: (920) 420-9280  
Office: (812) 856-1429  
Email: jgolson@iu.edu  
Web: www.jennyginolson.com

## ACADEMIC POSITIONS

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- 2017 Assistant Professor of Marketing  
Kelley School of Business, Indiana University, Bloomington, IN
- 2015 Assistant Professor of Marketing  
KU School of Business, University of Kansas, Lawrence, KS

## EDUCATION

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- 2015 Ph.D., Marketing  
Stephen M. Ross School of Business, University of Michigan
- 2009 M.A., Social Psychology  
Teachers College, Ball State University  
Certificate in Institutional Research
- 2007 B.S., Psychology and Human Development (Double Major)  
University of Wisconsin – Green Bay  
*Summa Cum Laude* with Honors in Psychology

## RESEARCH INTERESTS

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My research focuses on consumer behavior within interpersonal contexts, with specific interests in (1) consumer financial decision making and (2) social cognition and inferential processes. The overarching goal of my work is to understand the reciprocal influence between our own and others' judgments and consumption decisions.

## PUBLICATIONS (*\*equal authorship*)

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Olson, Jenny G., Scott I. Rick, Deborah A. Small, and Eli J. Finkel (in press), "Common Cents: Bank Account Structure and Couples' Relationship Dynamics," *Journal of Consumer Research*.

- Selected media coverage: *Bloomberg Radio*, *The Boston Globe*, *Daily Mail*, *Fatherly*, *Forbes*, *Futurity*, *The Globe and Mail*, *Greater Good Magazine*, *GQ España*, *The Independent*, *MarketWatch*, *Money.com*, *NewsNation*, *The Perri Peltz Show*, *TLC*, *U.S. News and World Report*, *Yahoo! Finance*

Olson, Jenny G. and Scott I. Rick (in press), "Subjective Knowledge Differences within Couples Predict Influence Over Shared Financial Decisions," *Journal of the Association for Consumer Research*.

Olson, Jenny G. and Scott I. Rick (2022), “‘You Spent How Much?’ Toward an Understanding of How Romantic Partners Respond to Each Other’s Financial Decisions,” *Current Opinion in Psychology*, 43 (February), 70-74.

- Selected media coverage: *American Century Investments, Psychology Today*

Olson, Jenny G., Brent McFerran, Andrea C. Morales, and Darren W. Dahl (2021), “How Income Shapes Moral Judgments of Prosocial Behavior,” *International Journal of Research in Marketing*, 38 (March), 120-135.

- Winner of the 2021 Best Article Award at *International Journal of Research in Marketing*

Garbinsky, Emily N., Joe J. Gladstone, Hristina Nikolova, and Jenny G. Olson\* (2020), “Love, Lies, and Money: Financial Infidelity in Romantic Relationships,” *Journal of Consumer Research*, 47 (June), 1-24.

- Lead Article
- Finalist for the 2023 Best Article Award at *Journal of Consumer Research*
- Identified as a high-impact article – one of the “most discussed” articles published in the *Journal of Consumer Research*
- Selected media coverage: *AARP Magazine, BBC, The Boston Globe, British GQ, Daily Mail, Futurity, MSN, The New York Times, PBS/NPR, Psychology Today, Refinery29, Science Magazine, Yahoo! Finance*

Olson, Jenny G., Brent McFerran, Andrea C. Morales, and Darren W. Dahl (2019), “Identity-Based Perceptions of Others’ Consumption Choices,” in *Handbook of Research on Identity Theory in Marketing*, ed. Americus Reed II and Mark Forehand, United Kingdom, Edward Elgar Publishing, 448-461.

Mourey, James A., Jenny G. Olson, and Carolyn Yoon (2017), “Products as Pals: Engaging with Anthropomorphic Products Mitigates the Effects of Social Exclusion,” *Journal of Consumer Research*, 44 (August), 414-431.

- Winner of the 2011 Best Working Paper Award at the Association for Consumer Research North American Conference
- Selected media coverage: *The Atlantic, Chicago Tribune, Daily Mail, Forbes, Futurity, Medium, National Post, Psychology Today, The Week*

Olson, Jenny G., Brent McFerran, Andrea C. Morales, and Darren W. Dahl (2016), “Wealth and Welfare: Divergent Moral Reactions to Ethical Consumer Choices,” *Journal of Consumer Research*, 42 (April), 879-896.

- Selected media coverage: *The Boston Globe, Huffington Post, Ideas for Leaders, KGO Radio San Francisco, MinnPost, Psychology Today, Science Daily, UBC News*

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**PAPERS UNDER REVIEW** (\*equal authorship, \*\*current or former PhD student when project started)

Olson, Jenny G., Brent McFerran, Andrea C. Morales, and Darren W. Dahl, “Dehumanizing the Poor and Superhumanizing the Rich: How and Why Consumers Believe Income Impacts the Enjoyment of Consumption Experiences.” Revising for 2<sup>nd</sup> round review at *Journal of Consumer Research*.

Nikolova, Hristina, Jenny G. Olson, and Joe J. Gladstone,\* “Financial Infidelity Asymmetry Predicts

Couples' Financial and Relationship Well-Being.” Revising for 2<sup>nd</sup> round review at *International Journal of Research in Marketing*.

Kim, Summer\*\*, Yexin Jessica Li, Jenny G. Olson, and Shailendra Pratap Jain, “Nice Brands Finish First: Consumers Support Well-Intentioned Brands More Than High-Ability Brands Following Identical Moral Transgressions.” Under review.

Li, Yexin Jessica and Jenny G. Olson,\* “Does Skipping the Gym Make You Seem Incompetent? When, Why, and for Whom Perceived Self-Control Affects Fundamental Social Judgments.” Under review.

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**WORKING PAPERS** (\*equal authorship, \*\*current or former PhD student when project started)

Somasundaram, Pooja\*\*, Jenny G. Olson, and Kelley Gullo Wight, “Whether, When, and Why Consumers Prioritize Self-Care Less for Themselves than Others.”

Yin, Bingqing (Miranda)\*\*, Jenny G. Olson, and Yexin Jessica Li, “Feeling Morally Elevated: When and Why a Previous Donor’s Income Influences Observers’ Subsequent Donation Behavior.”

Olson, Jenny G., Scott I. Rick, and Eli J. Finkel, “A Penny Saved is a Partner Earned: The Romantic Appeal of Savers.”

Olson, Jenny G. and James A. Mourey,\* “Smart Products with Heart: Warmth Restores Consumer Support for Poorly Performing Anthropomorphic Products.”

Yoon, Nari\*\*, Jenny G. Olson, and Adam Duhachek, “How Dare You Betray Me!: Existing Customers are More Likely to Switch Companies in Response to New Customer Promotions.”

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**WORKS IN PROGRESS** (\*\*current or former PhD student when project started)

Somasundaram, Pooja\*\*, Jenny G. Olson, and Elanor F. Williams, “No One Needs to Know: The Emotional Costs of Outsourcing Tasks.” Manuscript in preparation.

Ximena Garcia-Rada\*\*, Grant Donnelly, Jenny G. Olson, Hristina Nikolova, and Michael I. Norton, “Couples Underestimate the Benefits of Talking about Money.” Data collection in progress.

Somasundaram, Pooja\*\*, Jenny G. Olson, and Kelley Gullo Wight, “Consumer Responses to Receiving Self-Improvement Gifts.” Data collection in progress.

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**RESEARCH GRANTS**

Faculty Assistance in Data Science Program, Indiana University, 2023

- Matched with a M.S. in Data Science student through the Luddy School of Informatics, Computing, and Engineering for a paid summer research internship (150 hours)

Transformative Consumer Research Grant, Association for Consumer Research, 2022 (\$2,500)

Data Funding Grant, Kelley School of Business, Indiana University, 2021 (\$15,000)

- To establish—the first of its kind—Couples Subject Pool at the Kelley School of Business

Data Funding Grant, Kelley School of Business, Indiana University, 2021 (\$5,600)

Long-Term Research Grant, Think Forward Initiative, 2018-2020 (\$58,010)

Data Funding Grant, Kelley School of Business, Indiana University, 2018 (\$9,396)

New Faculty General Research Fund, University of Kansas, 2016 (\$3,000)

Rackham Graduate Student Research Grant, University of Michigan, 2014 (\$3,000)

Russell Sage Foundation, Small Grants Program in Behavioral Economics, 2012 (\$7,500)

Transformative Consumer Research Grant, Association for Consumer Research, 2012 (\$1,750)

## **HONORS AND AWARDS**

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Best Article Award Finalist, *Journal of Consumer Research*, 2023

Kelley School of Business Harry C. Sauvain Undergraduate Teaching Award, Indiana University, 2023

Best Reviewer Award, *Journal of Consumer Psychology*, 2023

Best Article Award, *International Journal of Research in Marketing*, 2022

Best Reviewer Award, *Journal of Consumer Psychology*, 2022

Kelley School of Business Trustees Teaching Award, Indiana University, 2022

Ross School of Business Distinguished Alumni Award, University of Michigan, 2021

AMA – Sheth Foundation Doctoral Consortium Faculty Fellow, Indiana University, 2021

Kelley School of Business Trustees Teaching Award Nominee, Indiana University, 2019

Guy O. and Rosa Lee Mabry Award for Best Publication by a Business School Faculty Member, University of Kansas, 2017

Rackham Predoctoral Fellowship, University of Michigan, 2014-2015 (\$29,280 plus year of tuition)

- “The most prestigious and substantial award the Rackham Graduate School offers,” this fellowship seeks to “support students working on dissertations that are unusually creative, ambitious and risk-taking.”

Best Student Poster Award, Society for Judgment and Decision Making Annual Meeting, 2013

AMA – Sheth Foundation Doctoral Consortium PhD Student Fellow, 2013

Stark Graduate Scholarship and Fellowship, University of Michigan, 2012, 2013 (\$16,000)

Leo Burnett Scholarship, University of Michigan, 2012 (\$4,000)

Marketing and Public Policy Workshop and Doctoral Seminar Fellow, 2012

Best Working Paper Award, Association for Consumer Research North American Conference, 2011

Milton G. Kendrick and Josephine H. Kendrick Fellowship, University of Michigan, 2011 (\$3,000)

Dean’s Citation for Academic Excellence, Ball State University’s Graduate School, 2009

Phi Kappa Phi National Honor Society Fellowship Award, 2007-2008 (\$5,000)

Chancellor’s Leadership Medallion, University of Wisconsin – Green Bay, 2007

- A university-wide award honoring “academic achievement and leadership as demonstrated through campus and community involvement during the student’s UW-Green Bay career.”

## **INVITED TALKS**

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Society for Personality and Social Psychology, Close Relationships Preconference, February 2024

Young Women’s Institute, Kelley School of Business, June 2022

Indiana University, Kelley School of Business (Marketing), Internal Seminar Series, February 2022

Rutgers University, Rutgers Business School (Marketing), Virtual Seminar Series, November 2020

University of Warwick, Warwick Business School (Marketing), Virtual Seminar Series, November 2020

University of Chicago, Booth School of Business (Marketing), March 2019

Marketing Science Institute’s Behavioral Science Conference, Duke University, May 2018

Indiana University, American Marketing Association Student Chapter, February 2018

University of Kansas, School of Business Faculty Research Seminar, May 2017

University of Texas at Austin, McCombs School of Business (Marketing), March 2017

Indiana University, Kelley School of Business (Marketing), March 2017

Arizona State University, W. P. Carey School of Business (Marketing), December 2016

University of Kansas, Social Psychology Proseminar, November 2016

University of Georgia, Terry College of Business (Marketing), March 2016

University of Washington, Foster School of Business (Marketing), February 2016

University of Kansas, School of Business (Marketing), October 2015

University of Washington, Foster School of Business (Marketing), October 2014

University of Kansas, School of Business (Marketing), October 2014

Indiana University, Kelley School of Business (Marketing), September 2014

University of Michigan, Decision Consortium, November 2013

University of Michigan, Decision Consortium, November 2012

University of Michigan, Interdisciplinary Science of Consumption Conference, April 2012

## **CONFERENCE PAPER PRESENTATIONS**

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Somasundaram, P., Olson, J., and Williams, E. (2023, October), “No One Needs to Know: The Emotional Costs of Outsourcing Tasks,” Association for Consumer Research North American Conference; Seattle, Washington.

Yin, M., Olson, J., and Li, Y. J. (2023, May), “It’s the Heart that Matters: The Effect of Benefactor Income on Donation Behaviors,” Academy of Marketing Science Conference; New Orleans, Louisiana.

Nikolova, H., Olson, J., and Gladstone, J. (2022, October), “The Impact of Financial Infidelity Asymmetry on Couples’ Financial and Relationship Well-Being,” Association for Consumer Research North American Conference; Denver, Colorado.

Yin, M., Li, Y. J., and Olson, J. (2022, October), “It’s the Heart that Matters: The Effect of Benefactor Income on Perceived Motivation, Moral Elevation, and Donation Behaviors,” Association for Consumer Research North American Conference; Denver, Colorado.

Nikolova, H., Olson, J., and Gladstone, J. (2022, March), “The Impact of Financial Infidelity Asymmetry on Couples’ Financial and Relationship Well-Being,” Society for Consumer Psychology Winter Conference; Nashville, TN; Virtual.

Somasundaram, P. and Olson, J. (2022, March), “Great for You but Not for Me: Examining Actor versus Observer Perceptions of Self-Care,” Society for Consumer Psychology Winter Conference; Nashville, TN; Virtual.

Yin, M., Li, Y. J., and Olson, J. (2022, March), “Let the Weak Lead the Strong: Low-Income Benefactors Motivate Others to Give,” Society for Consumer Psychology Winter Conference; Nashville, TN; Virtual.

Olson, J., Rick, S., Small, D., and Finkel, E. (2021, October), “Common Cents: Merging Bank Accounts Preserves Marital Quality among Newlyweds,” Association for Consumer Research North American Conference; Seattle, Washington; Virtual.

Somasundaram, P. and Olson, J. (2021, October), “Great for You but Not for Me: Examining Actor versus Observer Perceptions of Self-Care,” Association for Consumer Research North American Conference; Seattle, Washington; Virtual.

Yin, M., Li, Y. J., and Olson, J. (2021, October), “Let the Weak Lead the Strong: Low-Income Benefactors Motivate Others to Give,” Association for Consumer Research North American Conference; Seattle, Washington; Virtual.

Olson, J. and Mourey, J. (2021, September), “Beyond ‘Smart’ Products: Warmth Mitigates Decreased Support for Poorly Performing Anthropomorphic Products,” *Journal of Marketing Research* Special Issue on “Mitigation in Marketing” Conference; Virtual.

Olson, J., Rick, S., Small, D., and Finkel, E. (2021, May), “Common Cents: Merging Bank Accounts Preserves Marital Quality among Newlyweds,” Boulder Summer Conference on Consumer Financial Decision Making; Virtual.

Olson, J., Rick, S., Small, D., and Finkel, E. (2021, March), “Common Cents: Merging Bank

Accounts Sustains Marital Quality among Newlyweds,” Consumer Financial Well-Being Conference at the University of Notre Dame; Virtual (invited).

Olson, J., Rick, S., Small, D., and Finkel, E. (2021, March), “The Effects of Using Joint Versus Separate Bank Accounts on Relationship Quality: A Longitudinal Field Experiment,” Society for Consumer Psychology Winter Conference; Virtual.

Kim, S., Li, Y. J., Olson, J., and Jain, S. (2020, February), “Brand Perceptions and Consumer Support in the Face of a Transgression: Warmth Over Competence,” American Marketing Association Winter Conference; San Diego, California.

Kim, S., Li, Y. J., Olson, J., and Jain, S. (2019, October), “Brand Perceptions and Consumer Support in the Face of a Transgression: Warmth Over Competence,” Association for Consumer Research North American Conference; Atlanta, Georgia.

Olson, J. and Mourey, J. (2019, October), “Greater Expectations: Anthropomorphic Products Must Be Warm *and* Competent...Or Else,” Association for Consumer Research North American Conference; Atlanta, Georgia.

Yoon, N., Olson, J., and Duhachek, A. (2019, October), “Should I Stay or Should I Go: When Our Companies Have Eyes for Other Consumers,” Association for Consumer Research North American Conference; Atlanta, Georgia.

Garbinsky, E., Gladstone, J., Nikolova, H., and Olson, J. (2018, October), “Love, Lies, and Money: Financial Infidelity within Romantic Couples,” Association for Consumer Research North American Conference; Dallas, Texas.

Vu, T., Olson, J., Paolacci, G., and Rick, S. (2018, October), “Lavish Gifts are Most Satisfying When Given by Your Financial Opposite” Association for Consumer Research North American Conference; Dallas, Texas.

Olson, J., McFerran, B., Morales, A., and Dahl, D. (2018, June), “Waste Not, Want Not: Individuals’ Income Shapes Moral Judgments Toward Financial and Non-Financial Resource (Mis)Management,” CLIK Consumer Behavior Conference; University of Louisville, Louisville, Kentucky.

Grishin, M., Li, Y. J., Olson, J., and Singh, S. (2017, October), “Choosing Unhealthy to Appear Warm: How Consumers Signal Personality Traits via Food Choice,” Association for Consumer Research North American Conference; San Diego, California.

Olson, J., McFerran, B., Morales, A., and Dahl, D. (2017, October), “Wasting Time and Money? How Consumers Evaluate Others’ Resource (Mis)Management,” Association for Consumer Research North American Conference; San Diego, California.

Olson, J., McFerran, B., Morales, A., and Dahl, D. (2017, February), “Waste Not, Want Not: Consumers’ Income Shapes Moral Judgments Toward Resource (Mis)Management,” Society for Consumer Psychology Winter Conference; San Francisco, California.

Mourey, J., Olson, J., and Yoon, C. (2016, October), “Products as Pals: Engaging With

Anthropomorphic Products Mitigates Effects of Social Exclusion,” Association for Consumer Research North American Conference; Berlin, Germany.

Olson, J., McFerran, B., and Sanchez-Burks, J. (2016, May), “Consumers Forgo Benefits to Avoid the Scrutiny of Behavioral Tracking,” European Marketing Academy Conference; Oslo, Norway.

Olson, J. and Rick, S. (2015, November), “The Interpersonal Dynamics of Shared Financial Decisions,” Society for Judgment and Decision Making Conference; Chicago, Illinois.

Olson, J. and Rick, S. (2015, October), “The Interpersonal Dynamics of Shared Financial Decisions,” RAND Behavioral Finance Forum, The Aspen Institute; Washington, DC.

Mourey, J., Olson, J., and Yoon, C. (2015, February), “The Product-as-Person-Proxy Effect: Satisfying Social Needs via Consumer Products at the Expense of Interpersonal Interaction and Prosocial Behavior,” Society for Consumer Psychology Winter Conference; Phoenix Arizona.

Olson, J. and Rick, S. (2014, October), “Managing Debt and Managing Each Other: Debt Management Decisions in Interpersonal Contexts,” Association for Consumer Research North American Conference; Baltimore, Maryland.

Olson, J. and Rick, S. (2014, October), “A Penny Saved is a Partner Earned: The Romantic Appeal of Savers,” Association for Consumer Research North American Conference; Baltimore, Maryland.

Olson, J. and Rick, S. (2014, August), “Managing Debt and Managing Each Other: Debt Management Decisions in Interpersonal Contexts,” Society for Consumer Psychology Summer Conference at the Annual Convention of the American Psychological Association; Washington, DC.

Olson, J. and Rick, S. (2014, July), “Managing Debt and Managing Each Other: Debt Management Decisions in Interpersonal Contexts,” Behavioral Decision Research in Management Conference; London, England.

Olson, J. and Rick, S. (2014, April), “A Penny Saved is a Partner Earned: The Romantic Appeal of Savers,” Haring Symposium, Indiana University; Bloomington, Indiana.

Olson, J. and Rick, S. (2014, March), “Managing Debt and Managing Each Other: Debt Management Decisions in Interpersonal Contexts,” Society for Consumer Psychology Winter Conference; Miami, Florida.

Olson, J., McFerran, B., Morales, A., and Dahl, D. (2013, February), “Are You Rich Enough to Eat Organic? Moral Judgments Depend on the Income of the Target,” Society for Consumer Psychology Winter Conference; San Antonio, Texas.

Olson, J. and Rick, S. (2013, February), “Savers are Sexier than Spenders, Unless You’re Craving Excitement,” Society for Consumer Psychology Winter Conference; San Antonio, Texas.

Mourey, J., Olson, J., and Yoon, C. (2012, October), “It’s Smiling at Me: Satisfying Social Needs Through Consumer Products...At the Expense of Genuine Relationships,” Association for Consumer Research North American Conference; Vancouver, British Columbia.



Olson, J., McFerran, B., Morales, A., and Dahl, D. (2012, October), “Created Equal? The Morality of Food and the People Who Eat It,” Association for Consumer Research North American Conference; Vancouver, British Columbia.

Olson, J. and Rick, S. (2012, October), “When is Saving Sexy? The Role of Construal Level in Shaping the Appeal of Savers and Spenders as Romantic Relationship Partners,” Association for Consumer Research North American Conference; Vancouver, British Columbia.

### **CONFERENCE WORKING PAPER AND POSTER PRESENTATIONS**

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Somasundaram, P., Olson, J., and Williams, E. (2023, March), “No One Needs to Know: The Downsides of Outsourcing Undesirable Tasks,” Society for Consumer Psychology Winter Conference; San Juan, Puerto Rico.

Somasundaram, P., Olson, J., and Williams, E. (2020, February), “The More the Merrier? Consumers Expect Greater Success When Pursuing Goals with Others versus Alone,” Society for Consumer Psychology Winter Conference; Huntington Beach, California.

Somasundaram, P., Olson, J., and Williams, E. (2019, October), “The More the Merrier? Consumers Expect Greater Success When Pursuing Goals with Others versus Alone,” Association for Consumer Research North American Conference; Atlanta, Georgia.

Garbinsky, E., Gladstone, J., Nikolova, N., and Olson, J. (2019, May), “Love, Lies, and Money: Financial Infidelity within Married Couples,” Boulder Summer Conference on Consumer Financial Decision Making; Boulder, Colorado.

Kim, S., Li, Y. J., Olson, J., and Jain, S. (2019, February), “Brand Perceptions and Consumer Support in the Face of a Transgression: Warmth Over Competence,” Society for Consumer Psychology Winter Conference; Savannah, Georgia.

Yoon, N., Olson, J., and Duhachek, A. (2019, February), “Should I Stay or Should I Go: When Our Companies Have Eyes for Other Consumers,” Society for Consumer Psychology Winter Conference; Savannah, Georgia.

Kim, S., Li, Y. J., Olson, J., and Jain, S. (2018, October), “Brand Perceptions and Consumer Support in the Face of a Transgression: Warmth Over Competence,” Association for Consumer Research North American Conference; Dallas, Texas.

Yoon, N., Olson, J., and Duhachek, A. (2018, October), “Should I Stay or Should I Go: When Our Companies Have Eyes for Other Consumers,” Association for Consumer Research North American Conference; Dallas, Texas.

Grishin, M., Li, Y. J., Olson, J., and Singh, S. (2017, February), “Choosing Unhealthy to Appear Warm: How Consumers Signal Personality Traits via Food Choice,” Society for Consumer Psychology Winter Conference (Data Blitz talk); San Francisco, California.

Olson, J. and Rick, S. (2014, May), “Managing Debt and Managing Each Other: Debt Management Decisions in Interpersonal Contexts,” Boulder Summer Conference on Consumer Financial Decision

Making; Boulder, Colorado.

Olson, J. and Rick, S. (2013, November), “A Penny Saved is a Partner Earned: The Romantic Appeal of Savers,” Society for Judgment and Decision Making Conference; Toronto, Canada.

Olson, J. and Rick, S. (2013, January), “Savers are Sexier than Spenders, Unless You’re Craving Excitement,” Judgment and Decision Making Pre-Conference at the Society for Personality and Social Psychology Conference; New Orleans, Louisiana.

Mourey, J., Olson, J., and Yoon, C. (2011, October), “It’s Smiling at Me: Satisfying Social Needs Through Consumer Products,” Association for Consumer Research North American Conference; St. Louis, Missouri.

Olson, J. (2009, June), “The Effect of Young Women’s Sexual Self-Schemas on Emotional Responses to Sexualized Female Imagery in Magazine Advertising,” Society for the Scientific Study of Sexuality’s Eastern and Midcontinent Regions Conference; St. Petersburg, Florida.

Olson, J. (2008, November), “Exposure to the Explicit: Understanding the Impact of Sexualized Advertising on Females’ Romantic Relationships,” Indiana Psychological Association’s Annual Fall Conference; Indianapolis, Indiana.

Olson, J. and Wilson-Doenges, G. (2007, August), “The Effects of Sexualized Magazine Advertising on Females’ Romantic Relationships,” Annual Convention of the American Psychological Association; San Francisco, California.

## **CHAired SYMPOSIA AND FORUMS**

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Ghosh, A., Olson, J., and Do, S. (2021, October), Knowledge Forum Co-Organizers, “Marketplace Exclusion of Financially Vulnerable Consumers: Challenges and Solutions,” Association for Consumer Research North American Conference; Seattle, Washington; Virtual.

Yoon, N. and Olson, J. (2019, October), Symposium Co-Chairs, “How Could You Do That?! Consumers’ Differential Reactions to Companies Treating Others Badly...or Better,” Association for Consumer Research North American Conference; Atlanta, Georgia.

Shepherd, S. and Olson, J. (2017, February), Symposium Co-Chairs, “Understanding and Curbing Judgments of Low-Income Consumers’ Consumption Decisions,” Society for Consumer Psychology Winter Conference; San Francisco, California.

Mittal, C. and Olson, J. (2014, October), Symposium Co-Chairs, “It’s All Green to Me: How Intrapersonal and Interpersonal Factors Shape Consumers’ Financial Decisions,” Association for Consumer Research North American Conference; Baltimore, Maryland.

## **TEACHING EXPERIENCE**

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### *Instructor*

Consumer Behavior (BSB), Indiana, 2018 – current  
Consumer Behavior (BSB), Kansas, 2016 – 2017

Consumer Judgment and Decision-Making: The Psychology of Money (PhD), Kansas, 2016  
Marketing Management (BBA), Michigan, 2012

*Teaching Assistant*

Consumer Behavior (MBA), Michigan, 2015  
Brand Management (MBA), Michigan, 2010, 2012  
Advertising Management (MBA and BBA), Michigan, 2011, 2013, 2014  
Psychology of Women (Undergraduate), Wisconsin at Green Bay, 2006

*Guest Lecturer*

Experimental Methods (PhD), Rutgers University, November 2020  
Developing as a Scholar: Research and Teaching Skills (PhD), Arizona State University,  
October 2020  
Dissertation Development Seminar (PhD), Simon Fraser University, October 2020  
Consumer Behavior (PhD), Indiana University, November 2017

**SERVICE ACTIVITIES**

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*Service to the Field:*

Editorial Review Board:

*Journal of Consumer Psychology*, 2021 – present  
*Journal of Marketing Research*, 2023 – present

Ad hoc Reviewer:

*International Journal of Research in Marketing*  
*Journal of the Association for Consumer Research*  
*Journal of Behavioral Decision Making*  
*Journal of Business Research*  
*Journal of Consumer Research*  
*Journal of Experimental Social Psychology*  
*Journal of Marketing*  
*Management Science*  
*Marketing Letters*  
*Organizational Behavior and Human Decision Processes*  
*Personal Relationships*

Conference Reviewing and Service:

Program Committee for the Association for Consumer Research, 2021, 2023  
Program Committee for the Society for Consumer Psychology, 2019 – present  
Association for Consumer Research  
Society for Consumer Psychology  
Society for Judgment and Decision Making  
Society for Personality and Social Psychology  
European Association for Consumer Research

Invited Faculty Participant:

American Marketing Association Doctoral Symposium (Winter), 2018

Reviewer:

Marketing Science Institute's Alden G. Clayton Doctoral Dissertation Proposal Competition, 2017 – present

Society for Consumer Psychology's Dissertation Proposal Competition, 2019 – present

National Science Foundation, Decision, Risk, and Management Sciences Program, 2020

Social Sciences and Humanities Research Council of Canada (SSHRC) Insight Grants, 2019

Doctoral Student Representative:

Executive Board of the Society for Judgment and Decision Making, 2014

*PhD Dissertation Committees*

Chair, Pooja Somasundaram (Indiana University Marketing), Expected 2024

Committee Member, Summer Kim (University of Kansas Marketing), 2023

Committee Member, Nari Yoon (Indiana University Marketing), 2022

*Service to the Kelley School of Business (KSB) and Marketing Department, Indiana University*

KSB Behavioral Lab Taskforce, 2023

KSB Couples Subject Pool, Co-Founder, 2021 – present

KSB Academic Fairness Committee, Committee Member, 2022

KSB Teaching and Service Excellence Committee, Committee Member, 2021

Marketing Department Lab and Data Committee, Chair, 2022

Marketing Department Departmental Governance Committee, Committee Member, 2022

Marketing Department Undergraduate Task Force on DEI, Committee Member, 2021

Marketing Department Tenure-Track Faculty Recruiting Committee

Committee Member, 2018

Participant, 2017 – present

Marketing Department Doctoral Program Recruiting Committee

Committee Member, 2022

Participant, 2017 – present

Marketing Department Doctoral Student Paper Reviewer, 2017 – present

Marketing Department Leadership Team Member: Sales for Social Impact Study Tour to Belize, 2018

*Service to the Marketing Area and School, University of Kansas*

Coordinator: Marketing Area Seminar Series, 2016 – 2017

Member: Undergraduate Research's Faculty Advisory Board, 2016 – 2017

Chair: Marketing Area Lecturer Recruiting Committee, 2016

Chair: Marketing Area Communications Committee, 2016

Faculty Judge: Graduate Research Competition, 2016

Member: Marketing Area Faculty Recruiting Committee, 2016

Member: Graduate Teaching Assistants Performance Evaluation Team, 2016