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ACADEMIC POSITIONS

- 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

- 2015 Ph.D., Marketing
Stephen M. Ross School of Business, University of Michigan
Recipient of the Ross School of Business Distinguished Alumni Award, 2021
- 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

Consumption in Interpersonal Contexts
Consumer Financial Decision Making
Marketplace Morality
Social Influence

JOURNAL PUBLICATIONS (*denotes equal authorship)

Olson, Jenny and Scott 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.

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

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

- **Lead Article**

- Third “Most Discussed” article in the *Journal of Consumer Research* per Altmetric
- Selected media coverage: *AARP Magazine*, *The Boston Globe*, *Daily Mail*, *Futurity*, *The New York Times*, *PBS/NPR*, *Refinery29*, *Yahoo Finance*

Mourey, James, Jenny Olson, and Carolyn Yoon (2017), “Products as Pals: Engaging with Anthropomorphic Products Mitigates the Effects of Social Exclusion,” *Journal of Consumer Research*, 44 (August), 414-31.

- Selected media coverage: *The Atlantic*, *Chicago Tribune*, *Daily Mail*, *Forbes*, *Medium*, *National Post*, *Psychology Today*, *The Week*

Olson, Jenny, Brent McFerran, Andrea Morales, and Darren Dahl (2016), “Wealth and Welfare: Divergent Moral Reactions to Ethical Consumer Choices,” *Journal of Consumer Research*, 42 (April), 879-96.

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

BOOK CHAPTERS

Olson, Jenny, Brent McFerran, Andrea Morales, and Darren 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.

WORKING PAPERS (*denotes equal authorship)

Olson, Jenny, Brent McFerran, Andrea Morales, and Darren Dahl, “The Pursuit of Happiness is Not Predicted to be Equal: Why Consumers Believe Income Affects the Enjoyment of Consumption Experiences.”

Olson, Jenny, Scott Rick, Deborah Small, and Eli Finkel, “Common Cents: Merging Bank Accounts Preserves Relationship Quality among Newlyweds.”

Olson, Jenny and Scott Rick, “Managing Debt and Managing Each Other: The Interpersonal Dynamics of Joint Financial Decisions.”

- *Marketing Science Institute* Working Paper No. 18-120-07

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

Li, Jessica* and Jenny Olson*, “Hiring the Photographer Who Goes to the Gym: Who, Why, and When Consumers Hire Service Providers Who Convey Self-Control.”

Nikolova, Hristina,* Jenny Olson,* and Joe Gladstone,* “The Impact of Financial Infidelity Asymmetry on Couples’ Financial and Relationship Well-Being.”

Olson, Jenny* and James Mourey*, “Beyond ‘Smart’ Products: When Warmth, Not Competence, Predicts Consumer Support for Anthropomorphic Products.”

Grishin, Marija, Jessica Li, Jenny Olson, and Surendra Singh, “Choosing Unhealthy to Appear Warm and Healthy to Appear Competent: How Consumers Signal Personality Traits via Food Choice.”

SELECTED WORK IN PROGRESS (*PhD student)

Financial Communication (with Ximena Garcia-Rada, Grant Donnelly, Hristina Nikolova, and Michael Norton)

Commercial Relationship Transgressions (with Nari Yoon* and Adam Duhachek)

Moral Reasoning and Brand Transgressions (with Summer Kim*, Jessica Li, and Shailendra Jain)

Self-Care (with Pooja Somasundaram*)

Outsourcing Effort (with Pooja Somasundaram* and Elanor Williams)

Benefactor Income and Prosocial Behavior (with Miranda Yin and Jessica Li)

RESEARCH GRANTS

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

- Objective: To establish a 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

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 Trustee 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

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 (*presenter)

- *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, 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, 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, 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, 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 (presenter*)**

*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, 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, 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, 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

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

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

Service to the Field:

Editorial Review Board:

Journal of Consumer Psychology, 2021 – present

Ad hoc Reviewer:

Journal of the Association for Consumer Research

Journal of Behavioral Decision Making

Journal of Business Research

Journal of Consumer Psychology

Journal of Consumer Research

Journal of Experimental Social Psychology

Journal of Marketing

Journal of Marketing Research

Organizational Behavior and Human Decision Processes

Personal Relationships

Conference Reviewing and Service:

Program Committee for the Association for Consumer Research, 2021

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 2023

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

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

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

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

KSB Teaching and Service Excellence Committee, Committee Member, 2021

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

Marketing Department Doctoral Program Recruiting Committee, Participant, 2017 – present

Marketing Department Doctoral Student Paper Reviewer, 2017 – present

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

PROFESSIONAL AFFILIATIONS

American Marketing Association

Association for Consumer Research

Society for Consumer Psychology

Society for Judgment and Decision Making