

JENNY G. OLSON

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ACADEMIC POSITIONS

2015 Assistant Professor of Marketing
KU School of Business, University of Kansas

EDUCATION

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

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

PUBLICATIONS

Mourey, James, Jenny Olson, and Carolyn Yoon (2017), "Products as Pals: Engaging with Anthropomorphic Products Mitigates the Effects of Social Exclusion," Forthcoming at the *Journal of Consumer Research*.

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: *Boston Globe*, *EurekAlert!*, *Huffington Post*, *KGO Radio San Francisco*, *KU Today*, *Phys.Org*, *Psychology Today*, *Science Daily*, *UBC News*, and *University Affairs*

PAPERS UNDER REVIEW AND WORKING PAPERS

Olson, Jenny, Brent McFerran, Andrea Morales, and Darren Dahl, “Waste Not, Want Not: Consumers’ Income Shapes Moral Judgments Toward Financial and Non-Financial Resource (Mis)Management,” Under review.

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

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

SELECTED WORK IN PROGRESS

Financial and Emotional Effects of Joint vs. Separate Bank Accounts (with Scott Rick, Deborah Small, and Eli Finkel)

Appreciating Hedonic Experiences (with Andrea Morales, Brent McFerran, and Darren Dahl)

Privacy and Behavioral Tracking (with Brent McFerran and Jeffrey Sanchez-Burks)

Consumer Effects of Romantic Jealousy (with Adam Duhachek)

Gifts from Tightwads (with Gabriele Paolacci, Scott Rick, and Tiffany Vu)

Financial Infidelity (with Hristina Nikolova)

HONORS AND AWARDS

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 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.”

RESEARCH GRANTS

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)

INVITED TALKS

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., 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)

*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

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), 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

SERVICE ACTIVITIES

Service to the Field:

Board of Consulting Editors: *Personality and Social Psychology Bulletin*
Ad hoc Reviewer: *Journal of Consumer Research*
Student Member: Executive Board of the Society for Judgment and Decision Making, 2014
Trainee Reviewer: *Journal of Consumer Research*, 2013 – 2015
Competitive Paper Review Board for ACR: 2017
Competitive Paper Reviewer for SCP: 2014, 2017
Working Paper Reviewer for ACR: 2013, 2016
Working Paper Reviewer for SCP: 2017

Service to the University of Kansas

Member: Undergraduate Research's Faculty Advisory Board, 2016 – current
Faculty Judge: Graduate Research Competition, 2016

Service to the Marketing Area and KU School of Business

Coordinator: Marketing Area Seminar Series, 2016 – current
Chair: Marketing Lecturer Recruiting Committee, 2016
Chair: Marketing Area Communications Committee, 2016
Member: Marketing Faculty Recruiting Committee, 2016
Member: Graduate Teaching Assistants Performance Evaluation Team, 2016

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
Society for Consumer Psychology
Society for Judgment and Decision Making
Society for Personality and Social Psychology