

# JENNY G. OLSON

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

## JOURNAL PUBLICATIONS

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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*, *Economic Times*, *Futurity*, *Medium*, *Science Daily*, and *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: *Boston Globe*, *Huffington Post*, *KGO Radio San Francisco*, *Psychology Today*, *Science Daily*, and *University Affairs*

## **PAPERS UNDER REVIEW AND WORKING PAPERS**

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Garbinsky, Emily, Joe Gladstone, Hristina Nikolova, and Jenny Olson\*, “Love, Lies, and Money: Financial Infidelity within Romantic Relationships,” Under invited 2<sup>nd</sup> round review at *Journal of Consumer Research*.

*\*All authors contributed equally to this manuscript and are listed in alphabetical order*

Olson, Jenny and Scott Rick, “Managing Debt and Managing Each Other: The Interpersonal Dynamics of Joint Financial Decisions,” Revising for invited 2<sup>nd</sup> round review at *Journal of Marketing Research*.

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

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,” Revising for invited 2<sup>nd</sup> round review at *International Journal of Research in Marketing*.

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

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,” Working paper.

## **BOOK CHAPTERS**

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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.

## **SELECTED WORK IN PROGRESS** (\*PhD student)

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

Financial Communication (with Grant Donnelly, \*Ximena Garcia-Rada, and Michael Norton)

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

Parental Influence on Young Adults' Financial Decision-Making (with Emily Garbinsky and Hristina Nikolova)

Gift-Giving within Marriage: Tightwads and Spendthrifts (with \*Tiffany Vu, Gabriele Paolacci, and Scott Rick)

Relational Security and Financial Investments (with Omri Gillath)

Human Versus Anthropomorphic Forecasters (with James Mourey)

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

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

Group-Based Goal Pursuit (with \*Pooja Somasundaram and Elanor Williams)

## **RESEARCH GRANTS**

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Long-Term Research Grant, Think Forward Initiative, 2018-2020 (\$56,000)

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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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 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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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)

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\*Gladstone, J., Garbinsky, E., 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)**

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\*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**

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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

## **SERVICE ACTIVITIES**

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### *Service to the Field:*

Ad hoc Reviewer:  
*Journal of Consumer Psychology*  
*Journal of Consumer Research*  
*Journal of Experimental Social Psychology*  
*Personal Relationships*

Conference Reviewing and Service:  
Program Committee for the Society for Consumer Psychology, 2019  
Competitive Paper Review Board for the Association for Consumer Research, 2017  
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:  
Society for Consumer Psychology's Dissertation Proposal Competition, 2019  
Marketing Science Institute's Clayton Doctoral Dissertation Proposal Competition, 2017, 2018

Doctoral Student Representative:  
Executive Board of the Society for Judgment and Decision Making, 2014

### *Service to the Marketing Area, Indiana University*

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

### *Other Professional Service*

Member of the Board of Advisors at RiseFi, 2018 – current

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

Member: Undergraduate Research's Faculty Advisory Board, 2016 – 2017  
Faculty Judge: Graduate Research Competition, 2016  
Coordinator: Marketing Area Seminar Series, 2016 – 2017



Chair: Marketing Area Lecturer Recruiting Committee, 2016

Chair: Marketing Area Communications Committee, 2016

Member: Marketing Area Faculty Recruiting Committee, 2016

Member: Graduate Teaching Assistants Performance Evaluation Team, 2016

## **PROFESSIONAL AFFILIATIONS**

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American Marketing Association

Association for Consumer Research

Society for Consumer Psychology

Society for Judgment and Decision Making

Society for Personality and Social Psychology