

# JENNY G. OLSON

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Kelley School of Business  
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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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Olson, Jenny, Brent McFerran, Andrea Morales, and Darren Dahl (in press), “How Income Shapes Moral Judgments of Prosocial Behavior,” *International Journal of Research in Marketing*.

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.

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

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.

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.

## **WORKING PAPERS**

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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.”

Olson, Jenny and James Mourey\*, “Warm Assistant or Cold Machine: Anthropomorphic Forecasters are More Humanlike or Machinelike as a Function of Performance.”

*\*Authors contributed equally to this manuscript and are listed in reverse-alphabetical order*

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.”

Olson, Jenny, Brent McFerran, and Jeffrey Sanchez-Burks, “Customer Responses to Behavioral Tracking in Brick and Mortar Retail Environments.”

## **BOOK CHAPTERS**

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Olson, Jenny, Brent McFerran, Andrea Morales, and Darren Dahl (2020), “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 \*Ximena Garcia-Rada, Grant Donnelly, Hristina Nikolova, and Michael Norton)

Financial Asymmetry (with Hristina Nikolova and Joe Gladstone)

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

Self-Control Inferences (with Jessica Li)

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

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)

## **RESEARCH GRANTS**

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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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AMA – Sheth Foundation Doctoral Consortium Faculty Fellow, 2020

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**

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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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\*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.

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#### **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**

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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

## **SERVICE ACTIVITIES**

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### *Service to the Field:*

Ad hoc Reviewer:  
*Journal of the Association for Consumer Research*  
*Journal of Consumer Psychology*  
*Journal of Consumer Research*  
*Journal of Experimental Social Psychology*  
*Journal of Marketing Research*  
*Personal Relationships*

Conference Reviewing and Service:  
Program Committee for the Association for Consumer Research, 2021



Program Committee for the Society for Consumer Psychology, 2019, 2020  
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, 2018, 2019

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

Society for Consumer Psychology's Dissertation Proposal Competition, 2019

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 Zoro, 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