September 2026

JENNY G. OLSON

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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

2009 M.A., Social Psychology
Teachers College, Ball State University
Certificate in Institutional Research

2007 B.S., Psychology and Human Development (Double Major; GPA: 4.0)
University of Wisconsin – Green Bay
Summa Cum Laude with Honors in Psychology

RESEARCH AWARDS AND RECOGNITIONS

Best Article Award Finalist, *Journal of Consumer Research*, 2026

Kelley School of Business Research Award, Indiana University, 2025
- "This award recognizes the contribution of a specific paper to the academic literature in the marketing research area."

AMA-EBSCO-RRBM Award for Responsible Research in Marketing, 2024
- "This award honors outstanding research that produces both credible and useful knowledge that can be applied to benefit society."

Kelley School of Business Research Award, Indiana University, 2023

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

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

Ross School of Business Distinguished Alumni Award, University of Michigan, 2021
- "The purpose of this award is to recognize members of our alumni community who have distinguished themselves in their respective fields through research, publication, teaching, and service, since receiving their doctorate at the Ross School of Business."

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

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, 2013

AMA – Sheth Foundation Doctoral Consortium PhD Student Fellow, University of Michigan, 2013

Marketing and Public Policy Workshop and Doctoral Seminar Fellow, Georgia State, 2012

Best Working Paper Award, Association for Consumer Research, 2011

PUBLICATIONS *(*equal authorship, †PhD student when project started)*

†Yin, Bingqing (Miranda), **Jenny G. Olson**, and Yexin Jessica Li (forthcoming), "When Having Less Elevates More: Benefactor Income, Moral Elevation, and Prosocial Contagion Among Observers," *Journal of Personality and Social Psychology*.

†Garcia-Rada, Ximena, Grant Donnelly, **Jenny G. Olson**, Hristina Nikolova, and Michael I. Norton (forthcoming), "Couples Underestimate Positive Affective Reactions to Financial Conversations," *Social Psychological and Personality Science*.
- Selected media coverage: *The Behavioral Divide Podcast, CNBC*

Nikolova, Hristina, **Jenny G. Olson**, and Joe J. Gladstone* (2026), "Financial Infidelity Asymmetry Predicts Couples' Financial and Relationship Well-Being," *International Journal of Research in Marketing*, 43 (June), 362-382.
- Selected media coverage: *Modern Financial Wellness Podcast, Planning & Beyond Podcast, PsyPost*

Olson, Jenny G., Brent McFerran, Andrea C. Morales, and Darren W. Dahl (2025), "When and Why Consumers (Erroneously) Believe Income Impacts the Enjoyment of Consumption Experiences," *Journal of Consumer Research*, 52 (December), 712-734.
- Winner of the Kelley School of Business Research Award, Indiana University, 2025
- Selected media coverage: *Modern Husbands Podcast, Psychology Today*

Olson, Jenny G., Scott I. Rick, Deborah A. Small, and Eli J. Finkel (2023), "Common Cents: Bank Account Structure and Couples' Relationship Dynamics," *Journal of Consumer Research*, 50

(December), 704-721.

- Selected as a *JCR* "Editor's Choice" article
- Best Article Award Finalist, *Journal of Consumer Research*, 2026
- Winner of the AMA-EBSCO-RRBM Award for Responsible Research in Marketing, 2024
- Winner of the Kelley School of Business Research Award, Indiana University, 2023
- #1 Altmetric Attention Score out of 1,726 *JCR* articles (score: 1800)
- Member of The Love Consortium Dataverse, University of North Carolina at Chapel Hill
- Selected media coverage: *American Bankers Association Podcast, APA Monitor on Psychology, The Behavioral Divide Podcast, Bloomberg Radio*, *The Boston Globe, Daily Mail, Fatherly, Financial Advisor Magazine, Financially Mindful Podcast, Forbes, Futurity, The Globe and Mail, Greater Good Magazine, The Independent, MarketWatch, Modern Financial Wellness Podcast, Modern Husbands Podcast, Money.com, The Most Hated F-Word Podcast, Motley Fool, NewsNation, The New York Times, NPR, Psychology Today, TLC, U.S. News and World Report, USA Today, Wall Street Journal, Washington Post, Yahoo! Finance, You Seem Great Podcast*

Olson, Jenny G. and Scott I. Rick (2023), "Subjective Knowledge Differences within Couples Predict Influence Over Shared Financial Decisions," *Journal of the Association for Consumer Research*, 8 (October), 378-389.

- Lead research article in *JACR*'s special issue on Financial Decision Making
- Marketing Science Institute Working Paper Series, Report No. 18-120
- Selected media coverage: *The Behavioral Divide Podcast, The New York Times*

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

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
- Best Article Award Finalist, *Journal of Consumer Research*, 2023
- Selected media coverage: *AARP Magazine, AOL, BBC, The Boston Globe, British GQ, Daily Mail, Futurity, Modern Financial Wellness Podcast, 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 Best Working Paper Award, Association for Consumer Research, 2011
- 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.

- Winner of the Guy O. and Rosa Lee Mabry Award for Best Publication by a Business School Faculty Member, University of Kansas, 2017
- Selected media coverage: *The Boston Globe, Huffington Post, Ideas for Leaders, KGO Radio San Francisco, MinnPost, Psychology Today, Science Daily*

PAPERS UNDER REVIEW *(*equal authorship, †PhD student when project started)*

Li, Yexin Jessica and **Jenny G. Olson***, "Self-Control Exertion as a Cue in Professional Competence Judgments." Under 3rd round review at *International Journal of Research in Marketing*.

†Somasundaram, Pooja, **Jenny G. Olson**, and Kelley Gullo Wight*, "People Prioritize Self-Care Less for Themselves than for Others." Revising following a reject-and-resubmit decision at *Journal of Personality and Social Psychology*.

†Yoon, Nari, **Jenny G. Olson**, and Adam Duhachek, "When and Why Existing Customers Switch Companies in Response to New Customer Promotions." Under review at *Journal of Business Research*.

Rick, Scott I., **Jenny G. Olson**, and Stacy Wood, "Time Will Tell: An Argument and Roadmap for Longitudinal Consumer Research." Invited Methods Dialogue at *Journal of Consumer Psychology*.

WORKS IN PROGRESS *(*equal authorship, †PhD student when project started)*

Yexin Jessica Li, **Jenny G. Olson***, Sajeev Nair, and Shailendra Pratap Jain, "Consumers Support Well-Intentioned Brands More Than High-Ability Brands Following Identical Moral Transgressions." Working paper, preparing for *Journal of Marketing Research.*

Olson, Jenny G. and James A. Mourey*, "Beyond 'Smart' Products and Artificial 'Intelligence': Warmth Drives Consumer Reactions to Poorly Performing Anthropomorphic Products." Working paper.

Olson, Jenny G., Scott I. Rick, and Eli J. Finkel, "Ambiguous Self-Control Signals: Inferences and Implications." Working paper.

†Somasundaram, Pooja, **Jenny G. Olson**, and Elanor F. Williams, "No One Needs to Know: The Emotional Costs of Outsourcing Tasks." In progress.

Olson, Jenny G. and Emily N. Garbinsky*, "Pre-Nuptial Agreements." In progress.

De La Rosa, Wendy, **Jenny G. Olson**, Eesha Sharma, Patricia Torres, and others, "Consumer Relationships with Money." In progress.

- Accepted as part of the 13th Triennial Invitational Choice Symposium

Olson, Jenny G., "Mixed-Income Groups." In progress.

Olson, Jenny G. and James A. Mourey*, "AI-Human Relationships." In progress.

RESEARCH GRANTS AND FELLOWSHIPS

AMA-EBSCO-RRBM Research Grant, American Marketing Association, 2024 ($1,200)

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)

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

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

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

Long-Term Research Grant, ING Bank's Think Forward Initiative, 2018-2020 ($58,010)

- For research that is "expected to provide relevant insights to empower individuals and couples to make better financial decisions."

Kelley School of Business Data Funding Grant, 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)

Stark Graduate Scholarship and Fellowship, University of Michigan, 2013 ($8,000)

Stark Graduate Scholarship and Fellowship, University of Michigan, 2012 ($8,000)

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

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

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

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

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

INVITED TALKS

Millionaires in Medicine, June 2026
Ohio State University, Fisher College of Business (Marketing), December 2025
Northwestern Mutual of Eastern Iowa, October 2025
Millionaires in Medicine, June 2025
Washington University in Saint Louis, Olin Business School (Marketing), May 2025
University of Illinois Chicago, College of Business Administration (Marketing), May 2025
DePaul University, Driehaus College of Business (Marketing, BETA Hub), May 2025
Northwestern Mutual of Eastern Iowa, December 2024
University of Chicago, Booth School of Business, Behavioral Finance and Decision Making Conference, September 2024
Close Relationships Preconference Keynote Speaker, Society for Personality and Social Psychology, February 2024
Young Women's Institute, Kelley School of Business, June 2022
Indiana University, Kelley School of Business (Marketing), February 2022
University of Notre Dame, Mendoza College of Business (Marketing), Consumer Financial Well-Being Conference, March 2021
University of Warwick, Warwick Business School (Marketing), November 2020
Rutgers University, Rutgers Business School (Marketing), November 2020
University of Chicago, Booth School of Business (Marketing), March 2019
Duke University, Marketing Science Institute's Behavioral Science Conference, 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
Indiana University (Marketing), Haring Symposium, April 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

Garcia-Rada, X., Donnelly, G., Olson, J., Nikolova, H., and Norton, M. (2025, October), "Couples Underestimate Positive Affective Reactions to Financial Conversations," Association for Consumer Research North American Conference; Washington, D.C.

Olson, J., McFerran, B., Morales, A., and Dahl, D. (2024, September), "When and Why Consumers (Falsely) Believe Income Impacts the Enjoyment of Consumption Experiences," Association for Consumer Research North American Conference; Paris, France.

Garcia-Rada, X., Donnelly, G., Olson, J., Nikolova, H., and Norton, M. (2024, March), "Couples Underestimate the Benefits of Talking about Money," Society for Consumer Psychology Winter Conference; Nashville, Tennessee.

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, Tennessee.

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, Tennessee.

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, Tennessee.

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.

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.

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.

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; Boulder, Colorado.

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; 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.

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; San Francisco, 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, 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 POSTER PRESENTATIONS

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.

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.

SYMPOSIA AND FORUMS

De La Rosa, W., Martinovici, A., and Atalay, A. S. (2026, August), Invited Participant, "Beyond 'How Much Money': How Timing, Source, and Individual Characteristics Influence Choice and Financial Vulnerability," 13th Triennial Invitational Choice Symposium; Vail, Colorado.

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.

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

Behavioral Data Intelligence and Consumer Insights (Online M.S. in Marketing Analytics), Indiana, Fall 2026

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 Awards and Nominations

Winner of the Harry C. Sauvain Undergraduate Teaching Award, Indiana University, 2023
- This award recognizes "…outstanding teaching in the undergraduate program over the past three calendar years."

Winner of the Trustees Teaching Award, Indiana University, 2022
- "This award is bestowed under the auspices of the Indiana University Trustees in recognition of the University's most distinguished teachers."

Nominee of the Trustees Teaching Award, Indiana University, 2019

Doctoral Program Guest Speaker

Consumer Behavior, Indiana University, October 2021
Experimental Methods, Rutgers University, November 2020
Developing as a Scholar: Research and Teaching Skills, Arizona State University, October 2020
Dissertation Development Seminar, Simon Fraser University, October 2020
Consumer Behavior, Indiana University, November 2017

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 (BS, BA), Wisconsin – Green Bay, 2006

SERVICE ACTIVITIES

Service Leadership

Co-Founder of the Kelley School of Business Couples Subject Pool, 2021 – present

Editorial Review Board Appointments
Journal of Consumer Research, 2025 – present
Journal of Marketing Research, 2023 – present
Journal of Consumer Psychology, 2021 – present

PhD Dissertation Committees
Chair, Pooja Somasundaram (Indiana University Marketing), 2024
Committee Member, Summer Kim (University of Kansas Marketing), 2023
Committee Member, Nari Yoon (Indiana University Marketing), 2022

Service Awards and Recognitions

Outstanding Reviewer Award, *Journal of Consumer Research*, 2026
Best Reviewer Award, *Journal of Consumer Psychology*, 2026
Best Reviewer Award, *Journal of Consumer Psychology*, 2023
Best Reviewer Award, *Journal of Consumer Psychology*, 2022

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."

Ad-Hoc Reviewing

Journals

American Psychologist
Communications Psychology
Food Quality and Preference
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 Affairs
Journal of Experimental Social Psychology
Journal of Family and Economic Issues
Journal of Marketing
Journal of Marriage and Family
Journal of Public Policy and Marketing
Management Science
Marketing Letters
Organizational Behavior and Human Decision Processes
Personal Relationships

Doctoral Dissertation Awards and Competitions

John A. Howard/American Marketing Association Doctoral Dissertation Award, 2024
Society for Consumer Psychology's Dissertation Proposal Competition, 2019 – present
MSI's Alden G. Clayton Doctoral Dissertation Proposal Competition, 2017 – present

Grants

National Science Foundation, Decision, Risk, and Management Sciences, 2020
Social Sciences and Humanities Research Council of Canada Insight Grants, 2019

Conference Reviewing and Organizational Service

Working Papers Track Co-Chair, Association for Consumer Research, 2026
Program Committee for the Association for Consumer Research, 2021, 2023, 2025
Program Committee for the Society for Consumer Psychology, 2019 – current
American Marketing Association
Association for Consumer Research

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

Junior Scholar Mentorship
Society for Consumer Psychology Doctoral Symposium (Winter), 2024, 2025
Association for Consumer Research Doctoral Symposium (Fall), 2024, 2025
Tenure Project Mentor and Sponsor, 2024
American Marketing Association Doctoral Symposium (Winter), 2018

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

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

Cox Research Scholars Program Faculty Mentor, Alana Shank, 2024 – present
Cox Research Scholars Program Faculty Mentor, Audrey Gacsy, 2018 – 2022
KSB Academic Fairness Committee, Member, 2022, 2024, 2025
KSB Teaching and Service Excellence Committee
Tenure-Track Subcommittee Chair, 2024
Committee Member, 2021
KSB Behavioral Lab Taskforce, Member, 2023
KSB Research Week, Panelist, 2025
KSB PhD Student Networking Event, Panelist, 2024

Service to the Marketing Department, Indiana University

Lab and Data Committee, Chair, 2022
Online M.S. in Marketing Analytics Development Committee, Member, 2024
Departmental Governance Committee, Member, 2022
Undergraduate Task Force on DEI, Member, 2021
Marketing Department Tenure-Track Faculty Recruiting Committee
Committee Member, 2018, 2024
Participant, 2017 – present
Marketing Department Doctoral Program Recruiting Committee
Committee Member, 2022
Participant, 2017 – present
Marketing Department Doctoral Student Paper Reviewer, 2017 – present
Mittelstaedt and Gentry Doctoral Symposium Faculty Representative, 2025
Marketing Leadership Team Member: Sales for Social Impact Study Tour to Belize, 2018

Service to the School of Business (KUSB) and Marketing Area, University of Kansas

KU, Graduate Research Competition, Faculty Judge, 2016
KUSB Undergraduate Research's Faculty Advisory Board, Member, 2016 – 2017
Marketing Area Seminar Series, Chair, 2016 – 2017
Marketing Area Lecturer Recruiting Committee, Chair, 2016
Marketing Area Communications Committee, Chair, 2016

Marketing Area Faculty Recruiting Committee, Member, 2016
Marketing Area Graduate Teaching Assistants Performance Evaluation Team, Member, 2016