

Jessica Gamlin

Assistant Professor of Marketing

University of Oregon, Lundquist College of Business

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EDUCATION

Ph.D., Marketing, <i>Northwestern University Kellogg School of Management</i>	2019
MBA, <i>HEC Paris</i>	2012
B.A., Economics, <i>University of Pennsylvania</i>	2006

ACADEMIC APPOINTMENTS

University of Oregon, Lundquist College of Business Assistant Professor of Marketing	2019-Present
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RESEARCH INTERESTS

Consumer Goal Pursuit, Instrumentality, Identity, Brand Choice, Anti-consumption

PEER REVIEWED PUBLICATIONS

Gamlin, Jessica, Rachel E. Smallman, Kai Epstude, and Neal J. Roese (2020), "Dispositional Optimism Weakly Predicts Upward, Rather Than Downward, Counterfactual Thinking: A Prospective Correlational Study Using Episodic Recall," *PLOS ONE*, 15 (8), 1-12. doi:10.1371/journal.pone.0237644

Gamlin, Jessica, Ping Dong, Aparna A. Labroo, and Aaron Robinson (2019), "Evoking Goals to Be Responsible: When Political Cues Increase Utilitarian Choice," *The Journal of the Association for Consumer Research*, 4 (1), 87-96. doi:10.1086/700844

OTHER PUBLICATIONS

Gamburg, Jessica and Maferima Touré-Tillery (March 2017), "Making Friends While Pursuing Goals," *SPSP Character and Content Blog*, <http://spsp.org/news-center/blog/making-friends-pursuing-goals>.

PAPERS UNDER FIRST OR SECOND ROUND REVIEW

Gamlin, Jessica and Danielle Brick, "Novel Brands." *Revise and Resubmit at the Journal of Marketing Research*.

Gamlin, Jessica and Maferima Touré-Tillery, "The Good Apple Effect." *Under Second Round Review at Journal of Consumer Psychology*.

Meng, Matthew and Jessica Gamlin, "Blue Begets Green: Advertising Imagery Influences Consumer Recycling Rates." *Preparing for submission*.

WORKING PAPERS AND OTHER SELECT WORK IN PROGRESS

- Gamlin, Jessica and Aparna A. Labroo, "Self-Sabotaging in Consumer Goal Pursuit."
- Touré-Tillery, Maferima and Jessica Gamlin, "Consumer Motivation." *Handbook Chapter*.
- Gamlin, Jessica and Maferime Touré-Tillery, "Goal Systems Theory and Identity." *Handbook Chapter*.
- Gamlin, Jessica, "Compensatory Anti-Consumption."
- Angulo, Ashley and Jessica Gamlin, "Consumer Disposal."
- Gamlin, Jessica, Chris Cannon, Xiomeng Fan, Chelsea Galoni, Sharlene He, and Rebecca Krause, "Liquid–Solid Consumption."
- Gamlin, Jessica and Neal J. Roese, "Regrets of Consumer Spending."

PRESENTATIONS

- Gamlin, Jessica and Aparna Labroo (2021), "Self-Sabotaging in Consumer Goal Pursuit," *Society for the Study of Motivation*.
- Gamlin, Jessica and Danielle J. Brick (2020), "Giving Novel Brands the Benefit of the Doubt: How Asymmetrical Instrumentality Perceptions Influence Choice," *Association for Consumer Research*, Paris Virtual Conference.
- Gamlin, Jessica and Danielle J. Brick (2019), "Novel Brand Choice: The Effects of Product-Goal Alignment on Choice," *Boston Judgment and Decision Making Conference* at the Harvard Kennedy School, Boston, MA. *Presented by Danielle Brick*.
- Gamlin, Jessica, Rachel E. Smallman, Kai Epstude, and Neal J. Roese (2019), "Does Dispositional Optimism Predict Counterfactual Direction of Comparison?" Data Blitz at *Society for Personality and Social Psychology*, Portland, OR.
- Gamlin, Jessica, Aparna A. Labroo (2018), "The Self in Self-Sabotaging: Devaluing Instrumental Means When Pursuing Identity Central Goals," Special Session at *Society for Consumer Psychology*, Dallas, TX.
- Gamlin, Jessica (2018), "Self-Sabotaging in Consumer Goal Pursuit," *University of Oregon*, Eugene, OR.
- Gamlin, Jessica (2018), "Self-Sabotaging in Consumer Goal Pursuit," *INSEAD*, Fontainebleau, France.
- Gamlin, Jessica (2018), "Self-Sabotaging in Consumer Goal Pursuit," *Penn State University*, State College, PA.
- Gamlin, Jessica (2018), "Self-Sabotaging in Consumer Goal Pursuit," *University of Iowa*, Iowa City, IO.
- Gamlin, Jessica (2018), "Self-Sabotaging in Consumer Goal Pursuit," *Loyola Marymount University*, Los Angeles, CA.
- Gamlin, Jessica (2018), "Self-Sabotaging in Consumer Goal Pursuit," *Seattle University*, Seattle, WA (virtual presentation).

Gamlin, Jessica, Aparna A. Labroo (2017), “The Self in Self-Sabotaging: Devaluing Instrumental Means During Pursuit of Identity Central Goals,” *Emerging Marketing Scholars Symposium*, Logan, UT. *Invited speaker and winner of ‘Best Student Paper’ Award.*

Gamburg, Jessica, Maferima Touré-Tillery, and Y. Jin Youn (2017), “Don’t Succumb to My Temptations: Social Avoidance as a Strategy to Protect Valued Goals,” *Society for Consumer Psychology*, San Francisco, CA.

CONFERENCE POSTERS

Gamburg, Jessica, Maferima Touré-Tillery and Y. Jin Youn (2017), “Don’t Succumb to My Temptations: Social Avoidance as a Strategy to Protect Valued Goals,” *Society for Personality and Social Psychology*, San Antonio, TX. *Winner of the Student Poster Award.*

Gamburg, Jessica, Maferima Touré-Tillery and Y. Jin Youn (2016), “Don’t Succumb to My Temptations: Social Avoidance as a Strategy to Protect Valued Goals,” *Society for Judgment and Decision Making*, Boston, MA.

FELLOWSHIPS AND AWARDS

Research Awards

The John and Emiko Kageyama Endowment Fund - Grant Recipient	2020 & 2021
ACR/Sheth Foundation Dissertation - Public Purpose Grant Winner	2018
Emerging Marketing Scholars Symposium - Best Student Paper Award	2017
SPSP Conference - Student Poster Award	2017
SPSP Conference - Travel Grant Recipient	2017

Academic Scholarships

Northwestern Graduate Fellowship	2014-2019
Northwestern Conference Travel Grant	2016
HEC Excellence Scholarship	2011
Forté Foundation Fellowship	2011

PROFESSIONAL SERVICE

Reviewer

Journal of Consumer Psychology	2019-Present
Journal of Marketing Research	2020-Present
Marketing Letters	2021-Present
Journal of the Association for Consumer Research	2019-Present
PLOS ONE	2020-Present

University of Oregon Service

University of Oregon Police Department Complaint Review Committee	AY 2020-21
Faculty Mentor, Global Studies Program, University of Oregon	Winter 2021
Marketing Department Course Equivalency Evaluator, University of Oregon	May 2021-Present

Conference Service

Doctoral Workshops Group Leader, “Kellogg on Designing Studies for Research Progress and Application Conference,” Northwestern University (via Zoom)	2020
Society for the Study of Motivation (SSM), Program Committee	2022

TEACHING

MKTG 311: Marketing Management	2020-Present
MKTG 470: International Marketing	Winter & Spring 2021
MKTG 490: Marketing Strategy	Winter & Spring 2022

SELECT PROFESSIONAL EXPERIENCE

One Acre Fund, Kenya, Business Development Manager	2012 - 2014
United States Peace Corps, Senegal, Small Enterprise Development Volunteer	2008 - 2010

Language Skills: Intermediate French and Wolof; Basic Turkish