

# Jessica Gamlin

Assistant Professor of Marketing

University of Oregon, Lundquist College of Business

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## ACADEMIC APPOINTMENTS

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University of Oregon Lundquist College of Business

Assistant Professor of Marketing

2019-Present

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## EDUCATION

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Ph.D., Marketing, Northwestern University Kellogg School of Management

2019

MBA, HEC Paris

2012

B.A., Economics, University of Pennsylvania

2006

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## RESEARCH

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My research centers on **consumer behavior**, examining how brands, technologies, contexts, individual identities, and interpersonal relationships impact **consumer goals and motivation**.

### PEER REVIEWED PUBLICATIONS

Gamlin, Jessica and Maferima Touré-Tillery (2024), "The Bad Influencer Effect," *Journal of Academy Marketing Science, Special Issue on Enhancing Customer Engagement*. [doi:10.1007/s11747-024-01024-x](https://doi.org/10.1007/s11747-024-01024-x)

Meng, Matthew and Jessica Gamlin (equal authorship) (2023), "Sexually explicit advertisements boost consumer recycling due to moral cleansing goal activation," *Marketing Letters*. [doi:10.1007/s11002-023-09689-0](https://doi.org/10.1007/s11002-023-09689-0)

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](https://doi.org/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](https://doi.org/10.1086/700844)

### INVITED PUBLICATIONS

Gamlin, Jessica and Maferima Touré-Tillery (2023), "Consumer Goals and Motivation," in *Cambridge Handbook of Consumer Psychology (2<sup>nd</sup> Edition)*, eds. Michael I. Norton, Derek D. Rucker and Cait Lamberton, Cambridge, UK: Cambridge University Press. [ISBN: 9781009243964](https://doi.org/10.1017/9781009243964)

Touré-Tillery, Maferima and Jessica Gamlin (2023), “The Interplay Between Goal Systems and Identities,” in *Goal Systems Theory: Psychological Processes and Applications*, eds. Arie W. Kruglanski; Ayelet Fishbach; Catalina Kopetz, Oxford, UK: Oxford University Press.  
[doi:10.1093/oso/9780197687468.001.0001](https://doi.org/10.1093/oso/9780197687468.001.0001)

Gamburg, Jessica and Maferima Touré-Tillery (March 2017), “Making Friends While Pursuing Goals,” *The Society for Personality and Social Psychology Character and Content Blog*, <http://spsp.org/news-center/blog/making-friends-pursuing-goals>

### **PAPERS UNDER REVIEW**

Gamlin, Jessica and Danielle Brick, “Means-Goal Conflict and Novel Brand Choice.” *Under 4<sup>th</sup> Round Review at the Journal of Consumer Research*.

Frank, Abby, John A. Clithero, and Jessica Gamlin, “Race Against the Machines: How and Why Consumer-Generated Bots Affect Brand Attitudes.” *Under Review at the Journal of Marketing Research*.

### **WORKING PAPERS**

Gamlin, Jessica, Aparna A. Labroo, and Noelle Nelson, “Self-Sabotaging in Consumer Behavior.”

Cannon, Chris, Sharlene He, Xiomeng Fan, Jessica Gamlin, Rebecca Krause, and Chelsea Galoni, “The Golden Quadrant of Solid and Liquid Consumption.”

Tran, Chi, John Lancaster, and Jessica Gamlin, “The Perils of Cryptocurrency for Consumers.” Funded by a Consumer Protection Grant (\$34,750) from the UO School of Law and Oregon Consumer Justice.

Gamlin, Jessica and Rachel Miller-Modgil, “Identity Conflict Elicits Possession Disposal.”

Gamlin, Jessica and John A. Clithero, “The Overextended Self.”

### **COMPETITIVE CONFERENCE PRESENTATIONS (PEER REVIEWED)**

Gamlin, Jessica and Danielle J. Brick (2024), “The Novel Brand Effect: Means-Goal Conflict Increases Choice of Novel Brands,” *Joshua T. Beck Northwest Marketing Research Symposium*, Portland, Oregon.

Gamlin, Jessica and Aparna Labroo (2023), “Self-Sabotaging in Consumer Goal Pursuit,” *Association for Consumer Research*, Seattle, Washington. (Symposia [Acceptance Rate](#): 19.5%)

Cannon, Chris, Sharlene He, Xiaomeng Fan, Jessica Gamlin, Rebecca Krause-Galoni, and Chelsea Galoni (2022), “The Golden Quadrant of Solid and Liquid Consumption,” *Association for Consumer Research*, Denver, CO. (Competitive Paper [Acceptance Rate](#): 52.2%)

Gamlin, Jessica and Rachel Miller-Modgil (2022), “Getting Rid of Self-Threat: Consumer Disposal as a Compensatory Strategy,” *Society for the Science of Motivation*, Chicago, IL.

Gamlin, Jessica (2022), “Getting Rid of Self-Threat: Consumer Disposal as a Compensatory Strategy,” *Society for Consumer Psychology*.

Gamlin, Jessica and Matthew Meng (2022), “Blue Begets Green: Advertising Imagery Influences Consumer Recycling Rates,” *Society for Consumer Psychology*.

Gamlin, Jessica and Danielle Brick (2022), “Novel Brands, Instrumentality Perceptions, and Choice,” *Society for Personality and Social Psychology - Motivation Science Pre-Conference*, San Francisco, CA.

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. (Competitive Paper [Acceptance Rate](#): 45.4%)

Brick, Danielle J. and Jessica Gamlin (2019), “Novel Brand Choice: The Effects of Product-Goal Alignment on Choice,” *Boston Judgment and Decision Making Conference*, Harvard Kennedy School, Boston, MA.

Gamlin, Jessica, Rachel E. Smallman, Kai Epstude, and Neal J. Roese (2019), “Does Dispositional Optimism Predict Counterfactual Direction of Comparison?” *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, 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.

### **INVITED PRESENTATIONS**

Job Market Talk: “Self-Sabotaging in Consumer Goal Pursuit” 2018  
*University of Oregon*, Eugene, OR  
*INSEAD*, Fontainebleau, France  
*Penn State University*, State College, PA  
*University of Iowa*, Iowa City, IO  
*Loyola Marymount University*, Los Angeles, CA  
*Seattle University*, Seattle, WA

### **COMPETITIVE CONFERENCE POSTERS (PEER REVIEWED)**

Lancaster, John, Jessica Gamlin, and Chi Tran(2024), “The Dark Side of Crypto: Charting the Risk Pathways for Vulnerable Cryptocurrency Users,” *Association for Consumer Research*, Paris, France.

Miller-Modgil, Rachel and Jessica Gamlin (2023), “The Overextended Self: Identity Conflict Elicits Possession Disposal,” *Society for Consumer Psychology*, San Juan, Puerto Rico.

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**

A-Level Journal Revise and Resubmit Department Funding Award (\$500 per)	
• Journal of Consumer Research	8/2024
• Journal of Consumer Research	8/2023
• Journal of the Academy of Marketing Science	8/2023
• Journal of the Academy of Marketing Science	11/2022
• Journal of Consumer Research	5/2022
• Journal of Marketing Research	2/2021
Lundquist Dean’s Office Supplemental Research Fund (\$8,000)	2024
UO School of Law & Oregon Consumer Justice “Consumer Protection” Grant (\$34,750)	2023
The John and Emiko Kageyama Endowment Fund, Grant Recipient (\$3,000)	2023
Lundquist Dean’s Office Supplemental Research Fund (\$13,000)	2023
The John and Emiko Kageyama Endowment Fund, Grant Recipient (\$2,000)	2021
The John and Emiko Kageyama Endowment Fund, Grant Recipient (\$2,000)	2020
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 (17,000€)	2011
Forté Foundation Fellowship (10,000€)	2011

## **SERVICE**

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### **SERVICE TO THE UNIVERSITY**

#### **Dissertation Committees**

Jessica Canfield, Marketing Department, Member

Woocheol Kim, Marketing Department, Member

Faria Shaikh, School of Journalism, Outside Member

#### **Marketing Department Service**

Course Transfer Equivalency Evaluator 2021-2023

#### **Lundquist College of Business Service**

Faculty Advisor, Women in Business Club 2022-Present

Co-Director, Business Research Institute 2022-2024

Stewart Award Selection Committee Member	2021
<b>University of Oregon Service</b>	
University of Oregon Police Department Complaint Review Committee	2020-2022

### **SERVICE TO THE FIELD**

#### **Editorial Review Board**

Journal of Consumer Psychology	2024-Present
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#### **Ad-Hoc Journal Reviewer**

Journal of the Association for Consumer Research  
 Journal of Consumer Psychology  
 Journal of Marketing Research  
 PLOS ONE  
 Marketing Letters  
 Perspectives on Psychological Science  
 Motivation Science

#### **Society for the Science of Motivation (SSM) Service**

<i>Executive Council</i> , Member-at-Large	2024-Present
<i>Co-Chair</i> , Annual Meeting, San Francisco, CA	2024
<i>Co-Chair</i> , Annual Meeting, Washington, DC	2023
<i>Program Committee Member</i> , Annual Meeting, Chicago, IL	2022
<i>Session Chair</i> , "Ready to Make a Change?", Annual Meeting, Chicago, IL	2022

#### **Conference Service**

Kellogg on Designing Studies for Research Progress and Application Conference <i>Doctoral Workshop Leader</i> , Northwestern University	2020
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## **TEACHING**

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#### **Teaching Awards**

Excellence in Undergraduate Teaching Award	AY 2021-22 AY 2023-24
<i>Voted by undergraduate students as the instructor who, "offered you the best possible learning experience and who you would absolutely recommend to your fellow students."</i>	

#### **Courses Taught**

MKTG 311: Marketing Management  
 Spring 2020, Winter & Spring 2021, Winter & Spring 2022, Spring 2023  
 MKTG 470: International Marketing  
 Winter & Spring 2021  
 MKTG 490: Marketing Strategy - Lundquist Marketing Concentration "Capstone" Course  
 Winter & Spring 2022, Spring 2023, Winter & Spring 2024  
 MKTG 605: Independent Study in Identity in Consumer Behavior  
 Spring 2022: Supervised PhD Student Rachel Miller-Moudgil  
 MKTG 605: Independent Study in Mediation and Moderation Methods for Consumer Behavior Research  
 Winter 2023: Supervised PhD Students Rachel Miller-Moudgil & Abby Frank

#### **Student Advising**

Dissertation Committee Member, Woocheol Kim	2023-2024
Dissertation Committee Member, Jessica Canfield	2023
PhD Second Year Paper Advisor, Rachel Miller-Moudgil	2023
Dissertation Committee Member, Faria Shaikh	2022-Present
PhD First Year Paper Advisor, Rachel Miller-Moudgil	2022
MBA Strategic Planning Project Faculty Advisor, MBA Student Team	2022
PhD First Year Paper Second Reader, Samuel Park	2021
Undergraduate Global Studies Program Faculty Mentor, Pilar Willis & Wenling Zhou	2021

## SELECT PROFESSIONAL EXPERIENCE

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

**Language Skills:** Intermediate French, Basic Wolof, and Basic Turkish