

# JACQUELINE R. RIFKIN

SC Johnson College of Business | Cornell University  
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## EMPLOYMENT

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CORNELL UNIVERSITY, *SC Johnson College of Business*, Ithaca, NY 2022  
Assistant Professor of Marketing  
Clifford H. Whitcomb Faculty Fellow (AY 2023-2024)

UNIVERSITY OF MISSOURI-KANSAS CITY, *Bloch School of Management*, Kansas City, MO 2020-2022  
Assistant Professor of Marketing

## EDUCATION

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DUKE UNIVERSITY, *Fuqua School of Business*, Durham, NC 2020  
Ph.D. in Marketing

UNIVERSITY OF PENNSYLVANIA, *College of Arts and Sciences*, Philadelphia, PA 2011  
B.A. in Psychology, *Magna Cum Laude*

## RESEARCH INTERESTS

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Consumer Resources, Well-Being, Self-Gifting, Experiential Consumption, Social Dynamics

## ACCEPTED PAPERS & PUBLICATIONS (\* denotes equal first authors)

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1. **Rifkin, Jacqueline R.**, Cindy Chan, and Barbara E. Kahn (2023), "When Keeping Up Feels Like Missing Out: Social Media-Induced FOMO Increases Consumers' Engagement Intentions," *Marketing Science Institute Working Paper Series*, Report No. 23-142.
2. **Rifkin, Jacqueline R.**, Katherine M. Du, and Keisha M. Cutright (2023), "The Preference for Spontaneity in Entertainment," *Journal of Consumer Research*, 50(3), 597-616.
  - i. Media coverage: *Canvas8, Fortune, Cornell Johnson BusinessFeed*
3. **Rifkin, Jacqueline R.**, Kelley Gullo Wight, and Keisha M. Cutright (2023), "No Bandwidth to Self-Gift: How Feeling Constrained Discourages Self-Gifting," *Journal of Consumer Research*, 50(2), 343-62.
  - i. Media coverage: *Cornell Chronicle, Discover Magazine, Hidden Brain Newsletter, News at IU, Healthline, WBBM Newsradio, additional broadcasts on local news in major US cities*
4. Ponce de Leon, Rebecca\*, **Jacqueline R. Rifkin\***, and Rick Larrick (2022), "They're Everywhere!": Symbolically Threatening Groups Seem More Pervasive than Non-Threatening Groups," *Psychological Science*, 33(6), 957-70.
  - i. Media coverage: *Academic Minute (WAMC Radio), Fuqua Insights, Association for Psychological Science, Psychology Today*
  - ii. Featured in Cornell's *Research with Impact* series (2022)
5. **Rifkin, Jacqueline R.** and Jonah Berger (2021), "How Nonconsumption Can Turn Ordinary Items into Perceived Treasures," *Journal of the Association for Consumer Research*, 6(3), 350-61.
  - i. Media coverage: *Hidden Brain Podcast (NPR), Penn Today, Academic Minute (WAMC Radio), Knowledge@Wharton, Canvas8, The Well-Being Lounge Podcast (NLiveRadio), Top of Mind with*

*Julie Rose (BYU Radio), Curiosity Daily (Discovery Network), Let's Go There (Channel Q Radio), Show Me Today, UMKC Today*

6. **Rifkin, Jacqueline R.\***, Katherine M. Du\*, and Jonah Berger (2020), "Penny for Your Preferences: Leveraging Self-Expression to Encourage Small Prosocial Gifts," *Journal of Marketing*, 85(3), 204-19.
  - i. Media coverage: *Harvard Business Review, Wharton Magazine, Curious Campus (WUWM) Wheeler Institute, Knowledge@Wharton, Der Spiegel, UMKC Today, UMKC Chancellor's Friday Five, UWM 2021 Research Magazine*
7. **Rifkin, Jacqueline R.** and Jordan Etkin (2019), "Variety in Self-Expression Undermines Self-Continuity," *Journal of Consumer Research*, 46(4), 725-49.
  - i. Media coverage: *Consumer Talk Radio (KGO San Francisco)*

#### UNDER REVIEW & WORKING PAPERS (\* denotes equal first authors)

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8. **Rifkin, Jacqueline R.**, Cindy Chan, and Barbara E. Kahn, "With FOMO (Fear of Missing Out), What Are We Really Afraid Of?," reject & resubmit at *Journal of Personality and Social Psychology*.
  - i. Media coverage: *Friends After College (Podcast), Wall Street Journal, Hidden Brain (NPR Podcast); Duke Magazine, Body and Soul (Swedish National Radio)*
9. **Rifkin, Jacqueline R.\***, Grant E. Donnelly\*, and Siyuan Yin\*, "First Impression or Frequent Flyer? The Persuasive Effect of Customer Tenure Claims in Online WOM," working paper.
10. **Rifkin, Jacqueline R.**, Francesca Valsesia, and Keisha M. Cutright, "The Same Thing Happened to Me!": Exploring Divergent Outcomes of Experience Ubiquity," working paper.
11. **Rifkin, Jacqueline R.\***, Melanie Brucks\*, and Jeff Johnson, "Brief Perceptual Glitches Undermine Virtual Communication," working paper.

#### RESEARCH IN PROGRESS (^ denotes PhD student supervisee)

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"Durability of Past Experiences," with Anja Schanbacher and Nazli Gurdamar.

"The Emotional Health Tax," with Eesha Sharma and Rebecca Ponce de Leon.

"Consumer Responses to Supply Chain Disruptions," with Terry Zhang and Ruouo Li.

"Spontaneous Apologies," with Katherine Du and Keisha Cutright.

"Deferred Bill-Splitting Interferes with Social Relationships," with Wenjie Han^.

#### NON-ACADEMIC PUBLICATIONS (\* denotes equal first authors)

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1. Du, Katherine\* and Jacqueline R. Rifkin\* (June 2023). [The allure of the ad-lib: New research identifies why people prefer spontaneity in entertainment.](#) *The Conversation*
2. Rifkin, Jacqueline R.\* and Rebecca Ponce de Leon\* (June 2022). [People overestimate groups they find threatening – when 'sizing up' others, bias sneaks in.](#) *The Conversation*
  - i. Republished in *Yahoo News*
3. Rifkin, Jacqueline R. (Sept 2021). [Psychological 'specialness spirals' can make ordinary items feel like treasures – and may explain how clutter accumulates.](#) *The Conversation.*

- i. Republished in *The Boston Globe*, *CNN Health*
  - ii. Garnered over 100,000 views in 1 month
4. Rifkin, Jacqueline R.\* and Katherine M. Du\* (July 2021). [Boost donations by harnessing the power of self-expression](#). *Advancing Philanthropy*.
  5. Rifkin, Jacqueline R. (August 2020). [Raising money by requesting a “penny for your preferences.”](#) *UMKC Bloch Idea Bar*.

## HONORS & AWARDS

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- 2023 Clifford H. Whitcomb Faculty Fellowship
- 2022 *Co-Principal Investigator*, The Jerome A. Chazen Institute for Global Business Research Grant (\$8,000), with Melanie Brucks and Jeff Johnson  
  
*Best Talk Award*, Society for Consumer Psychology Conference (Interpersonal Relations & Group Processes Track)
- 2021 *Early Career Faculty Award*, University of Missouri-Kansas City Emeritus College
- 2019 *Best Symposium Presentation Award*, Carolina Research in Social and Personality Psychology Conference  
  
Principal Investigator, Time-Sharing Experiments for the Social Sciences (TESS) Data Collection Grant, with Keisha Cutright and James Bettman
- 2017 *Student Paper Award*, SPSP Judgment and Decision-Making Preconference  
  
*Runner-Up*, SPSP Graduate Student Poster Award
- 2016 Principal Investigator, Marketing Science Institute (MSI) “Customer Experience Initiative” Research Grant (\$10,000), with Cindy Chan and Barbara Kahn
- 2015 *Selected Participant*, PhD Summer School and Meaning & Purpose Conference, Arison School of Business (IDC), Herzliya, Israel
- 2013 *Selected Participant*, IDDEAS (Intro. to Diversity in Doctoral Education & Scholarship) Conference, Wharton School of Business (Univ. of Pennsylvania), Philadelphia, PA

## INVITED TALKS

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- 2023 Cornell University School of Law, Seminar  
Behavioral Economics and Decision-Making Research, Faculty Showcase  
University of Georgia, PhD Seminar in Advanced Consumer Behavior
- 2022 University of Missouri-Kansas City Emeritus College  
Cornell University Johnson College of Business  
Drexel University
- 2021 Northeastern University  
ACR Knowledge Forum: Making Mental Well-Being A Marketing Research Priority, Featured Panelist  
The Ohio State University

2019 Brands and Brand Relationships Conference  
University of Connecticut  
University of New Hampshire  
University of Missouri-Kansas City

## TEACHING EXPERIENCE

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2023 Consumer Behavior (Undergraduate; MBA program)  
Cornell University, SC Johnson College of Business  
2021 – 2022 Marketing Management (core, *PMBA Program*)  
University of Missouri-Kansas City, Bloch School of Management

## CONSULTING EXPERIENCE

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2021 – 2022 *Expert Consultant*, consumer legal protections cases

## PEER-REVIEWED CONFERENCE PRESENTATIONS (\* denotes presenting author)

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Jacqueline R. Rifkin\*, Rebecca Ponce de Leon, and Eesha Sharma (2024, March). “The Emotional Health Tax,” Paper presented at the *Society for Consumer Psychology*, Nashville, TN.

Jacqueline R. Rifkin, Rebecca Ponce de Leon\*, and Eesha Sharma (2024, March). “The Emotional Health Tax,” Paper presented at the *Society for Personality and Social Psychology*, San Diego, CA.

Jacqueline R. Rifkin\*, Grant Donnelly, and Siyuan Yin (2023, October). “First Impression or Frequent Flyer? The Persuasive Effect of Customer Tenure Claims in Online WOM,” Paper presented at the *Association for Consumer Research*, Seattle, WA.

Jacqueline R. Rifkin\*, Francesca Valsesia, and Keisha M. Cutright (2023, October). “The Same Thing Happened to Me’: Exploring Divergent Outcomes of Brand Experience Commonness” Paper presented at the *Association for Consumer Research*, Seattle, WA.

Jacqueline R. Rifkin\*, Anja Schanbacher, and Nazli Gurdamar (2023, October). “Perceived Durability of Past Experiences,” Paper presented at the *Association for Consumer Research*, Seattle, WA.

Jacqueline R. Rifkin\*, Anja Schanbacher, and Nazli Gurdamar (2023, March). “Perceived Durability of Past Experiences,” Poster presented at the *Society for Consumer Psychology*, San Juan, Puerto Rico.

Jacqueline R. Rifkin\*, Melanie Brucks, and Jeff Johnson (2023, March). “Uncanny Communications: Minor Video-call Glitches Undermine Persuasion and Connection,” Paper presented at the *Society for Consumer Psychology*, San Juan, Puerto Rico.

Melanie Brucks\*, Jacqueline R. Rifkin, and Jeff Johnson (2022, October). “The Uncanny Cost of Virtual Communications,” Paper presented at the *Association for Consumer Research*, Denver, CO.

- Jacqueline R. Rifkin\*, Kelley Gullo Wight, and Keisha M. Cutright (2022, June). "No Bandwidth to Self-Gift: How Feeling Constrained Discourages Self-Gifting," Paper presented at the *Business for Social Good (BIBSG) Conference*, Vancouver, BC, Canada.
- Jacqueline R. Rifkin\*, Francesca Valsesia, and Keisha M. Cutright (2022, March). "'The Same Thing Happened to Me': Exploring Divergent Outcomes of Brand Experience Ubiquity," Paper presented at the *Society for Consumer Psychology*, Nashville, TN (virtual).
- Winner of Best Talk Award (Interpersonal Relations & Group Processes Track)
- Jacqueline R. Rifkin\*, Kelley Gullo Wight, and Keisha M. Cutright (2022, March). "No Bandwidth to Self-Gift: How Feeling Constrained Discourages Self-Gifting," Paper presented at the *Society for Consumer Psychology*, Nashville, TN (virtual).
- Jacqueline R. Rifkin\*, Katherine M. Du, and Keisha M. Cutright (2021, October). "The Preference for Spontaneity," Paper presented at the *Association for Consumer Research*, Seattle, WA (virtual).
- Jacqueline R. Rifkin\*, Kelley Gullo Wight, and Keisha M. Cutright (2021, October). "No Bandwidth to Self-Gift: How Feeling Constrained Discourages Self-Gifting," Paper presented at the *Association for Consumer Research*, Seattle, WA (virtual).
- Jacqueline Rifkin\*, Cindy Chan, and Barbara Kahn (2020, October). "The Role of Social Media-Induced FOMO in Strengthening Brand Communities," Paper presented at the *Association for Consumer Research*, online.
- Jacqueline Rifkin, Cindy Chan\*, and Barbara Kahn (2020, March). "Wish You Were Here? How Seeing Social Media Photos of Brand Community Events Impacts Consumers' Brand Intentions," Paper presented at the *Society for Consumer Psychology*, Huntington Beach, CA.
- Rebecca Ponce de Leon\*, Jacqueline Rifkin, and Rick Larrick (2020, February). "The Outnumbered Bias: Catastrophizing Minority Presence," Paper presented at the *Society for Personality and Social Psychology*, New Orleans, LA.
- Jacqueline Rifkin, Cindy Chan, and Barbara Kahn\* (2019, December). "Wish You Were Here? How Seeing Social Media Photos of Brand Community Events Impacts Consumers' Brand Intentions," Paper presented at the *Journal of Consumer Research Future-of-Brands Conference*, New York, NY.
- Jacqueline Rifkin\*, Cindy Chan, and Barbara Kahn (2019, October). "Wish You Were Here? How Seeing Social Media Photos of Brand Community Events Impacts Consumers' Brand Intentions," Paper presented at the *Association for Consumer Research*, Atlanta, GA.
- Jacqueline Rifkin, Cindy Chan, and Barbara Kahn\* (2019, July). "The Effects of FOMO-Inducing Social Media Content on Consumer-Brand Relationships," Paper presented at the *Consumer Behavior Special Interests Group (CBSIG) Conference*, Bern, Switzerland.
- Jacqueline Rifkin, Cindy Chan\*, and Barbara Kahn (2019, June). "FOMO: How the Fear of Missing Out Leads to Missing Out," Paper presented at the *ISMS Marketing Science Conference*, Rome, Italy.
- Jacqueline Rifkin\*, Kelley Gullo, and Keisha Cutright (2019, April). "Time to Stop and Smell the Roses: How Time Perceptions Shape Self-Gifting Attitudes," Paper presented at *Carolina Research in Social and Personality Psychology Conference*, Durham, NC.
- Winner of Best Symposium Talk Award

- Jacqueline Rifkin\* and Keisha Cutright (2018, October). "Understanding Consumers' Experiences of Busyness and Idleness," Paper presented at the *Association for Consumer Research*, Dallas, TX
- Jacqueline Rifkin\*, Katherine Crain, and Jonah Berger (2018, October). "Penny for Your Preferences: Leveraging Self-Expression to Increase Prosocial Giving," Paper presented at the *Association for Consumer Research*, Dallas, TX
- Jacqueline Rifkin, Katherine Crain\*, and Jonah Berger (2018, February). "Penny for Your Preferences: Leveraging Self-Expression to Increase Prosocial Giving," Paper presented at the *Society for Consumer Psychology*, Dallas, TX
- Jacqueline Rifkin\*, Cindy Chan, and Barbara Kahn (2018, February). "The Effects of FOMO-Inducing Social Media Content on Consumer-Brand Relationships," Paper presented at the *Society for Consumer Psychology*, Dallas, TX
- Jacqueline Rifkin\* and Jordan Etkin (2017, October). "How Variety in Self-Expression Undermines Self-Continuity," Paper presented at the *Association for Consumer Research*, San Diego, CA.
- Jacqueline Rifkin\* and Jordan Etkin (2017, February). "How Variety in Self-Expression Undermines Self-Continuity," Paper presented at the *Society for Consumer Psychology*, San Francisco, CA.
- Jacqueline Rifkin\*, Cindy Chan, and Barbara Kahn (2017, January). "FOMO: How the Fear of Missing Out Leads to Missing Out," Poster and data blitz presented at the *Society for Personality and Social Psychology Judgment and Decision-Making Preconference*, San Antonio, TX.
- Winner of Student Paper Award
- Jacqueline Rifkin\*, Cindy Chan, and Barbara Kahn (2017, January). "FOMO: How the Fear of Missing Out Leads to Missing Out," Poster presented at the *Society for Personality and Social Psychology*, San Antonio, TX.
- Runner-Up for SPSP Graduate Student Poster Award
- Jacqueline Rifkin\* and Jonah Berger (2016, October). "How Everyday Items Become Treasures," Paper presented at the *Association for Consumer Research*, Berlin, Germany.
- Jacqueline Rifkin\* and Katherine Crain\* (2016, April). "Can Your Preference for Puppies Over Kittens Change How Much You Tip?" Paper presented at *GradX*, Durham, NC.
- Jacqueline Rifkin\* and Jordan Etkin (2016, February). "The Trouble with Trying It All: When Variety Decreases Future-Self Connectedness," Paper presented at the *Society for Consumer Psychology*, St. Petersburg, FL.
- Jacqueline Rifkin\*, Cindy Chan, and Barbara Kahn (2016, February). "FOMO: How the Fear of Missing Out Leads to Missing Out," Paper presented at the *Society for Consumer Psychology*, St. Petersburg, FL.
- Jacqueline Rifkin\*, Cindy Chan, and Barbara Kahn (2015, October). "FOMO: How the Fear of Missing Out Leads to Missing Out," Paper presented at the *Association for Consumer Research*, New Orleans, LA.
- Jacqueline Rifkin\*, Cindy Chan, and Barbara Kahn (2015, April). "FOMO: How the Fear of Missing Out Leads to Missing Out," Paper presented at *Carolina Research in Social Psychology Conference*, Durham, NC.

## CHAired CONFERENCE SYMPOSIA

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Rifkin, Jacqueline and Kelley Gullo Wight (2021, October). "Treat Yourself (but Not Myself): Unearthing Discrepant Beliefs about Self-Care, Leisure, and Self-Gifting," *Association for Consumer Research*, Seattle, WA (virtual).

Rifkin, Jacqueline (2018, October). "Can Money (and Time) Buy Happiness? A Resource Approach to Understanding Happiness," *Association for Consumer Research*, Dallas, TX.

Gullo, Kelley and Jacqueline Rifkin (2017, October). "Me, Myself, and My Variety: Exploring the Relationship Between Variety and the Self," *Association for Consumer Research*, San Diego, CA.

Gullo, Kelley and Jacqueline Rifkin (2017, February). "360 Degrees of Variety: The Dynamic Relationship of Variety Preference and Perceptions," *Society for Consumer Psychology*, San Francisco, CA.

Rifkin, Jacqueline (2016, October). "Nonconsumption," *Association for Consumer Research*, Berlin, Germany.

Rifkin, Jacqueline (2016, February). "The Potential Pitfalls of Experiential Consumption," *Society for Consumer Psychology*, St. Petersburg, FL.

Rifkin, Jacqueline (2016, February). "Flashing Forward: Antecedents and Consequences of Future-Self Connectedness," *Society for Consumer Psychology*, St. Petersburg, FL.

## SERVICE

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*Seminar & Research Camp Committees*, SC Johnson College of Business Marketing Area, 2022-2024

*Conference Program Committee*, Society for Consumer Psychology, 2023, 2024

*Search Committee*, UMKC, Marketing and Supply Chain Management department, 2022

*Ad-Hoc Reviewer*, Psychology & Marketing, 2023 - present

Journal of Consumer Research, 2023 – present

Marketing Letters, 2023 - present

International Journal of Research in Marketing, 2022 - present

Journal of Consumer Behaviour, 2021 - present

Journal of Marketing, 2020 - present

Journal of Marketing Research, 2020 - present

*Co-Founder*, Fuqua's Society to Advance Gender Equality (STAGE), 2018 - 2020

*Co-Organizer*, Carolina Research in Social & Personality Psychology Conference (CRISPP), 2017

*Ad-Hoc Reviewer*, Association of Consumer Research, Society for Consumer Psychology

*Student Coordinator*, Duke University, Marketing PhD Admit Day (Recruiting), 2017

## PROFESSIONAL AFFILIATIONS

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Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

Society for Personality and Social Psychology (SPSP)

INDUSTRY EXPERIENCE

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The Marketing Audit – Research Analyst	2010 – 2014
Marketing and Planning Services (MaPS) – Research Analyst	2011
Sage Communications Partners – Communications and Public Relations Intern	2010