

JACQUELINE R. RIFKIN

SC Johnson College of Business | Cornell University
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EMPLOYMENT

- 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

- 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

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

ACCEPTED PAPERS & PUBLICATIONS (* denotes equal first authors)

1. **Rifkin, Jacqueline R.**, Cindy Chan, and Barbara E. Kahn (forthcoming), "Anxiety about the social consequences of missed group experiences intensifies FOMO (the Fear of Missing Out)," *Journal of Personality and Social Psychology*.
 - i. Media coverage: *SPSP News*, *Hidden Brain Newsletter*, *PsyPost*, *Science Unscripted (Deutsche Welle)*, *Radio New Zealand*, *Friends After College (Podcast)*, *Wall Street Journal*, *Hidden Brain (NPR Podcast)*; *Duke Magazine*, *Body and Soul (Swedish National Radio)*
2. **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.
3. **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*
4. **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: *Cornellians Newsletter*, *Stacker*, *Think (NPR KERA Dallas)*, *Cornell Chronicle*, *Discover Magazine*, *Hidden Brain Newsletter*, *News at IU*, *Healthline*, *WBBM Newsradio*, *additional broadcasts on local news in major US cities*
5. 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)
6. **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: *Apartment Therapy, Radio New Zealand, Mental Health TV Network, 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*
7. **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*
8. **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)

9. Melanie Brucks*, **Jacqueline R. Rifkin***, and Jeff S. Johnson, "Minor Audiovisual Glitches Undermine Virtual Communication," invited revision at *Nature*.
10. **Rifkin, Jacqueline R.***, Grant E. Donnelly*, and Siyuan Yin*, "First Impression or Frequent Flyer? The Persuasive Effect of Customer Tenure Claims in Online WOM," revising for resubmission.
11. **Rifkin, Jacqueline R.***, Rebecca Ponce de Leon*, and Eesha Sharma*, "The Social Penalty of Prioritizing Emotional Well-Being," working paper.
12. **Rifkin, Jacqueline R.**, Francesca Valsesia, and Keisha M. Cutright, "'The Same Thing Happened to Me!': Exploring Divergent Outcomes of Experience Ubiquity," working paper.
13. **Rifkin, Jacqueline R.***, Anja Schanbacher*, and Nazli Gurdamar*, "Perceived Durability of Experiences," working paper.
14. **Rifkin, Jacqueline R.**, Katherine M. Du, and Keisha M. Cutright, "Spontaneity in Apologies," working paper.

RESEARCH IN PROGRESS (^ denotes PhD student supervisee)

- "Consumer Responses to Supply Chain Disruptions," with Terry Zhang and Ruouo Li.
- "Deferred Bill-Splitting Interferes with Social Relationships," with Wenjie Han^.
- "Gender and Accusations of Copying Others' Ideas" with Devon Proudfoot.
- "Busyness and Friendship," with Pooja Somasundaram.

NON-ACADEMIC PUBLICATIONS (* denotes equal first authors)

1. Rifkin, Jacqueline R., Cindy Chan, and Barbara Kahn (forthcoming). Title TBD. *The Conversation*
2. Rifkin, Jacqueline R. (May 2024). [The Downside of Delayed Gratification](#). *Wall Street Journal*
 - i. Cover story of Wealth Management print section
3. 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*
4. 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*
5. 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
6. Rifkin, Jacqueline R.* and Katherine M. Du* (July 2021). [Boost donations by harnessing the power of self-expression](#). *Advancing Philanthropy*.
7. Rifkin, Jacqueline R. (August 2020). [Raising money by requesting a “penny for your preferences.”](#) *UMKC Bloch Idea Bar*.

HONORS & AWARDS

- 2024 Johnson Programs Teaching Honor Roll AY 2023-24 (course or instructor rating in ≥60th percentile)
Co-Principal Investigator, Cornell Center for Social Sciences Seed Grant (\$9,800), with Devon Proudfoot
- 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

- 2025 University of Texas at Austin, PhD Seminar in Consumer Behavior
- 2024 Cornell University, Proseminar in Affective and Clinical Science
Simpson Thacher & Bartlett LLP Women's Initiative
- 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

- 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

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

PEER-REVIEWED CONFERENCE PRESENTATIONS (* denotes presenting author)

Jacqueline R. Rifkin*, Melanie Brucks, and Jeff Johnson (2024, December). "Audiovisual Glitches Undermine Virtual Communication," Paper presented at the *MarkTech Conference*, New York, NY.

Jacqueline R. Rifkin*, Rebecca Ponce de Leon, and Eesha Sharma (2024, September). "The Emotional Health Tax," Paper presented at the *Association for Consumer Research*, Paris, France.

- Jacqueline R. Rifkin*, Melanie Brucks, and Jeff Johnson (2024, June). "Audiovisual Glitches Undermine Virtual Communication," Paper presented at the *Consumer Behavior Special Interest Group (CB SIG)*, Vienna, Austria.
- 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

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

Seminar & Research Camp Committees, SC Johnson College of Business Marketing Area, 2022-2025

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

Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

Society for Personality and Social Psychology (SPSP)

INDUSTRY EXPERIENCE

The Marketing Audit – Research Analyst 2010 – 2014

Marketing and Planning Services (MaPS) – Research Analyst 2011

Sage Communications Partners – Communications and Public Relations Intern 2010