

# Jessica Gamlin

Assistant Professor of Marketing

University of Oregon, Lundquist College of Business

jgamlin@uoregon.edu

---

## 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
---	--------------

---

## RESEARCH INTERESTS

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

---

## ACADEMIC 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>.

---

## WORKING PAPERS

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

Gamlin, Jessica and Danielle Brick, "Novel Brands." *Manuscript in Preparation for the Journal of Marketing Research*.

Gamlin, Jessica and Neal J. Roese, "Regrets of Consumer Spending." *Manuscript in Preparation for the Journal of Marketing*.

Meng, Matthew and Jessica Gamlin, "Revisiting the Macbeth Effect." *Manuscript in Preparation for the Journal of Consumer Psychology*.

Gamlin, Jessica and Aparna A. Labroo, "Self-Sabotaging: Preferences for Less Instrumental Means During Goal Pursuit," (Dissertation Chapter 1). *Manuscript in Preparation for the Journal of Personality and Social Psychology*.

Gamlin, Jessica and Aparna A. Labroo, "Enhancing the Ego Through Choice of Less Effective Products," (Dissertation Chapter 2). *Manuscript in Preparation*.

Gamlin, Jessica, "Consumer Minimalism." *Running Studies*.

Gamlin, Jessica, "Self-Handicapping versus Self-Sabotaging."

## INVITED TALKS

---

"Self-Sabotaging in Consumer Goal Pursuit"	
<i>University of Oregon</i> , Eugene, OR	2018
<i>INSEAD</i> , Fontainebleau, France	2018
<i>Penn State University</i> , State College, PA	2018
<i>University of Iowa</i> , Iowa City, IO	2018
<i>Loyola Marymount University</i> , Los Angeles, CA	2018

## CONFERENCE TALKS

---

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, 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
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-Present
Northwestern Conference Travel Grant	2016
HEC Excellence Scholarship	2011
Forté Foundation Fellowship	2011

## PROFESSIONAL SERVICE

---

### Ad-Hoc Reviewer

*Journal of Consumer Psychology*  
*Journal of Marketing Research*  
*Journal of the Association for Consumer Research*

Group Leader for Doctoral Workshops at the Kellogg on Designing Studies for Research Progress and Application Conference (2020), Northwestern University, Kellogg School of Management (via Zoom).

## TEACHING

---

MKTG 311: Marketing Management Spring 2020-Present

## SELECT PROFESSIONAL AND INTERNATIONAL EXPERIENCE

---

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

**Language Skills:** Proficient in French and Wolof; Knowledge of basic Turkish