

Jessica Gamlin

Assistant Professor of Marketing

University of Oregon, Lundquist College of Business

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ACADEMIC APPOINTMENTS

University of Oregon Lundquist College of Business

Assistant Professor of Marketing

2019-Present

EDUCATION

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

2019

MBA, HEC Paris

2012

B.A., Economics, University of Pennsylvania

2006

RESEARCH

My research bridges **marketing, psychology, and technology** to examine how **consumer goals and motivation** connect to **branding, advertising, identity, and social influence**.

PEER REVIEWED PUBLICATIONS

Gamlin, Jessica and Danielle J. Brick (2025), "Means-Goal Conflict and Novel Brand Choice," *Journal of Consumer Research*, 52(3), 619–638. [doi:10.1093/jcr/ucae070](https://doi.org/10.1093/jcr/ucae070)

Gamlin, Jessica and Maferima Touré-Tillery (2024), "The Bad Influencer Effect," *Journal of the Academy of Marketing Science*, 53, 1012–1033. [doi:10.1007/s11002-023-09689-0](https://doi.org/10.1007/s11002-023-09689-0)

Meng, Matthew and **Jessica Gamlin** (equal authorship) (2024), "Sexually Explicit Advertisements Boost Consumer Recycling Due to Moral Cleansing Goal Activation," *Marketing Letters*, 35, 205–218. [doi:10.1007/s11002-023-09689-0](https://doi.org/10.1007/s11002-023-09689-0)

Gamlin, Jessica, Rachel 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," *Journal of the Association for Consumer Research*, 4(1), 87-96. [doi:10.1086/700844](https://doi.org/10.1086/700844)

BOOK CHAPTERS

Gamlin, Jessica and Maferima Touré-Tillery (2023), “Consumer Goals and Motivation,” in *The Cambridge Handbook of Consumer Psychology (2nd Edition)*, eds. Cait Lamberton, Derek D. Rucker and Stephen A. Spiller, Cambridge, UK: Cambridge University Press. [ISBN: 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, and Catalina Kopetz, Oxford, UK: Oxford University Press. [doi:10.1093/oso/9780197687468.001.0001](#)

WORKING PAPERS AND WORKS IN PROGRESS

Frank, Abby*, **Jessica Gamlin** and John A. Clithero, “Bot-Driven Stockouts and Negative Word of Mouth,” under review.

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

Tran, Chi*, Andrew Edelblum*, John Lancaster*, and **Jessica Gamlin**, “The Perils of Cryptocurrency for Consumers” — *Funded by a Consumer Protection Grant from the University of Oregon School of Law and Oregon Consumer Justice*.

Gamlin, Jessica and Maferima Touré-Tillery, “Psychological Stuckness in Goal Challenges.”

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

Gamlin, Jessica and Rachel Miller-Moudgil*, “Identity Conflict and Possession Disposal.”

Gamlin, Jessica, “Measuring Motivation.”

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

Gamlin, Jessica, “Properties of Annual Goal Setting.”

* Denotes current or former University of Oregon doctoral student.

CONFERENCE PRESENTATIONS

Edelblum, Andrew**, Chi Tran, John Lancaster, and **Jessica Gamlin** (2025), “Falling PREY: How Vulnerable Consumers Use Cryptocurrency to Circumvent the System,” *American Marketing Association Public Policy Conference*, Washington, D.C.

Cannon, Chris, Sharlene He**, Xiaomeng Fan, **Jessica Gamlin**, Rebecca Krause-Galoni, and Chelsea Galoni (2025), “Liquid and Solid Consumption,” *Administrative Sciences Association of Canada*, Waterloo, Ontario, Canada.

- 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-Moudgil (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 Science 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.

** Presenter, if not Gamlin.

INVITED PRESENTATIONS

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

CONFERENCE POSTERS

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-Moudgil, 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.

** Presenter, if not Gamlin.

MEDIA COVERAGE

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>

RESEARCH AWARDS AND FELLOWSHIPS

Research Awards and Grants

Lundquist College of Business, Goulet Outstanding Research Award	2024–25
A-Level Journal Revise and Resubmit Department Funding Award (\$500 each)	
• 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 (\$3,000)	2023
Lundquist Dean's Office, Supplemental Research Fund (\$13,000)	2023
The John and Emiko Kageyama Endowment Fund (\$2,000)	2021
The John and Emiko Kageyama Endowment Fund (\$2,000)	2020
ACR/Sheth Foundation Dissertation, Public Purpose Grant Winner	2018
Utah State, Emerging Marketing Scholars Symposium, Best Student Paper Award	2017
SPSP Conference, Best Student Poster Award	2017
SPSP Conference, Travel Grant	2017
Northwestern University, Conference Travel Grant	2016

Academic Scholarships and Fellowships

Northwestern Graduate Fellowship	2014–2019
HEC Excellence Scholarship (€17,000)	2011
Forté Foundation Fellowship (€10,000)	2011

SERVICE

SERVICE TO THE UNIVERSITY

Dissertation Committees

Jessica Canfield, Marketing Department, Member
 Woocheol Kim, Marketing Department, Member
 Faria Shaikh, School of Journalism, Outside Member
 Murat Kezer, Psychology Department, Outside Member

Marketing Department Service

Course Transfer Equivalency Evaluator	2021–2023
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Lundquist College of Business Service

Faculty Advisor, Women in Business Club	2022–Present
Co-Director, Business Research Institute (since renamed: Insights Research Lab)	2022–2024
Stewart Award Selection Committee Member	2021

University of Oregon Service

University of Oregon Police Department Complaint Review Committee	2020–2022
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SERVICE TO THE FIELD

Editorial Review Board

Journal of Consumer Psychology	2023–Present
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Ad-Hoc Journal Reviewer

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

Society for the Science of Motivation (SSM) Service

Executive Council, Member-at-Large	2024–Present
Conference Co-Chair, Annual Meeting, San Francisco, CA	2024
Conference Co-Chair, Annual Meeting, Washington, DC	2023
Program Committee Member, Annual Meeting, Chicago,	2022
Conference Session Chair, “Ready to Make a Change?”, Annual Meeting, Chicago, IL	2022

Conference Service

Doctoral Workshop Leader, “Kellogg on Designing Studies for Research Progress and Application” Conference	2020
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TEACHING

Teaching Awards

Excellence in Undergraduate Teaching Award	2021–2022
Excellence in Undergraduate Teaching Award	2023–2024
<i>Voted by undergraduate business students as the instructor who, “offered you the best possible learning experience and who you would absolutely recommend to your fellow students.”</i>	

Student Advising

Clark Honors College Thesis Advisor, Mady Kleidosty	2025–Present
Dissertation Committee Member, Murat Kezer	2025–Present
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	2022–2025
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

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 (Capstone course for Lundquist marketing concentration)
Winter & Spring 2022, Spring 2023, Winter & Spring 2024, Spring 2025

MKTG 605: Identity in Consumer Behavior (Independent Study)
Spring 2022: Supervised PhD Student Rachel Miller-Moudgil

MKTG 605: Mediation and Moderation Methods for Consumer Behavior (Independent Study)
Winter 2023: Supervised PhD Students Rachel Miller-Moudgil & Abby Frank

SELECT PROFESSIONAL EXPERIENCE

Pre-Academic Employment

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

Language Skills

French (intermediate), Wolof (basic), Turkish (basic)