

JESSE WALKER

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Current Position

The Ohio State University, Fisher College of Business 2019 – Present
Assistant Professor of Marketing

Education

Cornell University 2014 – 2019
PhD Program in Social and Personality Psychology
Committee Chair: Thomas Gilovich

University of Colorado at Boulder 1999 – 2003
BA with Distinction, Quantitative Economics
Mathematics Minor
Certificate in Actuarial Science

Publications

- Jin, J., Walker, J., Reczek, R. (Forthcoming). Avoiding embarrassment online: Preference for and inferences about chatbots when purchases activate self-presentation concerns. *Journal of Consumer Psychology*.
- Costello, J., Walker, J., Reczek, R. (2023). "Choozing" the best spelling: Consumer reactions to unconventionally spelled brand names. *Journal of Marketing*, 87(6), 889-905.
- Welker, C., Walker, J., Boothby, E., and Gilovich, T. (2023). Pessimistic assessments of ability in everyday conversation. *Journal of Applied Social Psychology*, 53(7), 555-569.
- Davidai, S., and Walker, J. (2022). Americans misperceive racial disparities in economic mobility. *Personality and Social Psychology Bulletin*, 48(5), 793-806.
- Krosch, A. R., Park, S. J., Walker, J., and Lisner, A. R. (2022). The threat of a majority-minority US alters white Americans' perception of race. *Journal of Experimental Social Psychology*, 99.
- Walker, J., Tepper, S. J., and Gilovich, T. (2021). People are more tolerant of inequality when it is expressed in terms of individuals rather than groups at the top. *Proceedings of the National Academy of Sciences*, 118(43).
- Walker, J., and Gilovich, T. (2021). The Streaking Star Effect: Why people want dominant performance by individuals to continue more than identical performance by groups. *Journal of Personality and Social Psychology*, 120(3), 559-575.
- Walker, J., Risen, J. L., Gilovich, T., and Thaler, R. (2018). Sudden-death aversion: Avoiding superior options because they feel riskier. *Journal of Personality and Social Psychology*, 115(3), 363-378.
- Walker, J., Kumar, A., and Gilovich, T. (2016). Cultivating gratitude and giving through experiential consumption. *Emotion*, 16(8), 1126-1136.

Popular Publications

Walker, J., Risen, J. L., Gilovich, T., & Thaler, R. (2018). Force overtime? Or go for the win? *The New York Times*.

Manuscripts Under Review and Revision

MacDonald, T., Walker, J., Donnelly, G., Brough, A., Morewedge, C. (2024). Opportunity accounting: The mental accounting of intertemporal consumption. *Under review*.

Ramos, J., Walker, J., Van Boven, L. (2024). I'm sure no one here is infected: Segregating events improves judgment of disjunctive risk. *Under review*.

Walker, J., Haltman, C. (2024). Counter-projection of political orientation onto the elite decreases satisfaction with democracy. *Under review*.

Working Papers

Phillip-Muller, A., Walker, J., Reczek, R. (2024). Two heads are better than one: How framing scientists as communal improves consumer support for scientists and their findings. *Manuscript in preparation*.

MacDonald, T., Walker, J. (2024). The George Banks Effect: Consumers prefer dominated options to avoid booking losses to their mental accounts. *Manuscript in preparation*.

- Finalist, Best Working Paper, 2023 Society for Consumer Psychology Conference

Walker, J., Boothby, E., Gilovich, T. (2024). Silence is not golden: People disproportionately blame themselves for lulls in conversation. *Manuscript in preparation*.

Honors and Awards

Finalist, Best Working Paper, 2023 Society for Consumer Psychology Conference
Student Paper Award (Streaking Star Effect), 2018 Judgment and Decision Making Pre-Conference
Student Paper Award (Sudden-Death Aversion), 2016 Judgment and Decision Making Pre-Conference
Sage Fellowship, Cornell University (2014-2019)
National Science Foundation, Graduate Student Research Fellowship, Honorable Mention
SPSP Graduate Student Travel Award, 2018
Student Travel Award, Judgment and Decision Making Pre-Conference 2016, 2018
Student Travel Award, Cornell Psychology Department, 2018
Graduate Student Travel Grant, Cornell University (2016, 2017, 2018)
Inductee, Phi Beta Kappa
University of Colorado Legacy Alumni Scholarship
State of Colorado Merit Grant

OTHER PROFESSIONAL AWARDS:

RIAA Platinum Single for one million downloads of the single, "Handlebars"
SESAC Radio Activity Award
Denver Mayor's Award for Excellence in the Arts
Cesar Chavez Award for Peace and Justice

Conference Presentations

Walker, J., Haltman, C. (October, 2023). Counter-Projection of political orientation onto elites reduces satisfaction with democracy. Paper to be presented at Association for Consumer Research Conference, Seattle, WA.

Phillip-Muller, A., Walker, J., Reczek, R. (October, 2023). Two heads are better than one: How framing scientists as communal improves consumer support for scientists and their findings. Paper to be presented at Association for Consumer Research Conference, Seattle, WA.

Phillip-Muller, A., Walker, J., Reczek, R. (June, 2023). Two heads are better than one: How framing scientists as communal improves consumer support for scientists and their findings. Paper presented at AMA Marketing and Public Policy Conference, Arlington, VA.

Phillip-Muller, A., Walker, J., Reczek, R. (February, 2023). Two heads are better than one: How framing scientists as communal improves consumer support for scientists and their findings. Paper presented at Attitudes and Social Influence Pre-conference, Society for Personality and Social Psychology Conference annual meeting, Atlanta, GA.

Jin, J., Walker, J., Reczek, R. (2022, October). Feeling less embarrassed with a bot: Why consumers prefer chatbots when purchases activate self-presentation concerns. Paper presented at the Association for Consumer Research Annual Meeting, Denver, CO.

Bunosso, I., Walker, J., Goodman, J., Malkoc, S. (2022, October). "Experientialistic" consumption: The causes and consequences of consuming experiences in a materialistic way. Paper presented at the Association for Consumer Research Annual Meeting, Denver, CO.

Costello, J., Walker, J., Reczek, R. (2022, March). *Challenging the conventional wisdom behind unconventional brand names*. Paper presented at the Society for Consumer Psychology Annual Meeting, Online.

Walker, J., Jin, J., Reczek, R. (2022, March). Conversations with Machines: The impact of self-presentation concerns on Consumer engagement when interacting with chatbots vs human service providers. Paper presented at the Society for Consumer Psychology Annual Meeting, Online.

MacDonald, T., Walker, J. (2022, March). *Waste not, wait a lot: Consumers delay consumption of expensive products to avoid feeling wasteful*. Paper presented at the Society for Consumer Psychology Annual Meeting, Online.

Phillip-Muller, A., Walker, J., Reczek, R. (2022, March). *When scientists go rogue: how belief framing influences conservative consumers' interest in scientific products*. Paper presented at the Society for Consumer Psychology Annual Meeting, Online.

Ramos, J., Walker, J., Van Boven, L. (2022, March). *Consumer judgment of disjunctive risk*. Paper presented at the Society for Consumer Psychology Annual Meeting, Online.

Costello, J., Walker, J., Reczek, R. (2021, October). *Challenging the conventional wisdom behind unconventional brand names*. Paper presented at the Association for Consumer Research Annual Meeting, Online.

MacDonald, T., Walker, J. (2021, October). *Waste not, wait a lot: Consumers delay consumption of expensive products to avoid feeling wasteful*. Paper presented at the Association for Consumer Research Annual Meeting, Online.

Mrkva, K., Walker, J. (2021, October). *Effort accounting: Consumers prefer to spend hard earned money on long lasting purchases*. Paper presented at the Association for Consumer Research Annual Meeting, Online.

Walker, J., Tepper, S., Gilovich, T. (2021, October). *People are more tolerant of inequality when it is expressed in terms of individuals rather than groups at the top*. Paper presented at the Association for Consumer Research Annual Meeting, Online.

MacDonald, T., Walker, J. (2020, December). *Waste not, wait a lot: Consumers delay consumption of expensive products to avoid feeling wasteful*. Paper presented at the Society for Judgment and Decision Making Annual Meeting, Online.

Walker, J., Gilovich, T. (2020, March). *The Streaking Star Effect: Why People Prefer Individual Streaks of Success to Continue More than Identical Streaks by Groups*. Paper presented at the Society for Consumer Psychology Annual Meeting, Huntington Beach, CA.

Walker, J., Ferguson, M. (2019, October). *The Cult of the Mad Genius: Understanding Consumer Preferences for the Art of Immoral Artists*. Paper presented at the Association for Consumer Research Annual Meeting, Atlanta, GA.

Boothby, E., Walker, J., Welker, C., Gilovich, T. (2019, February). *The fraughtness of everyday conversation: Other-serving attributions for the high and low points of informal conversation*. Paper presented at the Society of Personality and Social Psychology Annual Meeting, Portland, OR.

Walker, J., Gilovich, T. (2018, October). *The Streaking Star Effect: Why People Prefer Individual Streaks of Success to Continue More than Identical Streaks by Groups*. Paper presented at the Association for Consumer Research Annual Meeting, Dallas, TX.

Walker, J., Gilovich, T. (2018, March). *The Streaking Star Effect*. Paper presented at the Society for Personality and Social Psychology JDM Pre-conference, Atlanta, GA.

Welker, C., Walker, J., Gilovich, T. (2018, March). *Silence is not Golden: The Fraughtness of Everyday Conversation*. Poster presented at the Society for Personality and Social Psychology JDM Pre-conference, Atlanta, GA.

Walker, J., Risen, J., Gilovich, T., Thaler, R. (2017, May). *Sudden Death Aversion*. Paper presented at the Five College Conference, New York, NY.

Kumar, A., Walker, J. T., & Gilovich, T. (2017, February). *Cultivating Gratitude and Giving Through Experiential Consumption*. Paper presented at the Society for Consumer Psychology Annual Meeting, San Francisco, CA.

Walker, J., Risen, J., Gilovich, T., Thaler, R. (2017, January). *Sudden Death Aversion*. Paper presented at the Society for Personality and Social Psychology Annual Meeting, San Antonio, TX.

Kumar, A., Walker, J. T., & Gilovich, T. (2017, January). *Cultivating Gratitude and Giving Through Experiential Consumption*. Paper presented at the Society for Personality and Social Psychology Annual Meeting, San Antonio, TX.

Walker, J., Risen, J., Gilovich, T., Thaler, R. (2016, November). *Sudden Death Aversion*. Paper presented at the Society for Judgment and Decision Making Conference, Boston, MA.

Kumar, A., Walker, J. T., & Gilovich, T. (2016, October). *Cultivating Gratitude and Giving Through Experiential Consumption*. Paper presented at the Association for Consumer Research Annual Meeting, Berlin, DE.

Kumar, A., Walker, J. T., & Gilovich, T. (2016, June). *Cultivating Gratitude and Giving Through Experiential Consumption*. Paper presented at the Behavioral Decision Research in Management Conference, Toronto, ON.

Walker, J., Gilovich, T. (2016, January). *Sudden Death Aversion*. Paper presented at the Society for Personality and Social Psychology JDM Pre-conference, San Diego, CA.

Walker, J., Kumar, A., Gilovich, T. (2016, January). *Experiential Consumption Fosters Gratitude and Pro-Social Behavior*. Poster presented at the Society for Personality and Social Psychology, San Diego, CA.

Walker, J., Kumar, A., Gilovich, T. (2015, November). *Cultivating Gratitude and Giving through Experiential Consumption*. Poster presented at the Society for Judgment and Decision Making, Chicago, IL.

Walker, J., Mrkva, K., Van Boven, L. (2014, February). *Differential Endowment Effects for Experiential and Material Gift Cards*. Poster presented at the Society for Personality and Social Psychology JDM preconference, Austin, TX.

Invited Talks

TEDx Ohio State University
Virginia Tech University
The Ohio State University, *Decision Sciences*
Harvard Business School, *Negotiations, Organizations, & Markets*
University of Oregon, *Department of Marketing*
University College Dublin, *Department of Marketing*
The Ohio State University, *Department of Marketing*
Cornell University, *Department of Psychology*

Courses Taught

- Consumer Behavior, M&L 4201 (Undergrad) and M&L 7202 (MBA), Spring 2020, Spring 2021, Spring 2022, Spring 2023
 - Avg student evaluations 4.9/5.0
 - Student testimonials:

“Professor Walker is the best professor I have ever had – by far. He is passionate, engaging, and very good at getting the class to think for themselves. I enjoyed coming to his class every day. Thank you for all you've done! Because of you, I am so excited about my major and my future.”

“Not only is this my favorite class I've taken at OSU so far, but Professor Walker is by far my favorite professor. He stayed on time with the subject matter, he taught it in a way that was both easy to understand and entertaining, he was always more than willing to help, and he always communicated any changes that were needed. When we switched to online learning, I actually enjoyed watching his lecture videos as he still somehow found a way to be entertaining while he delivered the material. After this course, I hope to use what I have learned in it in my future career one day.”

“Professor Walker has been the best instructor that I've had throughout my college career. He truly knows how to create an atmosphere where no one is afraid to share their opinion on a topic, and that helps in the learning process all the more. I only wish I could have him as a professor in more classes.”

Service

Ad hoc reviewer for:

- Journal of Marketing
- Journal of Marketing Research
- Journal of Personality and Social Psychology
- Management Science
- Personality of Social Psychology Bulletin
- Decision Science

Industry Experience

- President, Song Writer, Bassist at Flobots Music LLC, 2005 – 2014
 - Led small local band from start-up to gross revenue of \$1.5 million
 - Managed entire business from 2006-2008 and from 2010-2012, which included strategic planning, domestic and international booking, marketing strategy, staff hiring, budgeting, and accounting
 - Signed to Universal Republic Records and Sony ATV Publishing in 2008
 - Co-wrote 36 published song titles, co-produced 30-song titles
 - Appeared as musical guest on *The Tonight Show with Jay Leno*, *Late Night with Conan O'Brian*, *Last Call with Carson Daily*, *NPR's eTown*, and the *BBC Radio 1 Live Lounge*

- Senior Pricing Analyst, Safeco Insurance Company, 2003 – 2006
 - Responsible for re-designing and competitively pricing Safeco's \$30m watercraft and \$180m motorcycle products
 - Worked with state regulators to pass rate changes
 - Led training seminars for sales people and underwriters on Safeco's motorcycle and watercraft product

