

JESSE WALKER

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Current Position

The Ohio State University, Fisher College of Business 2019 –
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

- Walker, J., Gilovich, T. (In press). 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*.
- Walker, J., Risen, J. L., Gilovich, T., & 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., & 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

- Davidai, S., Walker, J. (2020). Americans Misperceive Racial Disparities in Economic Mobility. *Manuscript under review*.
- Walker, J., Boothby, E., Gilovich, T. (2020). Silence is not Golden: People Disproportionately Blame Themselves for Gaps in Conversation. *Manuscript under review*.
- Welker, C., Boothby, E., Walker, J., & Gilovich, T. (2020). Pessimistic assessments of ability in everyday conversation. *Manuscript under review*.

Working Papers

MacDonald, T., Walker, J. (2020). The George Banks Effect: Consumers prefer to pay more for less to avoid feeling wasteful. *Manuscript in preparation.*

MacDonald, T., Walker, J. (2020). Waste not, wait a lot: Consumers delay consumption of expensive purchases to reduce feelings of wastefulness. *Manuscript in preparation.*

Walker, J., Ritchie, E., Ferguson, M. (2020). The Cult of the Mad Genius: Understanding Consumer Reactions to the Art of Immoral Artists. *Manuscript in Preparation.*

Walker, J., Tepper, S., Gilovich, T. (2020). Why framing inequality as discrepancies between groups (rather than individuals) increases support for redistribution. *Manuscript in Preparation.*

Select Work in Progress

Consumers trust products made by individuals more than identical products made by groups (with John Costello).

Effort accounting: Consumers prefer to spend hard earned money on long lasting purchases (with Kellen Mrkva)

Framing inequality in terms of consumption (rather than income) decreases support for inequality (with Shai Davidai).

Low status consumers are more “projectable” (with Leaf Van Boven).

Honors and Awards

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., 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 Association 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 to be 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

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, Spring 2020
 - Avg student evaluations 4.9/5.0
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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

