RACHEL GERSHON

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EMPLOYMENT

UC Berkeley **2023 - Present**
Assistant Professor of Marketing, Haas School of Business
Affiliate, Institute of Personality and Social Research

UC San Diego, Rady School of Management **2019 - 2023**
Assistant Professor of Marketing

EDUCATION

Washington University in St. Louis, Olin Business School **2014 - 2019**
PhD, Marketing

Washington University in St. Louis. **2010 - 2014**
Bachelor of Arts and Science (Honors), 2014.
Major: Philosophy, Neuroscience, and Psychology. Minor: Public Health.

JOURNAL PUBLICATIONS

(† PhD student at time of publication, * equal contribution)

Kristen Duke*, Rachel Gershon*, and Ivuoma Onyeador, "The Promise of Ranked Choice Voting: Overcoming Electability Concerns to Increase Votes for Underrepresented Candidates." (Forthcoming, *Management Science*).

Kim, Michelle†, Rachel Gershon, Sydney Scott, Daniella Kupor, Tianqi Chen†, and Remi Trudel, (2026) "Less is More (Natural): The Effect of the Number of Ingredients on Consumer Perceptions and Preferences." *Journal of Marketing Research.*

Gershon, Rachel, Alicea Lieberman, and Sydney Scott, (2025) "Consumers Believe Legal Products are Less Effective Than Illegal Products." *Journal of Marketing Research.*
**Finalist, 2025 Journal of Marketing Research Paul E. Green/Vithala R. Rao Award*

Weingarten, Evan, Rachel Gershon, and Amit Bhattacharjee, (2025) "The Interpersonal Consequences of Community Gatekeeping." *Journal of Personality and Social Psychology.*

Park, Alexander, Cynthia Cryder, and Rachel Gershon, (2024) "Fighting Fiscal Awkwardness: How Relationship Strength Changes Individuals' Communication Approach When Resolving Interpersonal Debt." *Journal of Experimental Psychology: General.*

Moore, Don, Juliana Schroeder, Erica Bailey, Rachel Gershon, Josh Moore, Joe Simmons. (2024), Does thinking about God increase Acceptance of Artificial Intelligence in Decision Making? *Proceedings of the National Academy of Sciences* (Letter to the Editor).

Gershon, Rachel* and Zhenling Jiang* (2024), "Referral Contagion: Downstream Benefits of Customer Referrals." *Journal of Marketing Research.*

Gershon, Rachel, Cynthia Cryder and Katherine L. Milkman (2024), "Friends with Health Benefits: A Field Experiment." *Management Science.*

Fridman, Ariel*† and Rachel Gershon* (2023), "Reply to Kasper et al.: Identity threat is lower when supporting an opposing group member than an opposing group." *Proceedings of the National Academy of Sciences* (Letter to the Editor).

Gershon, Rachel* and Ariel Fridman*† (2022) "Individuals Prefer to Harm their Own Group rather than Help an Opposing Group." *Proceedings of the National Academy of Sciences.*
** SJDM Best Paper Award: Honorable Mention, 2025*

Fridman, Ariel†, Rachel Gershon, and Ayelet Gneezy (2022) "Increased Generosity under COVID-19 Threat." *Scientific Reports*.

Fridman, Ariel†, Rachel Gershon, and Ayelet Gneezy (2021) "COVID-19 and Vaccine Hesitancy: A Longitudinal Study." *Plos One,* 16 (4).

Gershon, Rachel, Cynthia Cryder, and Leslie K. John (2020) "Why Prosocial Referral Incentives Work: Reputational Benefits versus Action Costs." *Journal of Marketing Research*, 57 (1), 156-172.

Gershon, Rachel* and Rosanna K. Smith* (2020) "Twice-Told Tales: Self-Repetition Decreases Observer Assessments of Performer Authenticity." *Journal of Personality and Social Psychology,* 118 (2).

Gershon, Rachel and Cynthia Cryder (2018) "Goods Donations Increase Charitable Credit for Low-Warmth Donors," *Journal of Consumer Research,* 45 (2), 451–469.

PAPERS UNDER REVIEW & RESEARCH IN PROGRESS

Park, Alexander, Rachel Gershon, Marissa A. Sharif, "The Struggle is Real: Motivating Goal Pursuit by Normalizing Process Difficulty." *Revising for 2nd round review at Journal of Consumer Psychology.*

Bailey, Erica, Rachel Gershon, and Kristen Duke, "Shifts in the Perception of Social Progress Following the 2024 Election." (Under Review).

Gershon, Rachel, Cynthia Cryder, and Merriah Croston†, "Risky Business: The Risk-Reward Tradeoff is Different for Morally Relevant Companies."

Hillegass, Kathryn†, Jackie Silverman, Rachel Gershon, Frederik Riedel, and David Grüning, "The Good, The Bad, and the Streaky: A Field Experiment on How Highlighting Patterns of App

Use and Abstinence Affect Behavior." *Revising for 2nd round review at Journal of Consumer Research.*

Lieberman, Alicea, Rachel Gershon, and Jackie Silverman "The 'Snack' Bias: Breaking Activities into Smaller Chunks Reduces Perceived Effectiveness"

Gershon, Rachel, Anish Mitra, and Michael Ostacher, "Precision Marketing on Social Media Addresses Demographic Disparities in Mental Health Care Access."

Kim, Michelle†, Rachel Gershon, Robyn LeBoeuf, "The Paradox of Unlimited: Unlimited-Use Offers Lower Consumption."

Park, Alexander, Michael O'Donnell, and Rachel Gershon, "Customer Referrals: Appropriate to Receive, Inappropriate to Send?"

Cho†, Kristine, Rachel Gershon, and Zhenling Jiang, "Customer Referrals: A Review of the Literature and a Large-Scale Replication with 40 Million Customers"

ADDITIONAL PUBLICATIONS

Gershon, Rachel, Zhenling Jiang, Will Frazer, and Jitendra Gupta (2024), "Customer Referrals are Contagious," *Harvard Business Review*, https://hbr.org/2024/06/research-customer-referrals-are-contagious.

Smith, Rosanna and Rachel Gershon. (2020), "Repeating Yourself is Viewed as Inauthentic," *SPSP's Character and Context Blog*

HONORS AND AWARDS

SJDM Best Paper Award: Honorable Mention for "Individuals Prefer to Harm their Own Group rather than Help an Opposing Group," 2025

Finalist, Journal of Marketing Research Paul E. Green/Vithala R. Rao Award for "Consumers Believe Legal Products are Less Effective Than Illegal Products," 2025

Hellman Family Fund Faculty Grant, 2024

Center for Equity, Gender, and Leadership, UC Berkeley, Grant for "The Promise of Ranked Choice Voting: Can It Improve Diverse Representation?" $9,050 (Co PIs Kristen Duke and Ivuoma Onyeador), 2023

Marketing Science Institute, Young Scholar, 2023

Institute for Gender and the Economy Grant for "Ranked-Choice Voting" (Co PIs Kristen Duke and Ivuoma Onyeador), 2023

UCSD Global Health Institute Grant "Attitudes towards vaccinations during Coronavirus crisis Longitudinal Study" $6,650 (Co PIs Ayelet Gneezy and Ariel Fridman), 2020

MSI Grant # 4000981 "Friends with (Health) Benefits: Bundling Incentives and Social Engagement to increase Gym Usage" $5,000 (Co PIs Cynthia Cryder and Katherine Milkman), 2020

Stanford Innovator Grant: Pilot Studies, "Searching for Help: Using Google Ads for Suicide Prevention," $25,000 (Co PIs Michael Ostacher and Anish Mitra), 2019

Society for Marketing Advances (SMA) Winner of the Doctoral Dissertation Competition, 2018

Winner, Moog Scholar Award, Olin Business School, 2015

SELECT PRESS COVERAGE

Friends with Health Benefits: A Field Experiment
NYTimes

Increased Generosity under COVID-19 Threat
Forbes, NBC San Diego, The Washington Post

COVID-19 and Vaccine Hesitancy: A Longitudinal Study
Vox, The Atlantic, NBC San Diego, CBS News, PsyPost, KPBS

Twice-Told Tales: Self-Repetition Decreases Observer Assessments of Performer Authenticity
The Wall Street Journal, The Atlantic

CONFERENCE PRESENTATIONS (*presenter)

The Paradox of Unlimited: Unlimited-Use Offers Lower Consumption

- *Association for Consumer Research, Paris, France (2024)

The Promise of Ranked Choice Voting: Overcoming Electability Concerns to Increase Votes for Underrepresented Candidates

- Association for Consumer Research, Paris, France (2024)
- **Behavioral Decision Research in Management,* Chicago, IL (2024)

Referral Contagion: Downstream Benefits of Customer Referrals

- **Association for Consumer Research*, Paris, France (2024)
- **Colorado Winter Conference on Marketing and Cognition*, Steamboat (2024)

Less is More (Natural): The Impact of Number of Ingredients on Consumer Perceptions and Preferences

- *Society for Judgment and Decision Making,* San Francisco, CA (2023)
- *Society for Consumer Psychology,* Online (2022)
- *Association for Consumer Research*, Denver, CO (2022)

The Interpersonal Consequences of Community Gatekeeping

- *Marketing Science,* Sydney (2024)
- *Society for Consumer Psychology,* Online (2022)
- *Association for Consumer Research*, Denver, CO (2022)
- *Society for Judgment and Decision Making,* San Diego, CA (2022)

Consumers Believe Legal Products are Less Effective Than Illegal Products
- *Association for Consumer Research,* Seattle, WA (2023)
- **Society for Judgment and Decision Making,* Online (February, 2022)
- **Association for Consumer Research,* Online (2020)

Increased Generosity under Covid-19 Threat
- **California School Conference* (2022)
- *Society for Judgment and Decision Making,* Online (2022)
- *Society for Consumer Psychology,* Online (2022)

Individuals Prefer to Harm their Own Group rather than Help an Opposing Group
- **Society for Personality and Social Psychology Conference* (2023)
- *Society for Consumer Psychology,* Online (2021)
- *Academy of Management,* Online (2021)
- *Association for Consumer Research,* Online (2020)

The Struggle is Real: Motivating Goal Pursuit by Normalizing Process Difficulty
- *Association for Consumer Research,* Online (2021)

Fighting Fiscal Awkwardness: How Relationship Strength Changes Individuals' Communication Approach When Resolving Interpersonal Debt *Society for Consumer Psychology,* Online (2021)
- *Society for Judgment and Decision Making,* Poster, Online (2020)
- *Association for Consumer Research,* Online (2020)

Friends with Health Benefits: A Field Experiment
- **Society for Judgment and Decision Making*, Online (2020)
- **Association for Consumer Research*, Denver, CO (2022)

Risky Business: The Risk-Reward Trade-off is Different for Morally Relevant Companies
- **Association for Consumer Research,* Atlanta, GA (2019)
- **Behavioral Insights for Social Good,* Vancouver, Canada (2019)
- *Society for Consumer Psychology,* Savannah, GA (2019)
- **Society for Consumer Psychology,* Poster, Dallas TX (2019)

Why Prosocial Referral Incentives Work: Reputational Benefits versus Action Costs
- *Behavioral Insights for Social Good,* Vancouver, Canada (2019)
- **Society for Consumer Psychology,* Savannah, GA (2019)
- **Behavioral Decision Research in Management,* Boston, MA (2018)
- **Association for Consumer Research,* San Diego, CA (2017)
- **Society for Consumer Psychology,* San Francisco, CA (2017)

Twice-Told Tales: Self-Repetition Decreases Observer Assessments of Performer Authenticity

- **Society for Consumer, Psychology,* Savannah, GA (2019)
- *Authenticity Workshop*, Chicago, IL (2018)
- *Society for Judgment and Decision Making*, Poster, Vancouver, BC (2018)

Goods Donations Increase Charitable Credit for Low-Warmth Donors,

- **Society for Judgment and Decision Making,* Boston, MA (2016)
- **Association for Consumer Research*, Berlin, Germany (2016)
- **Association for Psychological Science*, Chicago IL (2016)
- **Society for Consumer Psychology*, St. Pete Beach, FL (2016)
- **Association for Consumer Research*, Poster New Orleans, LA (2015)

SERVICE ACTIVITIES

Editorial Review Board: Journal of Consumer Research (2026-*pres.*)

Ad Hoc Journal Reviewer: Journal of Marketing Research**,** Marketing Science**,** Management Science**,** Journal of Experimental Psychology: General, Journal of Public Health**,** Journal of the Association for Consumer Research**,** Marketing Letters**,** Journal of Consumer Psychology**,** Journal of Personality and Social Psychology, Trends in Cognitive Sciences, MIS Quarterly**,** Organizational Behavior and Human Decision Processes**,** Journal of Business Research**,** Frontiers in Psychology, Motivation and Emotion, PLOS One**,** Scientific Reports, Personality and Social Psychology Bulletin, Journal of Public Policy & Marketing.

Other Reviewing Activities: Association for Consumer Research Conference, AMA Winter Academic Conference, Society for Consumer Psychology, Society for Judgment and Decision-Making Conference, MSI Alden G. Clayton Award reviewer, 2024-2025

TEACHING EXPERIENCE

Social Influence (Undergrad – Spring 2024, Spring 2025)
Customer Insights (MBA – Spring 2025)
Consumer Behavior (Undergrad – Spring 2020, Winter 2020-2023)

INVITED TALKS

Carnegie Mellon, Center for Behavioral and Decision Research	2025
HEC Paris	2025
Columbia University	2025
Emory University	2025
Georgia Tech	2025
Center for Health Incentives and Behavioral Economics (CHIBE)	2025
Institute of Personality and Social Research, UC Berkeley	2024
Wharton	2023
UCLA	2023

Judgment and Decision-Making Preconference, SPSP	2023
Kellogg	2023
UC Berkeley	2023
Northeastern University	2022
Stanford University	2022
Rutgers University	2022
University of Delaware	2021
UC Berkeley	2019
UC San Diego	2018
London Business School	2018
University of Toronto	2018
Harvard Business School	2018
Yale University	2018
Indiana University	2018
University of Chicago	2018
Georgetown University	2018