

**RACHEL GERSHON**  
Rady School of Management • UC San Diego  
rgershon@ucsd.edu • rachelgershon.com

## **EMPLOYMENT**

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

## **EDUCATION**

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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**

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(† PhD student, \* equal contribution)

**Gershon, Rachel\*** and Ariel Fridman\*† (Accepted) “The Cost of Opposition: Individual Decision Making in Intergroup Conflict,” *Proceedings of the National Academy of Sciences (PNAS)*.

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**

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**Gershon, Rachel**, Cynthia Cryder and Katherine L. Milkman, “Friends with Health Benefits: A Field Experiment.” *Minor Revision at Management Science*.

**Gershon, Rachel**, Cynthia Cryder, and Merriah Croston<sup>†</sup>, “Risky Business: The Risk-Reward Tradeoff is Different for Nonprofits.” *Revising for 3<sup>rd</sup> Round Review at Journal of Marketing Research*.

**Gershon, Rachel**, Alicea Lieberman, and Sydney Scott, “Consumers Believe Illegal Products are More Effective Than Legal Products.” *Revising for 2<sup>nd</sup> Round Review at Journal of Marketing Research*.

Weingarten, Evan, **Rachel Gershon**, and Amit Bhattacharjee, “Gatekeeping of Identity and Group Membership.” *Under Review*.

Kim, Michelle<sup>†</sup>, Tianqi Chen<sup>†</sup>, **Rachel Gershon**, Sydney Scott, Daniella Kupor, and Remi Trudel, “Less is More (Natural): The Effect of the Number of Ingredients on Consumer Perceptions and Preferences.” *Under Review*.

**Gershon, Rachel\*** and Zhenling Jiang\*, “Referral Contagion: Downstream Benefits of Customer Referrals.” *Under Review*.

**Gershon, Rachel\***, Kristen Duke\*, and Ivuoma Onyeador, “The Promise of Ranked Choice Voting: Overcoming Electability Concerns to Increase Votes for Underrepresented Candidates.”

Park, Alexander<sup>†</sup>, **Rachel Gershon**, Marissa A. Sharif, “The Struggle is Real: Motivating Goal Pursuit by Normalizing Process Difficulty.”

Park, Alexander<sup>†</sup>, Cynthia Cryder, and **Rachel Gershon**, “Fighting Fiscal Awkwardness: The (Dis)Advantages of Digital Payment Methods on Peer-Debt Dynamics.”

**Gershon, Rachel** and Anish Mitra, “Precision Marketing on Social Media Addresses Demographic Disparities in Mental Health Care Access.”

## **SELECT PRESS COVERAGE**

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Increased Generosity under COVID-19 Threat

[Forbes](#), [NBC San Diego](#)

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](#), [SPSP Blog](#)

## **CONFERENCE PRESENTATIONS (\*presenter)**

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

- *Society for Consumer Psychology*, Online (2022)
- *Association for Consumer Research*, Denver, CO (2022)

#### Gatekeeping of Identity and Group Membership

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

#### Consumers Believe Illegal Products are More Effective Than Legal Products

- \**Association for Consumer Research*, Online (2020)
- \**Society for Judgment and Decision Making*, Online (February, 2022)

#### Increased Generosity under Covid-19 Threat

- *Society for Judgment and Decision Making*, Online (February, 2022)
- *Society for Consumer Psychology*, Online (2022)

#### The Cost of Opposition: Individual Decision Making in Intergroup Conflict

- *Society for Consumer Psychology*, Online (2021)
- *Academy of Management*, Online (2021)
- *Society for Judgment and Decision Making*, Poster, Online (2020)
- *Association for Consumer Research*, Online (2020)

#### The Struggle is Real: Motivating Goal Pursuit by Normalizing Process Difficulty

- *Association for Consumer Research*, Online (2021)
- *Society for Judgment and Decision Making*, Poster, Online (February, 2022)

#### Fighting Fiscal Awkwardness: The (Dis)Advantages of Digital Payment Methods on Peer-Debt Dynamics

- *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 Nonprofit and For-Profit Firms

- \**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)

## **RESEARCH INTERESTS**

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Consumer Judgments and Choice  
 Impression Management  
 Incentives  
 Prosocial Behavior  
 Word of Mouth  
 Social Consumption  
 Corporate Social Responsibility

## **HONORS AND AWARDS**

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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

## **PROFESSIONAL AND SERVICE ACTIVITIES**

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### **Ad Hoc Journal Reviewer**

Journal of Marketing Research

Journal of Consumer 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  
MIS Quarterly  
Organizational Behavior and Human Decision Processes  
Journal of Business Research  
PLOS One  
Scientific Reports  
Trends in Cognitive Sciences

### **Conference Reviewer**

AMA Winter Academic Conference, 2018 – Present  
Association for Consumer Research Conference, 2016 – Present  
Society for Consumer Psychology, 2015 – Present  
Society for Judgment and Decision-Making Conference, 2019 – Present

### **Olin Business School Graduate Council Representative**

\*Nominated to represent the business school in Washington University's Graduate Council.

## **TEACHING EXPERIENCE**

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### **Teaching**

Consumer Behavior (Undergrad –Spring 2020, Winter 2020, 2021, 2022)

### **Teaching Assistant**

Introduction to Marketing (Undergrad – Fall 2015, 2016, 2017)  
Consumer Behavior (MBA, Undergrad – Fall 2015, 2016, 2019)

## **INVITED TALKS**

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Northeastern University	2022
Stanford University	2022
Rutgers University	2022
University of Delaware	2021
University of California Berkeley	2019
University of California San Diego	2018
London Business School	2018
University of Toronto	2018
Harvard Business School	2018
Yale University	2018
Indiana University	2018

University of Chicago  
Georgetown University

2018  
2018