

Sokiente W. Dagogo-Jack

C331 Benson Hall • Department of Marketing
Terry College of Business • University of Georgia
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EMPLOYMENT

- 2021 – Present** **Terry College of Business • University of Georgia • Athens, GA**
Assistant Professor of Marketing
- 2020 – 2021** **Ipsos Behavioral Science Center • New York, NY**
Vice President and Behavioral Scientist
- 2016 – 2020** **Carroll School of Management • Boston College • Chestnut Hill, MA**
Assistant Professor of Marketing

EDUCATION

- 2016** **University of Washington • Foster School of Business • Seattle, WA**
Ph.D., Marketing
- 2013** **University of Washington • Foster School of Business • Seattle, WA**
M.Sc., Business Administration
- 2010** **Harvard University • Cambridge, MA**
A.B., Economics

RESEARCH INTERESTS

Branding; Temporal and Social Comparisons; New Product Adoption; Media Consumption;
Social Influence; Identity & Self-Concept

PUBLICATIONS

Peer-Reviewed Articles:

Dagogo-Jack, Sokiente W., Joshua T. Beck, and Alex Kaju (2020), “The Effect of Duration Metrics on Consumer Satisfaction,” *Psychology & Marketing*, 37 (3), 441-456.

Dagogo-Jack, Sokiente W. and Mark R. Forehand (2018), “Egocentric Improvement Evaluations: Change in the Self as an Anchor for Brand Improvement Judgments,” *Journal of Marketing Research*, 55 (6), 934-950.

- Featured in *Harvard Business Review*

Angle, Justin W., Sokiente W. Dagogo-Jack, Mark R. Forehand, and Andrew W. Perkins (2017), “Activating Stereotypes with Brand Imagery: The Role of Viewer Political Identity,” *Journal of Consumer Psychology*, 27 (1), 84-90.

- Featured in *The Washington Post*, *Sports Illustrated*, *ESPN Radio*, and *Yahoo Sports*

Schlosser, Ann E., Ruchi R. Rikhi, and Sokiente W. Dagogo-Jack (2016), “The Ups and Downs of Visual Orientation: The Effects of Diagonals on Judgment,” *Journal of Consumer Psychology*, 26 (4), 496-509.

Book Chapters:

Dagogo-Jack, Sokiente W. (2020), “Temporal Identity and the Pursuit of Self-Enhancement,” in *Handbook of Research on Identity Theory in Marketing* (Eds. Americus Reed and Mark Forehand).

Non-Refereed Articles:

Dagogo-Jack, Sokiente W. and Mark R. Forehand (2019), “What Makes People Upgrade Products? Thinking About Self-Improvement,” *Harvard Business Review*.
<https://hbr.org/2019/04/what-makes-people-upgrade-products-thinking-about-self-improvement>

MANUSCRIPTS UNDER REVIEW

Edelblum, Andrew, Joshua T. Beck, Lea Dunn, and Sokiente W. Dagogo-Jack (2020), “Expanding Your Moral Universe: How Brand Activism Shapes Consumers’ Moral Beliefs,” *Revise & Resubmit at Journal of Consumer Research*.

Dagogo-Jack, Sokiente W. (2021), “The Moral Superiority of Temporal (vs. Social) Comparisons,” *under review at Journal of Consumer Psychology*.

SELECTED WORKS IN PROGRESS

Dagogo-Jack, Sokiente W. and Jared Watson, “Popular by What Measure? How (Non)Social Popularity Cues Influence News Media Consumption”

Dagogo-Jack, Sokiente W., Joshua T. Beck, and Justin W. Angle, “Asymmetric Extrapolation of Improving and Declining Trends”

Dagogo-Jack, Sokiente W., Joshua T. Beck, and Michael I. Norton, “People Prefer Beating Others to Personal Improvement”

Mishra, Nirajana, Sarah Whitley, and Sokiente W. Dagogo-Jack, “Effects of Predictions vs. Recommendations on Product Trial”

Dagogo-Jack, Sokiente W. “Cheating When Competing Against the Self vs. Others”

CONFERENCE PRESENTATIONS (*presenter)

Dagogo-Jack, Sokiente W. and Aaron J. Barnes* (December 2019), “Good Deeds Last Forever: Subjective Duration and the Sincerity of Brand CSR,” *JCR Future of Brands Conference*, Columbia University, New York, NY

Edelblum, Andrew*, Joshua T. Beck, Sokiente W. Dagogo-Jack, and Lea Dunn (December 2019), “Expanding Your Moral Universe? How Self-Brand Connection Shapes Consumers’ Moral Beliefs,” *JCR Future of Brands Conference*, Columbia University, New York, NY

Dagogo-Jack, Sokiente W.* and Jared Watson (October 2019), “The Effects of Engagement Metrics on Media Consumption: A Persuasion Knowledge Account,” *Association for Consumer Research Conference*, Atlanta, GA

Dagogo-Jack, Sokiente W.*, Joshua T. Beck, Michael I. Norton (October 2019), “People Prefer Beating Others to Beating Their Past,” *Boston JDM Day Conference*, Harvard Kennedy School, Boston, MA

Dagogo-Jack, Sokiente W. and Jared Watson* (June 2019), “Most Read vs. Most Shared: How Persuasion Knowledge Influences Media Engagement,” *INFORMS Marketing Science Conference*, Rome, Italy

Edelblum, Andrew*, Joshua T. Beck, Sokiente W. Dagogo-Jack, and Lea Dunn (August 2018), “Money Where Their Mouth Is? How Self-Brand Connection Turns Token Brand Statements into Meaningful Brand Action,” *AMA Summer Academic Conference*, Boston, MA

Dagogo-Jack, Sokiente W.* (May 2018), “Most Read vs. Most Shared: How Others’ Media Engagement Shapes Personal Media Consumption,” *Northwest Marketing Research Symposium*, Portland State University, Portland, OR

Dagogo-Jack, Sokiente W. and Joshua T. Beck* (October 2017), “How Comparison Standards and Political Ideology Influence Tradeoffs between Absolute and Relative Outcomes,” *Association for Consumer Research Conference*, San Diego, CA

Dagogo-Jack, Sokiente W.* and Mark R. Forehand (February 2017) “When Comparisons Collide: Effects of Temporal and Social Comparisons on Self-Improvement,” *Society for Consumer Psychology Conference*, San Francisco, CA

Dagogo-Jack, Sokiente W.* and Mark R. Forehand (February 2015) “The Egocentric Effects of Personal Change on Perceptions of Brand Change,” *Society for Consumer Psychology Conference*, Phoenix, AZ

Dagogo-Jack, Sokiente W.*, Joshua T. Beck, and Nidhi Agrawal (October 2014) “Norms as Standards vs. Self-Descriptions: How Improving Trajectories Shift Interpretation of Normative Messages,” *Association for Consumer Research Conference*, Baltimore, MD

Beck, Joshua T.* and Sokiente W. Dagogo-Jack (October 2014) “All You Need is Love: Focusing on Brand Attachment Self-Affirms against Social Loss” *Association for Consumer Research Conference*, Baltimore, MD

Dagogo-Jack, Sokiente W.*, Joshua T. Beck, and Nidhi Agrawal (October 2014) “Norms as Standards vs. Self-Descriptions: How Improving Trajectories Shift Interpretation of Normative Messages,” *UW-UBC Research Camp*, Seattle, WA

Agrawal, Nidhi, Echo Wen Wan, and Sokiente W. Dagogo-Jack* (February 2014) “Preventing One Disease, Promoting Another? Anxiety-Driven Effects of Health Message Processing on Subsequent Self-Control,” *Society for Consumer Psychology Conference*, Miami, FL

Schlosser, Ann E. and Sokiente W. Dagogo-Jack* (October 2013), “When Logos Rise and Fall: Exploring the Metaphorical Meaning of Upward and Downward Diagonal Imagery,” *Association for Consumer Research Conference*, Chicago, Illinois

INVITED PRESENTATIONS

November 2021	Young & Laramore Unreasonable Conference
November 2020	University of Colorado – Boulder
November 2020	University of Georgia
April 2019	Marketing Science Institute, Board of Trustees Meeting
March 2018	Harvard Business School
July 2017	University of Oregon
November 2015	Washington University
October 2015	Hong Kong University of Science and Technology
October 2015	Harvard Business School
October 2015	University of Indiana
September 2015	University of Georgia
September 2015	Boston College

September 2015 University of Cincinnati

TEACHING

Consumer Marketing and Brand Management (Univ. of Georgia, Undergraduate Elective)
Spring 2022

Behavioral Topics in Marketing Research (Univ. of Georgia, Masters of Marketing Research)
Spring 2022

Marketing Research/Customer Research (Boston College, Undergraduate Core)
2017-2020

Experimental and Quasi-Experimental Design Guest Seminar (Univ. of Oregon, PhD)
2019

Consumer Marketing and Brand Management (Univ. of Washington, Undergraduate Elective)
2015-2016

RECOGNITION, HONORS, AND AWARDS

- Marketing Science Institute, Board of Trustees Meetings, Invited Presenter, 2019
- PhD Project, MDSA Conference, Invited Panel Member, 2018
- Evert McCabe Endowed Fellowship, University of Washington, 2015
- American Marketing Association, Sheth Doctoral Consortium Student Fellow, 2014
- Dean's Achievement Award, University of Washington, Foster School of Business, 2013
- Wayne and Anne Gittinger Ph.D. Fellowship, University of Washington, 2010 – 2016

ACADEMIC SERVICE

- University of Georgia, Diversity Inclusion Advisory Board, ongoing
- Boston College, Consumer Insights Panel Lab and Subject Pool Coordinator, 2019-2020
- Boston College, Post-Doctoral Research in Marketing Hiring Committee, 2018
- Reviewer for the Association for Consumer Research Conference, 2013-present
- Reviewer for the Society for Consumer Psychology Conference, 2013-present

PROFESSIONAL AFFILIATIONS

- Association of Consumer Research
- Society for Consumer Psychology
- Ph.D. Project – Marketing Ethnic Faculty Association

VOLUNTEER EXPERIENCE

- **Rehearsal for Life**, *Board of Directors*, Boston MA (2018 – 2020)