

## Sokiente W. Dagogo-Jack

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Terry College of Business • University of Georgia  
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### EMPLOYMENT

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- 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

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- 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

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

### PUBLICATIONS

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#### Peer-Reviewed Articles:

Dagogo-Jack, Sokiente W., and Jared Watson (Forthcoming), “Most Read Versus Most Shared: How Less (vs. More) Social Popularity Labels Influence News Media Consumption,” *Journal of Consumer Research*.

Dagogo-Jack, Sokiente W., and Tim R. Samples (2025), “Plain English in User Terms: Spillover Effects of Enhance Readability on Consumer Trust,” *Journal of the Association for Consumer Research*, 10 (3).

Dagogo-Jack, Sokiente W. (2024), “The Moral Superiority of Temporal (vs. Social) Comparisons,” *Journal of Consumer Psychology*, 34 (4), 650-659.

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. (2019), “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**

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Dagogo-Jack, Sokiente W. and Jared J. Watson, “Popular by What Measure? How (Non)Social Popularity Cues Influence News Media Consumption,” *Under 4<sup>th</sup> Round Review at Journal of Consumer Research*.

Nakos, Krissa Z., Marcus Cunha, and Sokiente W. Dagogo-Jack, "Inferences from Intensity: Color Saturation Signals Product Potency," *Invited Revision at Journal of Marketing*.

## **SELECTED WORKS IN PROGRESS**

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Edelblum, Andrew, Sokiente W. Dagogo-Jack, and Lea Dunn, "The Prosocial Impact of Brand Activism," Under review at *Journal of Business Ethics*.

Nakos, Krissa Z., Sokiente W. Dagogo-Jack, and Marcus Cunha, "Spheres of Influence: Exploring Popularity as a Source of Perceived Expertise," Under Review at *Journal of Consumer Psychology*.

Dagogo-Jack, Sokiente W., Alex Kaju, and Krissa Z. Nakos, "False Selves and True Threats: Online Inauthenticity Increases Social Media Abandonment," Manuscript in preparation for *Journal of Marketing Research*.

Dagogo-Jack, Sokiente W., Krissa Z. Nakos, and Marcus Cunha, "Additive vs. Subtractive Change and Product Improvement Perceptions," Data collection ongoing.

Nakos, Krissa Z., Marcus Cunha, and Sokiente W. Dagogo-Jack, "Abstract vs. Concrete Scent Names: The Conflicting Roles of Certainty and Uniqueness Motives," Data collection ongoing.

Dagogo-Jack, Sokiente W., and Alex Kaju, "Comparing Comparisons: The Influence of Social Versus Temporal Comparisons on Performance Satisfaction," Manuscript in preparation for *Psychological Science*.

Allred, Nathan, Bryce B. Pyrah, Sokiente W. Dagogo-Jack, and Ada Aka, "Disadvantage and Conspiracy Beliefs: A Story of Institutional Trust," Data collection ongoing.

Dagogo-Jack, S.W., Nakos, K.Z., & Silverman, J. Asymmetric Extrapolation of Improving Versus Declining Trends. Data collection ongoing.

## **CONFERENCE PRESENTATIONS, PANELS, AND SYMPOSIA**

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Nakos, Krissa Z., Marcus Cunha, and Sokiente W. Dagogo-Jack (September 2024), "Spheres of Influence: Exploring Popularity as a Source of Perceived Expertise," *Association for Consumer Research Conference*, Paris, France

Nakos, Krissa Z., Marcus Cunha, and Sokiente W. Dagogo-Jack (March 2024), "The Vividness of Strength: Color Saturation Influences Product Potency Perceptions," *Society for Consumer Psychology Conference*, Nashville, TN

- Dagogo-Jack, Sokiente W. and Alex Kaju (October 2023), “Online Inauthenticity Increases Social Media Abandonment,” *Association for Consumer Research Conference*, Seattle, WA
- Nakos, Krissa Z., Marcus Cunha, and Sokiente W. Dagogo-Jack (October 2023), “Effects of Color Saturation on Perceived Product Performance,” *Association for Consumer Research Conference*, Seattle, WA
- Dagogo-Jack, Sokiente W. (March 2023), “The Effect of Temporal vs. Social Comparisons on Moral Perceptions,” *Society for Consumer Psychology Conference*, San Juan, PR
- Dagogo-Jack, Sokiente W., Joshua T. Beck, and Justin W. Angle (March 2022), “Asymmetric Extrapolation of Improving and Declining Trends,” *Society for Consumer Psychology Conference*, Virtual
- Dagogo-Jack, Sokiente W. and Jared J. Watson (October 2021), “Popular by What Measure? The Influence of (Non)Social Popularity Cues on Information Choice,” New Beginnings Symposium, Texas A&M University, College Station, TX
- Dagogo-Jack, Sokiente W. (October 2021), “Navigating Relationships as a PhD Student” (Panelist), *Association for Consumer Research/Sheth Doctoral Consortium*, Virtual
- 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 J. 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 J. 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 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**

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| <b>December 2024</b> | University of Toronto                          |
| <b>May 2024</b>      | Pennsylvania State University, IDEA Conference |
| <b>April 2024</b>    | HEC Montreal                                   |

<b>October 2022</b>	Young & Laramore Unreasonable Conference (Practitioner Conference)
<b>November 2020</b>	University of Colorado – Boulder
<b>November 2020</b>	University of Georgia
<b>April 2019</b>	Marketing Science Institute, Board of Trustees Meeting
<b>March 2018</b>	Harvard Business School
<b>July 2017</b>	University of Oregon
<b>November 2015</b>	Washington University
<b>October 2015</b>	Hong Kong University of Science and Technology
<b>October 2015</b>	Harvard Business School
<b>October 2015</b>	University of Indiana
<b>September 2015</b>	University of Georgia
<b>September 2015</b>	Boston College
<b>September 2015</b>	University of Cincinnati

## **TEACHING**

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Marketing Research for Business Decisions (UGA, Undergraduate Core), 2025-present

Consumer Marketing and Brand Management (UGA, Undergrad Elective), 2022-2024

Behavioral Methods in Mktg. Research (UGA, Masters of Marketing Research), 2022-present

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

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

Consumer Marketing and Brand Management (U. Washington, Undergrad Elective) 2015-2016

## **RECOGNITION AND GRANTS**

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- Terry-Sanford Research Award, University of Georgia, 2023-2025

- Student Career Success Influencer Award, University of Georgia, 2024
- Business, Systems, and Technology Innovation Seed Grant (\$14,900), University of Georgia, 2023
- UGA Lilly Teaching Fellow, 2023-2025
- UGA Masters of Marketing Research Best Teacher Award, 2022
- UGA Teaching Enhancement and Innovation Fund Grant, 2022
- 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

## **MENTORSHIP AND ADVISING**

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### PhD Candidacy Committee Member

- Nicole Davis, 2021-present
- Krissa Nakos, 2021-present

### PhD Research Supervision

- Krissa Nakos, 2021-present
- Chase Schaum, 2022-2023

### Masters of Marketing Research Corporate Project

- Cox Automotive, 2022-2025

### Undergraduate Research Advising

- Emily Pollack (UGA CURO), Fall 2024
- Alice James (UGA TOUR), 2023-2024
- Margaret Russell (UGA CURO), 2023-2024
- Lou Wright (UGA CURO), 2022-2023

## **ACADEMIC SERVICE**

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- Editorial Review Board
  - *Journal of Consumer Research*, 2025-present
  - *Journal of Interactive Marketing*, 2024-present
- Ad-Hoc Journal Reviewer
  - *Journal of Marketing Research*, 2022-present
- Conference Reviewer
  - Association for Consumer Research Conference, 2013-present
  - Society for Consumer Psychology Conference, 2013-present
- University of Georgia, Marketing Dept. PhD Admissions Committee, 2023-present
- University of Georgia, Marketing Dept. CB Lab Meeting Coordinator, 2023-present

- University of Georgia, Diversity Inclusion Advisory Board, 2021-2024
- MSI Clayton Doctoral Dissertation Proposal Competition Reviewer, 2023
- Boston College, Consumer Insights Panel Lab and Subject Pool Coordinator, 2019

## **PROFESSIONAL AFFILIATIONS**

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

## **VOLUNTEER EXPERIENCE**

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