

Sokiente W. Dagogo-Jack

C331 Benson Hall • Department of Marketing
Terry College of Business • University of Georgia
630 S. Lumpkin St. • Athens, GA 30602
Email: sdagogo@uga.edu

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; Media Consumption; Social Influence; Identity & Self-Concept; New Product Adoption

PUBLICATIONS

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*.

- Featured in [UGA Today](#)

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

- Featured in [Terry News](#)

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

Nakos, Krissa Z., Marcus Cunha, and Sokiente W. Dagogo-Jack, “Inferences from Intensity:

Color Saturation Signals Product Potency,” *Under 2nd Round Review at Journal of Marketing*.

SELECTED WORKS IN PROGRESS

Dagogo-Jack, Sokiente W., Krissa Z. Nakos, and Marcus Cunha, “Additive vs. Subtractive Change and Product Improvement Perceptions,” Manuscript in preparation for *Journal of Marketing Research*.

Dagogo-Jack, Sokiente W., Krissa Z. Nakos, and Jackie Silverman, “Asymmetric Extrapolation of Improving Versus Declining Trends,” Manuscript in preparation for *Journal of Consumer Research*.

Nakos, Krissa Z., Marcus Cunha, Sokiente W. Dagogo-Jack, and Dan Wasserman, “Is Synthetic Data a Reliable Marketing Resource? Examining the Accuracy of AI-Generated Digital Twins in Marketing Research,” Manuscript in preparation for *Journal of Marketing Research*.

Dagogo-Jack, Sokiente W., Alex Kaju, and Krissa Z. Nakos, “False Selves and True Threats: Online Inauthenticity Increases Social Media Abandonment,” Data collection ongoing.

Dagogo-Jack, Sokiente W., and Krissa Z. Nakos, “Digital Teetotalers: Consumer Inferences about Social Media Abstainers,” Data collection ongoing.

Dagogo-Jack, Sokiente W., and Alex Kaju, “Comparing Comparisons: The Influence of Social Versus Temporal Standards on Positional Preferences,” data collection ongoing.

Edelblum, Andrew, Sokiente W. Dagogo-Jack, and Lea Dunn, “Arbiters of Attention: The Double-Edged Impact of Corporate Sociopolitical Activism on Consumer Support for Endorsed Causes,” Data collection ongoing.

Nakos, Krissa Z., Sokiente W. Dagogo-Jack, and Marcus Cunha, “Experts vs. Influencers: Exploring Determinants of Consumer Trust in Recommendation Sources,” 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 Krissa Z. Nakos, “The Age of Information: How Skepticism and Article Age Disclaimers Affect News Consumption” Data collection ongoing.

Daley, Jordan S., Jared Watson, and Sokiente W. Dagogo-Jack, “The Effect of ‘Trending’ Labels on Consumer Inferences about News,” Data collection ongoing.

Mas, Erick M., and Sokiente W. Dagogo-Jack, “All Change is Not Created Equal: How the

Direction of Change in Political Views Affects Flip-Flopping Perceptions,” Data collection ongoing.

Dagogo-Jack, Sokiente W., and Erick M. Mas, “Political Ideology Shapes the Belief in a Favorable Future,” Data collection ongoing.

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

CONFERENCE PRESENTATIONS, PANELS, AND SYMPOSIA

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

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 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
- 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

September 2025	Texas Christian University
December 2024	University of Toronto
May 2024	Pennsylvania State University, IDEA Conference
April 2024	HEC Montreal
October 2022	Young & Laramore Unreasonable Conference (Practitioner 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

TEACHING

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

- Terry-Sanford Research Award, University of Georgia, 2023-2025
- Student Career Success Influencer Award, University of Georgia, 2023, 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

PhD Candidacy Committee Member

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

PhD Research Supervision

- Kwaku Danso, 2025-present
- Krissa Nakos, 2021-present
- Chase Schaum, 2022-2023

Masters of Marketing Research Corporate Project

- Cox Automotive, 2022-2025

Undergraduate Research Advising

- Paige Panos (UGA CURO), Fall 2025
- 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

- 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
- Track Co-Chair, Working Papers (ACR 2026 Conference)
- 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

- 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)