

# Nicholas J. Olson

W. P. Carey School of Business  
Arizona State University  
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## EMPLOYMENT

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**Visiting Assistant Professor**, Department of Marketing  
W. P. Carey School of Business, Arizona State University 2025-Present

**Assistant Professor**, Department of Marketing  
Mays Business School, Texas A&M University 2018-2025  
(*On leave: 2020 due to COVID impact; 2021 due to health issues*)

## EDUCATION

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**Doctor of Philosophy**, Marketing-Consumer Behavior  
Carlson School of Management, University of Minnesota July 2018

**Honors Bachelor of Science**, Marketing (History Minor), *summa cum laude*  
Carlson School of Management, University of Minnesota December 2011

## RESEARCH INTERESTS

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- Consumer Wellbeing
- Goals
- Self and Identity
- Intergroup and Interpersonal Dynamics
- Branding
- Maximizing Tendencies

## PUBLICATIONS

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- **Olson, Nicholas J.**, & Rohini Ahluwalia (2021), "When Sharing Isn't Caring: The Influence of Seeking the Best on Sharing Favorable Word of Mouth about Unsatisfactory Purchases," *Journal of Consumer Research*, 47(6), 1025-46.
- Rodas, Maria A., Rohini Ahluwalia, & **Nicholas J. Olson** (2018), "A Path to More Enduring Happiness: Take a Detour from Specific Emotional Goals," *Journal of Consumer Psychology*, 28(4), 673-81.
- Torelli, Carlos J., Rohini Ahluwalia, Shirley Y.Y. Cheng, **Nicholas J. Olson**, & Jennifer L. Stoner (2017), "Redefining Home: How Cultural Distinctiveness Affects the Malleability of In-Group Boundaries and Brand Preferences," *Journal of Consumer Research*, 44(1), 44-61.

## MANUSCRIPTS UNDER REVIEW

(\*indicates equal contribution; †indicates co-author was PhD student when project was initiated)

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- Ward, Gabriel†, **Nicholas J. Olson\***, & Keith Wilcox\*, “Buildings from the Past, Brands for the Future: How Adaptive Reuse Increases Perceived Brand Innovativeness,” invited for 2<sup>nd</sup>-round resubmission at *Journal of Consumer Research*.

## SELECTED RESEARCH IN PROGRESS

(\*indicates equal contribution; †indicates co-author was PhD student when project was initiated)

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- **Olson, Nicholas J.**, & Rohini Ahluwalia, “Seeking the Best but Getting Less? The Impact of Maximizing on Decision Efficacy,” finalizing manuscript for submission to *Journal of Experimental Social Psychology*.
- **Olson, Nicholas J.\***, Alison Jing Xu\*, & Rohini Ahluwalia, “Love It but Leave It: The Effect of Religion Salience on Brand Attachment and Brand Switching,” manuscript writing in progress.
- **Olson, Nicholas J.**, “The Best of Friends, the Worst of Friends: The Divergent Effects of Seeking the Best on In-group Identification and Bias,” data collection and analysis.
- **Olson, Nicholas J.**, & Ryan Wang, “Perceived Product Distinctiveness and Self-Product Connection,” data collection and analysis.
- Wang, Yusuf†, & **Nicholas J. Olson**, “Moderate Product-Gift Complementarity Eliminates Devaluation Effect in Free-Gift-With-Purchase Offers,” data collection and analysis.

## AWARDS AND HONORS

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- Montague-CTE Scholar Award – Marketing Department Nominee, 2024
- Montague-CTE Scholar Award – Mays Business School Nominee, 2023\*  
\*Recognizes one assistant tenure-track faculty member annually from Mays Business School for exceptional ability and interest in teaching undergraduates.
- Travel Fellowship, University of Minnesota, 2014-16, 2018
- Carlson School Dissertation Fellowship, University of Minnesota, 2016
- Vaile Award for Research, University of Minnesota, 2016
- Lieberman Award for Teaching, University of Minnesota, 2016
- AMA Sheth Doctoral Consortium Fellow, University of Minnesota, 2016
- Excellence in Student Teaching Award, University of Minnesota, 2015-2016
- Henrickson Summer Fellowship, University of Minnesota, 2015
- Haring Symposium Discussant, University of Minnesota, 2015

## INVITED TALKS AND CONFERENCE PRESENTATIONS (\*indicates presenter)

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- Ward, Gabriel\*, **Nicholas J. Olson**, & Keith Wilcox, “How Adaptive Reuse Increases Perceived Innovativeness,” Association for Consumer Research, Paris, 2024.
- **Olson, Nicholas J.\***, & Rohini Ahluwalia, “Seeking the Best but Getting Less? The Impact of Maximizing on Decision Efficacy,” Baylor University, Waco, TX, 2024.

- Wang, Yusu\*, & Nicholas J. Olson, “Moderate Product-Gift Complementarity Eliminates Devaluation Effect in Free-Gift-With-Purchase Offers,” poster presentation, Association for Consumer Research, Paris, 2020.
- Olson, Nicholas J.\*, “The Best of Friends, the Worst of Friends: The Divergent Effects of Seeking the Best on In-group Identification and Bias,” Association for Consumer Research, Atlanta, GA, 2019.
- Olson, Nicholas J.\*, & Rohini Ahluwalia, “When Sharing Isn’t Caring: The Influence of Seeking the Best on Sharing Favorable Word of Mouth about Unsatisfactory Purchases,” Society for Consumer Psychology, Savannah, GA, 2019.
- Olson, Nicholas J.\*, & Rohini Ahluwalia, “When Sharing Isn’t Caring: The Influence of Seeking the Best on Sharing Favorable Word of Mouth about Unsatisfactory Purchases,” Association for Consumer Research, Dallas, TX, 2018.
- Olson, Nicholas J.\*, & Rohini Ahluwalia, “When Sharing Isn’t Caring: The Influence of Seeking the Best on Sharing Favorable Word of Mouth about Unsatisfactory Purchases,” Texas A&M University, College Station, TX, 2018.
- Olson, Nicholas J.\*, & Rohini Ahluwalia, “The Maximizing Contradiction: Impact of Seeking the Best on Getting the Best,” Society for Consumer Psychology, San Francisco, CA, 2017.
- Olson, Nicholas J.\*, & Rohini Ahluwalia, “When Sharing Isn’t Caring: The Influence of Seeking the Best on Sharing Favorable Word of Mouth about Unsatisfactory Purchases,” Virginia Tech, Blacksburg, VA, 2017.
- Olson, Nicholas J.\*, & Rohini Ahluwalia, “When Sharing Isn’t Caring: The Influence of Seeking the Best on Sharing Favorable Word of Mouth about Unsatisfactory Purchases,” University of Washington, Seattle, WA, 2017.
- Xu, Alison Jing, Nicholas J. Olson\*, & Rohini Ahluwalia, “Love It but Leave It: The Divergent Effects of Religiosity on Attitudinal versus Behavioral Brand Loyalty,” Association for Consumer Research, Berlin, 2016.
- Olson, Nicholas J.\*, & Rohini Ahluwalia, “When Sharing Isn’t Caring: The Influence of Maximizing on Sharing Positive Word of Mouth about Unsatisfactory Purchases,” MARS conference, University of Minnesota, 2016.
- Torelli, Carlos J., Rohini Ahluwalia, Shirley Y.Y. Cheng, Nicholas J. Olson, & Jennifer L. Stoner, “Redefining Home: How Cultural Distinctiveness Affects the Malleability of In-Group Boundaries and Brand Preferences,” Academy of Management, Anaheim, CA, 2016.
- Olson, Nicholas J.\*, & Rohini Ahluwalia, “For Better or for Worse: Maximizing, Impression Motivation, and Objective Outcomes,” Society for Consumer Psychology, Phoenix, AZ, 2015.
- Olson, Nicholas J.\*, & Rohini Ahluwalia, “For Better or for Worse: Maximizing, Impression Motivation, and Objective Outcomes,” poster presentation, Society for Consumer Psychology, Miami, FL, 2014.

- Olson, Nicholas J.\*, & Kathleen D. Vohs, “Maximizing Outcomes when Choices Reflect the Self,” Association for Consumer Research, Chicago, IL, 2013, session co-chair and organizer.

## **SELECTED MEDIA COVERAGE**

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- “Spending Money on Expensive Stuff Can Make You Happier, If You Do It for the Right Reason,” *MarketWatch* (September 20, 2018).
- “Setting General Goals for Happiness Can Actually Make You Happier, This Study Says,” *Bustle* (September 19, 2018).
- “Here’s How You Make Happiness Last Longer,” *The Asian Age* (September 19, 2018).
- “Here’s How You Make Happiness Last Longer,” *Deccan Chronicle* (September 19, 2018).
- “How to Make Happiness Last Longer,” *Mindbodygreen* (September 19, 2018)
- “Making Happiness Last Longer,” *ScienceDaily* (September 18, 2018).

## **TEACHING EXPERIENCE**

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### **Instructor of Record**

MKT 402: Consumer Behavior (Undergrad)  
W. P. Carey School of Business, Arizona State University Fall 2025

MKTG 656: Branding and Marketing Communication (Masters)  
Mays Business School, Texas A&M University Spring 2021-Spring 2025

- Highest course evaluation: 4.8 / 5.0 (Dept. Average (Grad): 4.3)

MKTG 347: Advertising and Creative Marketing Communications (Undergrad)  
Mays Business School, Texas A&M University Fall 2018-Spring 2025

- Highest course evaluation: 4.9 / 5.0 (Dept. Average (Undergrad): 3.8)
- Received school nomination for *Montague-CTE Scholar Award*

MKTG 3001: Principles of Marketing (Undergrad)  
Carlson School of Management, University of Minnesota Spring 2015-Fall 2017

- Highest course evaluation: 5.9 / 6.0
- Received *Lieberman Award for Teaching* (Fall 2015)
- Received *PhD Student Excellence in Teaching Award* (Spring 2015, Fall 2015)

### **Teaching Assistant**

MKTG 6082: Brand Management (MBA)  
Carlson School of Management, University of Minnesota Spring 2014, Fall 2017

MKTG 4082: Brand Management (Undergrad)  
Carlson School of Management, University of Minnesota Fall 2013-Spring 2014

IDSC 3001: Intro to Information and Decision Sciences  
Carlson School of Management, University of Minnesota Fall 2010

## **STUDENT SUPERVISION**

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- Gabriel Ward, Marketing PhD Student (Dissertation Co-Chair, 2023-Present)
- Kyle J. Silva, Psychology PhD Student (Dissertation Committee, 2024-Present)
- Gabriel Ward, Marketing PhD Student (2<sup>nd</sup>-Year Paper Co-Chair, 2022-2023)
- Yusu Wang, Marketing PhD Student (1<sup>st</sup>-Year Paper Chair, 2019-2020)
- Ananya Bhargava, Marketing Undergraduate Student (Honors Thesis Committee, 2026-Present)

## **SERVICE ACTIVITIES**

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### **Service to the Field**

- Mentor, Society for Consumer Psychology Doctoral Consortium, 2026
- Ad-Hoc Reviewer, Marketing Letters, 2025-Present
- Ad-Hoc Reviewer, Journal of Marketing Research, 2025-Present
- Reviewer, Association for Consumer Research Latin America Conference, 2025
- Member, Society for Consumer Psychology Communications Committee, 2024-Present
- Ad-Hoc Reviewer, Journal of Consumer Psychology, 2024-Present
- Reviewer, Association for Consumer Research Asia-Pacific Conference, 2024
- Ad-Hoc Reviewer, Journal of Business Research, 2021-Present
- Reviewer, Association for Consumer Research Conference, 2017-Present
- Reviewer, Society for Consumer Psychology Conference, 2014-Present
- Trainee Reviewer, Journal of Consumer Research, 2015-2016

### **Service to the School, Texas A&M University**

- Member, Mays Teaching Council, 2023-2025
- Member, MS Marketing Admissions Committee, 2023-2025
- Member, Advertising Track Scholarship Committee, 2022-2025
- Member, Faculty Recruiting Committee, 2019-2025
- Member, PhD Program Committee, 2018-2025
- Faculty Mentor, MGMT 478 Social Entrepreneurship Project, 2024
- Panelist, Department Brown Bag: Guideposts for Excellence in Teaching, 2022
- Co-Organizer, New Beginnings Symposium, 2021
- Faculty Representative, University of Houston Marketing Doctoral Symposium, 2019

### **Service to the School, University of Minnesota**

- Organizer, PhD Research Camp, University of Minnesota, 2016
- Manager, Research Subject Pool, University of Minnesota, 2014-2015
- Organizer, PhD “Brown Bag” Presentation Series, University of Minnesota, 2014-2015

## **PROFESSIONAL AFFILIATIONS**

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- Association for Consumer Research
- Society for Consumer Psychology

## **SOCIETAL IMPACT STATEMENT**

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A major objective of my research is to enhance consumers' wellbeing, by identifying contexts and behaviors that undermine wellbeing, while also empowering consumers by providing them with the means to counteract these negative influences. A primary stream of my research considers how consumers' personal goals can adversely impact their decisions, relationships, and emotional wellbeing when such goals are not appropriately managed. A secondary stream of work examines consumer wellbeing in the context of branding. By focusing on these topics, while also promoting my findings in the most prominent journals in my field to maximize their impact, I hope to enable consumers to live happier and more fulfilling lives.