

## Sokiente W. Dagogo-Jack

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Carroll School of Management  
Boston College  
Chestnut Hill, MA 02467  
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### ACADEMIC EMPLOYMENT

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*Assistant Professor of Marketing* July 2016 – present  
Boston College, Carroll School of Management, Marketing Department

### EDUCATION

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*Ph.D., Marketing* June 2016  
Foster School of Business, University of Washington, Seattle WA

*M.S., Business Administration* December 2013  
Foster School of Business, University of Washington, Seattle WA

*A.B., Economics* May 2010  
Harvard College, Cambridge MA

### RESEARCH

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#### Research Interests:

Temporal and Social Comparisons, Social Norms, Identity, Branding

#### Journal Publications:

Dagogo-Jack, Sokiente W. and Mark R. Forehand (2018), "Egocentric Improvement Evaluations: Change in the Self as an Anchor for Brand Improvement Judgments," forthcoming at *Journal of Marketing Research*.

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.

*\*Mentioned in The Washington Post, Sports Illustrated, ESPN Radio, and Yahoo Sports News*

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.

**Under Review:**

Dagogo-Jack, Sokiente W., Joshua T. Beck, and Nidhi Agrawal, “The Improvement Paradox: How Normative Improvement Undermines the Pursuit of Fitness,” Under 1<sup>st</sup> Round Review at *Journal of Consumer Psychology*

Dagogo-Jack, Sokiente W., Joshua T. Beck, and Alex Kaju, “Taking Time: How Temporal Norms Shape Time Perception and Consumer Satisfaction” Under 1<sup>st</sup> Round Review at *International Journal of Research in Marketing*

**Working Papers:**

Dagogo-Jack, Sokiente W., and Mark R. Forehand, “Temporal Comparisons, Social Comparisons, and the Pursuit of Self-Improvement,” targeting *Journal of Consumer Research*

Dagogo-Jack, Sokiente W., Joshua T. Beck, and Mike Norton, “How Temporal vs. Social Comparison Standards Influence Positional Preferences,” targeting *Psychological Science*

Dagogo-Jack, Sokiente W., “Most Read vs. Most Shared: How Others’ Media Engagement Shapes Personal Media Consumption”

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

Joshua T. Beck, Sokiente W. Dagogo-Jack, Lea Dunn, and Andrew Edelblum, “Money Where Their Mouth Is? How Self-Brand Connection Turns Token Brand Statements into Meaningful Brand Action”

Dagogo-Jack, Sokiente W., “Perceived Brand Improvement Promotes Self-Brand Connection,” targeting *Journal of Consumer Research*

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

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

\*Sokiente W. Dagogo-Jack (March 2018), “Most Read vs. Most Shared: How Others’ Media Engagement Shapes Personal Media Consumption,” Harvard Business School

\*Sokiente W. Dagogo-Jack 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, California

\*Sokiente W. Dagogo-Jack, Joshua T. Beck, and Justin W. Angle (July 2017) “Asymmetric Extrapolation of Improving and Declining Trends,” University of Oregon, Lundquist College of Business

\*Sokiente W. Dagogo-Jack 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, California

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

\*Sokiente W. Dagogo-Jack, 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, Maryland

\*Joshua T. Beck 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, Maryland

\*Sokiente W. Dagogo-Jack, 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, Washington

Nidhi Agrawal, 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, Florida

Ann E. Schlosser 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

## **TEACHING**

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**Teaching Interests:** Marketing Research, Branding, Consumer Behavior

**Assistant Professor**, Boston College

- Marketing Research, Spring 2017 - Present

**Instructor**, University of Washington

- Consumer Marketing and Brand Management, Spring 2016, Winter 2015

**Teaching Assistant, University of Washington**

- Marketing Research, 2013-2014
- Consumer Marketing and Brand Management, 2012-2014
- Introduction to Marketing, 2011-2013

**HONORS AND AWARDS**

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- Evert McCabe Endowed Fellowship, Foster School of Business, University of Washington, 2015
- Wayne and Anne Gittinger Ph.D. Fellowship, Foster School of Business, University of Washington, 2010 – 2016
- AMA Sheth Doctoral Consortium Fellow, 2014
- Dean's Achievement Award, University of Washington, Foster School of Business, 2013

**PROFESSIONAL AFFILIATIONS**

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- Association of Consumer Research
- Society for Consumer Psychology
- Ph.D. Project