

Shoshana Segal

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Academic Positions

Texas A&M University Mays Business School
Assistant Professor, Department of Marketing

July 2025 - present

Education

New York University Stern School of Business

Ph.D. Candidate, Marketing – Consumer Behavior

May 2025

Dissertation: Navigating Uncertainty in Interpersonal Consumption Contexts:
Two Essays on Insights from Online and Prosocial Interactions

Dissertation Committee: Geeta Menon (co-chair), Jared Watson (co-chair),
Andrea Bonezzi, Yaacov Trope

M.Phil, Marketing

Sept 2023

University of Pennsylvania

B.A., Health & Societies and Consumer Psychology
Magna Cum Laude

Aug 2015 – Dec 2018

Publications

Segal, Shoshana and Geeta Menon (2025), “Ambiguity as a Foot in the Door: Moral Wiggle Room Increases Consumers’ (Illusions of) Prosociality,” *Journal of the Association of Consumer Research*, 10 (1), 71-81.

Watson, Jared, Francesca Valsesia, and **Shoshana Segal** (2024), “Assessing AI Receptivity Through a Persuasion Knowledge Lens,” *Current Opinion in Psychology*, 58, 101834.

Manuscripts in Progress (working paper available upon request)

Segal, Shoshana and Joshua Lewis. “Choosing Uncertain Gains: Perceived Stakes Determine How Decision Integration Increases Risk Tolerance.” *Invited for second round review*.

Segal, Shoshana, Jared Watson, and Lauren Grewal. “Strategic Self-Disclosure: The Dual Role of Consumers and Influencers in Forming Parasocial Connections.”

Zwebner, Yonat, **Shoshana Segal**, Shalena Srna, and Rom Y. Schrift. “The Downside of Doing Good: Nonprofits Have a Harder Time Rebounding than For-Profits after Transgressing.”

Selected Work in Progress

Segal, Shoshana, Yonat Zwebner, and Alixandra Barasch. “I’m Not Too Generous: Examining the Desirability of Prosocial Traits in the Self.” *5 studies completed*.

Segal, Shoshana, Joshua Lewis, and Lucius Caviola. “Opportunity versus Obligation Framing on Risk Tolerance” *3 studies completed*.

Shoshana Segal and Geeta Menon. “Health Labels and Risk Perceptions” *3 studies completed*.

Conference Presentations

Everyone Everywhere all at Once: Integrating Novel Approaches to Social Influence(rs)
Association for Consumer Research (Roundtable), 2023

Ambiguity as a Foot in the Door
Association for Consumer Research (Talk), 2023
Society for Judgment and Decision Making (Poster), 2022

Strategic Self-Disclosure
Marketing and the Creator Economy (**Plenary Talk**), 2023
Marketing Dynamics (Talk), 2023
Association for Consumer Research (Talk), 2020
Society for Consumer Psychology (Talk), 2020

I’m Not Too Generous
Society for Judgment and Decision Making (Talk), 2023
Society for Consumer Psychology (Talk), **Best Talk Winner in Social Influence Track**, 2022
Association for Consumer Research (Talk), 2021
Association for Consumer Research (Poster), 2020

Choosing Uncertain Gains
Society for Consumer Psychology (Talk), 2022
Society for Judgment and Decision Making (Talk), 2022
Association for Consumer Research (Talk), 2021
Society for Judgment and Decision Making (Poster), **Student Poster Award honorable mention**, 2020

Invited Talks

University of California, San Diego Rady School of Management – Oct 2024
Texas A&M University Mays Business School – Oct 2024
Reichman University (formerly IDC) – June 2023

Honors and Grants

AMA-Sheth Foundation Doctoral Consortium Fellow, 2024
Henry Assael PhD Student-Faculty Joint Research Grant, NYU Stern, 2021 - \$4000
Center for Global Economy and Business PhD Grant, NYU Stern, 2021 - \$2000
Center for Global Economy and Business PhD Grant, NYU Stern, 2020 - \$2000
Consumer Behavior Special Interest Group Small Research Grant, American Marketing Association, 2020 - \$1500

Teaching & Mentorship

<i>Instructor</i> , Consumer Behavior, Mays Business School	F25
<i>Teaching Fellow</i> , Research for Customer Insights, NYU Stern	
Undergraduate (with Carol Pluzinski)	F21, F22, S23, F23, S24, S25
Executive MBA (with Geeta Menon, Carol Pluzinski)	F22, S24
MS in Quantitative Management (with Geeta Menon)	S21, F21, F22, F23
<i>Instructor</i> , Introduction to Marketing, NYU Stern	Su22
Course 4.4/5; Instructor 4.5/5	
<i>Mentor</i> , Summer Research Program, N.C. Sch. Of Science and Math	Su22
<i>Teaching Fellow</i> , Brand Strategy, NYU Stern	
Undergraduate (with Geeta Menon)	S21, S22
MBA (with Geeta Menon)	S21, S22
<i>Teaching Fellow</i> , Storytelling in Business, NYU Stern	
Executive MBA (with Ron Shachar)	Su22
<i>Teaching Practicum</i> , Consumer Behavior, NYU Stern	
Undergraduate (with Jared Watson)	S22
<i>Teaching Practicum</i> , Introduction to Marketing, NYU Stern	
Undergraduate (with Joshua Lewis)	F21
<i>Instructor</i> , Summer Research Program, N.C. Sch. of Science and Math	Su19, Su20

Service

Trainee Reviewer, Journal of Consumer Research, 2025

Conference Reviewer:

- Society for Consumer Psychology Conference (2022-present)
- Association for Consumer Research Conference (2022-present)
- American Marketing Association Winter Academic Conference (2021-present)
- American Marketing Association Summer Academic Conference (2022-present)

Coordinator, Stern Marketing Behavioral Lab, 2019-present

- Includes spearheading a revamp of the behavioral lab Su23

Assistant Historian, Society for Consumer Psychology, 2022

Professional Affiliations

American Marketing Association, Association for Consumer Research, Society for Consumer Psychology, Society for Judgment and Decision Making