

Jesse Catlin



Position Associate Professor

Discipline Marketing

Final Degree PhD, University of California, Irvine

Faculty Contact Info

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Biography

Dr. Jesse Catlin is an Associate Professor of Marketing in the College of Business Administration at California State University, Sacramento. He earned his Ph.D. in Management with an emphasis in Marketing from the University of California, Irvine and holds Master's and Bachelor's degrees in Economics from California State University, Sacramento. He studies consumer behavior with a focus on regulatory issues in marketing, health decision-making, pharmaceutical marketing, and sustainable consumption. His publications include articles in the *Journal of Consumer Psychology*, *Journal of Public Policy & Marketing*, *Journal of Advertising*, *Journal of Business Research*, *Journal of the Association for Consumer Research*, and *Health Communication*, among others. His

research and commentary have been featured in various popular media outlets including CNN, Marketplace, Men's Health, Prevention, Capital Public Radio, CBS Radio, the Sacramento Bee, Salon, the Consumerist, Psychology Today, Huffington Post, and numerous others. In 2014, Jesse received the C.W. Park Young Contributor Award from the Society for Consumer Psychology and he is a past recipient of the Newkirk Center for Science and Society and U.C. Irvine Public Impact Fellowships. In addition to his current role at Sacramento State, Jesse's previous teaching experience includes courses at UC Irvine, UC Davis, Washington State University, and California State University, Long Beach. As a consultant, prior engagements include serving as a consulting expert in litigation as well as market research and strategy projects for private and public organizations.

Areas of Interest

Teaching Consumer Behavior; Marketing Strategy/Management; Principles of Marketing

Research Consumer Behavior; Health Decision-Making; Regulatory Issues in Marketing; Pharmaceutical Marketing; Sustainable Consumption

Consulting Market Research and Strategy; Expert Surveys, Reports, and Testimony

Faculty Scholarship

Refereed Journal Articles

Pechmann, Cornelia (Connie), Jesse R. Catlin, and Yu Zheng, (forthcoming), "Facilitating Adolescent Well-Being: A Review of the Challenges and Opportunities and the Beneficial Roles of Parents, Schools, Neighborhoods and Policymakers," *Journal of Consumer Psychology*.

Dara Benoit, Ilgim, Elizabeth G. Miller, Ann M. Mirabito, and Jesse R. Catlin, (forthcoming), "Medical Decision-Making with Tables and Graphs: The Role of Cognition, Emotions, and Analytic Thinking," *Health Marketing Quarterly*.

Catlin, Jesse R. and Eric P. Brass (2018), "The Effectiveness of Nonprescription Drug Labels in the United States: Insights from Recent Research and Opportunities for the Future," *Pharmacy*, 6(4), 119.

- Catlin, Jesse R., Michael Gerhard Luchs, and Marcus Phipps (2017), "Consumer Perceptions of the Social Vs. Environmental Dimensions of Sustainability," *Journal of Consumer Policy*, 40(3), 245-277.
- Catlin, Jesse R. and Cornelia (Connie) Pechmann (2016), "An Investigation of Consumer and Doctor Regulatory Beliefs and Regulatory Knowledge about Pharmaceutical Drug Promotions," *Journal of the Association for Consumer Research*, 1(3), 392–410.
- Ozanne, Lucie, Marcus Phipps, Todd Weaver, Michal Carrington, Michael Luchs, Jesse R. Catlin, Shipra Gupta, Nicholas Santos, Kristin Scott, and Jerome Williams (2016), "Managing the Tensions at the Intersection of the Triple Bottom Line: A Paradox Theory Approach to Sustainability Management," *Journal of Public Policy & Marketing*, 35(2), 249-261.
- Pechmann, Cornelia and Jesse R. Catlin (2016), "The Effects of Advertising and Other Marketing Communications on Health-related Consumer Behaviors," *Current Opinion in Psychology*, 10, 44-49.
- Catlin, Jesse R., Cornelia (Connie) Pechmann, and Eric P. Brass (2015), "Dangerous Double Dosing: How Naive Beliefs Can Contribute to Unintentional Overdose with Over-the-Counter Drugs," *Journal of Public Policy & Marketing*, 34(2), 194-209.
- Leonhardt, James M., Jesse R. Catlin, and Dante M. Pirouz (2015), "Is Your Product Facing the Ad's Center? Facing Direction Affects Processing Fluency and Ad Evaluation," *Journal of Advertising*, 44(4), 315-325.
- Catlin, Jesse R. and Yitong Wang (2013), "Recycling Gone Bad: When the Option to Recycle Increases Resource Consumption," *Journal of Consumer Psychology*, 23(1), 122-127.
- Phipps, Marcus, Lucie K. Ozanne, Michael G. Luchs, Saroja Subrahmanyam, Sommer Kapitan, Jesse R. Catlin, Roland Gau, Rebecca Walker Naylor, Randall L. Rose, Bonnie Simpson, and Todd Weaver (2013), "Understanding the Inherent Complexity of Sustainable Consumption: A Social Cognitive Framework," *Journal of Business Research*, 66(8), 1227-1234.

Catlin, Jesse R., Cornelia (Connie) Pechmann, and Eric P. Brass (2012), "The Influence of Need for Cognition and Principle Display Panel Factors on Over-the-Counter Drug Facts Label Comprehension," *Health Communication*, 27(3), 264-272.

Luchs, Michael G., Rebecca Walker Naylor, Randall L. Rose, Jesse R. Catlin, Roland Gau, Sommer Kapitan, Jenny Mish, Lucie Ozanne, Marcus Phipps, Bonnie Simpson, Saroja Subrahmanyam, and Todd Weaver (2011), "Toward a Sustainable Marketplace: Expanding Options and Benefits for Consumers," *Journal of Research for Consumers*, 19, 1-12.

Scammon, Debra L., Punam Anand Keller, Pia A. Albinsson, Shalini Bahl, Jesse R. Catlin, Kelly L. Haws, Jeremy Kees, Tracey King, Elizabeth Gelfand Miller, Ann M. Mirabito, Paula C. Peter, and Robert M. Schindler (2011), "Transforming Consumer Health," *Journal of Public Policy & Marketing*, 30(1), 14-22.

Gallet, Craig. A. and Jesse R. Catlin (2009), "The Determinants of Tobacco Control in Europe: A Research Note," *The Social Science Journal*, 46(1), 143-149.

Non-Refereed Journal Articles

Journal Article, Professional Journal

Mirabito, Ann M., Jesse R. Catlin, and Elizabeth G. Miller. (2013). Show Me the Number: Communicating Probabilities and Tradeoffs in Real Estate Transactions. *Keller Center Research Report*, 6(3), 8-14.