

# Henrik Hagtvedt

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## Office

450D Fulton Hall  
Carroll School of Management, Boston College  
Chestnut Hill, MA 02467  
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## Home

79 Fayette St  
Watertown, MA 02472  
Phone: 706-254-6456  
Email: hhagtvedt@gmail.com

## ACADEMIC POSITIONS

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*Boston College, Carroll School of Management*

Department Chair, Gooch Family Faculty Fellow	2024	present
Associate Professor of Marketing (with tenure)	2015	present
Assistant Professor of Marketing	2009	2015

## EDUCATION

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PhD (Marketing)	2009	Terry College of Business, UGA, Athens, GA
MBA	2004	Terry College of Business, UGA, Athens, GA
Cand. Mag. (Art History)	2000	University of Oslo, Oslo, Norway

## SCHOLARLY

27. Hagtvedt, Henrik (2022), A Brand (New) Experience: Art, Aesthetics, and Sensory Effects, editorial, *Journal of the Academy of Marketing Science*, 50 (3), 425-428.
26. Hagtvedt, Henrik and Kathleen D. Vohs (2022), Viewing Challenging Art Lends Meaning to Life by Stimulating Integrative Complexity, *The Journal of Positive Psychology*, 17 (6), 876-887.
25. Safe Together, Vulnerable Apart: How Interstitial Space in Text Logos Impacts Brand Attitudes in Tight versus Loose Cultures *Journal of Consumer Research*, 48 (3), 474-491.
24. Sample, *Journal of the Academy of Marketing Science*, 48 (3), 405-421.
23. Hagtvedt, Henrik (2020), , Light Is User-Friendly: The Impact of Color Lightness on Two Product Attribute Judgments, *Psychology & Marketing* [special issue -875.
22. Hagtvedt, Henrik article, *Journal of the Association for Consumer Research*, 4 (4), 336.
21. Grinstein, Amir, Henrik Hagtvedt, and Ann Kronrod (2019), Aesthetically (Dis)Pleasing Visuals: A Dual Pathway to Empathy and Prosocial Behavior *International Journal of Research in Marketing*, 36(1), 83-98. doi:10.1007/s11062-019-0912-0

15. Brasel, S. Adam and Henrik Hagtvedt (2016), Living Brands: Consumer Responses to Animated Brand Logos *Journal of the Academy of Marketing Science*, 44 (5), 639-653. Both authors contributed equally.
14. Das, Gopal and Henrik Hagtvedt (2016) -  
Inducing Stimuli, *International Journal of Research in Marketing*, 33 (1), 213-215.  
Both authors contributed equally.
13. Hagtvedt, Henrik (2015),  
Influence of Phrase Style on Product Evaluation, *Journal of Consumer Psychology*, 25  
(4), 635-641. (Media coverage included *The Boston Globe*, *The Conversation*, *Science  
Daily*.)
12. Hagtvedt, Henrik and Vanessa M. Patrick (2014),  
*Psychology & Marketing*, 31  
(7), 518-525.
11. Patrick, Vanessa M. and Henrik Hagtvedt (2012),  
*International Journal of Research in  
Marketing*, 29 (4), 390-394. (Media coverage included *The Wall Street Journal*.)



*Encyclopedia of Consumer Culture*, ed. Dale Southerton, Thousand Oaks, CA: Sage Publications, 604-6.

Patrick, Vanessa M. and Henrik Hagtvedt (2011), in *Encyclopedia of Creativity*, 2nd Edition, Vol. 1, ed. Mark Runco and Steven Pritzker, San Diego, CA: Elsevier, 18-23.

*Handbook of Brand Relationships*, ed. Joseph Priester, Deborah J. MacInnis, and C. Whan Park, New York, NY: Society for Consumer Psychology and M.E. Sharpe, 267-79.

## **RESEARCH IN PROGRESS**

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Karma and Consumption: The Role of Hinduism among Poor Consumers in India  
Srabanti Mukherjee, Abhinav Srivastava, Mansi Gupta, Gopal Das, Russell Belk, and Annamma Joy.

presented at *Boston JDM Day*

the *Winter Society for Consumer Psychology Conference*, St. Pete Beach, February 2010.

the *Association for Consumer Research North American Conference*, San Francisco, October 2008.

Patrick, Vane

*Association for Consumer Research North American Conference*, San Francisco, October 2008.

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*Association for Consumer Research North American Conference*, San Francisco, October 2008.

Lacey, Simon, Henrik Hagtvedt, Vanessa M. Patrick, Amy Anderson, Randall Stilla, Srinivas

November 2008.

Patrick, Vanessa M. ss 2008.

Updated October 14, 2024

Aesthetics and visual marketing (including topics such as digital displays, visual art, product and promotional design, and luxury branding)

## **TEACHING INTERESTS**

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Consumer Behavior, Sensory Marketing, Marketing Principles, International Marketing

## **TEACHING EXPERIENCE**

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Fall 2023	(Carroll School of Management, Boston College) MKTG102104: Marketing Principles MKTG102105: Marketing Principles MKTG102106: Marketing Principles
Fall 2022	(Carroll School of Management, Boston College) MKTG102106: Marketing Principles MKTG102107: Marketing Principles MKTG102108: Marketing Principles
Fall 2021	(Carroll School of Management, Boston College)

Fall 2015	(Carroll School of Management, Boston College) MKTG800401 (MBA): Consumer Behavior MKTG215201: Consumer Behavior MKTG215202: Consumer Behavior
Fall 2014	(Carroll School of Management, Boston College) MKTG800401 (MBA): Consumer Behavior MKTG215201: Consumer Behavior MKTG215202: Consumer Behavior
Fall 2013	(Carroll School of Management, Boston College) MK80401 (MBA): Consumer Behavior MK15201: Consumer Behavior MK15202: Consumer Behavior
Fall 2012	(Carroll School of Management, Boston College) MK80401 (MBA): Consumer Behavior MK15201: Consumer Behavior
Fall 2011	(Carroll School of Management, Boston College) MK02104: Marketing Principles MK02105: Marketing Principles MK02106: Marketing Principles
Fall 2010	(Carroll School of Management, Boston College) MK02104: Marketing Principles MK02106: Marketing Principles MK02107: Marketing Principles
Fall 2009	(Carroll School of Management, Boston College) MK02106: Marketing Principles MK02107: Marketing Principles MK02108: Marketing Principles
Fall 2007	(Terry College of Business, UGA) MARK 4100: Consumer Behavior MARK 4100: Consumer Behavior

## **SERVICE**

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### **Reviewing**

- Journal of Consumer Research (**ERB** member 2015 present)
- Journal of Marketing (**ERB** member 2019 2024)
- Journal of Marketing Research (**ERB** member 2023 present)

Journal of Consumer Psychology (**ERB** member 2017 – present)  
 Journal of the Academy of Marketing Science (**AE** 2020 – 2024)  
 Journal of Retailing (**ERB** member 2018 – 2020; **AE** 2020 – 2024)  
 Journal of Experimental Psychology: General  
 Cognition  
 Journal of Experimental Social Psychology  
 Journal of Service Research  
 Journal of the Association for Consumer Research  
 Psychology & Marketing  
 Journal of Advertising  
 European Journal of Marketing  
 Marketing Letters  
 Journal of Product & Brand Management  
 Journal of Marketing Management  
 Acta Psychologica  
 Food Research International  
 Association for Consumer Research  
 Society for Consumer Psychology  
 Academy of Marketing Science  
 European Marketing Academy  
 SCP Dissertation Competition  
 AMS Mary Kay Dissertation Competition  
 Alden G. Clayton Doctoral Dissertation Proposal Competition

**Selected Service to Boston College**

Recruiting Committee Member	Fall, 2023
Recruiting Committee Co-Chair	Fall, 2022
Recruiting Coordinator and Recruiting Committee Member	Fall, 2021
Instructor for Independent Study	Fall, 2021
Instructor for Directed Readings	Fall, 2021
Instructor for Directed Readings	Spring, 2021
Instructor for Independent Study	Fall, 2019
Member of CSOM Research Committee	2018 – 2020
Recruiting Coordinator and Recruiting Committee Member	Fall, 2018
Member of University Council on International Exchange and Research	2015 – 2020
Faculty research mentor	2014 – 2022
Presenter for University Advancement	April, 2014
Recruiting Coordinator and Recruiting Committee Member	Fall, 2013
Organizer of Guest Speaker Series	2012 – 2014
Speaker and Faculty Representative, Admitted Students Orientation	2010 – 2013
Faculty undergraduate advisor	2010 – present
Coordinator of Ideas in Progress series for Marketing Department	2010 – 2012
Faculty Advisor for Undergraduate Marketing Academy	2010 – 2012
Honors Student Thesis Advisor	2011 – 2012

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**Materials Consultant**

March – September 1995

Norart, Sandefjord, Norway (Edvard Munch Collection art materials)

Worked with product development and support to retailers and materials experts

Jansons Legat  
Knox Scholarship

2005	2006
2005	2006