

Henrik Hagtvedt

Office

450D Fulton Hall
Carroll School of Management, Boston College
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Home

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

ACADEMIC POSITIONS

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

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 JOURNAL ARTICLES

32. Hagtvedt, Henrik (2025), “Awe and Aesthetics: Conundrums of Creation and Consumption,” commentary, *Journal of Consumer Psychology*, forthcoming.
31. Hagtvedt, Lydia Paine, Sarah Harvey, Ozumcan Demir-Caliskan, and Henrik Hagtvedt (2025), “Bright and Dark Imagining: How Creators Navigate Moral Consequences of Developing Ideas in Artificial Intelligence,” *Academy of Management Journal*, forthcoming.
30. Gupta, Mansi, Gopal Das, Felix Septianto, and Henrik Hagtvedt (2024), “The Impact of Scarcity Cues on Purchase Likelihood of Art-Infused Products,” *Journal of the Academy of Marketing Science*, 52 (2), 470-488.
29. Hagtvedt, Henrik (2023), “Aesthetics in Marketing,” *Foundations and Trends in Marketing*, 18 (2), 94-175.
28. Hagtvedt, Henrik and Sandeep R. Chandukala (2023), “Immersive Retailing: The In-Store Experience,” *Journal of Retailing*, 99 (4), 505-517.

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. Gupta, Tanvi and Henrik Hagtvedt (2021), "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, Kevin L., Henrik Hagtvedt, and S. Adam Brasel (2020), "Components of Visual Perception in Marketing Contexts: A Conceptual Framework and Review," *Journal of the Academy of Marketing Science*, 48 (3), 405-421.
23. Hagtvedt, Henrik (2020), "Dark Is Durable, Light Is User-Friendly: The Impact of Color Lightness on Two Product Attribute Judgments," *Psychology & Marketing* [special issue on "Color and other Sensory Elements"], 37 (7), 864-875.
22. Hagtvedt, Henrik (2019), "Shared Aesthetics: A Commentary on Collaborative Art," invited 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), 83-99. All authors contributed equally.
20. Hagtvedt, Henrik and S. Adam Brasel (2017), "Color Saturation Increases Perceived Product Size," *Journal of Consumer Research*, 44 (2), 396-413. (Media coverage included *Discover*, *KGO*.)
19. Hagtvedt, Henrik and Kathleen D. Vohs (2017), "Art Enhances Meaning by Stimulating Integrative Complexity and Aesthetic Interest," in response to Menninghaus et al., *Behavioral and Brain Sciences*, 40, 30-31.
18. Patrick, Vanessa M., Yashar Atefi, and Henrik Hagtvedt (2017), "The Allure of the Hidden: The Act of Unveiling Confers Value," *International Journal of Research in Marketing*, 34 (2), 430-441.
17. Hagtvedt, Henrik and S. Adam Brasel (2016), "Cross-Modal Communication: Sound Frequency Influences Consumer Responses to Color Lightness," *Journal of Marketing Research*, 53 (4), 551-562. (Media coverage included *NPR*.) Both authors contributed equally.
16. Hagtvedt, Henrik and Vanessa M. Patrick (2016), "Gilt and Guilt: Should Luxury and Charity Partner at the Point of Sale?" *Journal of Retailing*, 92 (1), 56-64. Both authors contributed equally.

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), "Consumer Responses to Combined Arousal-Inducing Stimuli," *International Journal of Research in Marketing*, 33 (1), 213-215. Both authors contributed equally.
13. Hagtvedt, Henrik (2015), "Promotional Phrases as Questions versus Statements: An 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), "Consumer Response to Overstyling: Balancing Aesthetics and Functionality in Product Design," *Psychology & Marketing*, 31 (7), 518-525.
11. Patrick, Vanessa M. and Henrik Hagtvedt (2012), "How to Say "No": Conviction and Identity Attributions in Persuasive Refusal," *International Journal of Research in Marketing*, 29 (4), 390-394. (Media coverage included *The Wall Street Journal*.)
10. Patrick, Vanessa M. and Henrik Hagtvedt (2012), "'I Don't' versus 'I Can't': When Empowered Refusal Motivates Goal-Directed Behavior," *Journal of Consumer Research*, 39 (2), 371-381. (Media coverage included *Forbes*, *The Wall Street Journal*, *New York Times*, *Los Angeles Times*, *U.S. News & World Report*, *ABC News*, *NPR*, *Scientific American*, *Psychology Today*, *Fast Company*, *Self*, *Shape*, *Men's Health*, *Women's Health*, *Woman's Day*, *Good Housekeeping*, *Yahoo! News*.) Both authors contributed equally.
9. Hagtvedt, Henrik and Vanessa M. Patrick (2011), "Turning Art into Mere Illustration: Concretizing Art Renders Its Influence Context Dependent," *Personality and Social Psychology Bulletin*, 37 (12), 1624-1632.
8. Hagtvedt, Henrik (2011), "The Impact of Incomplete Typeface Logos on Perceptions of the Firm," *Journal of Marketing*, 75 (4), 86-93.
7. Patrick, Vanessa M. and Henrik Hagtvedt (2011), "Aesthetic Incongruity Resolution," *Journal of Marketing Research*, 48 (April), 393-402. (Media coverage included *TIME*, *Discovery News*, *The Wall Street Journal*, *WBZ radio*, *The Daily Telegraph* (UK), *ABC news* (Australia), *Hindustan Times* (India), *Fast Company*, *myFOX.com*, *msnbc.com*, *Science Daily*, *Yahoo! News*.) Both authors contributed equally.
6. Lacey, Simon, Henrik Hagtvedt, Vanessa M. Patrick, Amy Anderson, Randall Stilla, Gopikrishna Deshpande, Xiaoping Hu, João R. Sato, Srinivas Reddy, and K. Sathian

- (2011), “Art for Reward’s Sake: Visual Art Recruits the Ventral Striatum,” *NeuroImage*, 55 (1), 420-433.
5. Hagtvedt, Henrik and Vanessa M. Patrick (2009), “The Broad Embrace of Luxury: Hedonic Potential as a Driver of Brand Extendibility,” *Journal of Consumer Psychology*, 19 (4), 608-618. (Media coverage included *TIME*, *Boston Herald*, *Yahoo! News*.) Both authors contributed equally.
 4. Patrick, Vanessa M., Matthew Lancellotti, and Henrik Hagtvedt (2009), “Getting a Second Chance: The Influence of Inaction Regret on Future Purchase Opportunities,” *Journal of the Academy of Marketing Science*, 37 (2), 181-190. All three authors contributed equally.
 3. Hagtvedt, Henrik and Vanessa M. Patrick (2008), “Art Infusion: The Influence of Visual Art on the Perception and Evaluation of Consumer Products,” *Journal of Marketing Research*, 45 (3), 379-389. (Media coverage included *Businessweek*, *ARTnews*, *Science Daily*, *NY Arts Magazine*, *Huffington Post*.) Both authors contributed equally.
 2. Hagtvedt, Henrik and Vanessa M. Patrick (2008), “Art and the Brand: The Role of Visual Art in Enhancing Brand Extendibility,” *Journal of Consumer Psychology*, 18 (3), 212-222. Both authors contributed equally.
 1. Hagtvedt, Henrik, Reidar Hagtvedt, and Vanessa M. Patrick (2008), “The Perception and Evaluation of Visual Art,” *Empirical Studies of the Arts*, 26 (2), 197-218.

BOOKS

Hagtvedt, Henrik (2024), “Money and Marketing in the Art World,” Routledge, forthcoming.

BOOK CHAPTERS

- Hagtvedt, Henrik (2022), “Art and Aesthetics in the Future of Luxury,” in *The Future of Luxury Brands*, ed. Annamma Joy, Boston, MA: De Gruyter, 115-34.
- Patrick, Vanessa M. and Henrik Hagtvedt (2022), “The Role of Empirical Aesthetics in Consumer Behavior,” in *The Oxford Handbook of Empirical Aesthetics*, ed. Marcos Nadal and Oshin Vartanian, Oxford, UK: Oxford University Press, 1010-26.
- Hagtvedt, Henrik (2020), “Art and Aesthetics,” in *Research Handbook on Luxury Branding*, ed. Felicitas Morhart, Sandor Czellar, and Keith Wilcox, Cheltenham, UK: Edward Elgar Publishing, 171-89.
- Patrick, Vanessa M. and Henrik Hagtvedt (2015), “Luxury Brands,” in *The Future of Branding*, ed. Rajendra Srivastava and Greg Thomas, New Delhi, India: Sage Publications, 217-36.

Hagtvedt, Henrik and Vanessa M. Patrick (2011), "Fine Arts," in *Encyclopedia of Consumer Culture*, ed. Dale Southerton, Thousand Oaks, CA: Sage Publications, 604-6.

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

Patrick, Vanessa M. and Henrik Hagtvedt (2009), "Luxury Branding," in *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

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

"Dynamic Logos: Zoom-In Formats Evoke Brand Competence," with Yu Gu, Xiaobing Xu, and Rong Chen.

"Retailing with a Slant: Oblique Text Logos Decrease Perceived Healthfulness in Food Products," with Tanvi Gupta.

CONFERENCE PRESENTATIONS AND PROCEEDINGS

Gupta, Tanvi, Henrik Hagtvedt, and Avinash Mulky "Paradoxical Safety Signals: Cultural Tightness Shapes Contingent Meanings of Interstitial Space in Logos," presented at the *Association for Consumer Research Conference*, Atlanta, GA, October 2019.

Sample, Kevin L., Henrik Hagtvedt, and S. Adam Brasel "Visual Perceptual Research in Marketing," presented at the *Association for Consumer Research Conference*, Dallas, TX, October 2018.

Hagtvedt, Henrik and Kathleen D. Vohs "Meaningfulness versus Happiness: The Psychological Impact of High and Low Art," presented at the *Association for Consumer Research Conference*, San Diego, CA, October 2017.

Hagtvedt, Henrik "Ambiguous Brand Communication in the Context of Arousal," presented at *Boston JDM Day*, Boston, MA, April 2017.

Grinstein, Amir, Henrik Hagtvedt, and Ann Kronrod "Aesthetic Contrast Motivates Prosocial Behavior," presented at the *Association for Consumer Research Conference*, Berlin, Germany, October 2016.

Hagtvedt, Henrik and S. Adam Brasel “Color Saturation Increases Perceived Product Size,” presented at *Boston JDM Day*, Chestnut Hill, MA, April 2016.

Hagtvedt, Henrik and S. Adam Brasel “Chroma Looms Large: The Influence of Color Saturation on Attention and Size Perceptions,” presented at the *Association for Consumer Research North American Conference*, New Orleans, LA, October 2015.

Hagtvedt, Henrik and S. Adam Brasel “Chroma Looms Large: Color Saturation Increases Attention and Size Perceptions,” presented at the *Society for Consumer Psychology International Conference*, Vienna, Austria, June 2015.

Hagtvedt, Henrik “Dark Is Durable, Light Is Convenient: Color Value Influences Perceived Product Attributes,” presented at the *Association for Consumer Research North American Conference*, Baltimore, MD, October 2014.

Hagtvedt, Henrik “The Influence of Product Color on Perceived Weight and Consumer Preference,” presented at the *AMS World Marketing Congress*, Lima, Peru, August 2014.

Hagtvedt, Henrik “Dark Is Durable, Light Is Convenient: Color Influences Perceived Product Attributes,” presented at *Advertising and Consumer Psychology Conference: The Psychology of Design*, University of Michigan, Ann Arbor, May 2014.

Wilcox, Keith, Henrik Hagtvedt, and Bruno Kocher “Encouraging Ideal Behavior by Imagining Luxury Consumption,” presented at the *Association for Consumer Research North American Conference*, Vancouver, BC, October 2012.

Patrick, Vanessa M. and Henrik Hagtvedt “Say “I Don’t,” not “I Can’t”: How Verbal Frames Provide Psychological Empowerment,” presented at the *Association for Consumer Research North American Conference*, St. Louis, MO, October 2011.

Hagtvedt, Henrik “Applying Art Theory to Logo Design: The Impact of Incomplete Typeface Logos on Perceptions of the Firm,” presented at the *Association for Consumer Research Asia-Pacific Conference*, Beijing, China, June 2011.

Hagtvedt, Henrik and Vanessa M. Patrick ““I Don’t” versus “I Can’t”: Verbal Framing for Psychological Empowerment,” presented at the *Association for Consumer Research Asia-Pacific Conference*, Beijing, China, June 2011.

Hagtvedt, Henrik “Applying Art Theory to Logo Design: An Ambiguous Influence on Consumer Perceptions of the Firm,” presented at the *Winter Society for Consumer Psychology Conference*, Atlanta, February 2011.

Hagtvedt, Henrik and Vanessa M. Patrick “The Manner of Art: An Aesthetic Influence on Evaluation,” presented at the *Association for Consumer Research European Conference*, London, UK, July 2010.

Cronson, Elizabeth, Vanessa M. Patrick, and Henrik Hagtvedt "I Spend, You Save: Gendered Reactions to Consumption and Financial Risk during Economic Recessions," presented at the *Winter Society for Consumer Psychology Conference*, St. Pete Beach, February 2010.

Hagtvedt, Henrik and Vanessa M. Patrick "Aesthetics and Consumption," roundtable chaired at the *Association for Consumer Research North American Conference*, San Francisco, October 2008.

Patrick, Vanessa M. and Henrik Hagtvedt "Resolution of Aesthetic Incongruity," presented at the *Association for Consumer Research North American Conference*, San Francisco, October 2008.

Patrick, Vanessa M. and Henrik Hagtvedt "What We Will Feel Depends on Who We Are: Cross-Cultural Differences in Affective Forecasting of "Ego-Focused" versus "Other-Focused" Emotions," presented at the *Association for Consumer Research North American Conference*, San Francisco, October 2008.

Lacey, Simon, Henrik Hagtvedt, Vanessa M. Patrick, Amy Anderson, Randall Stilla, Srinivas Reddy, and Krishnan Sathian "Viewing Art Images Activates Reward and Affective Circuitry," presented at the Society of Neuroscience Meeting, Washington D.C., November 2008.

Patrick, Vanessa M. and Henrik Hagtvedt "Resolving Aesthetic Incongruity," presented at the *American Marketing Association Summer Educators' Conference*, San Diego, August 2008.

Hagtvedt, Henrik and Vanessa M. Patrick "Luxury versus Humor: Contrasting the Use of Art in Advertising," presented at the *Association for Consumer Research North American Conference*, Memphis, October 2007.

Hagtvedt, Henrik and Vanessa M. Patrick "The Influence of Art Infusion on the Perception and Evaluation of Consumer Products," presented at the *Association for Consumer Research North American Conference*, Memphis, October 2007.

Hagtvedt, Henrik and Vanessa M. Patrick "The Broad Embrace of Luxury: Luxury Brand Positioning and Brand Extension Evaluations," presented at the *American Marketing Association Summer Educators' Conference*, Washington, DC, August 2007. Awarded best paper for the CB track. Awarded best overall paper for the conference.

Hagtvedt, Henrik and Vanessa M. Patrick "The Luxurious Influence of Visual Art," presented at the *European Conference of the Association for Consumer Research*, Milan, July 2007.

Patrick, Vanessa M. and Henrik Hagtvedt "The Broad Embrace of Luxury: The Influence of Luxury Cues on Brand Extendibility," presented at the *Advertising and Consumer Psychology Conference*, Los Angeles, June 2007.

Hagtvedt, Henrik and Vanessa M. Patrick “The Luxury of Art: How Luxury Perceptions of Art Spill over onto Consumer Products,” presented at the *Winter Society for Consumer Psychology Conference*, Las Vegas, February 2007.

Hagtvedt, Henrik and Vanessa M. Patrick “The Artistic Organization: The Influence of Visual Art in Shaping Consumer Perception of Corporate Image,” presented at the *Winter Society for Consumer Psychology Conference*, Las Vegas, February 2007.

Hagtvedt, Henrik, Matthew Lancellotti, and Vanessa M. Patrick “"I'm Glad I Did" or "I Wish I Had:" The Comparative Effects of Satisfaction and Non-Purchase Regret on Future Purchase Intentions,” presented at the *Association for Consumer Research North American Conference*, Orlando, September 2006.

Hagtvedt, Henrik and Vanessa M. Patrick “Art Infusion: How the Presence of Art affects the Perception and Evaluation of Non-art Products,” presented at the *American Marketing Association Summer Educators' Conference*, Chicago, August 2006.

SELECTED INVITED PRESENTATIONS

“Scarcity Cues and Art Infusion,” Research Summit, Vanderbilt University, April 2023

“Visual Marketing: Art, Aesthetics, and Sensory Effects,” MSI Scholars, Mount Pleasant, SC, January 2023.

“A Look at Visual Marketing,” Distinguished Lecture Series, Georgia Tech, September 2019.

“Art and Aesthetics in Marketing,” MSI Trustees Meeting, Phoenix, AZ, November 2015.

“Art and Aesthetics in Marketing,” MSI Young Scholars, Park City, UT, January 2015.

“Art Infusion in the Marketplace,” Art, Mind and Markets at Yale School of Management, New Haven, CT, March 2014.

“Art and Marketing,” Keynote speaker at Johan Arndt Conference, Oslo, Norway, May 2013.

“The Value of Art in Marketing,” Western States Arts Federation 2012 Symposium, Los Angeles, CA, April 2012.

“Why Design Items Can Spark Shopping Sprees,” Federal Reserve Bank, Boston, MA, March 2011.

RESEARCH INTERESTS

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

TEACHING INTERESTS

Consumer Behavior, Sensory Marketing, Marketing Principles, International Marketing

TEACHING EXPERIENCE

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) MKTG800401 (MBA): Consumer Behavior MKTG215201: Consumer Behavior MKTG215202: Consumer Behavior
Fall 2020	(Carroll School of Management, Boston College) MKTG800401 (MBA): Consumer Behavior MKTG215201: Consumer Behavior MKTG102107: Marketing Principles
Fall 2019	(Carroll School of Management, Boston College) MKTG800401 (MBA): Consumer Behavior MKTG215201: Consumer Behavior MKTG215202: Consumer Behavior
Fall 2018	(Carroll School of Management, Boston College) MKTG215201: Consumer Behavior
Fall 2017	(Carroll School of Management, Boston College) MKTG215201: Consumer Behavior
Fall 2016	(Carroll School of Management, Boston College) MKTG800401 (MBA): Consumer Behavior MKTG215201: Consumer Behavior MKTG215202: Consumer Behavior

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

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

- Committee Member for improving Marketing Principles 2010 – 2011
- Faculty Judge for Diane Weiss Consulting Competition 2010 – 2012
- Recruiting Committee Member Fall, 2009

PROFESSIONAL AFFILIATIONS

- American Marketing Association
- Association for Consumer Research
- Society for Consumer Psychology
- Association for Psychological Science
- Phi Kappa Phi
- Beta Gamma Sigma

LANGUAGES

English (fluent), Norwegian (fluent), Italian (fluent), German (novice), Spanish (novice)

NON-ACADEMIC WORK EXPERIENCE

Marketing Consultant November 2003 – January 2004

Para Music Group / Casey Inc., Atlanta, Georgia, USA

- Created marketing plan for Casey Inc.

Strategy Consultant Summer internship 2003

Bosch - Siemens, Munich, Germany

- Conducted a strategic analysis of the global home appliance industry

Marketing Manager April 2001 – July 2002

ISCM, Sandefjord, Norway (Ship brokering firm working with dry cargo in the global market)

- Developed new system for matching cargoes and vessels
- Responsible for brand management

Visual Artist July 1990 – March 2001

Self-employed (full time, but part time during studies or other employment)

- 25 critically acclaimed major exhibitions in Europe and Asia
- Media attention: More than 50 newspaper articles and several TV- and radio interviews
- Established one of the world's first art web sites: www.hagtvedt.com (January 1996)

Lead Singer August 1997 – July 1999

The Immigrants (rock band), Florence, Italy

- Performed approximately 180 concerts
- Co-composed, recorded, and produced a nationally aired CD

- Materials Consultant** March – September 1995
 Norart, Sandefjord, Norway (Edvard Munch Collection art materials)
- Worked with product development and support to retailers and materials experts
 - Principal representative at international conferences

ADDITIONAL EXPERIENCE

Additional Studies

- Accademia di Belle Arti (Academy of Fine Arts in Florence, Italy) 1995 – 1998
- Einar Granum Kunstskeole (art school in Oslo, Norway) 1993 – 1994
- Holbæk Kunsthøjskeole (art school in Holbæk, Denmark) 1992

Other Experience

- Graduate Assistant, Marketing Department, Terry, UGA 2005 – 2008
- Marketing Consultant, American Geographical Society 2003 – 2003
- President, Terry International Business Club, UGA 2003
- Vice President, Terry International Business Club, UGA 2002 – 2003
- Graduate Assistant, Department of Finance, Terry, UGA 2002 – 2004
- Member of the Board, Norart 2001 – 2002

Grants, Awards, and Scholarships

- JM Outstanding Reviewer Award 2024
- MSI Scholar 2023
- JR Outstanding Associate Editor Award 2022
- JAMS Outstanding Area Editor Award 2022
- JCR Outstanding Reviewer Award 2021
- Catalyst Grant 2017 – 2019
- MSI Young Scholar 2015
- Kelley Research Award 2012 – 2013
- Research Expense Grant 2012 – 2013
- Kelley Research Award 2010 – 2011
- Research Expense Grant 2009 – 2010
- Graduate Student Excellence in Research Award 2009
- Knox Scholarship 2007 – 2008
- Comer Scholarship 2007 – 2008
- ASF Award 2007 – 2008
- Seed money grant from the Coca Cola Center for Marketing Studies 2007
- Best paper (overall) AMA Summer Educators' Conference 2007
- Best paper (CB track) AMA Summer Educators' Conference 2007
- Knox Scholarship 2006 – 2007
- NORAM Award. Presented at the Nobel Institute, Oslo, Norway June 2006
- Vogts Legat 2005 – 2006

- Jansons Legat 2005 – 2006
- Knox Scholarship 2005 – 2006