

Updated May 11, 2024

Henrik Hagtvedt

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25. I w r v. "Vcpk'k'cpf "J gptkniJ ci wgf v"*4243+."öUch'Vqi gj gt. "Xwpgtcdrg'Cr ctv'J qy "Kvgtukkn'Ur ceg" in Text Logos Impacts Brand Attituf gu'lp "Vki j v'xgtuwu'Nqqug'E wwt gu.ö"*Journal of Consumer Research*, 48 (3), 474-491.
24. Uo r ng. "Mxkp'N0"J gptkniJ ci wgf v.'cpf "UOCf co "Dtcugn"*4242+."öEqo r qpgpw'qh'Xkwni'Rgtegr vkp" kp'O ctngvpi 'Eqvz w'c'Eqpegr wcnHt co gy qtn'cpf "Tgxky .ö"*Journal of the Academy of Marketing Science*, 48 (3), 405-421.
23. Hagtvedt, Henrik (2020), öF ctni'K'F wcdrg, Light Is User-Friendly: The Impact of Color Lightness on Two Product Attribute Judgments,ö *Psychology & Marketing* Jur gekn'kuwg"qp "öEqm' 'cpf "qj gt" Sensory Elgo gpwö. "59"9+." : 86-75.
22. Hagtvedt, Henrik (423; +."öUj ctgf "Cguj g'ku<'C'Eqo o gpvt { "qp'Eqm'dqtcv'kg' Ctv.ö"lp'x'kgf "ct'v'erg." *Journal of the Association for Consumer Research*, 4 (4), 336.
21. Grinstein, Amir, Henrik Hagtvedt, and Ann Kronrod (2019), öAesthetically (Dis)Pleasing Visuals: A Dual Pathway to Empathy and Prosocial Behavior.ö *International Journal of Research in Marketing*, 36 (1), 83-99. All authors contributed equally.
20. J ci wgf v."J gptkni'cpf "UOCf co "Dtcugn"*4239+."öEqm' "Ucwtcv'kp"K'etgcugu'Rgtegk'gf "Rtqf wev'Uk g.ö" *Journal of Consumer Research*, 44 (2), 396-413. (Media coverage included *Discover*, *KGO*.)
19. J ci wgf v."J gptkni'cpf "Mcj rggp'F 0Xqj u"*4239+."öArt Enhances Meaning by Stimulating Integrative Complexity and Aesthetic Interest.ö in response to Menninghaus et al., *Behavioral and Brain Sciences*, 40, 30-31.
18. Rv'lem "Xcpguac'O 0"l' cuj ct "Cv'ghk' 'cpf "J gptkniJ ci wgf v"*4239+."öThe Allure of the Hidden: The Act of Unveiling Confers Value.ö"*International Journal of Research in Marketing*, 34 (2), 430-441.
17. Hagtvedt, Henrik and S. Adam Brasel (2016+."öCross-Modal Communication: Sound Frequency Influences Consumer Responses to Color Lightness.ö"~~WBT~~ *J reaChng*

11. Patrick, Vanessa M. and Henrik Hagtvedt (2012), "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), "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*.) Both authors contributed equally.
9. Hagtvedt, Henrik and Vanessa M. Patrick (2011), "Empowered Refusal: A Self-Determination Theory Perspective." *Personality and Social Psychology Bulletin*, 37 (12), 1624-1632.
8. J. C. Van der Plighe and J. G. B. van Erp (2003), "The Effect of Self-Determination on Goal-Directed Behavior." *Journal of Marketing*, 67 (4), 86-93.
7. R. Van der Plighe and J. G. B. van Erp (2003), "The Effect of Self-Determination on Goal-Directed Behavior." *Journal of Marketing Research*, 40 (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. V. Srinivasan (2011), "The Effect of Self-Determination on Goal-Directed Behavior." *NeuroImage*, 55 (1), 420-433.
5. J. C. Van der Plighe and R. Van der Plighe (2003), "The Effect of Self-Determination on Goal-Directed Behavior." *Journal of Consumer Psychology*, 13 (4), 608-618. (Media coverage included *TIME*, *Boston Herald*, *Yahoo! News*.) Both authors contributed equally.
4. Patrick, Vanessa M., Henrik Hagtvedt, and J. G. B. van Erp (2011), "The Effect of Self-Determination on Goal-Directed Behavior." *Journal of the Academy of Marketing Science*, 39 (2), 181-190. All three authors contributed equally.
3. J. C. Van der Plighe and R. Van der Plighe (2003), "The Effect of Self-Determination on Goal-Directed Behavior." *Journal of Marketing Research*, 40 (3), 379-389. (Media coverage included

Both

Hagtvedt, Henrik (2024). *Designing the Future of Luxury Brands*. Routledge, forthcoming.

BOOK CHAPTERS

Hagtvedt, Henrik (2022). *The Future of Luxury Brands*, ed. Annamma Joy, Boston, MA: De Gruyter, 115-34.

Patrick, Vanessa M. and Henrik Hagtvedt (2022). *The Oxford Handbook of Empirical Aesthetics*, ed. Marcos Nadal and Oshin

Updated May

Hagtvedt, J. gptkncpf "Xcpguuc"O O'RcvleniöVj g'Nwzwt { "qh'Ctv<J qy 'Nwzwt { "Rgtegr vkpu"qh'Ctv'Ur knl'qxtg"
qpva'Eqpuwo gt'Rtqf vevu.ö'r t'gugpvf "cv'j g"Winter Society for Consumer Psychology Conference,
Las Vegas, February 2007.

Hagtvedt, Henrik and Vanessa M. Patrick öVj g'Ct'v'k'le"Qti cpl' cvkp<Vj g'k'hwpeg"qh'Xkwni'Ct'v'kp"
Uj cr lpi 'Eqpuwo gt'Rgtegr vkp"qh'Eqtr qtcvg"Kö ci g.ö'r t'gugpvf "cv'j g"Winter Society for
Consumer Psychology Conference, Las Vegas, February 2007.

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

Hagtvedt, J gptkncpf "Xcpguuc"O O'RcvleniöCt'v'k'hwkqp<J qy "j g'Rt'gugpeg"qh'Ct'v'ch'geu'j g'Rgtegr vkp"
Educators' Conference, Chicago, August 2006.

SELECTED INVITED PRESENTATIONS

öUectek { 'Ewgu'cpf 'Ct'v'k'hwkqp.ö'T'gugcte'j "Uwo o k'Xc'pf gtdkn'Wpkxgtuk { . 'Cr t'kn'4245

öXkwni'O ctngv'kpi <Ct'v' 'C'guy g'v'eu.'cpf 'U'gput { 'G'hwgeu.ö'O UKU'ej q'rtu.'O q'wpv'R'ngcucpv.'UE.'Lcp'42450

öC'N'q'qn'cv'Xkwni'O ctngv'kpi .ö'F'k'k'k'pi w'kuj gf 'N'gewt'g'U'gt'kgu.'Georgia Tech, September 2019.

öArt and Aesthetics in Marketing,ö'O UKV't'w'w'ggu'O g'g'v'kpi . 'Rj q'gplz.'C\ . 'P'qxgo dgt'42370

öArt and Aesthetics in Marketing,ö'O UK' q'wpi 'U'ej q'rtu.'R'ctni'Ek { . 'WV.'April 2015.

öCt'v'k'f'usion in the Marketplace,ö'Ct'v.'O l'pf 'cpf 'O ctng'vs at Yale School of Management, New Haven,
CT, March 2014.

öCt'v'cpf 'O ctngv'kpi .

it)uch0.0 Con)13d0 612480556E1081180038E159010-4g00B3FVE7000009120612 793acW10B5F1m1r.04 Tf2 0 612591 0

	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

REVIEWING

Journal of Consumer Research (**ERB** 2015 ó present), Journal of Marketing (**ERB** 2019 ó 2024), Journal of Marketing Research (**ERB** 2023 ó present), Journal of Consumer Psychology (**ERB** 2017 ó present), Journal of the Academy of Marketing Science (**AE** 2020 ó 2024) Journal of Retailing (**AE** 2020 ó 2024, **ERB** 2018 ó 2020), 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

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-

- Member of the Board, Norart

June 2001 ó July 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 ó 2019
- MSI Young Scholar 2015
- Kelley Research Award 2012 ó 2013
- Research Expense Grant 2012 ó 2013
- Kelley Research Award 2010 ó 2011
- Research Expense Grant 2009 ó 2010
- Graduate Student Excellence in Research Award 2009
- Knox Scholarship 2007 ó 2008
- Comer Scholarship 2007 ó 2008
- ASF Award 2007 ó 2008
- Seed money grant from the Coca Cola Center for Marketing Studies 2007
- Dguv'r cr gt "xgtcm"CO C"Uwo o gt"Gf wecvqtuøEqphgtgpeg 2007
- Dguv'r cr gt "ED"tcem"CO C"Uwo o gt"Gf wecvqtuøEqphgtgpeg 2007
- Knox Scholarship 2006 ó 2007
- NORAM Award. Presented at the Nobel Institute, Oslo, Norway June 2006
- Vogts Legat 2005 ó 2006
- Jansons Legat 2005 ó 2006
- Knox Scholarship 2005 ó 2006