

Henrik Hagtvedt

Office
450D Fulton Hall

Home
79 Fayette St

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

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*.)
10. Empowered Refusal Motivates Goal- *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. *Personality and Social Psychology Bulletin*, 37 (12), 1624-1632.
8. The Impact of Incomplete Typeface Logos on Perceptions of the
Journal of Marketing, 75 (4), 86-93.
7. *Journal of Marketing Research*, 48 (April), 393-402. (Media coverage included *TIME*, *Discovery News*, *The Wall Street Journal*,

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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

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.

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

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

CONFERENCE PRESENTATIONS AND PROCEEDINGS

the
Association for Consumer Research Conference, Atlanta, GA, October 2019.

Sample, Kevin L.
Marketing, the *Association for Consumer Research Conference*, Dallas, TX, October 2018.

The Psychological
Impact of the *Association for Consumer Research Conference*, San Diego, CA, October 2017.

Ambiguous Brand Communication in the Context of Arousal,
Boston JDM Day, Boston, MA, April 2017.

Behavior, the *Association for Consumer Research Conference*, Berlin, Germany, October 2016.

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turation Increases Perceived Product Size,
presented at *Boston JDM Day*, Chestnut Hill, MA, April 2016.

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u Save: Gendered

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

Spill over onto Con *Winter Society for Consumer Psychology Conference*, Las Vegas, February 2007.

Art in Shaping Consumer Perception of Corporate Imag *Winter Society for Consumer Psychology Conference*, Las Vegas, February 2007.

"I'm Glad I Did" or "I Wish I Had:" The Comparative Effects of Satisfaction and Non-Purchase Regret on Future Purchase Intentions *Association for Consumer Research North American Conference*, Orlando, September 2006.

Perception and Evaluation of Non- *American Marketing Association Summer Educators' Conference*, Chicago, August 2006.

SELECTED INVITED PRESENTATIONS

January 2023. Mount Pleasant, SC,

and Aesthetics in Marketing, November 2015.

and Aesthetics in Marketing, Young Scholars, Park City, UT, January 2015.

Art Infusion in the Marketplace,
Haven, CT, March 2014.

Johan Arndt Conference, Oslo, Norway, May 2013.

,
Angeles, CA, April 2012.

Items Can Spark Shopping Sprees,
2011.

RESEARCH INTERESTS

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

- 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

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

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- Jansons Legat 2005 2006
- Knox Scholarship 2005 2006