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Henrik Hagtvedt

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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
Knox Scholarship

2005	2006
2005	2006