LINDA HAGEN

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August 2026

EMPLOYMENT

Assistant Professor of Marketing	2023–present
University of Illinois—Chicago, College of Business Administration	
Assistant Professor of Marketing	2016–2023
University of Southern California, Marshall School of Business	
Visiting Scholar	
University of Chicago, Booth School of Business	2022–2023
Parental Leave	2022 (Fall)

EDUCATION

PhD in Business Administration (Marketing)	2011–2016
University of Michigan, Stephen M. Ross School of Business	
DAAD Visiting Scholar (German equivalent to U.S. Fulbright scholarship)	2009–2010
University of Michigan, Psychology Department	
Masters program in Psychology (Industrial and Organizational)	2006–2011
Philipps-Universität Marburg (Germany)	

RESEARCH INTERESTS

Theoretical: Lay intuitions/Inferences; Aesthetics
Substantive: Food decision making; Hedonic consumption

PUBLICATIONS (*INDICATES SHARED FIRST AUTHORSHIP)

Hagen, Linda (2026), "Perceiving, Wanting, and Choosing: Consumer Psychology of Healthy Food Choice" (conditionally accepted at *Consumer Psychology Review*)

Hagen, Linda, and Ed O'Brien (2025), "Lost Time Undermines Return Behavior," *PNAS Nexus*, 4 (6), pgaf156. https://doi.org/10.1093/pnasnexus/pgaf156

Hagen, Linda, and Ed O'Brien (2025), "When Did They Post It? How Temporal Markers Influence the Persuasiveness of Online Reviews," *Psychology & Marketing*, 42, 1035-50. (5-year IF: 8.9)

Finkelstein, Stacey, **Linda Hagen**, and Beatriz Pereira (2024), "When is Food Consumption Maladaptive?," In Maladaptive Consumer Behavior: Theory, Research, and Intervention (pp. 129-164). Cham: Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-60199-6

Hagen, Linda (2021), "Pretty Healthy Food: How and When Aesthetics Amplify Perceived Healthiness," *Journal of Marketing*, 85 (2), 129-45. (5-year IF: 14.3)

Hagen, Linda*, Kosuke Uetake*, Nathan Yang*, Bryan Bollinger, Allison B. Chaney, Daria Dzyabura, Jordan Etkin, Avi Goldfarb, Liu Liu, K. Sudhir, Yanwen Wang, James R. Wright, and Ying Zhu (2020), "How Can Machine Learning Aid Behavioral Marketing Research?," *Marketing Letters*, 4 (31), 361-70. (5-year IF: 3.8)

Hagen, Linda, Aradhna Krishna, and Brent McFerran (2019), "Outsourcing Responsibility for Indulgent Eating to Prevent Negative Affect," *Journal of the Association for Consumer Research,* 4 (2), 136-46. (IF: 2.2)

Krishna, Aradhna*, and **Linda Hagen*** (2019), "Out of Proportion? The Effect of Leftovers in Eating-

Related Affect and Behavior," *Journal of Experimental Social Psychology*, 81, 15-26. (5-year IF: 3.8)

Hagen, Linda, Aradhna Krishna, and Brent McFerran (2017), "Rejecting Responsibility: Low Physical Involvement in Obtaining Food Promotes Unhealthy Eating," *Journal of Marketing Research*, 54 (4), 619-35. (5-year IF: 8.4)

O'Brien, Ed, and **Linda Hagen** (2013), "The Thrill of (Absolute) Victory: Success Among Many Enhances Emotional Payoffs," *Emotion*, 13 (3), 366-74. (5-year IF: 4.5)

O'Brien, Ed, Sara H. Konrath, Daniel Grühn, and **Linda Hagen** (2013), "Empathic Concern and Perspective Taking: Linear and Quadratic Effects of Age Across the Adult Life Span," *Journal of Gerontology: Psychological Sciences*, 68 (2), 168-75. (5-year IF: 5.7)

WORK IN PROGRESS

"Diverging Effects of Minimalist Packaging Aesthetics on Utilitarian and Hedonic Inferences and Consumer Responses: When and Why Less Really is Less," solo (revising for 3rd round review at *Journal of Consumer Research*)

"When the Rent is Too Damn High: Why People Prefer Demand- Versus Supply-Side Policy Solutions to Scarcity," with Franklin Shaddy and Ryan Hamilton (under review at *Journal of Marketing Research*)

"Savoring vs. Wavering," with Ed O'Brien (revising for 2nd round review at *Journal of Consumer Research*)

"Partitioned Plates: Nudging Healthy Eating through Prompting Variety-Seeking," with Miaolei Jia, Xiuping Li, and Aradhna Krishna (revising)

AWARDS & HONORS

Nicosia Award for Best Conference Paper (Short), ACR, 2025
Mid-Year Grant, UIC College of Business Administration ($3,000), 2025
Best Reviewer Award, Journal of Consumer Psychology, 2025
Invited participant, IDEA Conference, 2020/2023 (postponed due to COVID)
Best Reviewer Award, Journal of Consumer Psychology, 2021
Invited graduation speaker, Ross Doctoral Ceremony, 2019
Rackham Pre-Doctoral Fellowship Award ($29,880), 2015–2016
Robert D. and Janet E. Neary Award for Academic Excellence, 2015
Doctoral Fellow, AMA Sheth Foundation Doctoral Consortium, 2015
Doctoral Fellow, 45th Annual Haring Symposium, Kelley School of Business, 2015
Qualtrics Behavioral Research Grant ($3,000), 2015
Selected Speaker, Whitebox Conference, Yale School of Management, 2014
Milton G. Kendrick and Josephine H. Kendrick Award ($3,000), 2014
Rackham Graduate Student Research Grants ($1,500, $3,000), 2013, 2014
Ross School of Business Fellowship, 2011–2016
German Academic Exchange Service (DAAD) Graduate Scholarship, 2009–2010
Philipps-Universität Scholarship, 2009–2010
Friedrich-Ebert-Foundation Scholarship for the Promotion of the Gifted, 2008–2012

CONFERENCE TALKS (POST-PHD; *INDICATES PRESENTER)

Shaddy, Franklin*, Linda Hagen, and Ryan Hamilton (2025). The Rent Is Too Damn High! Why People Prefer Demand- vs. Supply-Oriented Policy Solutions to Scarcity. ACR, Washington, DC.

Shaddy, Franklin, Linda Hagen*, and Ryan Hamilton (2025). The Rent Is Too Damn High! Preferences for Demand- vs. Supply-Oriented Policy Solutions to Scarcity. SCP, Las Vegas, NV.

Hagen, Linda* (2023). Differential Effects of Minimalist Packaging Aesthetics on Consumer Responses.

EACR, Amsterdam, The Netherlands.

Hagen, Linda*, Miaolei Jia, Xiuping Li, and Aradhna Krishna (2022). Partitioned Plates: Nudging Healthy Eating through Incompleteness Perceptions. ACR, Denver, CO.

Hagen, Linda* (2022). Differential Effects of Minimalist Visual Branding on Expected Utilitarian and Hedonic Qualities. SCP, Nashville, TN/Virtual.

Hagen, Linda*, and Ed O'Brien (2022). The Trap of the Gap: People Seek to Salvage Lost Time by Holding Out for Higher Value. SJDM, Austin, TX/Virtual.

Hagen, Linda* (2021). Differential Effects of Minimalist Visual Branding on Expected Utilitarian and Hedonic Qualities. ACR, Seattle, WA/Virtual. Organized and chaired symposium: "The Meaning of Minimalism: What Consumers See in Minimalist Aesthetics (And What They Don't)."

Hagen, Linda* (2021). Pretty Healthy Food: How and When Aesthetics Amplify Perceived Healthiness. Society for Personality & Social Psychology, Virtual.

Yang, Nathan, Kosuke Uetake, and Linda Hagen (2019). Co-chaired symposium: "Artificial Intelligence Meets Behavioral Science: Innovations in Discovering and Leveraging Nudges." Triennial Choice Symposium, Chesapeake Bay, MD.

Hagen, Linda* (2018). Pretty Healthy Food: How Prettiness Amplifies Perceived Healthiness. ACR, Dallas, TX. Organized and chaired symposium: "Eye Candy: Effects of Food Aesthetics on Eating-Related Judgments, Feelings, and Behavior."

Hagen, Linda* (2018). Pretty Healthy Food: How Prettiness Amplifies Perceived Healthiness. SCP, Dallas, TX.

Hagen, Linda* (2018). Pretty Healthy Food: How Prettiness Amplifies Perceived Healthiness. SCP Boutique Conference on Vice-Virtue Consumption, Sydney, Australia.

Hagen, Linda*, Aradhna Krishna, and Brent McFerran (2018). Outsourcing Responsibility for Indulgences. SCP Boutique Conference on Vice-Virtue Consumption, Sydney, Australia.

Hagen, Linda* and Katherine Burson (2017). Less Choosing, More Doing! Procedural Control Inoculates Against the Allure of More Choice. ACR, San Diego, CA.

Hagen, Linda*, Aradhna Krishna, and Brent McFerran (2016). Outsourcing Responsibility for Indulgences. ACR, Berlin, Germany.

Krishna, Aradhna, and Linda Hagen* (2016). Out of Proportion? The Effect of Leftovers on Eating-Related Affect and Behavior. ACR, Berlin, Germany.

INVITED TALKS (POST-PHD)

2026 The Ohio State University
2025 Texas Christian University
2023 University of Wisconsin
2022 University of Illinois Chicago
Vrije Universiteit Amsterdam, Netherlands
2022 Hong Kong University of Science and Technology (Doctoral seminar)
2021 University of Miami (Doctoral seminar)
University of Liverpool (Eating Behavior Group Brown Bag)
2020 University of Iowa
2019 University of California Los Angeles (Behavioral Decision-Making Brown Bag)
Karlsruhe Institute of Technology, Germany (Scientific Commission for Marketing at Universities)
2018 McGill University
2017 University of Oregon
University of Southern California (Social Psychology Brown Bag)

SERVICE

To the Field of Marketing
- Editorial Review Board Member:
  - Journal of Consumer Research
  - Journal of Consumer Psychology
  - Journal of Public Policy & Marketing
- Reviewing (ad hoc):
  - Journal of Marketing
  - Journal of Marketing Research
  - Journal of the Association for Consumer Research
  - International Journal of Research in Marketing
  - Journal of the Academy of Marketing Science
  - Organizational Behavior and Human Decision Processes
  - Psychology & Marketing
  - Marketing Letters
  - Nature Human Behavior
  - Appetite
  - Eating Behaviors
  - Basic and Applied Social Psychology
  - Communications Psychology
  - MSI Alden G. Clayton Dissertation Proposal Competition, 2017, 2018, 2024
  - Society for Consumer Psychology conference (also Working Paper Track co-chair in 2026, 2027)
  - Association for Consumer Research conference (also Associate Editor in 2026)
- ACR Doctoral Symposium faculty participant, 2021, 2024, 2025
- SCP Doctoral Symposium faculty participant, 2026

To the Business School
- Transfer Student Dinner panelist (UIC), May 2025
- Behavioral Lab Committee (USC), Spring 2019, Fall 2021, Spring 2022

To the Marketing Department
- Co-organization of department seminar speaker series, 2019-2021(USC), 2023-present (UIC)
- Co-organization of inaugural Marketing Mixer event for undergraduate students (UIC), Nov 2025
- PhD student recruitment committee (USC), Spring 2018, 2019, 2021
- Faculty recruitment committee (USC), Summer 2016, 2017, 2019
- Marketing UG Curriculum Committee (USC), 2021-2022
- First-/second-year paper: Elisa Solinas (USC), 2018, 2019
- Dissertation committee member: Chaumanix Dutton (USC), 2021; Elisa Solinas (USC), 2023

TEACHING

University of Illinois Chicago	Consumer Market Behavior (undergraduate), Spring 2024–2026
University of Southern California	Consumer Behavior (undergraduate), Fall 2016–2021
University of Michigan	Marketing Management (undergraduate), Winter 2014

OTHER RELEVANT EXPERIENCE

ICUnet Intercultural Consulting, Germany, 2010
University of Michigan Intercultural Leadership Seminar, 2010
Languages: English (fluent), German (native), French (conversational)