

# LINDA HAGEN

University of Southern California Marshall School of Business  
701 Exposition Boulevard (HOH 334)  
Los Angeles, CA 90089

[linda.hagen@marshall.usc.edu](mailto:linda.hagen@marshall.usc.edu)  
[www.linda-hagen.com](http://www.linda-hagen.com)  
(001) 734-834-6340

## EMPLOYMENT

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Assistant Professor of Marketing since June 2016  
University of Southern California, Marshall School of Business

## EDUCATION

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PhD in Business Administration (Marketing) 2011-2016  
University of Michigan, 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

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Behavioral involvement and personal control  
Self-evaluative feelings  
Motivated reasoning  
Compensatory consumption  
especially in the substantive domains of eating behavior and co-production

## PUBLICATIONS

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Hagen, Linda, Aradhna Krishna, and Brent McFerran, "Rejecting Responsibility: Low Physical Involvement in Obtaining Food Promotes Unhealthy Eating" (forthcoming at *Journal of Marketing Research*) (Impact Factor: 3.1)  
O'Brien, Ed, and Linda Hagen (2013), "The Thrill of (Absolute) Victory: Success Among Many Enhances Emotional Payoffs," *Emotion*, 13 (3), 366-74. (Impact Factor: 3.71)  
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. (Impact Factor: 2.85)

## WORK IN PROGRESS

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with Aradhna Krishna, "The Effect of Leftovers on Eating-Related Affect and Behavior"  
with Aradhna Krishna and Brent McFerran, "Outsourcing Responsibility for Indulgences"  
with Ed O'Brien, "Too Close for Comfort: Temporal Inference in Word-of-Mouth Influence"  
with Katherine Burson, "Less Choosing, More Doing! Procedural Control Eliminates Desire for Large Assortments"  
with Brent McFerran and Andrea Morales, "Compensating for Unhealthy Eating with Beauty Products"  
with Stephen M. Garcia and Avishalom Tor, "The N-Effect: Does Statistical Reasoning Drive Competitive Motivation?"

## AWARDS & HONORS

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Rackham Pre-Doctoral Fellowship Award, 2015–2016

(University-wide “most prestigious and substantial award” given to a student “completing an outstanding dissertation;” provides tuition, healthcare, and a stipend of \$29,880)

Robert D. and Janet E. Neary Award for Academic Excellence, 2015

(School-level award for “exceptional academic performance [research productivity, teaching performance, service to program and area, and likelihood to receive a top-tier placement]”)

Doctoral Fellow, AMA Sheth Foundation Doctoral Consortium, 2015

Doctoral Fellow, 45<sup>th</sup> 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, 2014

(School-level award of \$3,000 for “overall excellent performance in the PhD program”)

Phi Kappa Phi Member, 2013

(Academic honor society inviting the university’s top 10% grad students)

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

(Akin to a Fulbright scholarship; tuition and stipend for year of graduate studies at Michigan)

Philipps-Universität Scholarship, 2009–2010

(One-time award to the university’s top 10% students)

Friedrich-Ebert-Foundation Scholarship for the Promotion of the Gifted, 2008–2012

(One of Germany’s eleven government-sponsored foundation scholarships; 1% of German students achieve a scholarship at one of the eleven foundations)

## CONFERENCE TALKS (\*INDICATES PRESENTER)

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Hagen, Linda\*, Aradhna Krishna, and Brent McFerran (2016). Outsourcing Responsibility for Indulgences. Association for Consumer Research, Berlin, Germany.

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

Hagen, Linda and Ed O’Brien\* (2015). Proximate Emotion and Distant Reason: Temporal Inference in Word-of-Mouth. Association for Consumer Research, New Orleans, LA.

Hagen, Linda\* (2015), Discussant for “Calendar Mindset: Scheduling Takes the Fun Out and Puts the Work In,” 45<sup>th</sup> Annual Haring Symposium, Bloomington, IN.

Hagen, Linda\*, Aradhna Krishna, and Brent McFerran (2015). Cater to Me: Being Served Food Encourages Unhealthy Eating by Lowering Consumers’ Sense of Responsibility. Society for Consumer Psychology, Phoenix, AZ.

Hagen, Linda\*, Aradhna Krishna, and Brent McFerran (2015). Cater to Me: Being Served Food Encourages Unhealthy Eating by Lowering Consumers’ Sense of Responsibility. 8<sup>th</sup> Ivey Consumer Behavior Symposium, London, ON.

Hagen, Linda\*, Aradhna Krishna, and Brent McFerran (2014). Who Serves Food Shapes Self-Evaluation and Eating Decisions. Whitebox Advisors Graduate Student Conference at the Yale School of Management, New Haven, CT.

Hagen, Linda\* (2014). Less Choosing, More Doing! Desire for Choice is Eliminated by Procedural Control in the Consumption Process. Society for Consumer Psychology, Miami, FL. Organized and chaired symposium: “Consumer hands make light work: How procedural involvement changes judgments and decisions in the consumption process.” Other participants: Klesse, Levav, and Goukens; Buell and Norton; Vohs, Wang, Gino, and Norton.

- Hagen, Linda\*, Aradhna Krishna, and Brent McFerran (2013). Is Self-Serving Self-Serving? Who Serves Food Shapes Self-Evaluation and Eating Decisions. Association for Consumer Research, Chicago, IL.
- Hagen, Linda\*, Brent McFerran, and Aradhna Krishna (2012). When Self-Serving Does Not Serve the Self: The Role of Serving-Style in Food Consumption. Society for Judgment & Decision Making, Minneapolis, MN.

### INVITED TALKS

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- University of Oregon, planned for May 2017
- University of Southern California, Social Psychology Brown Bag, Jan 2017
- Erasmus University (The Netherlands), Nov 2015
- University of South Carolina, Oct 2015
- University of Southern California, Oct 2015
- The Ohio State University, Oct 2015
- Emory University, Sep 2015
- University of Pittsburgh, Sep 2015
- University of Georgia, Sep 2015
- Undergraduate Research Opportunity Program Panelist (University of Michigan), Mar 2015
- Undergraduate Research Opportunity Program Speaker (University of Michigan), Nov 2014
- Decision Consortium Speaker Series (University of Michigan), Jan 2013

### CONFERENCE POSTERS

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- Hagen, Linda (2015). 'The Price Is Right,' But More So on Expanded Scales: Expanded Scales Enhance Number Value Appreciation. Society for Consumer Psychology, Phoenix, AZ.
- Hagen, Linda (2014). Less Choosing, More Doing: Desire for More Choice is Attenuated by Procedural Control in the Consumption Process. Association for Consumer Research, Baltimore, MD.
- Hagen, Linda (2013). Less Choosing, More Doing: Desire for More Choice is Attenuated by Procedural Control in the Consumption Process. Society for Judgment & Decision Making, Toronto, ON.
- Hagen, Linda, Brent McFerran, and Aradhna Krishna (2013). Cater to Me: Serving-style Shapes Positive Feelings Through Self-serving Attributions of Responsibility. Society for Consumer Psychology, San Antonio, TX.
- Hagen, Linda, Brent McFerran, and Aradhna Krishna (2012). When Self-Serving Does Not Serve the Self: The Role of Serving-Style in Food Consumption. Association for Consumer Research, Vancouver, BC.
- Hagen, Linda, Stephen M. Garcia, and Kim Weaver (2011). Getting Punished for Too Much Punishment: The Self Presenter's Paradox in Advertising Penalties. Society for Judgment & Decision Making, Seattle, WA.
- Hagen, Linda and Stephen M. Garcia (2010). To Compete or Not Compete: The Complex Decision Process of Competition. Society for Judgment & Decision Making, St. Louis, MO.

### TEACHING

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- Consumer Behavior (undergraduate), Fall 2016, Evaluation: 4.5/5 and 4.6/5
- Marketing Management (undergraduate), Winter 2014, Evaluation: 4.8/5 ( $M_{\text{school}}=4.3$ ,  $M_{\text{dept}}=4.3$ )

### Teaching Assistance

Marketing Research Design and Analysis (MBA, BBA), with Anocha Aribarg  
Advertising/Integrated Marketing Communication (MBA), with Katherine Burson  
Strategic Brand Management (MBA), with Rajeev Batra  
Social Psychology (undergraduate), with Martin Kumpf

### SERVICE

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Undergraduate Research Opportunity Program Mentor, 2012–2015

PhD Forum Social Co-Chair (elected), 2012–2013, 2014–2015

Reviewer

*Journal of Consumer Research* trainee  
*Journal of the Association for Consumer Research*  
Association for Consumer Research  
Society for Consumer Psychology

### OTHER RELEVANT EXPERIENCE

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ICUnet Intercultural Consulting, Germany, 2010

Prepared client proposals for intercultural training and assessment services, designed training materials, conducted intercultural assessments, prepared intercultural trainings, co-wrote grant, developed longitudinal survey

University of Michigan Intercultural Leadership Seminar, 2010

Selected from a competitive pool of applicants across the entire university

Languages: English (fluent), German (native), French (conversational)

### REFERENCES

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#### **Aradhna Krishna**

Dwight F. Benton Professor of Marketing  
Stephen M. Ross School of Business  
University of Michigan  
Phone: (734) 764-2322  
E-mail: [aradhna@umich.edu](mailto:aradhna@umich.edu)

#### **Brent McFerran**

Assistant Professor of Marketing  
Beedie School of Business  
Simon Fraser University  
Phone: (778) 782-9729  
E-mail: [brent.mcferran@sfu.ca](mailto:brent.mcferran@sfu.ca)

#### **Katherine Burson**

Michael R. and Mary Kay Hallman Fellow;  
Associate Professor of Marketing  
Stephen M. Ross School of Business  
University of Michigan  
Phone: (734) 764-6873  
E-mail: [kburson@umich.edu](mailto:kburson@umich.edu)