

LINDA HAGEN

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EMPLOYMENT

Assistant Professor of Marketing University of Southern California, Marshall School of Business	2016–ongoing
Visiting Scholar University of Chicago, Booth School of Business	2022–2023 AY

EDUCATION

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

RESEARCH INTERESTS

Theoretical: Motivated reasoning; Self-evaluation; Lay intuitions/Inferences; Aesthetics
Substantive: Food decision making; Hedonic consumption

PUBLICATIONS (*INDICATES SHARED FIRST AUTHORSHIP)

- Hagen, Linda** (2021), “Pretty Healthy Food: How and When Aesthetics Amplify Perceived Healthiness,” *Journal of Marketing*, 85 (2), 129-45. (5-year IF: 17.7)
- 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: 3.7)
- 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.
- 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: 8.6)
- 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: 5.7)
- 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: 5.4)

WORK IN PROGRESS

- “Differential Effects of Minimalist Marketing Aesthetics on Utilitarian and Hedonic Inferences: When and Why Less Really is Less,” solo (revising for resubmission to *Journal of Consumer Research*)
- “The Trap of the Gap: People Seek to Salvage Lost Time by Holding Out for Higher Value,” with Ed O’Brien (revising for resubmission to *Journal of Personality and Social Psychology*)

- “Partitioned Plates: Nudging Healthy Eating through Incompleteness Perceptions,” with Miaolei Jia, Xiuping Li, and Aradhna Krishna (collecting data)
- “Too Close for Comfort: Temporal Inference in Word-of-Mouth Influence,” with Ed O’Brien (collecting data)
- “The Implications of Premium Version Adoption on Customer Relationship Management: An Empirical Study of mHealth User Engagement and Retention,” with Bärbel Knäuper, Nathan Yang, Kosuke Uetake, and Yikun Jiang (MSI funded, revising)

AWARDS & HONORS

- Best Reviewer Award, Journal of Consumer Psychology, 2021
- Invited participant, IDEA Conference, 2020 (postponed to 2023 due to COVID)
- 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)

- Hagen, Linda*, Miaolei Jia, Xiuping Li, and Aradhna Krishna (2022, scheduled). 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 Format.
- 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 Format.
- Hagen, Linda (2021). Differential Effects of Minimalist Visual Branding on Expected Utilitarian and Hedonic Qualities. ACR, Seattle, WA/Virtual Format. 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 Conference Format.
- 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

- 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)

TEACHING

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| University of Southern California | Consumer Behavior (undergraduate), Fall 2016–2021 |
| University of Michigan | Marketing Management (undergraduate), Winter 2014 |

SERVICE

To the Field of Marketing

Editorial Review Board Member:

- Journal of Consumer Research
- Journal of Consumer Psychology

Reviewing (ad hoc):

- Journal of Marketing Research
- Journal of Consumer Psychology
- Journal of the Association for Consumer Research
- Organizational Behavior and Human Decision Processes
- Appetite
- Eating Behaviors

- Basic and Applied Social Psychology
- MSI Alden G. Clayton Dissertation Proposal Competition, 2017, 2018
- Association for Consumer Research conference

Society for Consumer Psychology conference (Program Committee, 2019, 2021, 2022, 2023 meetings)

ACR Doctoral Symposium panelist, 2021

To the Marshall School

Behavioral Lab Committee, Spring 2019, Fall 2021, Spring 2022

To the Marketing Department

- Faculty recruitment, Summer 2016, 2017, 2019
- PhD student recruitment, Spring 2018, 2019, 2021
- First-/second-year paper committee member: Elisa Solinas (Fall 2018, 2019)
- Dissertation committee member: Chaumanix Dutton (Spring 2021), Elisa Solinas (exp. Spring 2023)
- Co-organization of department seminar speaker series, 2019-2021
- Marketing UG Curriculum Committee, 2021-2022

OTHER RELEVANT EXPERIENCE

ICUnet Intercultural Consulting, Germany, 2010

University of Michigan Intercultural Leadership Seminar, 2010

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