

# Henrik Hagtvedt

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## Office

450D Fulton Hall  
Carroll School of Management, Boston College  
Chestnut Hill, MA 02467  
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Email: hagtvedt@bc.edu

## Home

79 Fayette St  
Watertown, MA 02472  
Phone: 706-254-6456  
Email: hhagtvedt@gmail.com

## ACADEMIC POSITIONS

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*Boston College, Carroll School of Management*

Department Chair, Gooch Family Faculty Fellow	2024	present
Associate Professor of Marketing (with tenure)	2015	present
Assistant Professor of Marketing	2009	2015

## EDUCATION

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PhD (Marketing)	2009	Terry College of Business, UGA, Athens, GA
MBA	2004	Terry College of Business, UGA, Athens, GA
Cand. Mag. (Art History)	2000	University of Oslo, Oslo, Norway

## SCHOLARLY

27. Hagtvedt, Henrik (2022), A Brand (New) Experience: Art, Aesthetics, and Sensory Effects, editorial, *Journal of the Academy of Marketing Science*, 50 (3), 425-428.
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 -875.
22. Hagtvedt, Henrik article, *Journal of the Association for Consumer Research*, 4 (4), 336.
21. Grinstein, Amir, Henrik Hagtvedt, and Ann Kronrod (2019), Aesthetically (Dis)Pleasing Visuals: A Dual Pathway to Empathy and Prosocial Behavior *International Journal of Research in Marketing*, 36(1), 83-98. doi:10.1007/s11062-018-0810-5

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*.)



*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.

presented at *Boston JDM Day*

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

the *Association for Consumer Research North American Conference*, San Francisco, October 2008.

Patrick, Vane

*Association for Consumer Research North American Conference*, San Francisco, October 2008.

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*Association for Consumer Research North American Conference*, San Francisco, October 2008.

Lacey, Simon, Henrik Hagtvedt, Vanessa M. Patrick, Amy Anderson, Randall Stilla, Srinivas

November 2008.

Patrick, Vanessa M. ss 2008.

Updated October 14, 2024



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

## **TEACHING INTERESTS**

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Consumer Behavior, Sensory Marketing, Marketing Principles, International Marketing

## **TEACHING EXPERIENCE**

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Fall 2023	(Carroll School of Management, Boston College) MKTG102104: Marketing Principles MKTG102105: Marketing Principles MKTG102106: Marketing Principles
Fall 2022	(Carroll School of Management, Boston College) MKTG102106: Marketing Principles MKTG102107: Marketing Principles MKTG102108: Marketing Principles
Fall 2021	(Carroll School of Management, Boston College)

Fall 2015	(Carroll School of Management, Boston College) MKTG800401 (MBA): Consumer Behavior MKTG215201: Consumer Behavior MKTG215202: Consumer Behavior
Fall 2014	(Carroll School of Management, Boston College) MKTG800401 (MBA): Consumer Behavior MKTG215201: Consumer Behavior MKTG215202: Consumer Behavior
Fall 2013	(Carroll School of Management, Boston College) MK80401 (MBA): Consumer Behavior MK15201: Consumer Behavior MK15202: Consumer Behavior
Fall 2012	(Carroll School of Management, Boston College) MK80401 (MBA): Consumer Behavior MK15201: Consumer Behavior
Fall 2011	(Carroll School of Management, Boston College) MK02104: Marketing Principles MK02105: Marketing Principles MK02106: Marketing Principles
Fall 2010	(Carroll School of Management, Boston College) MK02104: Marketing Principles MK02106: Marketing Principles MK02107: Marketing Principles
Fall 2009	(Carroll School of Management, Boston College) MK02106: Marketing Principles MK02107: Marketing Principles MK02108: Marketing Principles
Fall 2007	(Terry College of Business, UGA) MARK 4100: Consumer Behavior MARK 4100: Consumer Behavior

## **SERVICE**

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### **Reviewing**

- Journal of Consumer Research (**ERB** member 2015 present)
- Journal of Marketing (**ERB** member 2019 2024)
- Journal of Marketing Research (**ERB** member 2023 present)

- 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

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- Jansons Legat 2005 2006
- Knox Scholarship 2005 2006