Updated March 5, 2025

Henrik Hagtvedt

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Watertown, MA 02472
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ACADEMIC POSITIONS

Boston College, Carroll School of Management

Professor of Marketing	2025	
Department Chair, Gooch Family Faculty Fellow	2024	present
Associate Professor of Marketing (with tenure)	2015	present
Assistant Professor of Marketing	2009	2015

EDUCATION

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 JOURNAL ARTICLES

commentary, ***Journal of Consumer Psychology***, forthcoming.

31. Hagtvedt, Lydia Paine, Sarah Harvey, Ozumcan Demir-Caliskan, and Henrik Hagtvedt (2025), Dark Imagining: How Creators Navigate Moral Consequences of Developing I

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.

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), s Durable, 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 99. All authors contributed equally.m0 G[(Jou)-3(rng0 G[((2019)3(),

16. Hagtvedt, Henrik and Vanessa M. Patrick (2016), Gilt and Guilt:

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Behavior, the *Association for Consumer Research Conference*, Berlin, Germany, October 2016.

Hagtvedt, Henrik and S. Adam Bras

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ace of Luxury: The Influence of
Advertising and Consumer
Psychology Conference, Los Angeles, June 2007.

Spill o *Winter Society for Consumer*
Psychology Conference, Las Vegas, February 2007.

Art in Shaping Consumer Perception of Co *Winter*
Society for Consumer Psychology Conference, Las Vegas, February 2007.

A "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 NA Acth*

Fall 2017	(Carroll School of Management, Boston College MKTG215201: Consumer Behavior
Fall 2016	(Carroll School of Management, Boston College) MKTG800401 (MBA): Consumer Behavior MKTG215201: Consumer Behavior MKTG215202: Consumer Behavior
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

SERVICE

Reviewing

Journal of Consumer Research (**ERB** member 2015 2025)
Journal of Marketing (**ERB** member 2019 2024, 2025 present)
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

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Recruiting Coordinator and Recruiting Committee Member — Fall, 2013
Organizer of Guest Speaker Series

ASF Award	2007	2008
Seed money grant from the Coca Cola Center for Marketing Studies		2007