

# LINDA HAGEN

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## EMPLOYMENT

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

## EDUCATION

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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

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Theoretical: Self-evaluation maintenance; Motivated reasoning; Compensatory consumption; Personal control; Impression Formation  
Substantive: Food decision making; Co-production

## PUBLICATIONS (\*INDICATES SHARED FIRST AUTHORSHIP)

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**Hagen, Linda** “Pretty Healthy Food: Pretty Healthy Food: How and When Aesthetics Amplify Perceived Healthiness,” forthcoming at *Journal of Marketing* (5-year Impact Factor: 9.9).  
**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 “How Can Machine Learning Aid Behavioral Marketing Research?,” forthcoming at *Marketing Letters* (5-year Impact Factor: 2.14)  
**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 Impact Factor: 3.9)  
**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 Impact Factor: 6.5)  
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 Impact Factor: 4.1)  
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 Impact Factor: 3.9)

## WORK IN PROGRESS

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“The Antecedents of Consistent Behavior: Tracking and Predicting User Engagement on a Mobile Weight Loss Application,” with Bärbel Knäuper, Nathan Yang, Kosuke Uetake, and Yikun Jiang (MSI funded; revising for second round review at the *Journal of Marketing*)  
“Too Close for Comfort: Temporal Inference in Word-of-Mouth Influence,” with Ed O’Brien  
“Less Choosing, More Doing! Procedural Control Inoculates against the Lure of More Choice,” with

Katherine Burson

“Hard Work Beats Talent Some of the Time: Social Comparison Explains When and Why People Prefer Effort vs. Talent” with Elisa Solinas

## **AWARDS & HONORS**

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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, 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 (\$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** (\*INDICATES PRESENTER)

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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. Association for Consumer Research (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. Society for Consumer Psychology (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. Association for Consumer Research, Berlin, Germany.

Hagen, Linda and Ed O’Brien\* (2015). Proximate Emotion and Distant Reason: Temporal Inference in Word-of-Mouth. ACR, 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. SCP, 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. SCP, Miami, FL. Organized and chaired symposium: “Consumer Hands

Make Light Work: How Procedural Involvement Changes Judgments and Decisions in the Consumption Process.”

Hagen, Linda\*, Aradhna Krishna, and Brent McFerran (2013). Is Self-Serving Self-Serving? Who Serves Food Shapes Self-Evaluation and Eating Decisions. ACR, 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 (SJDJ), Minneapolis, MN.

### **INVITED TALKS**

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- 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, 2017, 2018, 2019
- University of Michigan Marketing Management (undergraduate), Winter 2014

### **SERVICE**

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- To the Field of Marketing
  - Reviewing (ad hoc):
    - Journal of Marketing Research
    - Journal of Consumer Psychology
    - Journal of the Association for Consumer Research
    - Organizational Behavior and Human Decision Making
    - Appetite
    - Eating Behaviors
    - Basic and Applied Social Psychology
    - Association for Consumer Research conference
    - Society for Consumer Psychology conference
    - Society for Consumer Psychology conference Program Committee, 2019, 2020 conferences
    - MSI Alden G. Clayton Dissertation Proposal Competition, 2017, 2018
  - Undergraduate Research Opportunity Program Mentor (University of Michigan), 2012–2015
- To the Marshall School
  - Behavioral Lab Committee, Spring 2019
- To the Marketing Department
  - Faculty recruitment, Summer 2016, 2017, 2019
  - PhD student recruitment, Spring 2018, 2019
  - First- and second-year paper committee member (Elisa Solinas), Fall 2018, 2019
  - Co-organization of seminar speaker series, 2019-2021

### **OTHER RELEVANT EXPERIENCE**

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