

# Nidhi Agrawal

Foster School of Business  
University of Washington  
Seattle WA 98105

206-543-8780 (Office)  
206-543-7472 (Fax)  
[nidhia@uw.edu](mailto:nidhia@uw.edu)

---

## ACADEMIC POSITION

Michael G. Foster Professor of Marketing and International Business, Foster School,  
University of Washington, (2014-present)  
Michael G. Foster Associate Professor of Marketing and International Business, Foster  
School, University of Washington, (2012-2014)  
Visiting Associate Professor of Marketing and International Business, Foster School,  
University of Washington (Fall 2011).  
Associate Professor of Marketing, Kellogg School, Northwestern University (2009-2012)  
Assistant Professor of Marketing, Kellogg School, Northwestern University (2005-2009)

## EDUCATION

Ph.D. New York University (Marketing, 2006)  
M.B.A. Mudra Institute of Communications, Ahmedabad, India (1999)  
B.B.A. Gujarat University, Ahmedabad, India (1997)

## HONORS, LEADERSHIP, AND GRANTS

Foster School PhD Program Mentoring Award (2013-2014; 2015-16)  
ACR/SCP Doctoral Consortium Faculty Fellow (2010, 2012, 2014, 2015, 2016, 2017)  
AMA-Sheth Doctoral Consortium Invited Faculty Fellow (2008, 2012, 2014, 2015, 2017)  
Recipient, ACR Early Career Award, (2014)  
Invited Panelist, Mid Career, AMA Summer Educator's Conference (2014, 2016, 2017)  
Chair, ACR Emotions and Well-Being Conference (2014, 2015)  
Primary Mentor, Consumer Research on Emotions and Well-being Lab at UW (2013-2015)  
Member, UW Behavioral Research in Medical Contexts Interest Group (2013-2016)  
Mentor, Foster Business Research Group – Global Health Collaboration (2013)  
Co-Chair, ACR Mid-Level Faculty Mentorship Program (2013)  
Curator, ACR Food and Health Choice Poster Session Section (2013)  
Curator, ACR Health Communications Poster Session Section (2013)  
Chair, Health Track, Business Solutions to Poverty Consortium (2012)  
MSI Young Scholar (2011)  
Co-Chair, ACR Presidential Session (2010)

Hong Kong Research Grants Council Competitive Grant, HK\$ 412,500 (2008)  
Co-chair, ACR President's Fellows Luncheon (2007)  
McManus Research Chair, Northwestern University (2006, 2009-2011)  
Stern Doctoral Research Award, NYU (2006)  
Nadler Fellowship, school-wide competitive funding grant, NYU (2004-2005)  
AMA-Sheth Doctoral Consortium Fellow (2003)  
P&G Research Funding, Marketing Department research grant, NYU (2000-2001)

## RESEARCH INTERESTS

Emotions and goals in consumer information processing  
Self-regulation and goals in health communications

## PUBLICATIONS

1. Han, DaHee, Adam Duhachek and Nidhi Agrawal (2016), "Coping and Construal Level Matching Drives Health Message Effectiveness via Response Efficacy or Self Efficacy Enhancement", *Journal of Consumer Research*, 43 (October), 429-447
2. So, Jane, Chethana Achar, Nidhi Agrawal and Adam Duhachek (2016), "Emotions in Marketing and Decision-making," *Current Opinion in Psychology* 10: 166-170.
3. So, Jane, Chethana Achar, Da Hee Han, Nidhi Agrawal, Adam Duhachek, and Durairaj Maheswaran, (2015), "The Psychology of Appraisal: Specific Emotions and Decision-making," *Journal of Consumer Psychology*, 25 (3), 359-371.
4. Agrawal, Nidhi (2015), "Culture and Persuasion", in *Handbook on Culture and Consumer Psychology*, Sharon Ng and Angela Lee, editors, Oxford University Press.
5. Han, DaHee, Adam Duhachek, and Nidhi Agrawal (2015), "Coping and Compensatory Consumption", forthcoming in *Cambridge Handbook of Consumer Psychology*, Eds. Derek D. Rucker, Michael Norton and Cait Lambertson, Cambridge Press, Cambridge, MA.
6. Han, DaHee, Adam Duhachek, and Nidhi Agrawal (2014), "Emotions Shape Decisions Through Construal Level: The Case of Guilt and Shame," *Journal of Consumer Research*, 41(December), 1047-1064.
7. Agrawal, Nidhi, DaHee Han, and Adam Duhachek (2013), "Emotional Agency Appraisals Influence Responses to Preference Inconsistent Information," *Organizational Behavior and Human Decision Processes*, 120 (1), 87-97.

8. Duhachek, Adam, Nidhi Agrawal, and Da Hee Han (2012), "Guilt Versus Shame: Coping, Fluency, and Framing in the Effectiveness of Responsible Drinking Messages," *Journal of Marketing Research*, 49 (6), 928-941.
9. Agrawal, Nidhi and Geeta Menon (2012), "Perceptions of Health Risks," in *Consumer Insights: Findings from Behavioral Research*, Alba, Joe, editor, Marketing Science Institute.
10. Wan, Wen and Nidhi Agrawal (2011), "Carry Over Effects of Self-Control in Decision-Making: A Construal Level Perspective," *Journal of Consumer Research*, 38 (June), 199-214.
11. Agrawal, Nidhi and Adam Duhachek (2010), "Emotional Compatibility and the Effectiveness of Anti-Drinking Messages: A Defensive Processing Perspective on Shame and Guilt," *Journal of Marketing Research*, 47 (April), 263-73.
12. Agrawal, Nidhi and Wen Wan (2009), "Regulating Risk or Risking Regulation? Construal Levels and Depletion Effects in the Processing of Health Messages," *Journal of Consumer Research*, 36 (October), 448-62.
13. Menon, Geeta, Ellie Kyung, and Nidhi Agrawal (2009), "Biases in Social Comparisons: Optimism or Pessimism?" *Organizational Behavior and Human Decision Processes*, 108 (January), 39-52.
14. Menon, Geeta, Priya Raghubir and Nidhi Agrawal (2008), "Health Risk Perceptions and Consumer Psychology," in *The Handbook of Consumer Psychology*, Curtis Haugtvedt, Paul Herr and Frank Kardes ed., Lawrence Erlbaum and Associates, 981-1010.
15. Jain, Shailendra P., Charles Lindsey, Nidhi Agrawal, and Durairaj Maheswaran (2007), "For Better, For Worse: Valenced Comparative Frames and Regulatory Focus," *Journal of Consumer Research*, 35 (June), 57-65.
16. Agrawal, Nidhi, Geeta Menon, and Jennifer Aaker (2007), "Getting Emotional About Health," *Journal of Marketing Research*, 34 (February), 100-13.
17. Jain, Shailendra P., Nidhi Agrawal, and Durairaj Maheswaran (2006), "When More May Be Less: The Effects of Regulatory Focus on Responses to Different Comparative Frames," *Journal of Consumer Research*, 33 (June), 91-8.
18. Agrawal, Nidhi and Durairaj Maheswaran (2005), "Motivated Reasoning in Outcome-Bias Effects," *Journal of Consumer Research*, 31 (March), 798-805.
19. Agrawal, Nidhi and Durairaj Maheswaran (2005), "The Effects of Self-Construal and Commitment on Persuasion," *Journal of Consumer Research*, 31 (March), 841-49.

20. Maheswaran, Durairaj and Nidhi Agrawal (2004), "Motivational and Cultural Variations in Mortality Salience Effects: Contemplations on Terror Management Theory and Consumer Behavior," *Journal of Consumer Psychology*, 14 (3), 213-18.

## RESEARCH IN PROGRESS

21. Dagogo-Jack, Sokiente, Beck Joshua, and Nidhi Agrawal, "Norms as Standards vs. Self-Descriptions: How Improving Trajectories Shift Interpretation of Normative Messages," under second round of revision for the *Journal of Marketing Research*.
22. Duhachek, Adam, Nidhi Agrawal, Morgan Poor, and Da Hee Han, "Religiosity and Preference Consistency," under revision for the *Journal of Consumer Research*.
23. Achar Chethana, Lea Dunn and Nidhi Agrawal, "Stigma and Health: Persuasion through Identity," invited revision at the *Journal of Consumer Research*.
24. Agrawal, Nidhi, Chiara Longoni, and Geeta Menon, "Harnessing Hopefulness and Avoiding Anxiety: Incidental Emotions Affect the Effectiveness of Health Appeals," under second round of revision for *Journal of Marketing Research*.
25. Han, Da Hee, Nidhi Agrawal, and Adam Duhachek, "Seeing the Highs and the Lows: Coping at Different Levels of Construal," under revision for the *Journal of Consumer Research*.
26. Beck, Joshua T., Sokiente W. Dagogo-Jack, and Nidhi Agrawal, "The Effect of Community Instability on Normative Consumption," under revision for the *Journal of Consumer Research*.
27. So, Jane and Nidhi Agrawal, "Time Versus Money Scarcity and Consumer Self-Deservingness" revision at the *Journal of Consumer Research*.
28. So, Jane and Nidhi Agrawal, "I worked hard on the big picture but you must have sweat the details: Construal levels and Self-Other Asymmetry in Effort Perceptions" under review at *Organizational Behavior and Human Decision Processes*.
29. Duhachek, Adam, Nidhi Agrawal, and Da Hee Han, "Anger versus Shame: Emotion Consistent Processing Enhances Self-control."
30. Dagogo-Jack, Sokiente, Agrawal, Nidhi and Wen Wan, "Can Preventing Hepatitis Increase Obesity? When Emotions Help or Hurt the Effectiveness of Health Messages."
31. Li, Xingbo and Nidhi Agrawal, "Helping Pro-Social Behavior under Social Threat."
32. Achar, Chethana, and Nidhi Agrawal, "Making Health Attractive."

33. So, Jane, Nitika Garg and Nidhi Agrawal, “Envy vs. Pride: What Motivates more?”
34. Han, Da Hee, Nidhi Agrawal, and Adam Duhachek, “Person vs. Action: Using Construal Levels to Aid Coping with Guilt and Shame.”
35. Wan, Wen, and Nidhi Agrawal, “When Depletion Helps.”
36. Wang, Fang, Ryan Lee, and Nidhi Agrawal, “Culture and Emotional Expression.”
37. Agrawal, Nidhi, Wen Wan, and Geeta Menon, “Self-Other Biases Influence Subsequent Self-Control.”
38. Menon, Geeta and Nidhi Agrawal, “Emotional Variations in Behavioral Frequency Estimates.”

## **CONFERENCE PRESENTATIONS**

1. “Stigmatized Risk Factors in Health Messages: The Defensive Influence of Moral Identity,” Society for Consumer Psychology, San Francisco, (2017).
2. “Neighbor’s Envy, Owner’s Pride – Two Sides of the Same Coin?,” ANZMAC Conference, Christchurch, New Zealand (2016).
3. “Health Messages: The Roles of Emotions and Type of Healthcare Advocacies,” Association for Consumer Research, Berlin (2016).
4. “Health Aversion,” with Chethana Achar, Association for Consumer Research, New Orleans (2015).
5. “Religiosity and Preference Consistency,” with Adam Duhachek, Morgan Poor, and Da Hee Han, Association for Consumer Research, New Orleans (2015).
6. “Emotions and Medical Decision-making,” PCORI conference, DC (2015).
7. “Culture and Emotional Expression,” with Fang Wang, Society of Consumer Psychology, Pheonix (2015).
8. “Norms as Standards vs. Self-Descriptions: How Improving Trajectories Shift Interpretation of Normative Messages,” with Sokiente Dagogo-Jack and Joshua Beck, Association for Consumer Research, Baltimore (2014).
9. “Helping Pro-Social Behavior under Social Threat,” with Xingbo Li, Association for Consumer Research, Baltimore (2014).

10. "Emotions Shape Decisions Through Construal Level: The Case of Guilt and Shame," with DaHee Han and Adam Duhachek, Association for Consumer Research, Baltimore (2014).
11. "Managing a Mid-Career Move," American Marketing Association, San Francisco (2014).
12. "Can Preventing Hepatitis Increase Obesity? When Emotions Help or Hurt the Effectiveness of Health Messages," Sokiente Dagogo-Jack and Wen Wan, Society of Consumer Psychology, Miami (2014).
13. "Anger versus Shame: Emotion Consistent Processing Enhances Self-control," with Adam Duhachek, Da Hee Han, and Morgan Poor, Association for Consumer Research, Chicago (2013).
14. "The Downstream Consequences of Incidental Emotions and Preference Inconsistent Information," with Morgan Poor, Da Hee Han, and Adam Duhachek, Society of Consumer Psychology Summer Conference, Honolulu, Hawaii, (2013).
15. "When Depletion Helps," with Echo Wen Wan, Association for Consumer Research, Vancouver BC (2012).
16. "Living Life and Being Productive," Association for Consumer Research Doctoral Consortium, Vancouver BC (2012).
17. "Emotions, Motivation, and Self-Regulation," Marketing Science Institute Young Scholars Conference, Salt Lake City, UT (2011)
18. "Fostering Diverse Approaches to Consumer Well-Being Research," with Ellie Kyung, Association for Consumer Research, Jacksonville, FL (2010).
19. "Regulating Risk or Risking Regulation", with Echo Wen Wan, Association for Consumer Research, Jacksonville, FL (2010).
20. "Culture Research: The Search for Self," Association for Consumer Research Doctoral Consortium, Jacksonville, FL (2010).
21. "Emotions and Motivated Reasoning," with Adam Duhachek and Da Hee Han, Association for Consumer Research, Jacksonville, FL (2010).
22. "Carry-Over Effects of Self-Control on Decision-Making: A Construal Level Perspective," with Echo Wen Wan, Association for Consumer Research, Jacksonville, FL (2010).
23. "Emotion, Coping Fluency, and Message Framing Effects," with Adam Duhachek and Da Hee Han, Association for Consumer Research, Jacksonville, FL (2010).

24. "Biases in Social Comparison: Optimism or Pessimism?" with Geeta Menon and Ellie Kyung, Association for Consumer Research, Pittsburgh, PA (2009).
25. "Harboring Hope and Avoiding Anxiety: The Effect of Uncertain Emotions on Fear Appeals," with Geeta Menon, Association for Consumer Research, Pittsburgh, PA (2009).
26. "Uncertain Emotions and Judgments of Behavioral Frequency," with Geeta Menon, Association for Consumer Research, Pittsburgh, PA (2009).
27. "Regulating Risk or Risking Regulation," with Echo Wen Wan, Association for Consumer Research, Pittsburgh, PA (2009).
28. "Preventing One Disease and Promoting Another? Effects of Anxiety on Self-control," Association for Consumer Research, Pittsburgh, PA (2009).
29. "Do You "Work to Live" or "Live to Work"? The Role of Mood and Confidence in Causal Agency," with Aparna Labroo, Society for Consumer Psychology, San Diego, CA (2009).
30. "Biases in Social Comparison: Optimism or Pessimism?" with Geeta Menon and Ellie Kyung, Society for Consumer Psychology, San Diego, CA (2009).
31. "Coping with Guilt and Shame: The Effects on Persuasion and Information Processing," with Adam Duhachek, Society for Consumer Psychology, San Diego, CA (2009).
32. "Do You "Work to Live" or "Live to Work"? The Role of Mood and Confidence in Causal Agency," with Aparna Labroo, Association for Consumer Research, San Francisco, CA (2008).
33. "Compatibility-Driven Momentum in Redemption of Sales Promotions," with Amar Cheema, Association for Consumer Research, San Francisco, CA (2008).
34. "Harboring Hope and Avoiding Anxiety," with Geeta Menon, Association for Consumer Research, Memphis, TN (2007).
35. "Emotional Compatibility and the Effectiveness of Anti-Drinking Messages," with Adam Duhachek, Society for Consumer Psychology, Las Vegas, NV (2007).
36. "Regulatory Focus and Valenced Comparative Message Framing," with Shailendra Jain, Charles Lindsey, and Durairaj Maheswaran, Association for Consumer Research, Orlando, FL (2006).
37. "Getting Emotional About Health," with Geeta Menon and Jennifer Aaker, Association for Consumer Research, Orlando, FL (2006).

38. "When More is Less: Regulatory Focus and Responses to Maximal and Minimal Comparative Frames," with Shailendra Jain and Durairaj Maheswaran, Association for Consumer Research, Orlando, FL (2006).
39. "Planning For Which Future? Lay Theories of Self-Control and the Temporal Framing of Personal Goals," with Anirban Mukhopadhyay, Association for Consumer Research, Orlando, FL (2006).
40. "Mortality Salience and Too Much Choice," with Rosellina Ferraro, Association for Consumer Research, Orlando, FL (2006).
41. "Cultural Variations in Brand Extension and Feedback Effects," with Pragya Mathru and Durairaj Maheswaran, Society for Consumer Psychology Conference, Miami Cruise, FL (2006).
42. "Cultural Variations in Brand Extension and Feedback Effects," with Pragya Mathur and Durairaj Maheswaran, Advertising and Consumer Psychology Conference, Washington, DC (2005).
43. "Regulatory Focus and Valenced Comparative Message Framing," Society of Consumer Psychology, St. Pete Beach, FL (2005).
44. "Should It be About Them or Me? Emotional Underpinnings of the Persuasiveness of Health Messages," with Geeta Menon and Jennifer Aaker, Society for Consumer Psychology, San Francisco, CA (2004).
45. "Judging Health Risk through Emotions," with Geeta Menon, Association for Consumer Research, Toronto, Canada (2003).
46. "Value from Highlighting Time-Appropriate Outcomes," with Yaacov Trope, Association for Consumer Research, Toronto, Canada (2003).
47. "Should it be About Them or Me? Effects of Ad Focus on Judgments of Health Risk," with Geeta Menon and Jennifer Aaker, Association for Consumer Research, Atlanta, GA (2002).
48. "Cross Cultural Inquiry: Issues and Research Directions," with Rujitrana Mandhachitara and Durairaj Maheswaran, European Association for Consumer Research, Berlin, Germany (2001).

## **INVITED TALKS**

Cornell University  
Dartmouth University  
Duke University



Hong Kong University of Science and Technology  
Indiana University  
National University of Singapore  
Northwestern University  
Pennsylvania State University  
University of Alberta  
University of California, Berkeley  
University of California, San Diego  
University of Chicago  
University of Houston  
University of Manitoba  
University of Maryland  
University of Pennsylvania  
University of Southern California  
University of Toronto  
University of Washington  
Washington University

## **TEACHING EXPERIENCE**

Consumer Behaviour (University of Washington PhD)  
Marketing Management (University of Washington MBA, Kellogg MBA, NYU Undergraduate)

## **UNIVERSITY SERVICE**

### **PhD Advising**

Agrawal Lab for behavioral research (2013-2015)  
First year PhD behavioral research boot camp (Fall 2013)  
Chethana Achar (Dissertation committee chair, 2013-present, University of Washington)  
Jane So (Dissertation committee chair, 2012-present, University of Washington)  
Sokiente Dagogo-Jack (Committee member, 2012-2016, University of Washington)  
Xingbo Li (Committee member, 2012-2015, University of Washington)  
Kyra Wiggins (Committee member, 2012-2015, University of Washington)  
DaHee Han (External committee member, 2012, Indiana University)  
Dengfeng Yan (External Dissertation Reviewer, 2012, HKUST)  
Monika Lisjak (Committee member, 2012, Northwestern University)  
Jiewen Hong (Committee member, 2008, Northwestern University)

### **Service**

Foster Marketing and IB PhD Program Coordinator (Fall 2012 – present)  
Foster Promotion and Tenure Committee (Fall 2015-present)

Foster Marketing and IB Recruiting Committee Member (2013, 2015)  
Finance Department Chair Recommendation Committee Member (2013)  
Foster Marketing and IB Research Camp Coordinator (2014-2016)  
Marketing Speaker, Honors Program (2013, 2014)  
Consumer Food Consumption, Speaker in Nutrition Sciences Seminar (2014, 2015)  
RA Experience Speaker, Foster School PhD Orientation (Fall, 2013, 2014)  
Foster – Gates Foundation Global Health Business Program (FBRG) Mentor (2013)  
Foster Marketing and IB PhD Committee Member (2011 – present)  
Kellogg Marketing Department Research Camp Coordinator (2006-2011)  
Marketing Seminar Series Coordinator (2006)  
Weekly Research Meeting (KAMP) Co-founder  
Kellogg School Undergraduate Program in Business, committee member (2009)

## **SERVICE TO PROFESSIONAL ASSOCIATIONS**

### **Editorial Board**

*Journal of Consumer Research*, 2008 – present  
*Journal of Public Policy and Marketing*, 2016 - present  
*Journal of Consumer Psychology*, 2008 – 2012

### **Ad Hoc Reviewer**

<i>Journal of Marketing</i>	<i>Journal of Experimental Social Psychology</i>
<i>Journal of Marketing Research</i>	<i>Organizational Behaviour and Human Decision Processes</i>
<i>Human Communications Research</i>	<i>Personality and Social Psychology Bulletin</i>
<i>Journal of Economic Psychology</i>	<i>MSI Doctoral Dissertation Competition</i>
<i>Association for Consumer Research</i>	<i>Canada Research Council</i>
<i>Hong Kong Research Council</i>	<i>Journal of Consumer Psychology</i>

### **Service**

Mid Career Mentorship Panel, AMA Summer Educators Conference (2014)  
ACR Emotions and Well-being Conference Chair (2013, 2014)  
ACR Mid-Level Faculty Mentorship Program (2013)  
Health Track Chair, Business Solutions to Poverty Conference (2012)  
ACR Program Committee (2007, 2011, 2012)  
ACR Program Associate Editor (2010)  
SCP Conference Program Committee (2009, 2010)  
ACR Presidents and Fellows Luncheon Organizer (2007)

## **PROFESSIONAL AFFILIATIONS**

American Marketing Association  
Association for Consumer Research  
International Communication Association  
Society for Consumer Research