ESTHER UDUEHI
eouduehi@uw.edu

ACADEMIC POSITIONS
Foster School of Business, University of Washington, Seattle, WA
Assistant Professor of Marketing, July 2021 – Present

EDUCATION
Wharton School, University of Pennsylvania, Philadelphia, PA
PhD, Marketing, May 2021
Dissertation: The Stigmatized Consumer: Role of Language and Diversity on Consumer Behavior

Merton College, Oxford University, Oxford, UK,
Rhodes Scholar
MSc, Nature, Society, and Environmental Policy, September 2014
Dissertation: Close Examination of Political Geography and Race in *The Wire*
Visiting Student, Chemistry and Biochemistry, St. Edmund Hall, Fall 2009

Indiana University, Bloomington, Indiana
BA, Chemistry and BA, Mathematics, GPA: 3.91/4.00 (summa cum laude), May 2011

Southern Federal University, Rostov-on-don, Russia
US-Russia Global Health Care Study Program, Summer 2009

PAPERS IN REVIEW PROCESS
1. **Uduehi, E.,** Saint Clair, J., Hamilton, M., Reed, A. When Diversity Backfires: The Asymmetric Role of Multicultural Marketing on Brand Perception. *Revise and resubmit to Journal of Consumer Research.*
   Award Recognition: ACR Best Working Paper Award, 2020
2. **Uduehi, E.*** & Turner, B.* (shared first co-authorship) Racial Privilege and Racial Justice Branding. *Invited for resubmission to Journal of Marketing.*

PAPERS IN PREPARATION
3. **Uduehi, E.** Do Consumers Want Inclusive Language? The Potential Mismatch Between Consumer Preference and Brand Action. *Final preparation for submission to Journal of Marketing.*
4. **Uduehi, E.** & Reed, A. Role of Lay Beliefs on Language Preferences for Stigmatized Groups. *Final preparation for submission to Organizational Behavior and Human Decision Processes.*

SELECT RESEARCH IN PROGRESS
5. **Uduehi, E.** & Schweitzer, M. Do Words Matter? Use of Person-Centered Language to Humanize Stigmatized Groups. *Manuscript in preparation. (4 studies completed).*
6. **Uduehi, E.**. Practicing What We Preach? Use of Person-Centered Language by Physicians via Grand Rounds Presentations. *Large Textual Analysis Being Completed.*
7. **Uduehi, E.** & Grewal, L. Stigmatized Identity Cues and Consumption. *Data collection in progress (2 studies completed).*

AWARDS, GRANTS, & FELLOWSHIPS

Fellowships
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2020
- IACM AC4 Fellowship, 2019 (Award total: $2,000)
- George James First Year Doctoral Fellowship, 2016 (Award total: $6,000)

Research Grants:
- Baker Retail Center Research Grant, 2017, 2019 (Award total: $10,250)
  - Awarded for work on Diversity and Marketing (2019) and Status Signaling and Experienced Consumption Utility (2017)
- Mack Research Institute Research Award, 2019 (Award total: $4,000)
  - Awarded for work on Diversity and Marketing
- Wharton Risk Center Russell Ackoff Doctoral Student Award, 2017, 2018 (Award total: $3105)
  - Awarded for work dealing with Identity- versus Person-First Language

Marketing Awards:
- Eli Jones Promising Research Award, 2021
- AMA Valuing Diversity Scholarship, 2018 (Award total: $1,000)
- Melvin and Patricia Stith Transition Grant, 2016 (Award total: $1,000)
- GAPSA Travel Grant, 2018, 2020 (Award total: $1,290)
- Wharton Doctoral Programs George James Travel Award, 2018 (Award total: $750)

Other Awards:
- UPenn Fontaine Scholar, 2016-2021
- IU McNair Scholar of the Year, 2011
- IU Presidential Intern, 2010

CONFERENCE PRESENTATIONS

When Diversity Backfires: The Asymmetric Role of Multicultural Marketing on Brand Perception
- Stanford GSB Rising Scholars Conference Keynote Presentation (presented by Americus Reed), Oct 2020
- Society for Consumer Psychology, Huntington Beach, 2020 (competitive paper session)
- Race in the Marketplace Forum, Paris, France, 2019

Do Consumers Want Inclusive Language? The Potential Mismatch Between Consumer Preference and Brand Action
- NC State Emerging Scholars Marketing Seminar Series, Jan 2021
- Stanford GSB Rising Scholars Conference Keynote Presentation, Oct 2020
- Marketing Science Institute Webinar, Oct 2020
- Boston University Emerging Marketing Scholars Symposium, Nov 2020

Role of Lay Beliefs on Language Preferences for Stigmatized Groups
- Society for Personality and Social Psychology Conference, Portland, OR, 2019 (talk) *(32 single papers chosen from 2187 single paper submissions)*
- Society for Consumer Psychology Conference, Dallas, TX, 2019 (competitive paper session)
- Association for Consumer Research, Dallas, TX, 2018
- London Transatlantic Doctoral Conference, London, UK, 2018
- Baruch College PhD Project Symposium, New York, NY, 2018

- Society for Consumer Psychology Conference, Dallas, TX, 2018 (poster)

Do Words Matter? Use of Person-Centered Language to Humanize Stigmatized Groups
- Society for Consumer Psychology, Huntington Beach, 2020 (poster)
- International Association for Conflict Management Conference, Dublin, Ireland, 2019 (poster)

UNIVERSITY PRESENTATIONS

When Diversity Backfires: The Asymmetric Role of Multicultural Marketing on Brand Perception
- Harvard University Marketing Department (by Americus Reed), Mar 2021

Do Consumers Want Inclusive Language? The Potential Mismatch Between Consumer Preference and Brand Action
- John Hopkins Marketing Department (by Americus Reed), Dec 2021
- University of Michigan Marketing Department, Nov 2020
- University of Texas-Austin Marketing Department, Oct 2020
- University of Washington Marketing Department, Oct 2020
- Virginia Tech Marketing Department, Oct 2020
- University of Wisconsin-Madison Marketing Department, Oct 2020
- Boston University Marketing Department, Sep 2020
- Notre Dame Marketing Department, Sep 2020

Role of Lay Beliefs on Language Preferences for Stigmatized Groups
- Northwestern University Kellogg Marketing Seminar (by Americus Reed), Spring 2019
- Rutgers University Mentor-Mentee Symposium, Rutgers, NJ, Spring 2018

CONFERENCES ORGANIZED

Wharton/INSEAD Doctoral Consortium, Fontainebleau, France	2018
Women in Business Academia, Philadelphia, PA	2017, 2018, 2019

SERVICE ROLES

ISMS Webinar on Diversity, Equity, and Inclusion Panelist	2020
LISC, Emerging Leader Council	2019-Present
Wharton Society for the Advancement of Women in Business Academia (WSAWBA)	2016-2019

2017-2019	President
2016	Treasurer

Wharton IDDEAS Program PhD Mentor	2018, 2021
Wharton's Baker Retailing Center's "Disruption in Retail" Conference	2016

Conference Report Writer (for Pete Fader): Practical Applications for Predicting Customer Lifetime Value

OTHER PUBLISHED WORK

Hua, Y., Ramabhadran, R., **Uduehi, E.***,* Karty, J., Raghavachari, K., & Flood, A. Aromatic and aliphatic CH hydrogen bonds fight for chloride while competing alongside ion pairing within triazolophanes, Chem. Eur. J. 2010.

Abstracts for Working Papers

Racial Privilege and Racial Justice Branding:

Social justice branding is a burgeoning marketing tactic in which brands signal a commitment to reducing social and racial injustice by producing and promoting products that adopt a social stance. Examples include "Black Lives Matter" basketball jerseys for the Women's National Basketball Association (WNBA) and NBA players and "Equality" coffee cups served at Starbucks. The research presented in this paper finds that when the racial identity of White consumers is salient, they tend to reduce their preference for social justice branding. For many White consumers, racial identity may signal a priority status or preferential racial hierarchy. These consumers have increased incentive for maintaining the status-quo. White consumers who recognize the privilege of this racial prioritization, however, have an increased preference for social justice branding. For those consumers, unearned privilege stemming from their racial identity delegitimizes the current system. We demonstrate these effects are particular to White (vs. NonWhite) consumers. Implications for theory and practice are discussed.

When Diversity Backfires: The Asymmetric Role of Multicultural Marketing on Brand Perception:

In today's marketplace, there is increasing demand for brands to expand their market to diverse consumer groups and display cultural inclusion in marketing campaigns. The newfound focus on cultural diversity risks misfiring by brands. This paper aims to explore the understudied area of consumer reaction to brands' use of cultural diversity signals. When brands launch a new multicultural marketing campaign, such as an ad with both Black and White models, it may be relatively well-received if the brand's prior focus was on nonmarginalized consumers. However, our main hypothesis is that for marginalized-focused brands, multicultural marketing may instead negatively impact consumer preference. We refer to this as the sellout effect. Results from four studies suggest that this is driven by marginalized consumers feeling less included by the marginalized-focused brand when they learn that a new multicultural campaign includes nonmarginalized consumers - despite marginalized models still being present. The sellout effect appears strongest in identity-relevant contexts (e.g., personal care), and may be mitigated if the new cultural group is also from a marginalized background. Our findings highlight the importance of marginalization within diversity marketing for both consumers and brands. Further marketing implications for race, ethnicity, and beyond are discussed.

Role of Lay Beliefs on Language Preferences for Stigmatized Groups:

How and why do we talk about people when they have stigmatized conditions? In this paper, we explore conditions under which people choose "person-first" language, widely recommended by policy makers as a means of reducing stigmatization (e.g., person experiencing homelessness), as opposed to "identity-first" language, which makes the condition the primary part of an individual's identity, thus potentially reinforcing stigmatization (e.g., homeless person) We find that people always prefer to be referred to using person-first language, which states that they "have" a condition, but does not affix an identity label as such. On the other hand, people's tendency to use identity-first language when describing others depends on the degree to which they believe the condition is changeable. Specifically, archival data and online experiments suggest that if people believe that the condition is changeable, they are more likely to see people as responsible for having the condition, and thus lean toward identity-first language. Our results suggest that