

# Esther Uduehi

eouduehi@uw.edu

## ACADEMIC POSITION

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

## EDUCATION

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**Wharton School, University of Pennsylvania**, Philadelphia, PA  
Ph.D., Marketing May 2021

**Oxford University**, Oxford, UK  
*Rhodes Scholar*

**Merton College**, MSc, Nature, Society, and Environmental Policy September 2014  
**St. Edmund Hall**, Visiting Student, Chemistry and Biochemistry Fall 2009

**Indiana University**, Bloomington, IN  
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

## ACCEPTED AND CONDITIONALLY ACCEPTED PAPERS

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+ Denotes graduate student

#Part of a doctoral dissertation

1. <sup>+#</sup>Lin, J., Kim, N., **Uduehi, E.**, Keinan, A. (forthcoming). Culture for Sale: Unpacking Consumer Perceptions of Cultural Appropriation. *Journal of Consumer Research*.
2. **Uduehi, E.**, Saint Clair, J., Crabbe, R. (forthcoming). Intersectionality in Marketing: A Paradigm for Understanding Understudied Consumers. *Journal of Marketing*.  
**Part of Special Issue:** New Paradigms for a New World
3. <sup>#</sup>**Uduehi, E.**, Saint Clair, J., Hamilton, M., Reed II, A. (conditionally accepted). When Diversity Backfires: The Asymmetric Role of Multicultural Marketing on Brand Perception. *Journal of Consumer Research*.  
**Award Recognition:** 2020 Association for Consumer Research Best Working Paper Award, 2019 Baker Retailing Center Grant

## PAPERS IN REVIEW PROCESS

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4. **Uduehi, E.** and Barnes, A. Room For Error: The Effect of Minority Ownership Awareness on Brand Evaluations. Under 4<sup>th</sup> round review at *Journal of Marketing*.  
**Award Recognition:** 2023-2025 UW Foster School DEI Award Fellowship
5. <sup>+</sup>Davis, N., **Uduehi, E.**, Turner, B., Martin A. Anti-Bias Training and Consumer Choice (shared first authorship). Invited for 2<sup>nd</sup> round review at *Journal of Marketing*.
6. De la Rosa, W., (...), **Uduehi, E....**, Giannella, E. Getting Lower-Income People Interested in the Earned Income Tax Credit: Evidence from Two Large-Scale Field Experiments. Invited for 2<sup>nd</sup> round

review at *Marketing Science Frontiers*.

7. Hadi, R., **Uduehi, E.**, Stephen A., Tomaz, F. Synthetic Diversity. Under review at *Journal of Consumer Research*.
8. **Uduehi, E.** and Turner, B. (shared first authorship). Racial Privilege and Racial Justice Branding. Invited for resubmission to *Journal of Marketing*.

## **WORKING PAPERS**

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9. **Uduehi, E.**, Rank-Christman, T., Rodas, M., Euh, H. Who Am I? A Unifying Framework for Understanding Racial Identity in Marketing. Preparing for submission to *Journal of Marketing*.
10. <sup>+</sup>Elkanova, E., (...), **Uduehi, E.** A Conceptual Framework for The Duality of Exclusion and Inclusion. Final preparation for submission to *Marketing Theory*.  
**Part of Special Issue:** Theoretical Perspectives on Inclusion and Exclusion within Markets, Marketing, and Consumption  
*Conceptualized at TCR Conference 2023, Royal Holloway, University of London*
11. **Uduehi, E.**, Euh, H., Rodas, M. The Unexpected Consequences of Hispanic Racial Identification on Consumer Behavior.  
**Award Recognition:** 2022 Junior Faculty Grant, University of Illinois
12. <sup>#</sup>**Uduehi, E.** and Reed, A. Do Consumers Want Inclusive Language? The Potential Mismatch Between Consumer Preference and Brand Action.
13. <sup>+</sup>Smith, E., **Uduehi, E.**, Shulman, J. Reinforced Glass Ceiling: Intersectional Lens on Generative AI Biases.
14. <sup>#</sup>**Uduehi, E.** and Reed, A. Role of Lay Beliefs on Language Preferences for Stigmatized Groups.

## **SELECT RESEARCH IN PROGRESS**

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15. Ward, Gabriel<sup>+</sup>, Uduehi, E., Wilcox, Keith. Person-First Language and its Impact on Donation Behavior.  
**Award Recognition:** 2022 AMA CBSIG Research Grant
16. Uduehi, E.,\* Monnier, A.,\* Schreier M., van Osselaer, S. The Negative Consequences of Groundedness.
17. Uduehi, E. Practicing What We Preach? Use of Person-Centered Language by Physicians via Grand Rounds Presentations.
18. Uduehi, E., <sup>+</sup>Tvelevna, A., Forehand, M. Cultural Code-Switching.

## **AWARDS, GRANTS, & FELLOWSHIPS**

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### Marketing Awards:

- Indiana University Top 20 Under 40, 2023
- University of Washington Foster School of Business Emerging Leader Award, 2023
- Poets & Quants Top 50 Undergraduate Professors, 2022
- Ilana Shanks Emerging Research Award Honorable Mention, 2022
- Eli Jones Promising Research Award, 2021
- AMA Valuing Diversity Scholarship, 2018
- Melvin and Patricia Stith Transition Grant, 2016
- GAPSA Travel Grant, 2018, 2020
- Wharton Doctoral Programs George James Travel Award, 2018

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

Fellowships

- AMA-Sheth Foundation Doctoral Consortium Fellow, 2020
- IACM AC4 Fellowship, 2019
- George James First Year Doctoral Fellowship, 2016

Other Awards:

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

**ACADEMIC LEADERSHIP**

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UW Marketing Camp Co-Organizer	Feb 2024, May 2024
European ACR Track Chair, Diversity and Inclusion, Amsterdam	July 2023
SCP Dissertation Competition Review Board	2023
Winter AMA Reviewing Committee	2022
SCP Dissertation Competition Review Board	2022, 2023
Ad hoc reviewer: <i>Journal of Consumer Research, Journal of Marketing, Journal of Marketing Research, Journal of Consumer Psychology</i>	

**INVITED SPEAKER (UNIVERSITY PRESENTATIONS)**

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\*Denotes presentation by coauthor

*The Effects of Minority Ownership Labels on Perceived Agency and Brand Evaluations*

- University of Washington Marketing Camp, May 2023
- University of Southern California Marketing Department, March 2023

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

- Columbia Business School Marketing Department, Feb 2023
- London Business School Marketing Department, Jan 2023
- Harvard Business School Marketing Department\*, Mar 2021
- Stanford GSB Rising Scholars Conference Keynote Presentation\*, Oct 2020

*Do Consumers Want Inclusive Language? The Potential Mismatch Between Consumer Preference and Brand Action*

- 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*

- Harvard Business School Marketing Department\* Mar 2022
- John Hopkins Marketing Department\*, Dec 2021
- Northwestern University Kellogg Marketing Seminar\*, April 2019
- Rutgers University Mentor-Mentee Symposium, Rutgers, NJ, April 2018

## CONFERENCE PRESENTATIONS

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\*Denotes presentation by coauthor

*The Effects of Minority Ownership Labels on Perceived Agency and Brand Evaluations*

- Society for Consumer Psychology, Nashville, 2024 (competitive paper session)
- Winter AMA Conference,\* Nashville, 2023 (competitive paper session)

*Intersectionality in Marketing: A Paradigm for Understanding Understudied Consumers*

- European Association for Consumer Research, Amsterdam, 2023 (competitive paper session)

*Culture for Sale: Unpacking Consumer Perceptions of Cultural Appropriation*

- Society for Consumer Psychology,\* San Juan, Puerto Rico, 2023 (competitive paper session)

*Racial Privilege and Racial Justice Branding*

- Association for Consumer Research Conference,\* Denver, 2022

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

- Stanford GSB Rising Scholars Conference Keynote Presentation,\* 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*

- Society for Consumer Psychology, Nashville (virtual), 2022 (competitive paper session)
- NC State Emerging Scholars Marketing Seminar Series, Jan 2021
- Stanford GSB Rising Scholars Conference 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, CA, 2020 (poster)
- International Association for Conflict Management Conference, Dublin, 2019 (poster)

## CONFERENCES ORGANIZED

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Tenure Project Conference, Seattle, WA	2022
Tenure Project Conference, Philadelphia, PA	2023
Tenure Project Conference, Los Angeles, CA	2024
Wharton/INSEAD Doctoral Consortium, Fontainebleau, France	2018
Women in Business Academia, Philadelphia, PA	2017, 2018, 2019

## SERVICE ROLES

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Tenure Project Co-Founder	2021-Present
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

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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.

## OTHER EMPLOYMENT EXPERIENCE

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<b>Spence School</b>	MS/US Math Teacher, 2014-2016
<b>Fay School</b>	Science, Math, and Violin Teaching Apprentice, 2013-2014
<b>Eli Lilly and Company</b>	Organic Chemistry Contractor, 2011