

# Nidhi Agrawal

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## ACADEMIC POSITION

Associate Professor of Marketing, Kellogg School, Northwestern University (2009-present)  
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, AWARDS AND GRANTS

MSI Young Scholar (2011)  
ACR Doctoral Consortium Faculty Fellow (2010)  
AMA-Sheth Doctoral Consortium Faculty Fellow (2008)  
Hong Kong Research Grants Council Competitive Grant, HK\$ 412,500 (2008)  
McManus Research Chair, Northwestern University (2006)  
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 control and health communication  
Culture, self-view, and regulatory focus

## PUBLICATIONS

1. Wan, Wen and Nidhi Agrawal, "Carry Over Effects of Self-Control in Decision-Making: A Construal Level Perspective," conditionally accepted at the *Journal of Consumer Research*.
2. 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.
3. 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.
4. 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.
5. Menon, Geeta, Priya Raghurir 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.
6. 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.
7. Agrawal, Nidhi, Geeta Menon, and Jennifer Aaker (2007), "Getting Emotional About Health," *Journal of Marketing Research*, 34 (February), 100-13.
8. 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.
9. Agrawal, Nidhi and Durairaj Maheswaran (2005), "Motivated Reasoning in Outcome-Bias Effects," *Journal of Consumer Research*, 31 (March), 798-805.
10. Agrawal, Nidhi and Durairaj Maheswaran (2005), "The Effects of Self-Construal and Commitment on Persuasion," *Journal of Consumer Research*, 31 (March), 841-49.
11. 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

12. Agrawal, Nidhi and Geeta Menon, "Harnessing Hopefulness and Avoiding Anxiety: Incidental Emotions Affect the Effectiveness of Health Appeals," under revision for resubmission to the *Journal of Marketing Research*.
13. Adam Duhachek, Nidhi Agrawal and Da Hee Han, "Emotion, Coping Fluency and Message Framing Effects," under revision for resubmission to the *Journal of Marketing Research*.
14. Mukhopadhyay, Anirban and Nidhi Agrawal, "Planning For Which Future? Lay Theories of Self-Control and the Temporal Framing of Personal Goals," under revision for resubmission to the *Journal of Consumer Research*.
15. Yeung, Catherine, Nidhi Agrawal, Elison Lim and Monika Lisjak "Congruence or Addition: The Construal Level Effects of Combining Two Dimensions of Distance," under revision for resubmission to the *Journal of Consumer Research*.
16. Agrawal Nidhi, Adam Duhachek, and Da Hee Han, "Anger versus Shame: How Do Emotion Affect Motivated Reasoning," *manuscript in preparation*.
17. Agrawal, Nidhi and Wen Wan, "When Preventing Hepatitis Increases Obesity: The Effect of Health Messages on Subsequent Self-Control," *manuscript in preparation*.
18. Agrawal, Nidhi, "Which Self To Redeem? Mortality Salience and the Role of Culture in Persuasion," *manuscript in preparation*.
19. Agrawal, Nidhi and Aparna Labroo, "When Emotions Empower: Agency Attributions and Emotions Determine Self-Control," *manuscript in preparation*.

## CONFERENCE PRESENTATIONS

1. "Emotions, Motivation, and Self-Regulation," Marketing Science Institute Young Scholars Conference, Salt Lake City, UT (2011)
2. "Fostering Diverse Approaches to Consumer Well-Being Research," with Ellie Kyung, Association for Consumer Research, Jacksonville, FL (2010).
3. "Regulating Risk or Risking Regulation", Association for Consumer Research, Jacksonville, FL (2010).
4. "Culture Research: The Search for Self," Association for Consumer Research, Jacksonville, FL (2010).

5. "Emotions and Motivated Reasoning," with Adam Duhachek and Da Hee Han, Association for Consumer Research, Jacksonville, FL (2010).
6. "Carry-Over Effects of Self-Control on Decision-Making: A Construal Level Perspective," with Echo Wen Wan, Association for Consumer Research, Jacksonville, FL (2010).
7. "Emotion, Coping Fluency, and Message Framing Effects," with Adam Duhachek and Da Hee Han, Association for Consumer Research, Jacksonville, FL (2010).
8. "Biases in Social Comparison: Optimism or Pessimism?" with Geeta Menon and Ellie Kyung, Association for Consumer Research, Pittsburgh, PA (2009).
9. "Harboring Hope and Avoiding Anxiety: The Effect of Uncertain Emotions on Fear Appeals," with Geeta Menon, Association for Consumer Research, Pittsburgh, PA (2009).
10. "Uncertain Emotions and Judgments of Behavioral Frequency," with Geeta Menon, Association for Consumer Research, Pittsburgh, PA (2009).
11. "Regulating Risk or Risking Regulation," with Echo Wen Wan, Association for Consumer Research, Pittsburgh, PA (2009).
12. "Preventing One Disease and Promoting Another? Effects of Anxiety on Self-control," Association for Consumer Research, Pittsburgh, PA (2009).
13. "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).
14. "Biases in Social Comparison: Optimism or Pessimism?" with Geeta Menon and Ellie Kyung, Society for Consumer Psychology, San Diego, CA (2009).
15. "Coping with Guilt and Shame: The Effects on Persuasion and Information Processing," with Adam Duhachek, Society for Consumer Psychology, San Diego, CA (2009).
16. "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).
17. "Compatibility-Driven Momentum in Redemption of Sales Promotions," with Amar Cheema, Association for Consumer Research, San Francisco, CA (2008).
18. "Harboring Hope and Avoiding Anxiety," with Geeta Menon, Association for Consumer Research, Memphis, TN (2007).
19. "Emotional Compatibility and the Effectiveness of Anti-Drinking Messages," with Adam

- Duhachek, Society for Consumer Psychology, Las Vegas, NV (2007).
20. "Regulatory Focus and Valenced Comparative Message Framing," with Shailendra Jain, Charles Lindsey, and Durairaj Maheswaran, Association for Consumer Research, Orlando, FL (2006).
  21. "Getting Emotional About Health," with Geeta Menon and Jennifer Aaker, Association for Consumer Research, Orlando, FL (2006).
  22. "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).
  23. "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).
  24. "Mortality Salience and Too Much Choice," with Rosellina Ferraro, Association for Consumer Research, Orlando, FL (2006).
  25. "Cultural Variations in Brand Extension and Feedback Effects," with Pragya Mathru and Durairaj Maheswaran, Society for Consumer Psychology Conference, Miami Cruise, FL (2006).
  26. "Cultural Variations in Brand Extension and Feedback Effects," with Pragya Mathur and Durairaj Maheswaran, Advertising and Consumer Psychology Conference, Washington, DC (2005).
  27. "Regulatory Focus and Valenced Comparative Message Framing," Society of Consumer Psychology, St. Pete Beach, FL (2005).
  28. "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).
  29. "Judging Health Risk through Emotions," with Geeta Menon, Association for Consumer Research, Toronto, Canada (2003).
  30. "Value from Highlighting Time-Appropriate Outcomes," with Yaacov Trope, Association for Consumer Research, Toronto, Canada (2003).
  31. "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).
  32. "Cross Cultural Inquiry: Issues and Research Directions," with Rujitrana Mandhachitara

and Durairaj Maheswaran, European Association for Consumer Research, Berlin, Germany (2001).

## **INVITED TALKS**

### **2006-present**

Duke University  
Indiana University  
University of California, San Diego  
University of Chicago  
University of Toronto  
University of Washington

### **2004-2005**

Cornell University  
Dartmouth University  
Hong Kong University of Science and Technology  
National University of Singapore  
Northwestern University  
Pennsylvania State University  
University of California, Berkeley  
University of Maryland  
University of Pennsylvania  
University of Southern California  
University of Toronto  
Washington University

## **TEACHING EXPERIENCE**

Marketing Management (Kellogg MBA, NYU Undergraduate)

## **UNIVERSITY SERVICE**

### **PhD Advising**

Jiewen Hong (committee member, 2008)

### **Service**

Kellogg Marketing Research Camp Coordinator (2006-present)  
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 Consumer Psychology*, 2008 – present

### **Ad Hoc Reviewer**

*Journal of Marketing*  
*Journal of Marketing Research*  
*Human Communications Research*  
*Journal of Economic Psychology*  
*Association for Consumer Research*

*Journal of Experimental Social Psychology*  
*Organizational Behaviour and Human*  
*Decision Processes*  
*MSI Doctoral Dissertation Competition*  
*Canada Research Council*

### **Service**

*ACR Program Committee* (2011)  
*ACR Program Associate Editor* (2010)  
*SCP Conference Program Committee* (2009, 2010)  
*ACR Presidents and Fellows Luncheon Organizer* (2007)  
*ACR Program Committee* (2007)

## **PROFESSIONAL AFFILIATIONS**

American Marketing Association  
Association for Consumer Research  
Society for Consumer Research