

## **Neeru Paharia**

W.P. Carey School of Business  
Arizona State University  
400 E Lemon Street, Tempe, AZ 85287  
Tel: [202.524.0621](tel:202.524.0621) | [npaharia@asu.edu](mailto:npaharia@asu.edu)

*Updated July 2022*

### **FACULTY EMPLOYMENT**

*Professor of Marketing, 2022-present*  
W.P. Carey School of Business, Arizona State University

*Associate Professor of Marketing (tenured), 2018-2022*  
*Assistant Professor of Marketing, 2012-2018*  
McDonough School of Business, Georgetown University

### **OTHER EMPLOYMENT**

*Research Director, 2010-2012*  
Edmond J. Safra Center for Ethics, Harvard University, Cambridge, MA

*Executive Director, Assistant Director (founding team), 2002-2005*  
Creative Commons, Palo Alto and San Francisco, CA

*Associate Consultant, 2001-2002*  
McKinsey and Company, San Francisco, CA

### **EDUCATION**

*Doctor of Business Administration, Marketing, 2010*  
Harvard Business School, Boston, MA

*Master of Science in Public Policy and Management, Major, Information Systems (with distinction)*  
Carnegie Mellon University, Pittsburgh, PA

*Bachelor of Arts, Economics, Minor, Sociology, Honors*  
University of California, Davis, CA

### **RESEARCH INTERESTS**

Sustainability, wellness, social connection, branding, status, signaling through brands, social media, political consumption, moral psychology, digital marketing, privacy.

## RESEARCH

### Journal Publications

Vadakkappatt, G. Martin, K., Arora, S. Paharia, N. (2022) "Shedding Light on the Dark Side of Firm Lobbying: A Customer Perspective," *Journal of Marketing* 86(3), pp.79-97

Sun, J., Bellezza, S. and Paharia, N., (2021) "Buy Less, Buy Luxury: Understanding and Overcoming Product Durability Neglect for Sustainable Consumption," *Journal of Marketing*, 85(3), pp.28-43

Hydock, C., Paharia, N., Blair, S. (2020) "Should Your Brand Pick a Side? How Market Share Determines the Impact of Corporate Political Advocacy," *Journal of Marketing Research*, 57.6: 1135-1151

Paharia, N. (2020) "Who Receives Credit or Blame? The Effects of Made-to-Order Production on Responses to Unethical and Ethical Company Practices," *Journal of Marketing*, 84.1: 88-104.

Hydock, C., Paharia, N., and Weber, T. (2019) "The Consumer Response to Corporate Political Advocacy: a Review and Future Directions," *Customer Needs and Solutions* (2019): 1-8.

Paharia, N. & Swaminathan V. (2019) "Who Is Wary of User Design? The Role of Power-Distance Beliefs in Preference for User-Designed Products," *Journal of Marketing*, Vol. 83(3) 91-107

Keinan, A., Bellezza, S., & Paharia, N. (2019). "The symbolic value of time," *Current Opinion in Psychology*, Volume 26, April 2019, Pages 58-61

Bellezza, S., Paharia, N., Keinan, A. (2017) "Conspicuous Consumption of Time: When Busyness at Work and Lack of Leisure Time Become a Status Symbol," *Journal of Consumer Research*, 44(1), pp. 118-138

- *Journal of Consumer Research*, Best Paper Award 2020, Top Three Finalist
- *Journal of Consumer Research*, Ferber Award (awarded to Silvia Bellezza) Second Place

Paharia, N., Avery, J., Keinan, A. (2014) "Positioning Brands Against Large Competitors to Increase Sales," *Journal of Marketing Research*, 51(6), pp. 647-656, \* Lead Article

Paharia, N., Vohs, K.D., Deshpandé, R. (2013) "Sweatshop Labor is Wrong Unless the Shoes are Cute: Cognition Can Both Help and Hurt Moral Motivated Reasoning," *Organizational Behavior and Human Decision Processes*, 121(1), pp. 81-88

Paharia, N., Keinan, A., Avery, J., Schor, J. (2011) "The Underdog Effect: The Marketing of Disadvantage and Determination through Brand Biography," *Journal of Consumer Research*, 37(5), pp. 775-790,

- *Journal of Consumer Research*, Best Paper Award 2014, Top Three Finalist

Paharia, N., Kassam, K., Greene, J., Bazerman, M. H. (2009) "Dirty work, clean hands: The moral psychology of indirect agency," *Organizational Behavior and Human Decision Processes*, 109(2), pp. 134-141

## Book Chapters and Practice-Related Articles

Hydock, C., Paharia, N., Blair, S. (2021), "Should Your Brand Pick a Side? How Market Share Determines the Impact of Divisive Corporate Political Stances" *NIM Marketing Intelligence Review*, 13 (2), 26-31, available at doi.org/10.2478/nimmir-2021-0013

Bellezza, S., Paharia, N., Keinan, A (2016) "Why Americans Are So Impressed by Busyness," *Harvard Business Review*, December, Online Edition

Paharia, N., Avery, J., Keinan, A. (2015) "Framing the game: how brands' relationships with their competitors affect consumer preference," Chapter in *Strong Brands, Strong Relationships*, ed. Fournier, S., Breazeale, M., Avery, J., New York, NY: Routledge

Paharia, N., Keinan, A., Avery, J. (2014) "The Upside to Large Competitors," *Sloan Management Review*, 56(1), pp. 10-11

Paharia, N., Coffman, L., Bazerman, M., (2011) "Intermediation and Diffusion of Responsibility in Negotiation: A Case of Bounded Ethicality," Chapter in *Oxford Handbook of Economic Conflict Resolution*, Ed., Bolton, G., Croson, R., New York, NY: Oxford University Press

Paharia, N., Keinan, A., Avery, J., (2011) "Underdog Branding: Why Underdogs Win in Recessions," *European Business Review*, May, Invited Article

Keinan, A., Avery, J., Paharia, N. (2010) "Capitalizing on the Underdog Effect," *Harvard Business Review*, 88(11), pp. 32-32

Avery, J., Paharia, N., Keinan, A., Schor, J., (2010) "The Strategic Use of Brand Biographies," *Research in Consumer Behavior*, 12(1), pp. 213-229

Batson, T., Paharia, N., Kumar, V. (2008) "A Harvest Too Large? A Framework for Educational Abundance," *Opening up Education*, Ed. Iiyoshi, T., Kumar, V., Cambridge, MA: MIT Press

## In the Review Process

Gaerth, M., Paharia, N., Kraus, F. "The Combined Effects of Reviewer-Related Online WOM Metrics: Directing Consumers Away from Low-Expertise Reviewers," invited for 2<sup>nd</sup> round review, *Journal of Consumer Research*

Kimbrough, M. Paharia, N. Wang, F. and Wei, S. "The Brand Value of Earnings: An Event Study of Consumer Responses to Earnings Announcements," invited for 2<sup>nd</sup> round review, *The Accounting Review*

Chen, T., Keinan, A. and Paharia, N. "Worshipping Wellness: How Wellness Consumption Has Become an Aspirational Lifestyle and a Secular Religion," Resubmission requested, *Journal of Consumer Research*

Kim, N. Ratner, R. and Paharia, N. "Signaling Friendship Motivation Through Hedonic Consumption Choices," under 1<sup>st</sup> round review, *Journal of Consumer Research*

Kang, I., Wu, Y., and Paharia, N. “Social Media Users are Penalized for Lacking Self-Control,” under 1<sup>st</sup> round review, *Psychological Science*

### **Research in Progress**

Wilson, A., Santana, S., Paharia, N. “Disconnected in a Digital World: How Receiving Digital vs. Physical Goods Affects Perceived Interpersonal Closeness,” *working paper*

Paharia, N., Blanchard S. “Using Ownership Share to Signal the Quality of a New Venture Investment Opportunity,” *working paper*

Paharia, N., Thompson, D. “Appealing to Status-Oriented Consumers by Highlighting a Brand’s Deep Pockets: The Appeal of Top Dog Brands,” *working paper*

Vadakkpatt, G. Martin, K., Paharia, N., Arora, S. “Psychological Responses to Corporate Lobbying”

Paharia, N., Häubl, G., Shiri, A., “The Socio-Competitive Construction of Market Value. How Financial Value is Created through Competition in Markets for High-Priced Art”

Paharia, N., Agrawal, V. “How Choice Sets Increase (Decrease) Value of Sustainable Product Attributes”

### **PRESENTATIONS**

Kang, I., Wu, Y., and Paharia, N. “Social Media Users are Penalized for Lacking Self-Control,” *working paper*, paper presentation at Vrije Universiteit Amsterdam (2022)

Paharia, N., Daily Ethics Seminar Series, Rodger Mudd Center for Ethics, Washington & Lee University (2022)

Kim, N. Ratner, R. and Paharia, N. “Signaling Friendship Motivation Through Hedonic Consumption Choices,” (2022), paper presentation at Northeastern University

Kim, N. Ratner, R. and Paharia, N. “Signaling Friendship Motivation Through Hedonic Consumption Choices,” (2022), paper presentation at Arizona State University

Vadakkpatt, G. Martin, K., Paharia, N., Arora, S. “Psychological Responses to Corporate Lobbying,” (2021) invited paper presentation at the Association for Consumer Research annual conference, virtual

Gaerth, M., Paharia, N., Kraus, F. “Show Me the Stars: Inferring Expertise from Dispersion Across Online User Ratings,” (2021) paper presentation at the Society for Consumer Psychology annual conference, virtual

Chen, T., Keinan, A. and Paharia, N. “Worshipping Wellness: How Wellness Consumption Has Become an Aspirational Lifestyle and a Secular Religion,” (2020) paper presentation at the Association for Consumer Research annual conference, virtual

Gaerth, M., Paharia, N., Kraus, F. "Show Me the Stars: Inferring Expertise from Dispersion Across Online User Ratings," (2020) paper presentation at the Association for Consumer Research annual conference, virtual

Kang, I., Wu, Y, and Paharia, N. "Social Media Users are Penalized for Lacking Self-Control," (2020) paper presentation at the Association for Consumer Research annual conference, virtual

Hydock, C., Paharia, N., Blair, S. "Should Your Brand Pick a Side? How Market Share Determines the Impact of Corporate Political Advocacy," (2019) paper presentation at the Society for Consumer Psychology annual conference, Huntington Beach, CA

Sun, J., Bellezza, S., Paharia, N. "Sustainable Luxury: a Paradox or a Desirable Consumption?" invited paper presentation at the Journal of Consumer Research Future of Brands Conference, December 2019, Columbia University

Hydock, C., Paharia, N., Blair, S. "Should Your Brand Pick a Side? How Market Share Determines the Impact of Corporate Political Advocacy" (2019) Invited paper presentation at Brands and Brands Relationships conference, Boston University

Sun, J., Bellezza, S., Paharia, N. "Sustainable Luxury: a Paradox or a Desirable Consumption?" (2019) paper presentation at the Society Consumer Psychology annual conference. Savannah, GA

Paharia, N. "Who Gets Credit? Who Gets Blame? The Producer Agency Effect in Ethical Production," (2018) paper presentation at the Association for Consumer Research annual conference. Dallas, TX

Hydock, C., Paharia, N., Blair, S. "Market Structure and Firm Engagement in Divisive Political Issues," (2018) paper presentation at the Association for Consumer Research annual conference. Dallas, TX

Vadakkappatt, G. Martin, K., Paharia, N., Arora, S. "Unintended Customer Consequences of Corporate Lobbying," (2018) paper presentation at the Association for Consumer Research annual conference. Dallas, TX

Wilson, A., Santana, S., Paharia, N. "Disconnected in a Digital World: How Receiving Digital vs. Physical Goods Affects Perceived Interpersonal Closeness," (2018) paper presentation at the Association for Consumer Research annual conference. Dallas, TX

Sun, J., Bellezza, S., Paharia, N. "Sustainable Luxury: a Paradox or a Desirable Consumption?" (2018) paper presentation at the Association for Consumer Research annual conference. Dallas, TX

Hydock, C., Paharia, N., Blair, S. "Market Structure and Firm Engagement in Divisive Political Issues," (2018) Paper presentation at Theory Practice and Management Conference, UCLA

Blanchard, S., Paharia, N., "Investigating how the Percentage of Equity Offered to Investors Influences their Quality Perception of a New Venture Opportunity," (2017) Columbia University (Lang Entrepreneurship Center)

Paharia N. “Increasing Interest in Fair Trade Products through Prosumerism,” (2017) Paper Presentation at Nudgeapalooza, co-hosted by Deloitte and Georgetown University, Georgetown University

Bellezza, S., Paharia, N. Keinan, A. “Conspicuous Consumption of Time: When Busyness at Work and Lack of Leisure Time Become a Status Symbol” (2015) Paper presentation at National University Singapore

Bellezza, S., Paharia, N. Keinan, A. “Conspicuous Consumption of Time: When Busyness at Work and Lack of Leisure Time Become a Status Symbol” (2015) Paper presentation at the Center for Advanced Hindsight, Duke University

Bellezza, S., Keinan, A., Paharia, N. “Conspicuous Consumption of Time: When Busyness at Work and Lack of Leisure Time Become a Status Symbol” (2015) Paper presentation at the Society for Consumer Research annual conference. Phoenix, AZ

Bellezza, S., Keinan, A., Paharia, N. “Conspicuous Consumption of Time: When Busyness at Work and Lack of Leisure Time Become a Status Symbol” (2014) Paper presentation at the Association for Consumer Research annual conference. Baltimore, MD

Paharia, N., Swaminathan, V. “Democratic Brands: A Framework and Empirical Test” (2014) Paper presentation at the Association for Consumer Research annual conference. Baltimore, MD

Paharia, N., Thompson, D. “When Underdog Narratives Backfire: The Role of Status Motivations,” (2014) Paper presentation at the Association for Consumer Research annual conference. Baltimore, MD

Paharia, N., Thompson, D. “When Underdog Narratives Backfire: The Role of Status Motivations,” Paper presentation at the Marketing Academic Research Colloquium, Georgetown University

Paharia, N., Deshpandé, R., Vohs, K., “Sweatshop Labor is Wrong Unless the Jeans are Cute: Motivated Moral Disengagement” (2014) Paper presentation at Department of Psychology Colloquium, Georgetown University

Paharia, N., Avery, J., Keinan, A., “Positioning Brands Against Large Competitors to Increase Sales” (2013) Paper presentation at the Association for Consumer Research annual conference. Chicago, IL

Paharia, N., Avery, J., Keinan, A., “Positioning Brands Against Large Competitors to Increase Sales” (2013) Paper presentation at George Mason University

Paharia, N., Avery, J., Keinan, A., “Positioning Brands Against Large Competitors to Increase Sales” (2013) Paper presentation at the Theory Practice and Management conference, London Business School

Staton, M., Paharia, N., Oveis, C., “Emotional Marketing: How Pride and Compassion Impact Preferences for Strong and Weak Underdog and Top Dog Brands” (2012) Paper presentation at the Association for Consumer Research annual conference. Vancouver, BC

Paharia, N., Avery, J., Keinan, A., “Framing the Game: How Positioning Brands in Competition Motivates Political Consumption” (2012) Paper presentation at the Society for Consumer Psychology annual conference. Las Vegas, NV

Paharia, N., Avery, J., Keinan, A., “Framing the Game: How Positioning Brands in Competition Motivates Political Consumption” (2011) Paper presentation at Georgetown University

Paharia, N., Avery, J., Keinan, A., “Framing the Game: How Positioning Brands in Competition Motivates Political Consumption” (2011) Paper presentation at the University of Hawaii

Paharia, N., Avery, J., Keinan, A., “Framing the Game: How Positioning Brands in Competition Motivates Political Consumption” (2011) Paper presentation at Boston University

Paharia, N., Avery, J., Keinan, A., “Framing the Game: How Positioning Brands in Competition Motivates Political Consumption” (2011) Paper presentation at Mills College

Paharia, N., Avery, J., Keinan, A., “Framing the Game: How Positioning Brands in Competition Motivates Political Consumption” (2011) Paper presentation at the University of Technology Sydney

Paharia, N., Deshpandé, R., Vohs, K., “Sweatshop Labor is Wrong Unless the Jeans are Cute: Motivated Moral Disengagement” (2010) Paper presentation at the Association for Consumer Research annual conference. Jacksonville, FL

Paharia, N., Deshpandé, R., Vohs, K., “Sweatshop Labor is Wrong Unless the Jeans are Cute: Motivated Moral Disengagement” (2010) Poster at the Behavioral Decision Research in Management annual conference. Pittsburgh, PA

Paharia, N., Keinan, A., Avery, J., Schor, J. “The Underdog Effect: The Marketing of Disadvantage through Brand Biography,” (2010) Paper presentation at the European School of Management and Technology

Paharia, N., Keinan, A., Avery, J., Schor, J. “The Underdog Effect: The Marketing of Disadvantage through Brand Biography,” (2009) Paper presentation at the Association for Consumer Research annual conference. Pittsburgh, PA

Paharia, N., Keinan, A., Avery, J., Schor, J. “The Underdog Effect: The Marketing of Disadvantage through Brand Biography,” (2009) Paper presentation at the Society for Consumer Psychology annual conference. San Diego, CA

Paharia, N., Deshpandé, R., “Sweatshop Labor is Wrong Unless the Jeans are Cute: Motivated Moral Disengagement” (2009) Paper presentation at the Society for Consumer Psychology annual conference. San Diego, CA

Paharia, N., Deshpandé, R., “Sweatshop Labor is Wrong Unless the Jeans are Cute: Motivated Moral Disengagement” (2009) Paper presentation at the Transatlantic Doctoral Conference, London, U.K.

## **TEACHING**

Marketing Analysis and Customer Strategies (core MBA), McDonough School of Business, Georgetown University, 2020, 2021, 2022  
Data and Society, McDonough School of Business, Georgetown University, 2019, 2020  
Marketing Management Weekend Program, University of California, San Diego, 2018  
Principles of Marketing (core undergraduate) McDonough School of Business, Georgetown University, 2012, 2013, 2014, 2015, 2017, 2018  
Course Assistant, First Year Marketing, Harvard Business School, Fall 2010  
Institutional Corruption Seminar, Harvard University, 2010-2012

## **SERVICE**

### **Service to the Field:**

*Associated Editor*

Journal of Marketing (2022-present)

*Editorial Review Boards:*

Journal of Marketing Research (2020-present)

Journal of Marketing (2020-2022)

Journal of the Academy of Marketing Science (2015-2016)

*Reviewer:*

Organizational Behavior and Human Decision Processes

Journal of Consumer Research

Management Science

Journal of Consumer Psychology

International Journal of Research in Marketing

### **Georgetown Service:**

*Moderator*, Scholarly Communications Symposium 2012, Georgetown Libraries

*Member*, Undergraduate Marketing Area Curriculum committee 2013-2014

*Co-organizer*, Marketing Academic Research Colloquium (MARC) 2014, 2019

*Co-organizer*, (with Rebecca Hamilton) the marketing area's spring seminar series of 2015

*Recruiting Committee* (Marketing Area) – American Marketing Association Conference in Boston, 2013, and in San Francisco, 2017

*Panelist*, MSB faculty orientation event in 2013, and 2015

*Primary co-organizer*, (with David Schweidel and Robert Thomas) Data, Dollars, and Votes, 2018

*Member*, MSB Undergraduate Curriculum and Standards Committee Member 2018-2020

*Member*, MSB Diversity, Equity, and Inclusion Committee 2020-2021

### **Public Service:**

*Founder and Volunteer Board Member/Advisor*, acawiki.org, p2pu.org, ccmixer.org



## **ACADEMIC HONORS AND AWARDS**

ACR Early Career Panel Invited Speaker, 2022  
Journal of Marketing, Outstanding Reviewer Award, 2022  
AMA Sheth Doctoral Consortium Faculty Fellow, 2022  
Journal of Consumer Research “Best Paper Award 2014 and 2020” Top Three Finalist  
ACR Doctoral Consortium Faculty, 2018  
Aspen Institute, Dissertation Award Finalist  
AMA Sheth Doctoral Consortium Fellow, 2009  
Raiffa Doctoral Student Paper Award, Harvard Law School

## **OTHER HONORS AND AWARDS**

Coro Fellow in Public Affairs, Coro Foundation, San Francisco  
U.S. Department of State Internship Program, Economic Section, Colombo, Sri Lanka  
Public Policy and International Affairs Fellow (PPIA), *full funding for master’s degree*  
Congressional Bronze Medal for Volunteer Service

## **PROFESSIONAL MEMBERSHIPS**

American Marketing Association  
Association of Consumer Research  
Society for Consumer Psychology  
Society of Judgment and Decision Making

## **POPULAR PRESS**

*New York Times, Washington Post, Wall Street Journal, NPR’s Hidden Brain, NPR’s Market Place, Financial Times, Chicago Tribune, Atlantic, Entrepreneur, Forbes, Huffington Post*

## **COFOUNDED**

Comatrixlabs (Comatrixlabs.io)  
Peer 2 Peer University (p2pu.org)  
ccMixer (ccmixter.org)  
Acawiki (acawiki.org)

## **HOBBIES AND INTERESTS**

Guitar player of over 30 years, health, nature, meditation, socializing.