

Neeru Paharia

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FACULTY EMPLOYMENT

Associate Professor of Marketing (with tenure), 2018-present
Assistant Professor of Marketing, 2012- 2018
McDonough School of Business, Georgetown University, Washington, DC

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
University of California, Davis, CA

HONORS AND AWARDS

Journal of Consumer Research “Best Paper Award 2014 and 2020” Finalist
Research Featured in “How to Publish High Quality Research” (ed. Jeffery Joireman)
Aspen Institute, Dissertation Award Finalist
AMA Sheth Doctoral Consortium Fellow
Raiffa Doctoral Student Paper Award, Harvard Law School
Coro Fellow in Public Affairs, Coro Foundation, San Francisco
Honors Thesis, University of California, Davis
U.S. Department of State Internship Program, Economic Section, Sri Lanka
Public Policy and International Affairs Fellow, *full funding for masters degree*
Congressional Bronze Medal for Volunteer Service

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

Summer Associate, 2000
Deloitte Consulting, Sacramento, CA

RESEARCH

Journal Publications

Vadakkappatt, G. Martin, K., Arora, S. Paharia, N. “Shedding Light on the Dark Side of Firm Lobbying: A Customer Perspective,” forthcoming at *Journal of Marketing*

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, 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, 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

Papers Under Review

Chen, T., Keinan, A. and Paharia, N. "Worshipping Wellness: How Wellness Consumption Has Become an Aspirational Lifestyle and a Secular Religion," Under 2nd round review at *Journal of Consumer Research*

Book Chapters and Practice-Related Articles

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," Chapter in *Opening up Education*, Ed. Iiyoshi, T., Kumar, V., Cambridge, MA: MIT Press

Research in Progress

Gaerth, M., Paharia, N., Kraus, F. "Show Me the Stars: Inferring Expertise from Dispersion Across Online User Ratings," *working paper*

Kang, I., Wu, Y, and Paharia, N. "Social Media Users are Penalized for Lacking Self-Control," *working paper*

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*

Kim, N. Ratner, R. and Paharia, N. “Signaling Friendship Motivation Through Hedonic Consumption Choices”

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 Ethical Product Attributes”

PRESENTATIONS

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.

RESEARCH INTERESTS

Judgment and decision making, consumer behavior, branding, consumer and brand identity, signaling through brands, social media, political consumption, moral psychology, digital marketing.

TEACHING

Marketing Analysis and Customer Strategies, McDonough School of Business, Georgetown University, 2020, 2021

Data and Society, McDonough School of Business, Georgetown University, 2019, 2020

Marketing Management Weekend Program, University of California, San Diego, 2018

Principles of Marketing, 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:

Editorial Review Board:

Journal of Marketing Research (2020-present)
Journal of Marketing (2020-present)
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

Public Service:

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

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, and The Huffington Post, among other publications.