

Esther Uduehi

eouduehi@uw.edu

ACADEMIC POSITION

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

EDUCATION

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

+ Denotes an undergraduate or graduate student

1. Culture for Sale: Unpacking Consumer Perceptions of Cultural Appropriation (with Jason Lin⁺, Nicole Kim, and Anat Keinan). Forthcoming at *Journal of Consumer Research*.
2. Intersectionality in Marketing: A Paradigm for Understanding Understudied Consumers (with Julian Saint Clair and Rowena Crabbe). Conditionally accepted at *Journal of Marketing*.
Part of the Special Issue: *New Paradigms for a New World*
3. When Diversity Backfires: The Asymmetric Role of Multicultural Marketing on Brand Perception (with Julian Saint Clair, Mitch Hamilton, Americus Reed). Conditionally accepted at *Journal of Consumer Research*.
Award Recognition: 2020 Association for Consumer Research Best Working Paper Award

PAPERS IN REVIEW PROCESS

4. Room For Error: The Effect of Minority Ownership Awareness on Brand Evaluations (with Aaron Barnes). Revising for 4th round review at *Journal of Marketing*.
Award Recognition: 2023-2025 UW Foster School DEI Award Fellowship
5. Anti-Bias Training and Consumer Choice (with Nicole Davis*+, Broderick Turner*, and Andre Martin) (shared first authorship). Under Review at *Journal of Marketing*.
6. Getting Lower-Income People Interested in the Earned Income Tax Credit: Evidence from Two Large-Scale Field Experiments (with Wendy de la Rosa and others). Under review at *Marketing Science*.
7. Racial Privilege and Racial Justice Branding (with Broderick Turner) (shared first authorship).

Invited for resubmission to *Journal of Marketing*.

WORKING PAPERS

8. Reinforced Glass Ceiling: Intersectional Lens on Generative AI Biases (with Evy Smith⁺ and Jeff Shulman). Final preparation for submission for *International Journal of Research in Marketing*.
9. The Unexpected Consequences of Hispanic Racial Identification on Consumer Behavior (with Hyun Euh and Maria Rodas).
10. Do Consumers Want Inclusive Language? The Potential Mismatch Between Consumer Preference and Brand Action (with Americus Reed).
11. Role of Lay Beliefs on Language Preferences for Stigmatized Groups (with Americus Reed).

SELECT RESEARCH IN PROGRESS

12. Hadi, Rhonda, Esther Uduehi, Andrew Stephen, Felipe Tomaz. Synthetic Diversity.
13. Uduehi, E.,* Arnaud Monnier,* Martin Schreier, Stijn van Osselaer. The Negative Consequences of Groundedness.
14. Uduehi, E. and Nave, Gideon. Overly Broad Language: When Inclusive Language Backfires.
15. Uduehi, E. & Schweitzer, M. Do Words Matter? Use of Person-Centered Language to Humanize Stigmatized Groups.
16. Uduehi, E.. Practicing What We Preach? Use of Person-Centered Language by Physicians via Grand Rounds Presentations.
17. Ward, Gabriel⁺, Uduehi, E., Wilcox, Keith. Person-First Language and its Impact on Donation Behavior.
18. Uduehi, E., Tvelevna, Arina⁺, & Forehand, Mark. Cultural Code-Switching.
19. Meng, Phillip⁺, Uduehi, E., Agrawal, Nidhi. Gig Economy and Consumer Behavior.

AWARDS, GRANTS, & FELLOWSHIPS

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:

- AMA CBSIG Research Grant, 2022
 - Awarded for Person-First Language and its Impact on Donation Behavior
- Junior Faculty Grant, University of Illinois, 2022
 - Awarded for Differentiating Between Race and Ethnicity: The Case for Hispanic Racial Identification
- 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

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</i>	

INVITED SPEAKER (UNIVERSITY PRESENTATIONS)

*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

*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

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

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

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

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