

# Esther Uduehi

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## ACADEMIC POSITION

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Assistant Professor of Marketing 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 PAPERS

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+ Denotes an undergraduate or graduate student

1. Culture for Sale: Unpacking Consumer Perceptions of Cultural Appropriation (with Jason Lin<sup>+</sup>, Nicole Kim, and Anat Keinan). Conditionally accepted to *Journal of Consumer Research*.

## PAPERS IN REVIEW PROCESS

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2. When Diversity Backfires: The Asymmetric Role of Multicultural Marketing on Brand Perception (with Julian Saint Clair, Mitch Hamilton, Americus Reed). Revising for 3<sup>rd</sup> round resubmission to *Journal of Consumer Research*.  
**Award Recognition:** ACR Best Working Paper Award, 2020
3. Room For Error: The Effect of Minority Ownership Awareness on Brand Evaluations (with Aaron Barnes). Revising for 3<sup>rd</sup> round resubmission to *Journal of Marketing*.
4. Marketing in an Intersectional World: Developing Research Questions and Understanding of Underrepresented Consumers (with Julian Saint Clair and Rowena Crabbe). Invited for resubmission at *Journal of Consumer Research*.
5. Racial Privilege and Racial Justice Branding (with Broderick Turner) (shared first authorship).

Invited for resubmission to *Journal of Marketing*.

## **WORKING PAPERS**

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6. The Unexpected Consequences of Hispanic Racial Identification on Consumer Behavior (with Hyun Euh and Maria Rodas). Final preparation for submission.
7. Do Consumers Want Inclusive Language? The Potential Mismatch Between Consumer Preference and Brand Action (with Americus Reed). Final preparation for submission.
8. Anti-Bias Training and Consumer Choice (with Nicole Davis\*+, Broderick Turner\*, and Andre Martin)(shared first authorship). Final preparation for submission.
9. Role of Lay Beliefs on Language Preferences for Stigmatized Groups (with Americus Reed).

## **SELECT RESEARCH IN PROGRESS**

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10. **Uduehi, E.,\*** Arnaud Monnier,\* Martin Schreier, Stijn van Osselaer. Barrier versus Base: The Negative Consequences of Groundedness.
11. **Uduehi, E.** and Nave, Gideon. Overly Broad Language: When Inclusive Language Backfires.
12. **Uduehi, E.** & Schweitzer, M. Do Words Matter? Use of Person-Centered Language to Humanize Stigmatized Groups.
13. **Uduehi, E.**. Practicing What We Preach? Use of Person-Centered Language by Physicians via Grand Rounds Presentations.
14. Ward, Gabriel<sup>+</sup>, **Uduehi, E.**, Wilcox, Keith. Person-First Language and its Impact on Donation Behavior.
15. **Uduehi, E.**, Tveleva, Arina<sup>+</sup>, & Forehand, Mark. Cultural Code-Switching.
16. Meng, Phillip<sup>+</sup>, **Uduehi, E.**, Agrawal, Nidhi. Gig Economy and Consumer Behavior.

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

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### Marketing Awards:

- Indiana University Top 20 Under 40
- 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**

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| 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      |
| Ad hoc reviewer: <i>Journal of Consumer Research, Journal of Marketing</i> |           |

**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, San Juan, Puerto Rico, 2023 (accepted to competitive paper session)
- Winter AMA Conference,\* Nashville, 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)

**INVITED SPEAKER (UNIVERSITY PRESENTATIONS)**

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\*Denotes presentation by coauthor

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

- 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

**CONFERENCES ORGANIZED**

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|   |                  |
|---|------------------|
| Tenure Project Conference, Seattle, WA                    | 2022             |
| Tenure Project Conference, Philadelphia, PA               | 2023             |
| 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                       |