

ESTHER UDUEHI

eouduehi@uw.edu

ACADEMIC POSITIONS

Foster School of Business, University of Washington, Seattle, WA

Assistant Professor of Marketing, July 2021 – Present

EDUCATION

Wharton School, University of Pennsylvania, Philadelphia, PA

PhD, Marketing, May 2021

Dissertation: The Stigmatized Consumer: Role of Language and Diversity on Consumer Behavior

Merton College, Oxford University, Oxford, UK,

Rhodes Scholar

MSc, Nature, Society, and Environmental Policy, September 2014

Dissertation: Close Examination of Political Geography and Race in *The Wire*

Visiting Student, Chemistry and Biochemistry, St. Edmund Hall, Fall 2009

Indiana University, Bloomington, Indiana

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

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

PAPERS IN REVIEW PROCESS (+ Denotes an undergraduate or graduate student)

1. **Uduehi, E.**, Saint Clair, Julian, Hamilton, Mitch, Reed, Americus. When Diversity Backfires: The Asymmetric Role of Multicultural Marketing on Brand Perception. Revise and resubmit to *Journal of Consumer Research*.

Award Recognition: ACR Best Working Paper Award, 2020

2. **Uduehi, E.** and Crabbe, Rowena. Hidden Intersections: Approaches to Intersectionality within Experimental Research. Revise and resubmit to *Journal of Consumer Research*.
3. **Uduehi, E.*** & Turner, Broderick.* (shared co-authorship) Racial Privilege and Racial Justice Branding. Invited for resubmission to *Journal of Marketing*.
4. **Uduehi, E.**, Euh, Hyun, and Rodas, Maria. Differentiating Between Race and Ethnicity: The Case for Hispanic Racial Identification. Under review.
5. Lin, Jason⁺, Kim, Nicole, **Uduehi, E.**, and Keinan, Anat. Culture for Sale: Unpacking Consumer Perceptions of Cultural Appropriation. Under review.

WORKING PAPERS

6. **Uduehi, E.** Do Consumers Want Inclusive Language? The Potential Mismatch Between Consumer

Preference and Brand Action. Final preparation for submission.

7. **Uduehi, E.*** and Barnes, Aaron.* (shared co-authorship) The Effects of Minority Ownership Labels on Perceived Agency and Brand Evaluations. Final preparation for submission.
8. **Uduehi, E.** & Reed, Americus. Role of Lay Beliefs on Language Preferences for Stigmatized Groups.

SELECT RESEARCH IN PROGRESS

9. **Uduehi, E.** and Nave, Gideon. Overly Broad Language: When Inclusive Language Backfires.
Uduehi, E. & Schweitzer, M. Do Words Matter? Use of Person-Centered Language to Humanize Stigmatized Groups.
10. **Uduehi, E.**. Practicing What We Preach? Use of Person-Centered Language by Physicians via Grand Rounds Presentations.
11. Ward, Gabriel⁺, **Uduehi, E.**, Wilcox, Keith. Person-First Language and its Impact on Donation Behavior.
12. **Uduehi, E.**, Tvelevna, Arina⁺, & Forehand, Mark. "Cultural Code-Switching."
13. Meng, Phillip⁺, **Uduehi, E.**, Agrawal, Nidhi. "Gig Economy and Consumer Behavior."

AWARDS, GRANTS, & FELLOWSHIPS

Fellowships

- AMA-Sheth Foundation Doctoral Consortium Fellow, 2020
- IACM AC4 Fellowship, 2019
- George James First Year Doctoral Fellowship, 2016

Research Grants:

- AMA CBSIG Research Grant, 2022
 - Awarded for Person-First Language and its Impact on Donation Behavior
- Junior Faculty Grant, University of Illinois, 2021-2022
 - 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

Marketing Awards:

- Ilana Shanks Emerging Research Award Honorable Mention
- Eli Jones Promising Research Award, 2021
- AMA Valuing Diversity Scholarship, 2018 (Award total: \$1,000)
- Melvin and Patricia Stith Transition Grant, 2016 (Award total: \$1,000)
- GAPSA Travel Grant, 2018, 2020 (Award total: \$1,290)
- Wharton Doctoral Programs George James Travel Award, 2018 (Award total: \$750)

Other Awards:

- UPenn Fontaine Scholar, 2016-2021
- IU McNair Scholar of the Year, 2011

- IU Presidential Intern, 2010

CONFERENCE PRESENTATIONS

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

- Stanford GSB Rising Scholars Conference Keynote Presentation (presented by Americus Reed), 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 Keynote 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, 2020 (poster)
- International Association for Conflict Management Conference, Dublin, Ireland, 2019 (poster)

UNIVERSITY PRESENTATIONS

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

- Harvard University Marketing Department (by Americus Reed), Mar 2021

Do Consumers Want Inclusive Language? The Potential Mismatch Between Consumer Preference and Brand Action

- John Hopkins Marketing Department (by Americus Reed), Dec 2021
- 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 University Marketing Department (by Americus Reed), Mar 2022
- Northwestern University Kellogg Marketing Seminar (by Americus Reed), Spring 2019
- Rutgers University Mentor-Mentee Symposium, Rutgers, NJ, Spring 2018

CONFERENCES ORGANIZED

Tenure Project Conference, Seattle, WA	2022
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., **Uduchi, 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.