Neeru Paharia
W.P. Carey School of Business
Arizona State University
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Updated Sept 2026

FACULTY EMPLOYMENT

Professor of Marketing, Juanita and Phil Francis Faculty Fellow, 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

Consumer behavior, branding, sustainability, wellness, status, social media, political consumption

RESEARCH

Journal Publications

Kim, N. Ratner, R. and Paharia, N. "Signaling Friendship Motivation Through Hedonic Consumption Choices," conditionally accepted, *Journal of Consumer Research*

Kimbrough, M. Paharia, N. Wang, F. and Wei, S. (2024) "The Brand Value of Earnings: An Event Study of Consumer Responses to Earnings Announcements," *The Accounting Review*

Vadakkepatt, 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. 118-13

- *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 Decisio*n *Processes*, 109(2), pp. 134-141

In the Review Process

Kang, I., Wu, Y, and Paharia, N. "Social Media Users are Penalized for Lacking Self-Control," invited for 3nd round review, *Journal of Consumer Psychology*

Althenayyan, A., Bellezza, S., Paharia, N. "The Price Sustainability Heuristic," invited for 2nd round review, *Journal of Consumer Research*

Zhou, X., Lisjak, M., Paharia, N. "Political Merchandise: When Identity Display Triggers and Ingroup Penalty Effect," invited for 2nd round review, *Journal of Consumer Research*

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*

Working Papers

Gaerth, M., Paharia, N., Kraus, F. "The Combined Effects of Reviewer-Related Online WOM Metrics: Directing Consumers Away from Low-Expertise Reviewers"

Vadakkepatt, G. Martin, K., Paharia, N., Arora, S. "Psychological Responses to Corporate Lobbying"

Book Chapters and Practice-Related Articles

Paharia, N., Lisjak, M., Zhou, X. "The Intersection of Politics and Consumerism: The Rise of Consumer Activism and Corporate Political Engagement," *Handbook of Public Policy and Marketing,* (forthcoming 2026)

Paharia, N. "The real reason for Shein's success? A cognitive bias known as 'temporal discounting'," (2024) *Fortune Magazine*

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. "The Psychology of Sweatshop Labor," *Huffington Post,* 2013

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

REFEREED CONFERENCE PRESENTATIONS (*presenting author)

*Zhou, X, Lisjak, M., Paharia. "Do Consumers Like Political In-Group Members who Display their Party's Merchandise?" (2026) Association for Consumer Research Conference, *Chicago*

Vadakkepatt, G. Martin, K., *Paharia, N., Arora, S. "Psychological Responses to Corporate Lobbying," (2026) invited paper presentation at the Society for Consumer Research annual conference, San Diego

*Althenayyan, A., Bellezza, S., Paharia, N. "The Price Sustainability Heuristic," Boulder Summer Conference on Consumer Financial Decision Making, poster presentation, Boulder (2025) accepted

*Althenayyan, A., Bellezza, S., Paharia, N. "The Price Sustainability Heuristic" Society for Personality and Social Psychology, poster presentation, *Boulder (2025 accepted)*

*Althenayyan, A., Bellezza, S., Paharia, N. "The Price Sustainability Heuristic" Society for Personality and Social Psychology, poster presentation, *Boulder (2025 accepted)*

*Althenayyan, A., Bellezza, S., Paharia, N. "The Price Sustainability Heuristic" Society for Consumer Psychology Conference, *Las Vegas (2025 accepted)*

*Zhou, X, Lisjak, M., Paharia. "Do Consumers Like Political In-Group Members who Display their Party's Merchandise?" Society for Consumer Psychology Conference, *Las Vegas (2025 accepted)*

*Zhou, X, Lisjak, M., Paharia. "Do Consumers Like Political In-Group Members who Display their Party's Merchandise?," American Marketing Association Winter Conference, *Phoenix (2025)*

*Kang, I., Wu, Y, and Paharia, N. "Social Media Users are Penalized for Lacking Self-Control," paper presentation at Society for Consumer Psychology Conference, Nashville (2024)

*Zhou, X., Lisjak, M., and Paharia, N. (2023), "Do Democrats / Republicans Like In-group Members Who Display Their Party's Merchandise?" Poster presentation, Association for Consumer Research (ACR) Annual Conference, Seattle, WA, USA.

Vadakkepatt, 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

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

*Vadakkepatt, 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

*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., 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 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., 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," (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) Transatlantic Doctoral Conference, London, U.K.

INVITED TALKS

Hong Kong Polytechnic University (May 2025)
University of Virginia, Darden School of Business marketing camp (April 2025)
Dartmouth University (2024)
EDHEC marketing camp (2024)
University of Washington marketing camp (2024)
UT Austin (2024)
University of Arizona and Arizona State University Research Symposium, Arizona, 2023
Kelley School's Institute for Corporate Governance, Indiana University, 2023
Dell Speaker Series, (2022)
Vrije Universiteit Amsterdam (2022)
Daily Ethics Seminar Series, Rodger Mudd Center for Ethics, Washington & Lee University (2022)
Northeastern University (2022)
Arizona State University (2022)
UC Riverside (2020)
Brands and Brands Relationships conference, invited (2019), Boston University
Hidden Brain, NPR, (2017)
Nudgeapalooza, co-hosted by Deloitte and Georgetown University (2017)
National University Singapore (2015)
Center for Advanced Hindsight, Duke University (2015)
Marketing Academic Research Colloquium, Georgetown University (2014)
Department of Psychology Colloquium, Georgetown University (2014)
George Mason University (2013)
Mills College (2011)
Boston University (2011)
University of Hawaii (2011)
Georgetown University (2011)
University of Technology, Sydney, AU (2011)

European School of Management and Technology (2010)
Bocconi University (2009)
IMD (2009)

DOCTORAL PROGRAM ADVISING

Co-chair, Jiayun Shen, ASU
Committee, Xin Zhou, ASU

TEACHING

Marketing Management (core EMBA), Arizona State University, 2023, 2024, 2025, 2026
Marketing Management (core evening MBA), Arizona State University, 2025
Consumer Behavior (undergraduate), Arizona State University, 2023, 2024, 2025
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

Service to the School:
New Governance Lab Fellow, W.P. Carey School, ASU, 2023-2026
Promotion and Tenure Committee, Marketing Department, ASU, 2022-present

Public Service:

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

ACADEMIC HONORS AND AWARDS

SCP Doctoral Consortium Faculty, 2024
MSI Scholar, 2023
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
11th Triennial Invitational Choice Symposium (2019), Cambridge, MD.
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

Peer 2 Peer University (p2pu.org); ccMixter (ccmixter.org); Acawiki (acawiki.org)

HOBBIES AND INTERESTS

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