

## **Neeru Paharia**

McDonough School of Business, Georgetown University  
Rafik B. Hariri Building, Suite 578  
37th and O Streets, NW, Washington, DC 20057  
Tel: [510.823.1073](tel:510.823.1073) | [np412@georgetown.edu](mailto:np412@georgetown.edu)  
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### **FACULTY EMPLOYMENT**

*Assistant Professor of Marketing, 2012- Present*  
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**

Aspen Institute, Dissertation Award Finalist  
AMA Sheth Doctoral Consortium Fellow  
Science Commons Fellow  
Raiffa Doctoral Student Paper Award, Harvard Law School  
Graduate with distinction, Carnegie Mellon University  
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 and Post-Doctoral Position, 2010-2012*  
Edmond J. Safra Center for Ethics, Harvard University, Cambridge, MA

*Executive Director, Assistant Director, CFO, COO, 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**

Paharia, N., Avery, J., Keinan, A., (in press) "Positioning Brands Against Large Competitors to Increase Sales" *Journal of Marketing Research*

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*, Vol. 121 (1) pp. 81-88

Paharia, N., Keinan, A., Avery, J., Schor, J. (2011) "The Underdog Effect: The Marketing of Disadvantage through Brand Biography," *Journal of Consumer Research*, Vol. 37 (5) pp. 775-790.

Paharia, N., Kassam, K. S., Greene, J. D., & Bazerman, M. H. (2009) "Dirty work, clean hands: The moral psychology of indirect agency," *Organizational Behavior and Human Decision Processes*, 109(2), 134-141.

### **Under Review**

Bellezza, S., Keinan, A., Paharia, N. "Conspicuous Consumption of Time: When Busyness at Work and Lack of Leisure Time Become a Status Symbol," *Under review at the Journal of Consumer Research*

### **Book Chapters and Other Articles**

Paharia, N., Coffman, L., and Bazerman, M., (2011) "Intermediation and Diffusion of Responsibility in Negotiation: A Case of Bounded Ethicality," Chapter in the *Oxford Handbook of Economic Conflict Resolution*, Ed., Bolton, G., and 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*, Invited Article

Keinan, A., Avery, J., and Paharia, N., (November 2010) "Capitalizing on the Underdog Effect," *Harvard Business Review*, no. 11, 32.

Avery, J., Paharia, N., Keinan, A., and Schor, J., (2010) "The Strategic Use of Brand Biographies," *Research in Consumer Behavior*, Volume 12.

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., MIT Press, Cambridge, MA

### **Working Papers**

Paharia, N., Thompson, D. "When Underdog Narratives Backfire: The Role of Status Motivations," *in preparation for submission*

Paharia, N. Swaminathan, V. “Democratic Brands: A Framework and Empirical Test” *in preparation for submission*

## **PRESENTATIONS**

Paharia, N., Thompson, D. “When Underdog Narratives Backfire: The Role of Status Motivations,” Marketing Academic Research Colloquium, Washington, DC

Paharia, N., Deshpandé, R., Vohs, K., “Sweatshop Labor is Wrong Unless the Jeans are Cute: Motivated Moral Disengagement” (2014) Invited paper presentation at Georgetown University, Psychology colloquium, Washington, DC

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) Invited paper presentation at Georgetown University, Washington, DC

Paharia, N., Avery, J., Keinan, A., “Framing the Game: How Positioning Brands in Competition Motivates Political Consumption” (2011) Invited paper presentation at the University of Hawaii, Honolulu, HI

Paharia, N., Avery, J., Keinan, A., “Framing the Game: How Positioning Brands in Competition Motivates Political Consumption” (2011) Invited paper presentation at Boston University, Boston, MA

Paharia, N., Avery, J., Keinan, A., “Framing the Game: How Positioning Brands in Competition Motivates Political Consumption” (2011) Invited paper presentation at Mills College, Oakland, CA

Paharia, N., Avery, J., Keinan, A., “Framing the Game: How Positioning Brands in Competition Motivates Political Consumption” (2011) Invited paper presentation at the University of Technology, Sydney, AU

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) Invited paper presentation at the European School of Management and Technology, Berlin, Germany

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**

Principles of Marketing, McDonough School of Business, Georgetown University, Fall 2012, 2013  
(*teaching evaluations average 4.75 out of 5*)

Course Assistant, First Year Marketing, Harvard Business School, Fall 2010

Institutional Corruption Seminar, Harvard University, 2010-2012

Peer 2 Peer University, Behavioral Economics, 2010

## **SERVICE**

*Reviewer*, Organizational Behavior and Human Decision Processes

*Reviewer*, Association for Consumer Research Conference

*Reviewer, Society for Consumer Psychology Conference*  
*Founder and Director, acawiki.org*  
*Founder and Director, p2pu.org*  
*Founder and Advisor, ccmixter.org*

## **PROFESSIONAL MEMBERSHIPS**

American Marketing Association  
Association of Consumer Research  
Society for Consumer Psychology  
Society of Judgment and Decision Making