

RHONDA HADI

rhonda.hadi@sbs.ox.ac.uk

ACADEMIC POSITIONS

Saïd Business School, University of Oxford, Oxford, UK

Associate Professor of Marketing (with Tenure), 2020 – Present

Associate Professor of Marketing, 2014 – 2020

Columbia Business School, New York, NY

Visiting Research Scholar, 2023

LEADERSHIP ROLES

Saïd Business School, University of Oxford, Oxford, UK

Academic Area Head, Education (Strategy, Innovation and Marketing), 2023 – Present

Chair, Departmental Research Ethics Committee, 2021 – 2023

Associate Dean for Diversity and Inclusion, 2020 – 2021

EDUCATION

Ph.D., Marketing; June 2014

Baruch College, City University of New York; New York, NY

M. Phil., Marketing; February 2012

Baruch College, City University of New York; New York, NY

M.B.A., Strategic Brand Management; June 2006

Johnson Graduate School of Management, Cornell University; Ithaca, NY

B.A., Business Administration; June 2004

American University in Cairo; Cairo, Egypt

RESEARCH INTERESTS

Consumer Behavior; Consumer-Technology Interactions; Immersive Technology; Mobile and Wearable Technology, Spatial Computing, Generative AI

PROFESSIONAL AFFILIATIONS & SERVICE

Associate Editor, *Journal of Consumer Research*

Associate Editor, *Journal of Consumer Psychology* (beginning 2024)

Editorial Review Board, *Journal of the Academy of Marketing Science*

Ad-hoc reviewer: *Journal of Marketing*, *Journal of Marketing Research*, *Journal of the Association for Consumer Research*, *Journal of Retailing*, *Appetite*

Association for Consumer Research, Early Career Workshop Discussion Leader (2017)

Association for Consumer Research, Program Committee (2020)

Association for Consumer Research, Working Paper Co-Chair (2019)

American Marketing Association Winter Academic Conference, Associate Editor (2018)

Association for Consumer Research, Doctoral Symposium Roundtable Mentor (2017)

Reviewer ACR/Sheth Dissertation Award (annually)

Reviewer MSI Alden G. Clayton Doctoral Dissertation Proposal Competition (annually)

SCHOLARLY PUBLICATIONS

- Hadi, Rhonda**, Shiri Melumad and Eric S. Park (2023), "The Metaverse: A New Digital Frontier for Consumer Behavior," forthcoming at *Journal of Consumer Psychology*.
- Baskentli, Sara, **Rhonda Hadi** and Leonard Lee (2023), "How Culture Shapes Consumer Responses to Anthropomorphic Products," forthcoming at *International Journal of Research in Marketing*.
- Fritz, William, **Rhonda Hadi**, and Andrew Stephen (2023), "From Tablet to Table: How Augmented Reality Influences Food Desirability," *Journal of the Academy of Marketing Science*, 51, 503–529.
- Carnevale, Marina, **Rhonda Hadi**, Ruth Pogacar and David Lua (2023), "Follow Your Nose When it Sounds Right: How Brand Names Influence Consumer Responses to Product Scents," forthcoming at *Journal of Business Research*, 157, 1-17.
- Crolic, Cammy, Felipe Thomaz, **Rhonda Hadi**, and Andrew Stephen (2022), "Blame the Bot: Anthropomorphism and Anger in Customer-Chatbot Interactions," *Journal of Marketing*, 86(1), 132-148.
- Hildebrand, Diogo, Daniel Rubin, **Rhonda Hadi** and Thomas Kramer (2021), "Flavor Fatigue: Cognitive Depletion Influences Consumer Enjoyment of Complex Flavors," *Journal of Consumer Psychology*, 31(1), 103-111.
- Hadi, Rhonda** and Ana Valenzuela (2020), "Good Vibrations: Documenting Consumer Responses to Technologically-Mediated Haptic Feedback," *Journal of Consumer Research*, 47(2), 256-271.
- Melumad, Shiri, **Rhonda Hadi**, Christian Hildebrand, and Adrian Ward (2020), "Technology-Augmented Choice: How Digital Innovations Are Transforming Consumer Decision Processes," *Customer Needs and Solutions*, 1-12.
- Park, Jaewoo and **Rhonda Hadi** (equal authorship) (2020), "Shivering for Status: When Cold Temperatures Increase Product Evaluation," *Journal of Consumer Psychology*, 30(2), 314-328.
- Appel, Gil, Lauren Grewal, **Rhonda Hadi** and Andrew Stephen (equal authorship) (2020), "The Future of Social Media in Marketing," *Journal of the Academy of Marketing Science*, 48, 79–95. [2020 JAMS Sheth Foundation Best Paper Award Finalist].
- Hadi, Rhonda** and Lauren Block (2019), "Warm Hearts and Cool Heads: Uncomfortable Temperature Influences Reliance on Affect in Decision Making," *Journal of the Association for Consumer Research*, 4(2), 102-114. [selected as lead article].
- Hildebrand, Diogo, R. Dustin Harding, and **Rhonda Hadi** (equal authorship) (2019), "Culturally-Contingent Cravings: How Holistic Thinking Increases Susceptibility to Occasion-Setting Cues in Food Appeals," *Journal of Consumer Psychology*, 29(1), 39-59. [selected as an MSI "must-read" article].
- Valenzuela, Ana and **Rhonda Hadi** (equal authorship) (2017), "Implications of Product Anthropomorphism Through Design," in *The Routledge Companion to Consumer Behavior*, Michael R. Solomon and Tina M. Lowrey (Eds.), Routledge, London.
- Hadi, Rhonda** and Ana Valenzuela (2014), "A Meaningful Embrace: Antecedents and Consequences of Embodied Cues of Affection," *Journal of Consumer Psychology*, 24, 520-532. [selected as an MSI "must-read" article].
- Hadi, Rhonda** and Lauren Block (2014). "I Take Therefore I Choose? Antecedents & Consequences of Embodied Illusion of Choice," *Appetite*, 80, 168–173.

MANUSCRIPTS UNDER REVIEW/REVISION

“Sharing the Smiles But Not the Tears: How Perspective-Taking Influences Charitable Appeal Efficacy,” with Diogo Hildebrand and Sankar Sen. Under third round review at *Journal of the Academy of Marketing Science*.

“Sound In Motion: How Spatial Audio Improves Consumer Responses to Digital Advertising” with William Fritz and Andrew Stephen. Invited for second round review at *Journal of Marketing Research*.

PROFESSIONAL PUBLICATIONS

Hadi, Rhonda (2019), “When Humanizing Customer Service Chatbots Might Backfire,” *Marketing Intelligence Review*.

RESEARCH IN PROGRESS

“Consumer Responses to Hyperpersonalized Generative AI,” with Natalia Efremova, Andrew Stephen and Felipe Thomaz.

“Synthetic Diversity,” with Esther Uduehi, Andrew Stephen and Felipe Thomaz.

“Fake Authenticity: Visual Determinants of Virtual Influencer Effectiveness,” with Cammy Crollic.

“How Generated Animal Imagery Influences Donations to Conservation,” with Ewan MacDonald, Felipe Thomaz and Andrew Stephen.

“A Tactile Toolbox: The Effect of Haptic Feedback on Mobile Advertising Effectiveness,” with Ana Valenzuela, Karthik Sridhar and Oden Groth.

“Crossmodal Compensation: Sensory Discomfort Affects Consumer Preferences Across Modalities,” with Lauren Block, Oden Groth and Suresh Ramanathan.

“False Learning from Large Gains: The Downside of Atypical Success in Crowdfunding,” with Jason Bell and Andrew Stephen.

CONFERENCE PRESENTATIONS/ROUNDTABLES

Hadi, Rhonda (2023), Roundtable Panelist in, “Navigating the Contradictions: Understanding the Complexities of Social Media's Effects on Consumers' Well-being,” *Association for Consumer Research*, Seattle, USA.

Hadi, Rhonda (2023), “New Frontiers: Sensory Rich Technology,” Invited Faculty Presentation at *AMA-Sheth Foundation Doctoral Consortium*, Oslo, Norway.

Hadi, Rhonda (2023), “Examining Consumer Interactions with Sensory-Rich Technology,” Invited Faculty Presentation at *AMA-Sheth Foundation Doctoral Consortium*, Oslo, Norway.

Hadi, Rhonda (2023), “Consumer Responses to Use of Synthetic Humans in Advertising,” *Technology, Race, and Prejudice Unconference*, Harvard Business School, Boston, USA.

Fritz, Bill, Rhonda Hadi and Andrew Stephen, (2022), “A Feast for the Eyes: How Augmented Reality Influences Food Desirability,” *Association for Consumer Research*, Denver, USA.

Fritz, Bill, Rhonda Hadi and Andrew Stephen, (2022), “A Feast for the Eyes: How Augmented Reality Influences Food Craving and Evaluation,” *Society for Consumer Psychology Conference*, Huntington Beach, USA.

Hadi, Rhonda, Ana Valenzuela and O. H. Groth (2019), “A Tactile Toolbox: Documenting

- Consumer Responses to Haptic Feedback in Advertising,” *Society for Consumer Psychology Conference*, Montreal, Canada.
- Hadi, Rhonda, Ana Valenzuela and O. H. Groth (2019), “A Tactile Toolbox: Documenting Consumer Responses to Haptic Feedback in Advertising,” *11th Triennial Invitational Choice Symposium*, Chesapeake Bay, Maryland.
- Hadi, Rhonda, Ana Valenzuela and O. H. Groth (2019), “A Tactile Toolbox: Documenting Consumer Responses to Haptic Feedback in Advertising,” *Theory and Practice in Marketing*, New York, USA.
- Hadi, Rhonda, Ana Valenzuela and O. H. Groth (2019), “A Tactile Toolbox: Documenting Consumer Responses to Haptic Feedback in Advertising,” *Theory and Practice in Marketing*, New York, USA.
- Hadi, Rhonda, Cammy Cronic, Felipe Thomaz and Andrew Stephen (2019), “Blame the Bot: Anthropomorphism Fuels Anger in Customer-Chatbot Interactions,” *Theory and Practice in Marketing*, New York, USA.
- Hadi, Rhonda, Sara Baskentli and Leonard Lee (2019), “Products as Consumption Companions: How Collectivism Influences Consumer Responses to Anthropomorphic Products,” *Society for Consumer Psychology Conference*, Savannah, USA.
- Hadi, Rhonda, Diogo Hildebrand, Dan Rubin and Thomas Kramer (2018), “Flavor Fatigue: How Cognitive Depletion Reduces Enjoyment of Complex Flavors,” *Association for Consumer Research*, Dallas, USA.
- Hadi, Rhonda, Ana Valenzuela and O. H. Groth (2018), “A Tactile Toolbox: Documenting Consumer Responses to Haptic Feedback in Advertising,” *European Conference of the Association for Consumer Research*, Ghent, Belgium.
- Hadi, Rhonda, O. H. Groth and Lauren Block (2018), “Crossmodal Synesthesia: Sensory Discomfort Affects Product Preferences Across Modalities,” *European Conference of the Association for Consumer Research*, Ghent, Belgium.
- Hadi, Rhonda, Diogo Hildebrand, and R. Dustin Harding (2018), “Culturally-Contingent Cravings: How Holistic Thinking Increases Susceptibility to Occasion-Setting Cues in Food Appeals,” *American Marketing Association Winter Academic Conference*, New Orleans, USA.
- Hadi, Rhonda, Diogo Hildebrand, and Sankar Sen (2018), “I’ll Smile with You, But Please Cry Without Me: How Imagination Perspectives Influence Charitable Appeal Efficacy,” *Society for Consumer Psychology Conference*, Sydney, Australia.
- Hadi, Rhonda and Ana Valenzuela (2018), “When Digital Gets Physical: The Influence of Vibrotactile Alerts on Consumer Physical Activity,” *Society for Consumer Psychology Conference*, Sydney, Australia.
- Hadi, Rhonda, Marina Carnevale, Ruth Pogocar and David Luna (2017), “Follow Your Nose If it Sounds Right: Brand Names Moderate the Influence of Olfactory Cues on Consumer Preferences,” *Association for Consumer Research*, San Diego, USA.
- Hadi, Rhonda and Ana Valenzuela (2017), “Good Vibrations: Consumer Responses to Technology-Mediated Haptic Feedback,” *SCP-JACS Collaborative Conference*, Tokyo, Japan.
- Hadi, Rhonda and Ana Valenzuela (2016), “Good Vibrations: Consumer Responses to Technologically-Mediated Social Touch,” *Association for Consumer Research*, Berlin, Germany.
- Hadi, Rhonda and Ana Valenzuela (2016), “Good Vibrations: The Influence of Vibrotactile Alerts on Consumer Physical Activity,” *Marketing and Public Policy Conference*, San Luis Obispo, USA.
- Hadi, Rhonda, Lauren Block and Suresh Ramanathan (2016), “Consumer Responses to Sensory Goals: A Crossmodal Compensation Framework,” *European Marketing Academy Conference*, Oslo, Norway.

- Hadi, Rhonda, Marina Carnevale and David Luna (2015), "A Harmony of the Senses: The Interaction of Sound and Smell in Consumer Memory and Choice," *Association for Consumer Research*, New Orleans, USA.
- Hadi, Rhonda, Lauren Block and Suresh Ramanathan (2015), "Boost the Brightness, But Turn Down the Volume: Cross-modal Compensation for Meta-Sensory Homeostasis," *International Conference of the Society for Consumer Psychology*, Vienna, Austria.
- Hadi, Rhonda, Lauren Block and Suresh Ramanathan (2015), "Boost the Brightness, But Turn Down the Volume: Cross-modal Compensation for Meta-Sensory Homeostasis," *Asia Pacific Association for Consumer Research*, Hong Kong.
- Hadi, Rhonda and Lauren Block (2014), "I Take Therefore I Choose? The Impact of Active vs. Passive Acquisition on Food Consumption," *Association for Consumer Research*, Baltimore, USA.
- Hadi, Rhonda, Lauren Block and Dan King (2013), "Mental Thermoregulation: Affective and Cognitive Pathways for Non-physical Temperature Regulation," *European Conference of the Association for Consumer Research*, Barcelona, Spain.
- Hadi, Rhonda and Lauren Block (2012), "I Take Therefore I Choose? Antecedents & Consequences of Embodied Choice," *Advertising and Consumer Psychology Conference*, Singapore, Singapore.
- Hadi, Rhonda, Lauren Block and Dan King (2012), "Mental Thermoregulation: Affective and Cognitive Pathways for Non-physical Temperature Regulation," *Association for Consumer Research*, Vancouver, Canada.
- Hadi, Rhonda, Lauren Block and Dan King (2012), "Mental Thermoregulation: Affective and Cognitive Pathways for Non-physical Temperature Regulation," *International Conference of the Society for Consumer Psychology*, Florence, Italy.
- Hadi, Rhonda and Ana Valenzuela (2012), "When Hugs Mean Human: Antecedents and Consequences of Embodied Anthropomorphism," *Society for Consumer Psychology*, Florence, Italy.
- Hadi, Rhonda, Lauren Block and Dan King (2012), "Mental Thermoregulation: Affective and Cognitive Pathways for Non-physical Temperature Regulation," *Society for Consumer Psychology*, Las Vegas, USA.
- Hadi, Rhonda and Lauren Block (2012), "I Take Therefore I Choose? Antecedents & Consequences of Embodied Choice," *Society for Consumer Psychology*, Las Vegas, NV.
- Hadi, Rhonda and Ana Valenzuela (2011), "When Hugs Mean Human: Antecedents and Consequences of Embodied Anthropomorphism," *Association for Consumer Research*, St. Louis, USA.
- Hadi, Rhonda and Ana Valenzuela (2010), "Come Closer: Anthropomorphized Products as Intimate Companions," *Association for Consumer Research*, Jacksonville, USA.

INVITED TALKS AND KEYNOTES

- Baruch College, City University of New York, USA (2021)
- Tuck School of Business, Dartmouth College, USA (2021)
- University of Leeds, UK (2021)
- EMAC Seminar, Virtual (2020)
- University of Warwick, Coventry, UK (2019)
- Breakthrough Marketing Summit, Los Angeles, USA (2019)
- UNICEF Board of Trustees, London, UK (2018)
- BrandZ UK Launch Event, London, UK (2018)
- Henley Business School, Reading, UK (2018)
- Immersion Corporation, San Jose, USA (2018)
- University of Surrey, Guildford, UK (2017)

Global Business Intelligence CMO Event, Oxford, UK (2017).
Immersion Corporation, San Jose, USA (2016)
Chiba University of Commerce, Japan (2016)
Keynote Address, Cornell Johnson School Predictions Dinner, London, UK (2016)
Research Fellow Symposium, Green Templeton College, Oxford, UK (2016)
Consumer Behavior Seminar, Baruch College, USA (2015)
Symposium in Applying Psychology & Neuroscience to Business, Oxford, UK (2015)
Pompeu Fabra University, Spain (2015)
National University of Singapore, Singapore (2015)
Oxford Brookes University, UK (2015)
Saïd Business School, University of Oxford, UK (2013)
John Molson School of Business, Concordia University, Canada (2013)
Nanyang Technological University, Singapore (2013)
Grenoble School of Management, France (2013)
Girard School of Business, Merrimack College, USA (2013)
Cass Business School, City University London (2013)

TEACHING EXPERIENCE

Marketing Core (MBA required course)

Saïd Business School, University of Oxford

Teaching evaluations: 4.5/5

Marketing Core (Executive MBA required course)

Saïd Business School, University of Oxford

Teaching evaluations: 4.4/5

Digital Transformation of Marketing, Media and Advertising (MBA elective)

Saïd Business School, University of Oxford

Teaching evaluations: 4.9/5

Strategic Consumer Insights (MBA elective)

Saïd Business School, University of Oxford

Teaching evaluations: 4.6/5

Global Issues in Marketing (Executive MBA elective)

Saïd Business School, University of Oxford

Teaching evaluations: 4.5/5

Marketing (Undergraduate course)

Saïd Business School, University of Oxford

Teaching evaluations: 4.5/5

HONORS AND AWARDS

- *Marketing Science Institute* research competition award (\$7,000), 2020
- *Marketing Science Institute* "Must Read" Article, 2019
- OUP John Fell Fund Grant award (£7,300), 2018
- *Marketing Science Institute* research competition award (\$15,000), 2016
- *Marketing Science Institute* "Must Read" Article, 2014
- OUP John Fell Fund Grant award (£36,400), 2014
- John Elliot Teaching Award, 2014