THE HONG KONG POLYTECHNIC UNIVERSITY DEPARTMENT OF MANAGEMENT AND MARKETING

Departmental Research Seminar

Art, Aesthetics, and Visual Marketing
By

Dr Henrik Hagtvedt
Boston College

Date : 13 Oct 2021 (WED)
Time : 9 am – 10:30 am
Venue : Online via Zoom

Abstract

Rather than focusing on one specific paper, the presentation provides a brief summary of selected work in the areas of art, aesthetics, and visual marketing.

Dr Henrik Hagtvedt's primary research interests are in aesthetics and visual/sensory marketing (including topics such as digital displays, visual art, product- and promotional design, and luxury branding). His research has appeared in *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Journal of the Academy of Marketing Science*, *International Journal of Research in Marketing*, *Journal of Retailing*, *NeuroImage*, and *Personality and Social Psychology Bulletin*, among other outlets. He has received multiple research awards, was recognized as an MSI Young Scholar in 2015, serves on the editorial review boards of *Journal of Consumer Research*, *Journal of Marketing*, and *Journal of Consumer Psychology*, and is an area editor at *Journal of the Academy of Marketing Science* and *Journal of Retailing*. His research has been featured in *TIME*, *Forbes*, *The Wall Street Journal*, *New York Times*, *Businessweek*, *The Boston Globe*, *Boston Herald, U.S. News & World Report, Los Angeles Times*, *ABC News, NPR,* and dozens of other major news outlets around the world.

Prior to his current career, he studied painting at the Academy of Fine Arts in Florence, Italy, and he worked full time as an artist and exhibited internationally for several years. During these years, he had more than 25 major exhibitions in Europe and Asia. The initial art-related experiences sparked his interest in marketing and consumer behavior, and today this background still informs his research and areas of expertise.

All interested are welcome.

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