FOR IMMEDIATE RELEASE

Nidhi Agrawal Receives an American Marketing Association Award for Empowering Women in Academia

CHICAGO – April 17, 2017 – The American Marketing Association (AMA) and the American Marketing Association Foundation (AMAF) are proud to announce the winner of the 2017 Erin Anderson Award. Nidhi Agrawal, the Michael G. Foster Endowed Professor and Professor of Marketing and International Business at the Foster School of Business, University of Washington, was recognized as the winner of the award during a ceremony at the 2017 Winter AMA Conference held in Orlando, FL.

Her research focuses on how emotions and goals affect the way consumers process information and exhibit self-control. She is particularly interested in understanding how the knowledge of marketing and consumer behavior can be leveraged to empower consumers to live happier and healthier lives.

“Dr. Agrawal embodies everything we look for in an Erin Anderson Award winner,” says AMA Strategic Alliances & Foundation Relations Director Julie Schnidman. “She’s a woman who is making an impact in research and is well on her way to being a leading marketing academic. Beyond her own research success, Dr. Agrawal is unselfishly committed to helping others thrive in their academic careers as well.”

This award was established to honor the life of scholar Erin Anderson who was passionate about encouraging and enabling women in academe. She was a widely respected mentor and scholar whose research made significant contributions to the marketing discipline. Beyond her research, Anderson was also a caring mentor to many Ph.D. students and openly shared her insights with faculty members as they launched their academic careers.

For more information about the Erin Anderson Award, visit ama.marketing/ErinAndersonAward.

About American Marketing Association (AMA)

The AMA is trusted by nearly 1 million marketing and sales professionals a year worldwide. It has more than 70 professional chapters and over 350 collegiate chapters throughout North America and select international locations. The American Marketing Association (AMA) is the largest marketing association in the world. AMA serves organizations and individuals who practice, teach and study marketing across the globe. It serves as a forum for connecting like-minded individuals to foster knowledge sharing and relationship building; to be a trusted resource for marketing information, tools, education and training; and to advance marketing practice and thought leadership. For more information about the AMA, visit http://www.ama.org.

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