

## Emily Nakkawita

Psychology Department, Columbia University  
329 Schermerhorn Hall, 1190 Amsterdam Avenue, New York, NY 10027  
(917) 474-9586 • ebn2111@columbia.edu • emilynakka.com  
Last updated: May 2020

### EDUCATION

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- 2018 – Present     **Columbia University**, New York, NY  
Ph.D. in Psychology, expected May 2023  
Advisor: Dr. E. Tory Higgins; GPA: 4.23
- 2017 – 2018     Post-Baccalaureate Program in Psychology, January 2017 – May 2018  
GPA: 4.33
- 2004 – 2008     **Georgetown University**, Washington, DC  
Bachelor of Science in Business Administration, May 2008  
Cum Laude; GPA: 3.64

### FELLOWSHIPS, HONORS, AWARDS, & GRANTS

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- Honorable Mention, NSF Graduate Research Fellowship Program 2020
- Student Grant, Association for Psychological Science Spring 2020
- Behavioral Research Lab Fellowship, Columbia Business School Fall 2019 – Spring 2020
- Graduate Student Advisory Council Travel Grant, Columbia University 2019
- Department of Psychology Travel Award, Columbia University 2018, 2019
- Motivation Science Center Fellowship, Columbia University 2018 – 2023
- Dean's Fellowship, Graduate School of Arts & Sciences, Columbia University 2018 – 2023
- Psi Chi, The International Honor Society in Psychology 2018
- Digital Lab Honor Roll Award, BBDO 2011
- Dean's List, Georgetown University All semesters 2004 – 2008

### PUBLICATIONS

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- Higgins, E. T., & **Nakkawita, E.** (in press). Motives working together: Value, truth, and control in goal selection and pursuit. In P. A. M. Van Lange, E. T. Higgins, & A. W. Kruglanski (Eds.), *Social psychology: Handbook of basic principles* (3rd ed.). New York, NY: Guilford Press.
- Nakkawita, E.**, Mathmann, F., & Higgins, E. T. (2020). Does your gain define my loss?: Socially-defined counterfactual loss and prevention-focused decision-making. *Personality and Individual Differences*. Advance online publication. doi:10.1016/j.paid.2020.109926
- Higgins, E. T., **Nakkawita, E.**, & Cornwell, J. F. M. (2020). Beyond outcomes: How regulatory focus motivates consumer goal pursuit processes. *Consumer Psychology Review*, 3(1), 76–90. doi:10.1002/arcp.1052

Conley, M. A., & **Nakkawita, E.** (2019). Citizen protection: A capabilities and intentions framework. In A. Larsson & R. Teigland (Eds.), *The digital disruption of public services: An investigative study of the societal impact in Sweden and beyond* (pp. 171–199). Abingdon, UK: Routledge.

## **PAPERS IN PREPARATION / UNDER REVIEW**

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Higgins, E. T., **Nakkawita, E.** (2020). *Self-discrepancy and regulatory focus*. Manuscript submitted for publication.

**Nakkawita, E.**, & Higgins, E. T. (2020). *Motivating the journey: Prevention vs. promotion in the process of goal pursuit*. Manuscript in preparation.

**Nakkawita, E.**, & Heiphetz, L. A. (2020). *Motivational priorities reflect beliefs about God's attributes*. Manuscript in preparation.

**Nakkawita, E.**, & Heiphetz, L. A. (2020). *The cognitive science of supernatural minds and religious beliefs: A developmental perspective*. Manuscript in preparation.

Higgins, E. T., **Nakkawita, E.** (2020). *People are motivated to feel effective in the outcomes and process of their goal pursuits*. Manuscript in preparation.

Avnet, A., Peleg, G., **Nakkawita, E.**, & Higgins, E. T. (2020). *Fit and non-fit: Seeing the full picture versus the big picture*. Manuscript in preparation.

Higgins, E. T., **Nakkawita, E.**, Rossignac-Milon, M., Jun, Y., & Pinelli, F. (2020). *Making the right decision*. Manuscript in preparation.

## **PRESENTATIONS**

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**Nakkawita, E.**, & Higgins, E. T. (2020, May). *Prevention vs. promotion motivate distinct goal pursuit activities* [Poster session]. 13<sup>th</sup> Annual Meeting of the Society for the Science of Motivation, Chicago, IL. (Conference canceled)

**Nakkawita, E.**, & Higgins, E. T. (2020, February). *A framework of regulatory focus-specific goal pursuit processes* [Poster session]. 21<sup>st</sup> Annual Convention of the Society for Personality and Social Psychology, New Orleans, LA.

**Nakkawita, E.**, & Higgins, E. T. (2019, May). *Motivating the journey: Prevention vs. promotion goal pursuit processes* [Poster session]. 12<sup>th</sup> Annual Meeting of the Society for the Science of Motivation, Washington, DC.

**Nakkawita, E.,** Cornwell, J. F. M., Franks, B., & Higgins, E. T. (2019, February). *It's about the journey: The unique role of process-related motives in predicting effectiveness* [Poster session]. 20<sup>th</sup> Annual Convention of the Society for Personality and Social Psychology, Portland, OR.

## **TEACHING EXPERIENCE**

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### ***Teaching Assistant***

Evolution of Cognition, Prof. H. Terrace, Columbia University	Spring 2020
Introduction to Personality Psychology, Prof. S. Oishi, Columbia University	Spring 2019
Mathematics Summer School Program, Marian Catholic High School	Summers 2004 – 2005

### ***Guest Lecturer***

Introduction to Personality Psychology, <i>Regulatory Focus and Regulatory Mode</i>	Spring 2019
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## **PEDAGOGICAL TRAINING**

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### ***Courses***

Teaching Development Program	2019 – Present
Columbia University Center for Teaching and Learning	

Innovative Teaching Summer Institute	Summer 2019
Columbia University Center for Teaching and Learning	

Teaching Practicum	Fall 2018
Columbia University Psychology Department	

### ***Workshops (Columbia University Center for Teaching and Learning)***

Grading and Feedback	Fall 2019
Active Learning	Fall 2019
Backward Design and Learning Objectives	Fall 2019
Creating Inclusive Learning Environments	Fall 2019
How to Design a Course	Spring 2019
Become a Good Mentor	Fall 2018

## **MENTORING EXPERIENCE**

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### ***Columbia University Undergraduate Honors Students Advised***

Deborah Cesarini Banhos

### ***Columbia University Undergraduate and Post-Baccalaureate Research Assistants Advised***

Jason Bowen	Petra Cui San Poon
Don Lavelle	Mo Zhou
Jin Hyung (Kate) Lim	

## PROFESSIONAL SERVICE AND MEMBERSHIPS

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### *University Service and Leadership*

Teaching Assistant Liaison, Columbia University Psychology Department 2019 – 2020

### *Professional Memberships*

Student Member, Society for the Science of Motivation 2019 – Present  
Graduate Student Affiliate, Association for Psychological Science 2019 – Present  
Member, Psi Chi Honor Society, Columbia University Chapter 2018 – Present  
NPR Scicommer, National Public Radio 2018 – Present  
Student Member, Society for Personality and Social Psychology 2017 – Present  
Student Affiliate, American Psychological Association 2017 – Present  
Member, International Positive Psychology Association 2015 – Present

## PROFESSIONAL EXPERIENCE

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### *Research Experience*

**Higgins Lab, Columbia University** 2017 – Present

PI: Prof. E. Tory Higgins

Graduate (Ph.D.) Student, August 2018 – Present

Research Assistant, January 2017 – August 2018

**Social and Moral Cognition Lab, Columbia University** 2017 – Present

PI: Prof. Larisa Heiphetz

Graduate (Ph.D.) Student, August 2018 – Present

Research Assistant, May 2017 – August 2017

### *Industry Experience*

**Morgan Stanley** New York, NY

Vice President, Integrated Campaign Director, November 2015 – December 2016

Oversaw firm-wide strategy, planning, and buying for \$25MM Morgan Stanley national paid media campaign, with a focus on client acquisition and consumer engagement. Transformed advertising approach by implementing a significant shift to digital channels to maximize campaign efficiency, effectiveness, and relevance to a modern audience. Led campaign measurement program and test-and-learn agenda; established a comprehensive plan including data capture, analysis, reporting, and optimization.

**Framestore** New York, NY

Engagement Director, May 2014 – November 2015

Key member of team responsible for launching the company's direct-to-brand creative services offering via the Framestore Campaigns department. Pitched and acted as primary client contact for the development of video, virtual reality, and augmented reality campaigns. Secured annual retainer for Magic Leap, the department's first client.

**IPG Media Lab**

New York, NY

Engagement Director, June – Sep. 2013; Engagement Manager, June 2012 – June 2013

Consulted with senior agency partners across the Interpublic portfolio on digital, social, and experiential campaign strategies for clients including Johnson & Johnson, JetBlue, Chrysler, and iHeartMedia. Led "Lab Days" for C-suite client executives; synthesized marketplace research into presentations tailored to each client's business.

**BBDO**

New York, NY

Account Manager, February 2011 – May 2012

Managed strategic recommendations, creative development, and integrated production for Johnson & Johnson's Baby and Desitin brands. Launched Facebook presence for Johnson's Baby, including branded page and consumer messaging. Led teams to build brand experiences rooted in marketplace insights that were validated through qualitative and quantitative research.

**Night Agency**

New York, NY

Account Supervisor, October 2010 – February 2011; Acc't Executive, May – October 2010

Spearheaded development of digital and experiential campaigns for key clients including Keds sneakers, Hanes Women's apparel, and Dial For Men personal care products.

**Manhattan Marketing Ensemble**

New York, NY

Account Executive, June 2009 – May 2010; Ass't Account Executive, June 2008 – June 2009

Managed marketing campaigns and led tactical execution of consumer research efforts for Palmer's Cocoa Butter and Nathan's Famous. Spearheaded new media approaches including Palmer's website redesign and Nathan's Famous' Facebook presence. Developed surveys on brand perceptions and product usage; solicited participation via online posts; managed data collection; led data analysis and insight development; and created reports for clients.

***Coaching Experience*****The Welcome Table at St. Francis Xavier**

New York, NY

Ambassador Program Co-Founder and Weekly Volunteer, April 2009 – Present

Co-founded the Ambassador project at the Welcome Table at St. Francis Xavier meal service in October 2012, establishing a team dedicated to guest support following several years of weekly volunteering. When acting as Team Leader, lead a group of volunteers who engage in coaching conversations and offer companionship to 500+ Welcome Table guests each week.

**Pure Plenty**

New York, NY

Founder and Professional Coach, October 2013 – July 2018

Established Pure Plenty coaching practice and programs to facilitate clients' personal and professional growth. Conducted one-on-one remote and in-person coaching sessions with private clients to support them in articulating goals, developing strategic plans for goal pursuit, encouraging aligned action, and creating systems to ensure accountability. Practice was closed in 2018 to avoid any conflicts of interest with academic research.