

Emily Nakkawita

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Last updated: July 2021

EDUCATION

Columbia University, New York, NY

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| Ph.D. in Psychology | Expected May 2023 |
| M.A. in Psychology | 2020 |
| Post-Baccalaureate Program in Psychology | 2017 – 2018 |
| Advisor: Dr. E. Tory Higgins | |

Georgetown University, Washington, DC

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| Bachelor of Science in Business Administration, Cum Laude | 2008 |
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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

Higgins, E. T., & Nakkawita, E. (2021). 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.). Guilford Press.

Higgins, E. T., Nakkawita, E. (2021). Self-discrepancy and regulatory focus. In *Oxford Research Encyclopedia of Psychology*. Oxford University Press.
<https://doi.org/10.1093/acrefore/9780190236557.013.244>

Nakkawita, E., & Heiphetz, L. (2021). The cognitive science of religion: A case for the importance of adolescence. *Adolescent Research Review*. Advance online publication.
<https://doi.org/10.1007/s40894-020-00145-y>

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*, 160, 109926. <https://doi.org/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. <https://doi.org/10.1002/arcp.1052>

Higgins, E. T., **Nakkawita, E.,** Rossignac-Milon, M., Pinelli, F., & Jun, Y. (2020). Making the right decision: Intensifying the worth of a chosen option. *Journal of Consumer Psychology*, 30(4), 712–732. <https://doi.org/10.1002/jcpy.1194>

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). Routledge.

MANUSCRIPTS UNDER REVIEW

Higgins, E. T., **Nakkawita, E.** (2021). *Wanting to feel effective in our goal pursuits for both outcomes and process*. Manuscript under review.

Nakkawita, E., Avnet, A., & Itzkowitz, J. (2021). *Moving forward or staying in place: Regulatory focus pride and COVID-19*. Manuscript under review.

Nakkawita, E., & Higgins, E. T. (2021). *Motivating the journey: An integrative framework of prevention versus promotion goal pursuit activities*. Manuscript under review.

MANUSCRIPTS IN PREPARATION

Avnet, A., Higgins, E. T., **Nakkawita, E.,** & Peleg, G. (2021). *Fit and non-fit: Going beyond the information given*. Manuscript in preparation.

Nakkawita, E., & Heiphetz, L. A. (2021). *Motivational priorities reflect beliefs about God's attributes*. Manuscript in preparation.

Nakkawita, E., Heiphetz, L. A., & Higgins, E. T. (2021). *People believe truth is predominant over control*. Manuscript in preparation.

PRESENTATIONS

⁺ Undergraduate mentee

Nakkawita, E., & Heiphetz, L. A. (2021, February). *Motivational priorities reflect beliefs about God's attributes* [Poster session]. Motivation Science Pre-Conference at the 22nd Annual Convention of the Society for Personality and Social Psychology, Virtual Meeting.

⁺ Cesarini, D., **Nakkawita, E., & Higgins, E. T.** (2021, February). *How does motivational relevance relate to moral judgments?* [Poster session]. 22nd Annual Convention of the Society for Personality and Social Psychology, Virtual Meeting.

Nakkawita, E., & Higgins, E. T. (2020, May). *Prevention vs. promotion motivate distinct goal pursuit activities* [Poster session]. 13th 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]. 21st 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]. 12th 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]. 20th Annual Convention of the Society for Personality and Social Psychology, Portland, OR.

TEACHING EXPERIENCE

Teaching Assistant

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|---|---------------------|
| Motivation Science, Prof. E. T. Higgins, Columbia Business School | Spring 2021 |
| Social Psychology, Prof. E. T. Higgins, Columbia University | Fall 2020 |
| 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

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| Social Psychology, <i>Engagement Strength and Regulatory Fit</i> | Fall 2020 |
| Introduction to Personality Psychology, <i>Regulatory Focus and Regulatory Mode</i> | Spring 2019 |

PEDAGOGICAL TRAINING

Courses

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| 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 | |

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| Teaching Practicum Columbia University Psychology Department | Fall 2018 |
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Workshops (Columbia University Center for Teaching and Learning)

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| Being a Teacher vs. a Person Who Teaches | Fall 2020 |
| 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

Columbia Undergraduate Honors and Supervised Independent Research Students Advised

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| Deborah Cesarini | Anna Franco |
| Petra Cui San Poon | |

Columbia Undergraduate and Post-Baccalaureate Research Assistants Advised

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| Jason Bowen | Jin Hyung (Kate) Lim |
| Don Lavelle | Mo Zhou |

PROFESSIONAL SERVICE AND MEMBERSHIPS

University Service and Leadership

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| R/Python Workshop Instructor, Columbia Psychology Scientific Computing | 2018 – 2021 |
| Psychological Methods Support, Columbia University Psychology Department | 2020 – 2021 |
| Undergraduate Holistic Academic Mentor, Women in Science at Columbia | 2020 |
| Teaching Assistant Liaison, Columbia University Psychology Department | 2019 – 2020 |

Professional Memberships

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| 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 |
| 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

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 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.

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. 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 for Palmer's and Nathan's Famous. Spearheaded digital efforts including Palmer's website redesign and Nathan's Famous' Facebook presence. Developed surveys on brand perceptions and product usage; managed data collection; led data analysis; 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. [Currently on hiatus during Covid-19 pandemic.]

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.