

Reetika GUPTA

Professeur associé

Département: Marketing

ESSEC Business School

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Pays d'origine: États-Unis

INTERETS DE RECHERCHE

Entrepreneuriat social, marketing et systèmes d'information, Ethique des affaires et philosophie,

FORMATION

2005	Ph.D en Marketing, City University of New York - Baruch College, États-Unis
1996	PGDPC, Marketing Communications, Market Research, Mudra Institute of Communications, Inde
1994	BA (Honors) en Economie, St. Stephen's College, Inde

EXPERIENCE PROFESSIONNELLE

Positions académiques principales

2013 - Présent	Professeur associé, ESSEC Business School, Singapour
2012 - 2013	Professeur Associé de Marketing, College of Business and Economics, Lehigh University, États-Unis
2005 - 2012	Professeur Assistant de Marketing, College of Business and Economics, Lehigh University, États-Unis
2001 - 2005	Enseignant de Marketing, City University of New York - Baruch College, États-Unis

Autres affiliations académiques

2022 - 2026	Doyen adjoint de ESSEC Asia-Pacific, ESSEC Business School, Singapour
2020 - 2022	Directeur académique associé du programme Global BBA, ESSEC Business School, France
1996 - 1998	Directeur de Recherche, Indian Market Research Bureau (IMRB), Inde

BOURSES, PRIX ET DISTINCTIONS

Prix et Distinctions

2025	Best Marketing and Entrepreneurship Paper Award (Indian Academy of Management Conference), Inde
2025	Best in Track Paper for Sustainability and Public Policy track (American Marketing Association Winter Conference), États-Unis

- 2012 Alfred Noble Robinson Faculty Award pour son service à Lehigh University, College of Business and Economics, Lehigh University, États-Unis
- 2007 Lehigh Junior Award for Distinguished Teaching, College of Business and Economics, Lehigh University, États-Unis
- 2005 Prix de la Meilleure Dissertation Sidney I. Lirtzman, CUNY
- 2004 Nominée pour le Prix du Meilleur Article à l'Academy of Management Annual Conference (Filière OCIS), New Orleans, États-Unis
- 2001 AMA-Sheth Foundation, Doctoral Consortium Fellow, États-Unis

Bourses

- 2012 Institute on Asian Consumer Insight (ACI), Nanyang Technological University, Singapour

PUBLICATIONS

Articles

- GUPTA, R., CHANDRASEKARAN, D., SEN, S. et GUPTA, T. (2024). Marketing to Bottom-of-the-Pyramid Consumers in an Emerging Market: The Responses of Mainstream Consumers. *Journal of Business Ethics*, 192, pp. 739–755.
- GUPTA, R., MUKHERJEE, S. et JAYARAJAH, K. (2021). Role of group cohesiveness in targeted mobile promotions. *Journal of Business Research*, 127, pp. 216-227.
- GUPTA, R. et SEN, S. (2013). The Effect of Evolving Resource Synergy Beliefs on the Intentions-Behavior Discrepancy in Ethical Consumption. *Journal of Consumer Psychology*, 23(1), pp. 114-121.
- KABADAYI, S. et GUPTA, R. (2011). Managing Motives and Design to Influence Website Revisits. *Journal of Research in Interactive Marketing*, 5((2/3)), pp. 153-169.
- GUPTA, R. et KABADAYI, S. (2010). The Relationship between Trusting Beliefs and Web Site Loyalty: The Moderating Role of Consumer Motives and Flow. *Psychology and Marketing*, 27(2), pp. 166-185.
- COYLE, J.R., GOULD, S.J., GUPTA, R. et GUPTA, P. (2009). “To buy or to pirate”: The matrix of music consumers' acquisition-mode decision-making. *Journal of Business Research*, 62(10), pp. 1031-1037.
- NADKARNI, S. et GUPTA, R. (2007). A Task-Based Model of Perceived Website Complexity. *MIS Quarterly*, 31(3), pp. 501-524.
- KABADAYI, S. et GUPTA, R. (2005). Website Loyalty: An Empirical Investigation of Its Antecedents, *International Journal of Internet Marketing and Advertising*, 2(4), pp. 321-345.

Chapitres d'ouvrage

- KIM, Y., MUKHERJEE, M. et GUPTA, R. (2022). A bottom of pyramid perspective on quality education in the tropics. Dans: Jacob Wood, Taha Chaiechi, K Thirumaran eds. *Business, Industry, and Trade in the Tropics*. 1st ed. Oxon & New York: Routledge, pp. 53-67.

Actes d'une conférence

- GUPTA, R. (2017). Improving Social Capital at the Bottom of the Pyramid: Which Interventions Work Best? Dans: *2017 Annual Conference of Emerging Markets Conference Board*. IIM Lucknow.

Conférences

- GUPTA, R., GUPTA, T. et MUKHERJEE, M. (2025). Outsourcing Control: How Cultural Tightness Impacts Sustainable Consumption. Dans: 2025 Indian Academy of Management (INDAM) Conference. Kolkata.
- GUPTA, R., GUPTA, M., MUKHERJEE, S., CHAUHAN, V. et DAS, G. (2024). Does Political Ideology Lead to Preference for Majority (vs. Minority) -endorsed Products? Dans: 2024 American Marketing Association (AMA) Winter Academic Conference. St Pete Beach, FL.
- JAVED, A. et GUPTA, R. (2022). Emphasizing for Action – Probability Framing in Healthcare Messages. Dans: 2022 American Marketing Association (AMA) Marketing and Public Policy Conference. Austin.
- GUPTA, R. (2022). Environmental Challenges. Dans: 2022 American Marketing Association (AMA) Marketing and Public Policy Conference. Austin.
- GUPTA, R. et JAVED, A. (2021). Vaccine Adoption - Role Of Emphasis Framing In Health Communication. Dans: 43rd ISMS Marketing Science Conference 2021. Virtual.
- GUPTA, R., MUKHERJEE, S. et JAYARAJAH, K. (2020). Role of Group Cohesiveness in Targeted Mobile Promotions. Dans: 2020 INFORMS Marketing Science Conference.
- GUPTA, R., KIM, Y. et MUKHERJEE, M. (2019). The Healthcare Conundrum at the Bottom of the Pyramid. Dans: 2019 ISMS Marketing Science Conference.
- GUPTA, R., CHANDRASEKARAN, D. et SEN, S. (2018). Let 'em Eat Cake ? The Influence of Psychological Distance on Consumer Attitudes towards Bottom of the Pyramid New Product Launches and Company Evaluations. Dans: 2018 Journal of the Academy of Marketing Science (JAMS) India Conference on Managing Business and Innovation in Emerging Markets.
- GUPTA, R., CHANDRASEKARAN, D. et SEN, S. (2018). Let 'em Eat Cake? The Influence of Psychological Distance on Consumer Attitudes towards Bottom-of-the-Pyramid New Product Launches and Company Evaluations. Dans: 12th Great Lakes Nasmei Conference 2018.
- GUPTA, R., MUKHERJEE, P. et JAYARAJAH, K. (2017). Role of Group Cohesiveness in Consumer's Responses to Mobile Promotions. Dans: 2017 Association for Consumer Research Conference (ACR 2017).
- GUPTA, R. et KOUKOVA, N. (2016). Designer Recyclable Bags: Effects on Perceptions and Usage Behavior. Dans: 2016 INFORMS Society for Marketing Science (ISMS) Marketing Science Conference.
- DUONG, H.T. et GUPTA, R. (2015). Consumer Vulnerability and Religious Dependence among Bottom of the Pyramid Consumers. Dans: 2015 Society for Consumer Psychology Conference.
- DUONG, H.T. et GUPTA, R. (2015). Consumer Vulnerability at the Bottom-of-the-Pyramid: The Role of Social Relationships and Religiosity. Dans: 36th Edition of the HEC-ESSEC-INSEAD Research Seminar.
- GUPTA, R. et BANERJEE, S. (2015). Distraction or Enrichment? Understanding the Impact of Augmented Reality Environments. Dans: 37th ISMS Marketing Science Conference.
- GUPTA, R., CHANDRASEKARAN, D. et SEN, S. (2014). Are Companies Being (Un)fair to the Bottom of the Pyramid Consumer. Dans: 5th Subsistence Marketplaces Conference.
- GUPTA, R., CHANDRASEKARAN, D. et SEN, S. (2014). Let them Eat Cake? Mainstream Consumer Reactions to Products Marketed toward Bottom-of-the-Pyramid Consumers. Dans: International Marketing Conference 2014: Emerging Markets, Evolving Perspectives.

GUPTA, R., IRMAK, C., GOLLWITZER, P. et OETTINGEN, G. (2014). The Effect of Deliberative and Implemental Mindsets on Consumer Information Processing at Websites. Dans: 2014 Winter Conference of the Society for Consumer Psychology.

AUTRES ACTIVITES DE RECHERCHE

Direction d'une revue

2020 - 2022 Journal of Consumer Marketing

Membre d'un comité de lecture

Depuis 2024 Journal of Business Research

2016 - 2020 Journal of Consumer Marketing

Relecteur pour :

Journal of Business Research, Journal of Consumer Marketing, Journal of Consumer Research, Journal of Interactive Marketing, Marketing Letters, XX

Supervision de thèses / HDR

2023 A. JAVED (ESSEC Business School), Co-directeur de thèse, Premier Poste : ICN Business School

2022 A. AMBIKA (Mudra Institute of Communications, Ahmedabad [MICA]), Rapporteur

2020 S. MUKHERJEE (ESSEC Business School), Membre de jury

2014 A. H. ANSARIPOOR (ESSEC Business School), Membre de jury