

Reetika GUPTA

Professeur associé

Département: Marketing

ESSEC Business School

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Singapour

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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

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|-------------|---|
| 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

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|------|---|
| 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

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|------|--|
| 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 |