

# Reetika GUPTA

Professeur associé

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Pays d'origine: États-Unis

## INTERETS DE RECHERCHE

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Affaires internationales, Comportement du consommateur, Institutions internationales, marketing et

## FORMATION

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

## EXPERIENCE PROFESSIONNELLE

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### 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 - Présent 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

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### Prix et Distinctions

2012 Alfred Noble Robinson Faculty Award pour son service à Lehigh University (given annually to a junior, untenured member of the university faculty for excellence in service), College of Business and Economics, Lehigh University, États-Unis  
2007 Lehigh Junior Award for Distinguished Teaching (attribué annuellement à un membre junior non-titulaire de la faculté pour l'excellence de son enseignement), 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

### Bourses

- 2015 Fond de Recherche ESSEC, ESSEC Business School, France
- 2014 Fond de Recherche ESSEC, ESSEC Business School, France
- 2013 Fond de Recherche ESSEC, ESSEC Business School, France
- 2012 Institute on Asian Consumer Insight (ACI)
- 2007 Allison and Norman H. Axelrod '74 Summer Research Fellowship
- 2006 Bourse de Recherche du College of Business and Economics
- 2006 Bourse de Recherche de la Faculté de Lehigh, College of Business and Economics, Lehigh University, États-Unis
- 2001 AMA-Sheth Foundation, Doctoral Consortium Fellow, Miami, États-Unis
- 2000 Doctoral Fellowship en Marketing, City University of New York - Baruch College, États-Unis

## PUBLICATIONS

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### Articles

GUPTA, R., MUKHERJEE, S. et JAYARAJAH, K. (2021). Role of group cohesiveness in targeted mobile promotions. *Journal of Business Research*, 127, pp. 216-227.

### 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

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

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### Direction d'une revue

2020 - 2022 Journal of Consumer Marketing

### Co-direction d'une revue

Depuis 2023 Journal of Consumer Marketing

### Membre d'un comité de lecture

2016 - 2023 Journal of Consumer Marketing

### Relecteur pour :

Journal of Consumer Research, Journal of Interactive Marketing

### **Affiliations**

Depuis 1972 Membre, Association for Consumer Research

Depuis 1972 Membre, Society for Consumer Psychology

### **Autres activités de recherche**

Depuis 1972 Evaluatrice, bourse CUNY

Depuis 1972 Evaluatrice pour American Marketing Association

Depuis 1972 Evaluatrice pour Association for Consumer Research Conferences

Depuis 1972 Evaluatrice pour Conférences de Society for Consumer Psychology