

# Reetika GUPTA

Associate Professor

Department: Marketing  
ESSEC Business School  
5 Nepal Park  
139408 Singapore  
Singapore

Email: [guptar@essec.edu](mailto:guptar@essec.edu)  
Phone number: +65 6413 9710  
Country of origin: États-Unis

## RESEARCH INTERESTS

---

Consumer Behavior, International Business, International Institutions, marketing and information

## EDUCATION

---

2005	Ph.D in Marketing, City University of New York - Baruch College, United States of America
1996	PGDPC (Masters degree), Mudra Institute of Communications, India
1994	BA (Honors) in Economics, St. Stephen's College, India

## EMPLOYMENT

---

### Full-time academic positions

2013 - Present	Associate Professor, ESSEC Business School, Singapore
2012 - 2013	Associate Professor of Marketing, College of Business and Economics, Lehigh University, United States of America
2005 - 2012	Assistant Professor of Marketing, College of Business and Economics, Lehigh University, United States of America
2001 - 2005	Instructor in Marketing, City University of New York - Baruch College, United States of America

### Other affiliations and appointments

2022 - 2026	Deputy Dean of Essec Asia-Pacific, ESSEC Business School, Singapore
2020 - 2022	Associate Academic Director of the Global BBA Program, ESSEC Business School, France
1996 - 1998	Senior Research Executive, Indian Market Research Bureau (IMRB), India

## GRANTS AND HONORS

---

### Awards and Honors

2012	Alfred Noble Robinson Faculty Award for Service at Lehigh University (given annually to a junior, untenured member of the university faculty for excellence in service), College of Business and Economics, Lehigh University, United States of America
------	---

2007	Lehigh Junior Award for Distinguished Teaching (given annually to a junior, untenured member of the university faculty for excellence in teaching), College of Business and Economics, Lehigh University, United States of America
2005	Sidney I. Lirtzman Best Dissertation Award, CUNY
2004	Nominated for Best Paper Award at the Academy of Management Annual Conference (OCIS Track), New Orleans, United States of America

## Grants

2015	ESSEC Research Fund, ESSEC Business School, France
2014	ESSEC Research Fund, ESSEC Business School, France
2013	ESSEC Research Fund, ESSEC Business School, France
2012	Institute on Asian Consumer Insight (ACI)
2007	Allison and Norman H. Axelrod '74 Summer Research Fellowship
2006	College of Business and Economics Research Grant
2006	Lehigh Faculty Research Grant, College of Business and Economics, Lehigh University, United States of America
2001	AMA-Sheth Foundation, Doctoral Consortium Fellow, Miami, United States of America
2000	Doctoral Fellowship in Marketing, City University of New York - Baruch College, United States of America

## PUBLICATIONS

---

### Journal Articles

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

GUPTA, R. and 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. and 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. and 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. and 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. and GUPTA, R. (2007). A Task-Based Model of Perceived Website Complexity. *MIS Quarterly*, 31(3), pp. 501-524.

KABADAYI, S. and GUPTA, R. (2005). Website Loyalty: An Empirical Investigation of Its Antecedents, *International Journal of Internet Marketing and Advertising*, 2(4), pp. 321-345.

### Book chapters

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

### Conference proceedings

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

### Conferences

GUPTA, R., GUPTA, T. and MUKHERJEE, M. (2025). Outsourcing Control: How Cultural Tightness Impacts Sustainable Consumption. In: 2025 Indian Academy of Management (INDAM) Conference. Kolkata.

GUPTA, R., GUPTA, M., MUKHERJEE, S., CHAUHAN, V. and DAS, G. (2024). Does Political Ideology Lead to Preference for Majority (vs. Minority) -endorsed Products? In: 2024 American Marketing Association (AMA) Winter Academic Conference. St Pete Beach, FL.

JAVED, A. and GUPTA, R. (2022). Emphasizing for Action – Probability Framing in Healthcare Messages. In: 2022 American Marketing Association (AMA) Marketing and Public Policy Conference. Austin.

GUPTA, R. (2022). Environmental Challenges. In: 2022 American Marketing Association (AMA) Marketing and Public Policy Conference. Austin.

GUPTA, R. and JAVED, A. (2021). Vaccine Adoption - Role Of Emphasis Framing In Health Communication. In: 43rd ISMS Marketing Science Conference 2021. Virtual.

GUPTA, R., MUKHERJEE, S. and JAYARAJAH, K. (2020). Role of Group Cohesiveness in Targeted Mobile Promotions. In: 2020 INFORMS Marketing Science Conference.

GUPTA, R., KIM, Y. and MUKHERJEE, M. (2019). The Healthcare Conundrum at the Bottom of the Pyramid. In: 2019 ISMS Marketing Science Conference.

GUPTA, R., CHANDRASEKARAN, D. and 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. In: 2018 Journal of the Academy of Marketing Science (JAMS) India Conference on Managing Business and Innovation in Emerging Markets.

GUPTA, R., CHANDRASEKARAN, D. and 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. In: 12th Great Lakes Nasmei Conference 2018.

GUPTA, R., MUKHERJEE, P. and JAYARAJAH, K. (2017). Role of Group Cohesiveness in Consumer's Responses to Mobile Promotions. In: 2017 Association for Consumer Research Conference (ACR 2017).

GUPTA, R. and KOUKOVA, N. (2016). Designer Recyclable Bags: Effects on Perceptions and Usage Behavior. In: 2016 INFORMS Society for Marketing Science (ISMS) Marketing Science Conference.

DUONG, H.T. and GUPTA, R. (2015). Consumer Vulnerability and Religious Dependence among Bottom of the Pyramid Consumers. In: 2015 Society for Consumer Psychology Conference.

DUONG, H.T. and GUPTA, R. (2015). Consumer Vulnerability at the Bottom-of-the-Pyramid: The Role of Social Relationships and Religiosity. In: 36th Edition of the HEC-ESSEC-INSEAD Research Seminar.

GUPTA, R. and BANERJEE, S. (2015). Distraction or Enrichment? Understanding the Impact of Augmented Reality Environments. In: 37th ISMS Marketing Science Conference.

GUPTA, R., CHANDRASEKARAN, D. and SEN, S. (2014). Are Companies Being (Un)fair to the Bottom of the Pyramid Consumer. In: 5th Subsistence Marketplaces Conference.

GUPTA, R., CHANDRASEKARAN, D. and SEN, S. (2014). Let them Eat Cake? Mainstream Consumer Reactions to Products Marketed toward Bottom-of-the-Pyramid Consumers. In: International Marketing Conference 2014: Emerging Markets, Evolving Perspectives.

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

## OTHER RESEARCH ACTIVITIES

---

### Chief Editor

2020 - 2022 Journal of Consumer Marketing

### Associate Editor

Since 2023 Journal of Consumer Marketing

### Editorial Board Membership

Since 2024 Journal of Business Research

2016 - 2023 Journal of Consumer Marketing

### Ad-hoc reviewer for :

Journal of Consumer Research, Journal of Interactive Marketing

### Affiliations

Since 1972 Member of the Association for Consumer Research

Since 1972 Member of Society for Consumer Psychology

### Other research activities

Since 1972 Reviewer, CUNY grant

Since 1972 Refereeing for American Marketing Association

Since 1972 Refereeing for Association for Consumer Research Conferences

Since 1972 Refereeing for Society for Consumer Psychology Conferences