

Monica Wadhwa

Associate Professor of Marketing, Temple University

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Academic Positions

Fox School of Business, Temple University, Associate Professor of Marketing (2018-Present)

INSEAD, Assistant Professor of Marketing (2009-2018)

Visiting Marketing Professor, Rotman School of Management, 2015-2016

Education

Ph.D. (Marketing, 2009; Specialization: Consumer Behavior), Stanford Graduate School of Business

MA (Human Resources), Tata Institute of Social Sciences

BA (Sociology Honors), University of Delhi

Research Interests

My broad research interests include motivational determinants of consumer behaviors and affective influences on decision making.

Publications

* Student Advisee

1. **Wadhwa, Monica**, Baba Shiv and Stephen M. Nowlis (2008), "A Bite to Whet the Reward Appetite: Influence of Sampling on Reward-Seeking Behaviors," *Journal of Marketing Research*, 45 (August), 403-413.

Received Emerald Citation of Excellence Award

2. Savani, Krishna, **Monica Wadhwa**, Yukiko Uchida, Yu Ding and N. V. R. Naidu (2015), "When Norms Loom Larger Than the Self: Susceptibility of Preference-Choice Consistency to Normative Influence Across Cultures," *Organizational Behavior and Human Decision Making Processes*, 129 (July), 70-79.

3. **Wadhwa, Monica** and JeeHye (Christine) Kim* (2015), "Can A Near Win Kindle Motivation?: Impact of Nearly Winning on Motivation for Unrelated Rewards," *Psychological Science*, (26), June, 701-708.

Select Media Coverage: NPR, *Harvard Business Review*, *Psychology Today*, *Science Daily*, *Huffington Post*, *National Affairs*, *Daily Mail UK*, *ANI News*, *LAB Canada*, *South China Morning Post*, *Psych Central*

TedX: <https://www.youtube.com/watch?v=6dy7uDdCBvI>

NPR: <https://www.npr.org/2015/09/29/439489290/near-wins-and-not-just-how-almost-winning-can-be-motivating>

Lisa Clark Show: <https://www.byuradio.org/episode/e12da86e-621a-4329-9b4b-5ce2e11a3e8b?playhead=866&autoplay=true>

4. **Wadhwa, Monica** and Kuangjie Zhang* (2015) “This Number Just Feels Right: Impact of Roundedness of Numbers on Hedonic Evaluations” *Journal of Consumer Research*, 41 (February), 1172-1185.
Select Media Coverage: *Harvard Business Review*, *The Atlantic*, *Huffington Post*, *Jewish Business News*, *Le Monde*, *Science Daily*, *Science 2.0*, *Yahoo Finance*, *Daily Mail UK*, *EurekAlert*, *ANI News*, *Boston Globe*, *Cosmopolitan*, *Sydney Morning Herald*, *Boston Globe*, *Chicago Tribune*
5. Kim JeeHye (Christine)*, **Monica Wadhwa** and Amitava Chattopadhyay “Busy Me: When Being Busy Leads to Virtuous Choices (2019)” *Journal of Consumer Research*, 45 (February), 933-952.
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Select Media Coverage: *Harvard Business Review*, *EurekAlert*, *New York Post*, *The Medical News (Australia)*, *BOL Noticias (Brazil)*, *Yahoo! News*, *Business Standard*, *MSN (Indonesia)*, *The Peninsula Qatar*, *Qatar Tribune*, *Media BUZZ*, *ScienMag (UK)*
6. **Wadhwa, Monica** and Kuangjie Zhang* (2019), “When Numbers Make You Feel: Impact of Round versus Precise Numbers on Preventive Behaviors,” *Organizational Behavior and Human Decision Making Processes*, 150 (January), 101-111.
7. **Wadhwa, Monica**, Kim JeeHye Christine* (Forthcoming), Amitava Chattopadhyay and Wenbo Wang “Unexpected Labeling Effect: Positive Impact of Labeling a Product Benefit as Unexpected versus Expected on Desire for the Product,” *Journal of Consumer Research*.

Manuscripts Under Review

* Student Advisee

8. Zhang, Kuangjie*, **Monica Wadhwa** and Steven Sweldens, “When Desires Collide: The Collapse of Wanting and Anticipated Satisfaction for Multiple Rewards,” Revising for invited third round of review, *Journal of Consumer Research*.
9. Zhang, Kuangjie*, **Monica Wadhwa** and Amitava Chattopadhyay, “The Color of Indulgence,” Revising for invited second round of review, *Journal of Consumer Research*.
10. Savani, Krishna and **Monica Wadhwa** “Choosing Not to be Anchored,” Under Review, *Management Science*.

Select Working Papers

11. **Wadhwa, Monica** and Mustafa Karatas* “More Harm Is Less Dangerous,” To be submitted to the *Journal of Marketing*
12. **Wadhwa, Monica** and Baba Shiv “When Does Product Sampling Enhance Cross Category Purchase,” To be submitted to the *Journal of Consumer Psychology*.

Manuscripts in Preparation

* Student Advisee

13. “Love is All that I need: Role of Love in moderating the influencing of DAT1, dopamine transporter, gene on job outcomes,” (with Henrich Greve), manuscript in preparation for *Journal of Applied Psychology*.
14. “Kindling the Motivational System: The GMD model of Goal Striving”; Target Journal: *Perspectives on Psychological Science*

Select Research in Progress

15. “Choices Hurt Savoring” (with Krishna Savani and Dan King)
16. “Motivating Effect of Promotions”
17. “Social Media and Consumption Experiences” (with Ian Anderson*)
18. “Choice Mindset and Affective Decision Making” (with Krishna Savani)
19. “Busy Mindset and Decision Making” (1 study completed; with Vaidyanathan Viswanathan*; Received grant of \$5000)

Other Publications

Harvard Business Review Digital Article (2018) “Feel Busy All the Time? There’s an Upside to That”

Harvard Business Review Digital Article (2019) “How to Market a Product’s Unexpected Benefit”

Case Writing

Dow Corning Corp: The Silicone Pioneer. Meeting Customer Needs, Exactly (INSEAD case, with Markus Christen)

Conference Publications

1. “A Sensational Session: Understanding the Effect of Sensory Cues on Choice and Consumption Decisions,” (with Kuangjie Zhang), *Advances in Consumer Research*, 44, 2016.
2. “Unraveling Motivation: Affective and Cognitive Processes Underlying Consumer Goals and Choices,” *Advances in Consumer Research*, 36, 2009.
3. “What’s Your Motivation? Affective and Cognitive Processes that Motivate Behavior and Choices,” (with Kelly Goldsmith), *Advances in Consumer Research*, 35, 2008
4. “Changing Colors of My Thinking Hat: Influence of Situational and Task Related Factors on Thinking Styles,” *Advances in Consumer Research*, 34, 2007.

5. “The Flavors of Emotions: Interplay of Affect and Decision Making,” *Advances in Consumer Research*, 34, 2007.
6. “I Feel Therefore I am (or not): The Interplay of Affect and Decision Making,” (with Deborah Small), *Advances in Consumer Research*, 33: 154, 2006.

Conference Session Chair, Presentations and Roundtables

1. More Harm is Less Dangerous (with Mustafa Karatas), *Society for Consumer Psychology*, Savannah, March 2019.
2. The Unexpected Framing Effect (with JeeHye Christine Kim, Amitava Chattopadhyay and Wenbo Wang), *Association for Consumer Research*, Dallas, October 2018.
3. More Harm is Less Dangerous (with Mustafa Karatas), *Association for Consumer Research*, San Diego, October 2017.
4. “When Numbers Make You Feel” (with Kuangjie Zhang), *Association for Consumer Research*, San Diego, October 2017.
5. “The Color of Sin” (with Kuangjie Zhang and with Amitava Chattopadhyay), *Association for Consumer Research*, Berlin, October 2016.
6. Co-chair, Special Session, “A Sensational Session: Understanding the Effect of Sensory Cues on Choice and Consumption Decisions,” *Association for Consumer Research*, Berlin, October 2016.
7. “Too Busy to Lose Control: Impact of Busyness on Indulgent Consumption Behaviors,” (with JeeHye Christine Kim and Amitava Chattopadhyay), *Association for Consumer Research*, New Orleans, October 2015.
8. “Vices Lurking in the Dark” (with Kuangjie Zhang and Amitava Chattopadhyay), *Association of Consumer Research*, Hong Kong, 2015.
9. “This Number Just Feels Right” (with Kuangjie Zhang), *Association of Consumer Research*, Hong Kong, 2015.
10. “Stumbled Upon: Impact of Framing as Expected versus Unexpected on Product Evaluations” (with JeeHye Christine Kim and Amitava Chattopadhyay), *Association for Consumer Research*, 2014.
11. “Stumbled Upon: Impact of Framing as Expected versus Unexpected on Product Evaluations” (with JeeHye Christine Kim and Amitava Chattopadhyay), *Society for Consumer Psychology*, 2014.
12. “When Desires Collide: The Collapse of Wanting and Anticipated Satisfaction for Multiple Rewards,” (with Kuangjie Zhang and Steven Sweldens), *EMAC*, Turkey, 2013.

13. Invited Roundtable Session Participant (with Hsu et al. 2012): “Reading the Mind of the Consumer: Promises and Challenges of Predictive Methods in Consumer Neuroscience,” *Association for Consumer Research*, British Columbia, 2012.
14. “This Number Just Feels Right” (with Kuangjie Zhang), *Association for Consumer Research*, British Columbia, 2012.
15. “When Desires Collide: The Collapse of Wanting and Anticipated Satisfaction for Multiple Rewards,” (with Kuangjie Zhang and Steven Sweldens), *Association for Consumer Research*, British Columbia, 2012.
16. “Vices Lurking in the Dark” (with Kuangjie Zhang and Amitava Chattopadhyay), *EMAC*, Portugal, 2012.
17. “When Desires Collide: The Collapse of Wanting and Anticipated Satisfaction for Multiple Rewards,” (with Kuangjie Zhang and Steven Sweldens), *Society for Consumer Psychology*, Las Vegas, 2012.
18. Invited Roundtable Session Participant (with Litt et al. 2011): “Neuroscience, Marketing, and Vulnerable Consumers: Integrative Approaches to Advancing Theory and Social Welfare,” *Association for Consumer Research*, St. Louis, 2011.
19. “Health Claims, Overeating and Flavor Intensity: Behavioral and fMRI Insights into the Paradox of Low-Fat Food and High-Fat People,” *Association for Consumer Research*, St. Louis, 2011.
20. “Vices Lurking in the Dark” (with Kuangjie Zhang), *Association for Consumer Research*, St. Louis, 2011
21. “This Number Just Feels Right” (with Kuangjie Zhang), *EMAC*, Slovenia, 2011
22. “The Money Armor Effect” (with Remi Trudel), *Society for Consumer Psychology*, San Diego, Atlanta, 2011
23. “This Number Just Feels Right” (with Kuangjie Zhang), *Society for Consumer Psychology*, San Diego, Atlanta, 2011.
24. “The Fruit of Labor Effect,” (with Remi Trudel), *Association for Consumer Research*, Pittsburgh, 2009.
24. “The Fruit of Labor Effect,” (with Remi Trudel), *Society for Consumer Psychology*, San Diego, California, 2009.
25. “Smelling Your Way to Satiety-Impact of Odor Satiety on Subsequent Consumption Related Behaviors,” (with Baba Shiv and Stephen M. Nowlis), *Society for Consumer Psychology*, San Diego, California, 2009.

26. Chair, Special Session, “Unraveling Motivation Affective and Cognitive Processes Underlying Consumer Goals and Choices,” *Association for Consumer Research*, San Francisco, California, 2009.
27. “Kindling the Motivational System: Impact of Incidental Hedonic Cues on Subsequent Goal Pursuit,” (with Baba Shiv), *Association for Consumer Research*, San Francisco, California, 2009.
28. Co-Chair, Special Session, “What’s Your Motivation? Affective and Cognitive Processes that Motivate Behavior and Choices,” *Association for Consumer Research*, Memphis, Tennessee, 2007.
29. “Smelling Your Way to Satiety-Impact of Odor Satiety on Subsequent Consumption Related Behaviors,” (with Baba Shiv and Steve Nowlis), *Association for Consumer Research*, Memphis, Tennessee, 2007.
30. “Anger Tickles Me: Emotional Energy Transfer from Anger to Humor,” (with Jennifer Aaker), *Association for Consumer Research*, Memphis, Tennessee, 2007.
31. Chair, Special Session, “The Flavors of Emotions: Interplay of Affect and Decision Making,” *Association for Consumer Research*, Orlando, Florida, 2006.
32. Chair, Special Session, “Changing Colors of My Thinking Hat: Influence of Situational and Task Related Factors on Thinking Styles,” *Association for Consumer Research*, Orlando, Florida, 2006.
33. “Tantalizing Effects of Sampling: The Influence of Sampling on Motivational States,”(with Baba Shiv and Steve Nowlis), *Association for Consumer Research*, Orlando, Florida, 2006.
34. “The Eye’s Mind and the Mind’s Eye: Impact of Overt Attention on Consumer Creativity.” (with Baba Shiv), *Association for Consumer Research*, Orlando, Florida, 2006.
35. “A Bite to Whet the Reward Appetite: Influence of Sampling on Reward-Seeking Behaviors,” (with Baba Shiv and Steve Nowlis), *Society for Consumer Psychology*, Florida, 2006.
36. Co-chair, Special session, “I feel therefore I am – The Role of Affect in Decision Making,” *Association for Consumer Research*, San Antonio, Texas, 2005.
37. “A Bite to Whet the Reward Appetite: Influence of Sampling on Reward-Seeking Behaviors,” (with Baba Shiv and Steve Nowlis), *Association for Consumer Research*, San Antonio, Texas, 2005.

Awards, Honors and Grants

- Young Scholar Grant for Busy Mindset and Decision Making (\$5000)
- Young Scholar Grant for Sustainability and Food Expiration (\$4400)
- Asian Consumer Insights, Invited Academic Fellow (2012-2017)
- Citation of Excellence Award (for “A Bite to Whet the Reward Appetite”) from Emerald Management Reviews as the top 50 management articles of 2008. This award is given to the top 50 management articles, selected from 15,000 articles published in the peer- reviewed journals, which are known for their novelty, inter-disciplinary interest and current managerial relevance.

- AMA-Sheth Foundation Doctoral Consortium Fellow, 2007
- Interdisciplinary Stanford GSB Research Grant, 2005-2008
- ABB Award for Performance Management Consulting Project conducted for Larsen and Toubro Limited, *Awarded at the National Institute of Technology Annual Management Seminar-1999*. (Media Coverage: The Economic Times and The Financial Express, India).
- Outstanding Field Research Student, Tata Institute of Social Sciences
- Awarded Outstanding Human Resources Paper (Top 3; Title: Knowledge Management in Organizations), All India Level Human Resources Competition
- Amongst the top five Sociology (Honors) students in the Delhi University.
- Milton L Roberts Fellowship, Stanford, 2005
- Paul G and Jennifer Yeh Sherer Fellowship, 2006
- Robert G. Mondavi Fellowship, 2006
- Catherine S. Muther Fellowship, 2007
- Theodore J and Esther Kreps Fellowship, 2007

Teaching

Temple University

Consumer and Buyer Behavior (**Instructor Effectiveness: 4.9/5**)

Other Courses

Strategic Marketing Management (MBA and EMBA core course); Market Driving Strategies (MBA elective course); Consumer Behavior (PhD Core course); Decision Neuroscience (PhD course); Dynamic Pricing (Company Specific Program); Brand Positioning (Company Specific Program); B2B Marketing (Company Specific Program); Decision Neuroscience for Organization Researchers (PhD Workshop; co-taught with Vinod Venkatraman)

University Service

PhD Dissertation Primary Advisor

Kuangjie Zhang (INSEAD Marketing; Placement: Nanyang Business School, Singapore)

JeeHye (Christine) Kim (INSEAD Marketing; Placement: HKUST)

PhD Dissertation Committee

Dilney Goncalves (Committee Member, INSEAD Marketing, IE Business School)

Antonios Stamatogiannakis (Committee Member, INSEAD Marketing, IE Business School)

PhD Advising—Second Year Paper Advisor

JeeHye (Christine) Kim

Kuangjie Zhang

Lynn Wong

Other PhD Advising (First Year Mentor)

JeeHye (Christine) Kim
Lynn Wong
Christelene Du Plesis

Current PhD Advising

Vaidyanathan Viswanathan (First Year, Fox School of Business)
Nese Nur Onuklu (Fourth Year, Fox School of Business)

Current DBA Advising

Michael James (Dissertation Advisor, Fox School of Business: Dissertation: Entity Theory and Hospital Readmissions)

University Service

Fox School of Business, Evaluator, Seed Funding
Fox School of Business, Evaluator, 8th Annual Student Research Competition
Fox School of Business, Organizer, Marketing Research Café
Fox School of Business, Seminar Series Organizer, 2019
Fox School of Business, PhD Recruitment Committee
INSEAD Social Science Research Center academic committee
INSEAD Marketing PhD committee, 2010-2018
INSEAD Marketing Department Singapore Seminar Series and Camp Organizer
INSEAD Marketing Department Seminar Series Organizer
INSEAD Singapore Marketing Mini Research Camp
INSEAD AMA Marketing Recruitment Committee, 2014, 2015, 2016
Conducted INSEAD Workshop (for Faculty and Students) on Designing Experiments using Inquisit
Conducted Workshop on Decision Neuroscience (co-taught with Vinod Venkataraman) for PhD students.

Service to Professional Associations

Reviewing Services for:

Journal of Consumer Research
Journal of Marketing Research
Journal of Personality and Social Psychology
Organizational Behavior and Human Decision Processes
Journal of Experimental Psychology: General
Journal of Consumer Psychology
Emotion
Marketing Letters
Journal of Economic Psychology
International Journal of Research in Marketing
Appetite
Society of Consumer Psychology Annual Conference
International Society for Consumer Psychology

Association for Consumer Research
European Marketing Association Conference
Research Grants Council, Hong Kong, 2012, 2013
Reviewer for “Transformative Consumer Research for Personal and Collective Well Being: Reviews and Frontiers” David Mick, Simone Pettigrew, Connie Pechmann, and Julie Ozanne (eds.), Taylorand Francis Group.
Emotion

Conferences

Student Coordinator, *SCP*, 2006
Program Committee Member, *SCP, Italy*, 2012
Program Committee Member, *SCP*, 2013- 20
Competitive Paper Committee Member, *ACR*, 2013-2015, 2017, 2018, 2019
Program Committee Member, *Advertising and Consumer Psychology*, 2012
Program Committee Member, *ACR*, Hong Kong 2015
Program Committee Member, *ACR*, 2016

Invited Talks and Media Interviews

Drexel University, Fall, 2019
University of South Florida, 2017
HEC Lausanne, 2017
TedX 2016
<https://www.youtube.com/watch?v=6dy7uDdCBvI>
NPR, Hidden Brain Podcast, 2015
(<https://www.youtube.com/watch?v=e9gBRhtbYyc>)
University of British Columbia, 2016
Georgetown University, 2016
Temple University, 2016, 2018
Queens University, 2016
University of Toronto, 2016
Chinese University of Hong Kong, January, 2016
University of Alberta, 2015
York University, 2015
IE Business School, Spain, 2012
Duke-NUS, 2012
University of Michigan, Decision Neuroscience camp, 2009
University of Toronto, 2009
Carnegie Mellon, 2008
Cornell University, 2008
University of Maryland, 2008
Emory University, 2008
Ohio State University, 2008
Indian School of Business, 2008
Stanford University, Psychophysiology Lab, Psychology Department, 2007
Stanford University, *SPAN Lab*, Psychology Department, 2006