

Reetika GUPTA

Associate Professor

guptar@essec.edu

Department: Marketing

Campus de Singapour

DIPLOMAS

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|------|--|
| 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) |

CAREER

FULL-TIME ACADEMIC APPOINTMENTS

- | | |
|-------------------|--|
| 2013 - Now | Associate Professor (ESSEC Business School Singapore) |
| 2012 - 2013-08-31 | Associate Professor of Marketing (College of Business and Economics, Lehigh University United States of America) |
| 2005 - 2012-10-01 | Assistant Professor of Marketing (College of Business and Economics, Lehigh University United States of America) |
| 2001 - 2005-05-31 | Instructor in Marketing (City University of New York - Baruch College United States of America) |

OTHER APPOINTMENTS

- | | |
|-------------------|--|
| 1996 - 1998-08-31 | Senior Research Executive (Indian Market Research Bureau (IMRB) India) |
| 2022 - 2026-08-31 | Deputy Dean of Essec Asia-Pacific (ESSEC Business School Singapore) |

OTHER ACADEMIC APPOINTMENTS

2020 - 2022-08-31 Associate Academic Director of the Global BBA Program (ESSEC Business School France)

PUBLICATIONS

PRESENTATIONS AT AN ACADEMIC OR PROFESSIONAL CONFERENCE

[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., CHANDRASEKARAN, D. et SEN, S. \(2014\). Are Companies Being \(Un\)fair to the Bottom of the Pyramid Consumer. Dans: 5th Subsistence Marketplaces 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 KOUKOVA, N. \(2016\). Designer Recyclable Bags: Effects on Perceptions and Usage Behavior. Dans: 2016 INFORMS Society for Marketing Science \(ISMS\) Marketing Science Conference.](#)

[GUPTA, R. et BANERJEE, S. \(2015\). Distraction or Enrichment? Understanding the Impact of Augmented Reality Environments. Dans: 37th ISMS Marketing Science Conference.](#)

[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., KIM, Y. et MUKHERJEE, M. \(2019\). The Healthcare Conundrum at the Bottom of the Pyramid. Dans: 2019 ISMS Marketing Science Conference.](#)

[GUPTA, R., MUKHERJEE, S. et JAYARAJAH, K. \(2020\). Role of Group Cohesiveness in Targeted Mobile Promotions. Dans: 2020 INFORMS 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., 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.](#)

[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., 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.](#)

CONFERENCE PROCEEDINGS

[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.](#)

JOURNAL 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.](#)

[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. 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.](#)

[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.](#)

[NADKARNI, S. et GUPTA, R. \(2007\). A Task-Based Model of Perceived Website Complexity. *MIS Quarterly*, 31\(3\), pp. 501-524.](#)

BOOK CHAPTERS

[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.](#)

RESEARCH ACTIVITIES

Member of an academic association

1972 - Now: Member of the Association for Consumer Research
1972 - Now: Member of Society for Consumer Psychology

Reviewer for a journal

- Reviewer for Journal of Consumer Research
- Journal of Interactive Marketing

Participation in scientific commissions or reviewer for a conference

1972 - Now: Refereeing for American Marketing Association
1972 - Now: Refereeing for Association for Consumer Research Conferences
1972 - Now: Refereeing for Society for Consumer Psychology Conferences

Other academic activity

1972 - Now: Reviewer, CUNY grant

Editorial Board Membership

2016 - 2023: Editorial board membership - Journal of Consumer Marketing
2024 - Now: Editorial Board Membership - Journal of Business Research

Chief Editor

2020 - 2022: Editor-in-chief of the Journal of Consumer Marketing

Senior or Associate Editor

2023 - Now: Associate Editor - Journal of Consumer Marketing