

CURRICULUM VITAE

A. Biographical Information

Name: Reetika Gupta, PhD

Office address: Lehigh University
College of Business & Economics
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Educational History

Ph.D., Baruch College/CUNY, New York, NY, USA - 2005

Major: Marketing

Dissertation: Motivational Differences in the Effects of Structural and Outcome Complexity on Consumers' Web site and Brand Evaluations

Dissertation Committee: Stephen J. Gould (Chair), Lauren Block, James R. Coyle, David Rindskopf

Winner, Sidney I. Lirtzman Best Dissertation Award, CUNY, May 2005

PGDPC (Masters degree), Mudra Institute of Communications, Ahmedabad, India - 1996

BA (Honors), St. Stephens College, Delhi (Delhi University), India - 1994

Major: Economics

Employment History

Teaching Experience

08/2005 to date: College of Business and Economics, Lehigh University
Assistant Professor of Marketing, Lehigh University

08/2001 – 05/2005: Instructor in Marketing, Baruch College/CUNY

Managerial Experience

06/1996– 08/1998: Indian Market Research Bureau (IMRB)
(A division of J. Walter Thompson), New Delhi, India
Senior Research Executive

B. Publications

Publications in Refereed Journals (In chronological order)

Singh, Surendra N., V. Parker Lessig, Dongwook Kim, **Reetika Gupta**, and Mary Ann Hocutt (2000) “Does your Ad Have Too Many Pictures?” *Journal of Advertising Research* (Lead Article), 40 (1&2), 11-27.

Gupta, Reetika, Sucheta Nadkarni, and Stephen Gould (2005), “A Perceived Website Complexity (PWC) Scale for Assessing Consumer Internet Interactivity” *Advances in Consumer Research*, Vol. 32.

Kabadayi, Sertan and **Reetika Gupta** (2005), “Web site Loyalty: An Empirical Investigation of Its Antecedents,” *International Journal of Internet Marketing and Advertising*, 2(4): 321-345.

Nadkarni, Sucheta and **Reetika Gupta** (2007), “A Task-Based Model of Perceived Website Complexity,” *Management Information Systems Quarterly*, 31(3): 501-524. (Equal authorship)

Coyle, James R., Stephen J. Gould, Pola Gupta and **Reetika Gupta** (2009), “To Buy or To Pirate”: The Matrix of Music Consumers' Acquisition-Mode Decision-Making, *Journal of Business Research*, 62(10): 1031-1037.

Gupta, Reetika and Sertan Kabadayi (2010), “The Relationship between Trusting Beliefs and Web Site Loyalty: The Moderating Role of Consumer Motives and Flow,” *Psychology and Marketing* (Special Issue on Online Consumer Behavior and Decision Making), 27(2): 166-185.

Sertan Kabadayi and **Reetika Gupta** (forthcoming), “Managing Motive and Design to Influence Website Revisits,” *Journal of Research in Interactive Marketing*.

Papers under Review

Gupta, Reetika and Sankar Sen, “Causes at the Checkout: The Role of Temporal Construal in Consumer Reactions to CSR.” *Journal of Consumer Psychology*.

Gupta, Reetika and Sankar Sen, “Learning and Liking through Comparison: The Effects of Analogy Pairs on Product Interpretations and Evaluations.” *Journal of Consumer Psychology*.

Gupta, Reetika, Caglar Irmak, Peter M. Gollwitzer, and Gabriele Oettingen, “Management of Complexity in Pre- and Post-Decisional Goal Orientations.” *Journal of Consumer Psychology*.

Working Papers

“Managing Motives and Design to Influence Web site Revisits” (with Stephen Gould)

“Are Companies Being (Un)Fair to the Bottom-of-the-Pyramid Consumer” (with Deepa Chandrasekaran).

“Choosing versus Rejecting Options for Products” (with Nevena Koukova).

“Harnessing social networks to monitor health issues”

C. Honors and Awards

Research/Academic

Allison and Norman H. Axelrod ‘74 Summer Research Fellowship, 2007- present

Sidney I. Lirtzman Best Dissertation Award, CUNY, May 2005

Nominated for Best Paper Award at the Academy of Management Annual Conference (OCIS Track), New Orleans, August 2004

AMA-Sheth Foundation, Doctoral Consortium Fellow, Miami, June 2001

Doctoral Fellowship in Marketing, Baruch College, CUNY (2000-2003)

Teaching

2007 Lehigh Junior Award for Distinguished Teaching (given annually to a junior, untenured member of the university faculty for excellence in teaching)

D. Research Funding

Competitively Awarded Internal Research Grants

College of Business and Economics Research Grant, \$10,000 (Spring 2006)

Lehigh Faculty Research Grant, \$2,000 (Fall 2006)

E. Professional Presentations

Academic Conference Paper Presentations

Gupta, Reetika and Deepa Chandrasekaran, “Are Companies Being (Un)Fair to the Bottom-of-the-Pyramid Consumer,” *2011 Yale China-India Consumer Insights Conference*, New Delhi, India, July 2011.

Gupta, Reetika and Stephen J. Gould, “Motivational Differences in the Effects of Structural and Outcome Complexity on Consumers’ Web site and Brand Evaluations,” *Marketing Science Conference*, Cologne, Germany, 2010.

Gupta, Reetika and Sankar Sen, “Causes at the Checkout: The Role of Temporal Construal in Consumer Reactions to CSR,” *Association for Consumer Research Conference*, Pittsburgh, October 2009

Gupta, Reetika and Sankar Sen, “Learning and Liking through Comparison: The Effects of Analogy Pairs on Product Interpretations and Evaluations,” *Analogy 2009*, Sofia, Bulgaria, July 2009.

Gupta, Reetika and Stephen J. Gould, “Motivational Differences in the Effects of Structural and Outcome Complexity on Consumers’ Web site and Brand Evaluations.” *Association for Consumer Research Conference – Asia Pacific*, India, January 2009.

Gupta, Reetika, Caglar Irmak, Peter M. Gollwitzer and Gabriele Oettingen, “Management of Complexity in Pre and Post Decisional Goal Orientations,” *Behavioral Decision Research in Management Conference* (poster), San Diego, April 2008.

Gupta, Reetika, Caglar Irmak, Peter M. Gollwitzer and Gabriele Oettingen, “Management of Complexity in Pre and Post Decisional Goal Orientations,” *INFORMS Marketing Science Conference*, Singapore, June 2007.

¹ **Bold** indicates Reetika Gupta is the presenting author

Gupta, Reetika and Sankar Sen, “The Influence of Multiple Analogies on New Product Interpretations and Preferences” *Association for Consumer Research Conference*, Orlando, September 2006.

Gupta, Reetika and Stephen Gould, “Is it Really Complicated? Motivational Differences in the Effects of Structural and Outcome Complexity on Consumers’ Web site and Brand Evaluations” *Association for Consumer Research Conference*, Orlando, September 2006.

Gupta, Reetika and Sucheta Nadkarni, “The Role of Telepresence in Web site Complexity Effects” *INFORMS International Conference*, Hong Kong, June 2006.

Gupta, Reetika, Sucheta Nadkarni, and Stephen Gould, “Is this Site Confusing or Interesting - A Perceived Website Complexity (PWC) Scale for Assessing Consumer Internet Interactivity” *Association for Consumer Research Conference*, Portland, October 2004.

Gupta, Reetika and Sertan Kabadayi, “Building Loyalty in an Interactive Environment: The Moderating Role of Flow” *Association for Consumer Research Conference* (poster), Portland, October 2004.

Gupta, Reetika and Sucheta Nadkarni, “Complexity in an Interactive Environment : The Role of Motives in Influencing Telepresence” *AMA Summer Marketing Educators Conference*, Boston, August 2004.

Nadkarni, Sucheta and Reetika Gupta, “Perceived Complexity and User Attitudes: The Mediating Effect of Telepresence” *Academy of Management Annual Conference* (OCIS), New Orleans, August 2004.

Gupta, Reetika and Sucheta Nadkarni, “How Individuals Cope with Complexity in Online Environments: An Empirical Investigation Using a Goal Theoretic Framework” *Society for Consumer Psychology Winter Conference* (poster), San Francisco, February 2004.

Gupta, Reetika and Sucheta Nadkarni, “Managing Website Complexity: Conceptualization, Measurement and Validation” *AMA Winter Marketing Educators Conference*, Orlando, February 2002.

Kabadayi, Sertan and Reetika Gupta, “Online Loyalty, An Integrated Framework: The Empirical Investigation of its Antecedents” *AMA Winter Marketing Educators Conference*, Orlando, February 2002.

Coyle, James, Robert Ducoffe and Reetika Gupta, “Understanding the Role of Mapping in Websites” *PRESENCE 2001*, Temple University, Philadelphia, May 2001.

Gupta, Reetika and Sucheta Nadkarni, “How Presentation Formats of Websites Influence Cognitive Maps of Consumers?” *INFORMS*, San Antonio, November 2000.

Track Chair/Co-chair at National Conferences

Session Chair, “Why Do I Like You? Consumer Responses to Various Product Attributes,” *Association for Consumer Research Conference – Asia Pacific*, India, January 2009.

Session Chair, Management of Technology II, *INFORMS*, San Antonio, November 2000

Special Session Organization

“New Thoughts and New Possibilities: Frontiers in Consumers’ Interpretations of New Products” – Special Session Chair, *Association for Consumer Research Conference*, Orlando, September 2006.

Professional Affiliations

Association for Consumer Research
Society for Consumer Psychology

Reviewing

Ad-hoc reviewer for *Management Information Systems Quarterly*, *Journal of Consumer Research*, *Journal of Interactive Marketing*, *Journal of Computer Mediated Communication*, *American Marketing Association*, *CUNY Grant*, *Association for Consumer Research Conferences and Society for Consumer Psychology Conferences*.

G. Teaching and Advising

Curriculum Development

- Responsible for coordinating and developing Principles of Marketing (MKT 111) core course at Lehigh University according to learning objectives based on the AACSB guidelines.
- Developed MKT 311 (Consumer Behavior)

Advising of Undergraduate Students

Fall 2006: 6
Spring 2007: 13
Fall 2007: 21
Spring 2008: 22
Fall 2008: 26
Spring 2009: 36
Fall 2009: 37
Spring 2010: 52

Fall 2010: 51
 Spring 2011: 50
 Fall 2011: 37

Supervised and evaluated Honors Project Thesis in Spring 2008 & Fall 2010

Advising of Graduate Students

Supervised and evaluated Research Practicum of Presidential Scholar in Spring 2011

Courses Taught at Lehigh University

Semester	Course Title	Enrollment
Fall 2005	Buyer Behavior (311-10)	28
Fall 2005	Buyer Behavior (311-11)	12
Spring 2006	Buyer Behavior (311-10)	32
Spring 2006	Buyer Behavior (311-11)	25
Fall 2006	Buyer Behavior (311-10)	29
Fall 2006	Principles of Marketing (211-13)	44
Spring 2007	Buyer Behavior (311-10)	20
Spring 2007	Buyer Behavior (311-11)	16
Fall 2007	Principles of Marketing (111-13)	41
Fall 2007	Principles of Marketing (111-14)	42
Spring 2008	Principles of Marketing (111-11)	40
Spring 2008	Principles of Marketing (111-12)	40
Fall 2008	Consumer Behavior (311-10)	34
Fall 2008	Consumer Behavior (311-11)	35
Spring 2009	Consumer Behavior (311-10)	25
Spring 2009	Consumer Behavior (311-11)	26
Fall 2009	Consumer Behavior (311-10)	36
Fall 2009	Consumer Behavior (311-11)	35
Spring 2010	Consumer Behavior (311-10)	26
Spring 2010	Consumer Behavior (311-11)	29
Spring 2011	Consumer Behavior (311-10)	10
Spring 2011	Consumer Behavior (311-11)	26
Spring 2011	Principles of Marketing (111-10)	17

Executive Courses

Summer 2008 New Product Development (Baruch Executive MS Marketing Program in Taiwan)

Summer 2005 Marketing Strategy (Baruch Executive MS Marketing Program in HongKong)

Summer 2004 Consumer Behavior (Baruch Executive MS Marketing Program in Taiwan)

Teaching Seminar/Workshop

-Invited to attend Mc-Graw Hill “Principles of Marketing” Teaching Seminar, Tucson, Arizona, September 2006.

-Invited to attend Mc-Graw Hill workshop to discuss classroom techniques, Chicago, November 2008.

H. Service

Service to the University (Lehigh University)

Member, Faculty Committee on Student Life, 2010 - 2014

Member, First Year and Beyond Experience (Strategic Planning and Implementation Committee), Spring 2010

Panel Member, Orientation Session for New Faculty, Fall 2006, Fall 2007, Fall 2008

Participant, Lehigh Life Days, Spring 2006, Spring 2007, Spring 2008

Guest Speaker, International Education Week, October 2008

Faculty Advisor, Hindu Students Council, Fall 2007-present

Faculty Advisor, Bhangra Club, Spring 2008-Spring 2009

Service to the College (Lehigh University)

Member, Bus 1 Committee, Spring 2011-present

Member, Global Steering Committee, Fall 2010-present

Member, College Nominations Committee, 2008 – 2010

Member, Undergraduate Core Curriculum Committee, 2006 – 2008

CBE Liaison for Faculty Committee on Student Life (reporting the Alcohol Abuse Prevention Initiative at CBE), Fall 2011

Participant, Assistant Dean Search, Spring 2010

Participant, Career Services Center Recruiting Luncheon, 2006, 2007, 2008

Participant, CBE Freshman Advising Session, 2007, 2008

Member, CBE Math Liaison Committee, 2008 - 2009

Participant, Economics Department Recruitment, 2008

Service to the Department (Lehigh University)

Represented the Marketing Department at the Senior Open House, Fall 2010, Fall 2011

Faculty Advisor, Marketing Club, 2008-2010

Coordinator, Principles of Marketing (MKT 111), Fall 2006 – Spring 2008

Represented the Marketing Department during the Parents Weekend, Fall 2005

Coordinator, Research Brown Bag Seminars, 2005 -2006

Member, Search Committee for marketing positions, 2005, 2006, 2008, 2009