

# XIMENA GARCIA-RADA

Mays Business School, Texas A&M University  
220N Wehner Building, 4112 TAMU, College Station, TX 77843  
Email: [ygarciarada@mays.tamu.edu](mailto:ygarciarada@mays.tamu.edu) | Phone: 979-458-9532

## ACADEMIC POSITIONS

---

**Mays Business School, Texas A&M University, United States**  
Assistant Professor of Marketing (August 2021–present)

## EDUCATION

---

**Harvard Business School, United States**

Doctorate of Business Administration, Marketing (2021)

*Dissertation:* Consumer Behavior in Close Relationships

*Committee:* Michael I. Norton (chair), Leslie K. John, Ryan Buell, John T. Gourville, and Rebecca K. Ratner

**INCAE Business School, Nicaragua**

Master of Business Administration with High Honors (2009)

**Universidad de Lima, Peru**

Bachelor of Business Administration with High Honors (2007)

## RESEARCH INTERESTS

---

Consumer behavior, close relationships, shared consumption, caregiving, well-being.

## PEER-REVIEWED PUBLICATIONS

---

\*Equal author contribution

1. **Garcia-Rada, Ximena**, Mary Steffel, Elanor F. Williams, and Michael I. Norton (2022), “Consumers Value Effort over Ease When Caring for Close Others,” *Journal of Consumer Research*, 48(6), 970-990.
  - *JCR Editor's Choice of April 2022 issue*
  - *Work featured in The Wall Street Journal, The Conversation, Harvard Business Review, NPR.*
2. \*Whitley, Sarah C., \***Ximena Garcia-Rada**, \*Fleura Bardhi, Dan Ariely, and Carey K. Morewedge (2022), “Relational Spending in Funerals: Caring for Others Loved and Lost,” *Journal of Consumer Psychology*, 32(2), 211-231.
  - *Lead Article, April 2022 issue*
3. **Garcia-Rada, Ximena**, and Tami Kim (2021), “Shared Time Scarcity and the Pursuit of Extraordinary Experiences,” *Psychological Science*, 32(12) 1871–1883.
4. **Garcia-Rada, Ximena**, Ovul Sezer, and Michael I. Norton (2019), “Rituals and Nuptials: The Emotional and Relational Consequences of Relationship Rituals,” *Journal of the Association for Consumer Research*, 4(2), 185-197.

5. **Garcia-Rada, Ximena**, Lalin Anik, and Dan Ariely (2019), “Consuming Together (versus Separately) Makes the Heart Grow Fonder,” *Marketing Letters*, 30(1), 27-43.
6. Ariely, Dan, **Ximena Garcia-Rada**, Katrin Godker, Lars Hornuf, and Heather E. Mann (2019), “The Impact of Two Different Economic Systems on Dishonesty,” *European Journal of Political Economy*, 59, 179-195.
7. Mann, Heather E., **Ximena Garcia-Rada**, Lars Hornuf, Juan Tafurt, and Dan Ariely (2016), “Cut from the Same Cloth: Similarly Dishonest Individuals across Countries,” *Journal of Cross-Cultural Psychology*, 47(6), 858-874.
8. Mann, Heather E., **Ximena Garcia-Rada**, Lars Hornuf, and Juan Tafurt (2016), “What Deters Crime: Comparing the Effectiveness of Legal, Social, and Internal Sanctions across Countries,” *Frontiers in Psychology, Cognitive Science*, 7, 85-98.
9. Mann, Heather E., **Ximena Garcia-Rada**, Daniel Houser, and Dan Ariely (2014), “Everybody Else is Doing it: Exploring the Social Transmission of Lying Behavior,” *PloS One*, 9(10), e109591.

## MANUSCRIPTS UNDER REVIEW

---

\*Equal author contribution

### *Invited revisions*

**Garcia-Rada, Ximena**, Leslie K. John, Ed O’Brien, and Michael I. Norton, “A Preference for Revision Absent Objective Improvement,” invited for 3<sup>rd</sup> round-review at *Journal of Marketing Research*.

**Garcia-Rada, Ximena**, Michael I. Norton, and Rebecca K. Ratner, “A Desire to Create Shared Memories Increases Consumers’ Willingness to Sacrifice Experience Quality for Togetherness,” invited for 3<sup>rd</sup> round-review at *Journal of Consumer Psychology*.

### *Under first round-review*

\***Garcia-Rada, Ximena**, \*Tami Kim, and \*Peggy J. Liu, “Consumption Sacrifice.”

\***Garcia-Rada, Ximena**, and \*Anika Schumacher, “Caregiving Responsibilities Discourage Leisure Consumption.”

Liu, Peggy J., Theresa A. Kwon, **Ximena Garcia-Rada**, and Nicole You Jeung Kim, “The Six Dimensions of Shared Consumption Experiences.”

## SELECTED RESEARCH IN PROGRESS

---

Nicole You Jeung Kim, **Ximena Garcia-Rada**, and Rebecca K. Ratner, “Splitting the Bill in Shared Consumption” (*data collection in progress*).

**Garcia-Rada, Ximena** and Leonard Berry, “Medical Caregiving” (*data collection in progress*).

**Garcia-Rada, Ximena**, Grant E. Donnelly, Jenny G. Olson, Hristina Nikolova, and Michael I. Norton, “Couples Underestimate the Benefits of Talking about Money” (*data collection in progress*).

## OTHER PUBLICATIONS

---

**Garcia-Rada, Ximena**, Mary Steffel, Elanor F. Williams, and Michael I. Norton (2021), “The Paradox of Marketing to Caregivers,” *Harvard Business Review*.

**Garcia-Rada, Ximena**, Mary Steffel, Elanor F. Williams, and Michael I. Norton (2021), “Why People Feel Guilty about Using Effort-Saving Products when Taking Care of Loved Ones,” *The Conversation*.

**Garcia-Rada, Ximena** and Michael I. Norton (2020), “Putting Within-Country Political Differences in (Global) Perspective,” *PloS One*, 15(4), e0231794.

Ariely, Dan and **Ximena Garcia-Rada** (2019), “Corruption is Contagious: Dishonesty Begets Dishonesty, Rapidly Spreading Unethical Behavior through a Society,” *Scientific American*.

Prado, Andrea, John Ickis, and **Ximena Garcia-Rada** (2014), “Florida Ice & Farm: Sustainability Champion from an Emerging Economy,” *Case Studies in Sustainability Management*. The Oikos Collection, Vol. 3., Edited by Jordi Vives Gabriel, Sheffield: Greenleaf, p. 85-112.

## HONORS AND AWARDS

---

Best Paper Runner-up Award, Wharton Innovation Doctoral Symposium (2021)  
Wyss Award for Excellence in Doctoral Research, Harvard Business School (2020–2021)  
Winner, Long-Term Research Grant, Think Forward Initiative (2019–2021)  
AMA-Sheth Doctoral Consortium Fellow (2019)  
First-prize Winner, Oikos Case Writing Competition, Corporate Sustainability Track (2013)  
INCAE Business School, Scholarship, Academic Excellence Werner Ketelhöhn Award (2009)  
INCAE Business School, Class Valedictorian with High Honors (2009)  
Universidad de Lima, Class Valedictorian with High Honors (2007)  
Universidad de Lima, Scholarship, Academic Excellence Award (2004)

## INVITED PRESENTATIONS

---

Texas A&M University, Psychology (September 2022)  
Grenoble École de Management, Marketing (December 2021)  
Cornell University SC Johnson College of Business, Marketing (November 2020)  
Texas A&M University Mays Business School, Marketing (November 2020)  
Universitat Pompeu Fabra, Department of Business and Economics (November 2020)  
UCLA Anderson School of Management, Marketing (October 2020)  
Yale School of Management, Marketing (October 2020)  
Notre Dame Mendoza College of Business, Marketing (October 2020)  
IESE Business School, Marketing (October 2020)  
Ohio State University Fisher College of Business, Marketing (September 2020)  
Bocconi University, Marketing (September 2020)  
University of Bremen, Diginomics Research Group (June 2020)

## CONFERENCE PARTICIPATION

---

\* denotes presenter

*Special sessions*

“Methods Workshop: Designing Qualitative Interviews for Experimental Studies,” co-organized with Fleura Bardhi, Sarah Whitley, and Carey K. Morewedge (October 2022), *Association for Consumer Research*, Denver, CO.

“Relationship Rituals and Shared Reality,” Invited Speaker to the Shared Reality and Authenticity Preconference (February 2021), *Society for Personality and Social Psychology*, Virtual Conference.

“Consumption as a Pathway to Love and Trust in Close Relationships,” co-chaired with Ashley Whillans (October 2018), *Association for Consumer Research*, Dallas, TX.

#### *Paper presentations*

**\*Garcia-Rada, Ximena**, Tami Kim, and Peggy J. Liu (October 2022), “The (In)Visibility of Consumption-Based Sacrifice,” *Association for Consumer Research*, Denver, CO.

**\*Garcia-Rada, Ximena** and Tami Kim (October 2021), “Shared Time Scarcity and the Pursuit of Extraordinary Experiences,” *Association for Consumer Research*, Virtual Conference.

**\*Garcia-Rada, Ximena**, Mary Steffel, Elanor F. Williams, and Michael I. Norton (March 2021), “A Preference for Effort When Caring for Close Others,” *Wharton Innovation Doctoral Symposium*, Virtual Conference.

**\*Garcia-Rada, Ximena**, Mary Steffel, Elanor F. Williams, and Michael I. Norton (March 2021), “A Preference for Effort When Caring for Close Others,” *Society for Consumer Psychology*, Virtual Conference.

**\*Ximena Garcia-Rada**, Leslie K. John, Ed O’Brien, and Michael I. Norton (May 2020), “A Preference for Revision Absent Objective Improvement,” *Yale Whitebox Advisors Graduate Student Conference*, New Haven, CT (canceled because of COVID-19).

**\*Garcia-Rada, Ximena**, Ovul Sezer, and Michael I. Norton (February 2020), “Rituals and Nuptials: The Emotional and Relational Consequences of Relationship Rituals,” *Society for Personality and Social Psychology*, New Orleans, LA.

**Garcia-Rada, Ximena**, Mary Steffel, \*Elanor F. Williams, and Michael I. Norton (October 2018), “A Preference for Effort When Caring for Close Others,” *Association for Consumer Research*, Dallas, TX.

**\*Garcia-Rada, Ximena**, Sarah C. Whitley, Dan Ariely, and Carey K. Morewedge (June 2018), “Warm Glow in Funeral Contracts,” *Behavioral Decision Research in Management*, Boston, MA.

\*John, Leslie K., **Ximena Garcia-Rada**, and Michael I. Norton (June 2018), “Revision Bias: Preferences for Revised Experiences Absent Objective Improvement,” *Behavioral Decision Research in Management*, Boston, MA.

**Garcia-Rada, Ximena**, \*Ovul Sezer, and Michael I. Norton (June 2018), “Rituals and Nuptials: Relationship Rituals Predict Relationship Satisfaction,” *European Association for Consumer Research*, Ghent, Belgium.

**\*Garcia-Rada, Ximena**, Michael I. Norton, and Rebecca K. Ratner (February 2018), “Sacrificing Enjoyment for the Sake of the Relationship,” *Society for Consumer Psychology*, Dallas, TX.

**Garcia-Rada, Ximena**, \*Sarah Whitley, Dan Ariely, and Carey Morewedge (November 2017), “The Spirit of Giving: Impure Altruism in Funeral Contracts,” *Society for Judgment and Decision-Making*, Vancouver, BC.

**\*Garcia-Rada, Ximena**, Sarah C. Whitley, Dan Ariely, and Carey K. Morewedge (October 2017), “The Spirit of Giving: Impure Altruism in Funeral Contracts,” *Association for Consumer Research*, San Diego, CA.

**\*Garcia-Rada, Ximena**, Michael I. Norton, and Rebecca K. Ratner (October 2017), “Compromised Experiences, Compromised Relationships,” *Association for Consumer Research*, San Diego, CA.

\*John, Leslie K., **Ximena Garcia-Rada**, and Michael I. Norton (November 2016), “Revision Bias: Preferences for Revised Experiences Absent Objective Improvement,” *Society for Judgment and Decision-Making*, Boston, MA.

**\*Garcia-Rada, Ximena**, Lalin Anik, and Dan Ariely (February 2016), “Consuming Together Makes the Heart Grow Fonder: Selfishness and Sacrifice in Joint Consumption Decisions,” *Society for Consumer Psychology*, St. Petersburg, FL.

## CASE STUDIES AND TEACHING NOTES

---

**Garcia-Rada, Ximena**, Urs P. Jäger, Dennis R. Young, and Kira Schroeder (2015), “Grupo Islita: Is Financial Sustainability Better Secured by Becoming a Non-profit Organisation or a For-profit Enterprise?”

- This case study was featured in the *Journal of Entrepreneurship and Innovation in Emerging Economies* (2015), 1(2), 201-221.

Ickis, John C., Andrea M. Prado, and **Ximena Garcia-Rada** (2013), “FIFCO: Sustainability Champion from an Emerging Economy,” INCAE N. 30790.

- Winner Oikos Case Writing Competition, Corporate Sustainability Track (2013).

Sequeira, Carlos G., and **Ximena Garcia-Rada** (2013), “Sumaq Machu Picchu Hotel,” INCAE N. 12423.

Sequeira, Carlos G., and **Ximena Garcia-Rada** (2012), “Rosa Clandestino,” INCAE N. 30788.

## RESEARCH POSITIONS

---

**Center for Advanced Hindsight, Duke University, United States**

Research Associate, Behavioral Economics Laboratory (2013–2015)

**INCAE Business School, Costa Rica**

Researcher, Faculty Research Center (2011–2012)

## TEACHING EXPERIENCE

---

**Texas A&M University, Mays Business School, United States**

Undergraduate course: Consumer Behavior (Spring 2022)

Instructor evaluation: 4.80/5

**Harvard Extension School, United States**

Open-enrollment elective: Consumer Behavior (Fall 2017)

Instructor evaluation: 5.00/5

**Universidad de Lima, Peru**

Undergraduate course: Introduction to Marketing (Spring 2011)

Instructor evaluation: 18.98/20

## PROFESSIONAL EXPERIENCE

---

### **Metrica Consultoria, Peru**

Marketing and Strategy Consultant (2009–2011)

### **L'Oréal, Peru**

Brand Manager, Marketing Department (2007)

## LANGUAGES

---

Spanish (native), English (fluent), French (intermediate), Italian (basic)

## SERVICE TO THE PROFESSION

---

### *Service to the field*

#### *Ad hoc Reviewer*

Journal of Marketing Research

Journal of Consumer Psychology

Journal of the Association for Consumer Research

Psychology and Marketing

#### *Conference reviewer*

Association for Consumer Research

Society for Consumer Psychology

Society for Judgment and Decision-Making

Behavioral Decision Research in Management

### *Service to Texas A&M University*

Marketing Department, Doctoral Program Committee (2021–present)

### *Service to Harvard University*

Member of HBS Doctoral Programs Student Advisory Committee (2016–2017)

Co-head Tutor, Harvard Program for Research in Markets and Organizations (2017, 2019)

## PROFESSIONAL AFFILIATIONS

---

Association for Consumer Research

Society for Consumer Psychology

Society for Judgment and Decision-Making

## SELECTED MEDIA COVERAGE

---

Wall Street Journal, Forbes, WAMC Northeast Public Radio, Scientific American, Harvard Magazine, Psychology Today, News Wise.