

# XIMENA GARCIA-RADA

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## ACADEMIC POSITIONS

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

## EDUCATION

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**Harvard Business School, United States**  
Doctorate of Business Administration, Marketing (2021)

**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

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

## PEER-REVIEWED PUBLICATIONS

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\*Equal author contribution

1. **\*Garcia-Rada, Ximena**, \*Tami Kim, and \*Peggy J. Liu (in press), “Consumption Sacrifice,” *Journal of Consumer Psychology*.
2. **Garcia-Rada, Ximena**, Michael I. Norton, and Rebecca K. Ratner (2024), “A Desire to Create Shared Memories Increases Consumers’ Willingness to Sacrifice Experience Quality for Togetherness,” *Journal of Consumer Psychology*, 34(2), 247-263.
  - Work featured in *USA Today*, *The Conversation*, and *Harvard Business Review*.
3. **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*, *NPR*, and *Harvard Business Review*.
4. \*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.
  - *Winner of JCP Best Paper by an Early Career Contributor (2023)*
  - *Lead Article, April 2022 issue*
5. **Garcia-Rada, Ximena**, and Tami Kim (2021), “Shared Time Scarcity and the Pursuit of Extraordinary Experiences,” *Psychological Science*, 32(12) 1871–1883.

6. **Garcia-Rada, Ximena** and Michael I. Norton (2020), “Putting Within-Country Political Differences in (Global) Perspective,” *PloS One*, 15(4), e0231794.
7. **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.
8. **Garcia-Rada, Ximena**, Lalin Anik, and Dan Ariely (2019), “Consuming Together (versus Separately) Makes the Heart Grow Fonder,” *Marketing Letters*, 30(1), 27-43.
9. 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.
10. 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.
11. 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.
12. 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

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**Garcia-Rada, Ximena**, Leslie K. John, Ed O’Brien, and Michael I. Norton, “The Revised-is-Quality Heuristic: Why Consumers Prefer Products Labeled as Revised,” invited revision at *Journal of Marketing Research*.

**Garcia-Rada, Ximena**, Grant E. Donnelly, Jenny G. Olson, Hristina Nikolova, and Michael I. Norton, “Couples Underestimate the Hedonic Benefits of Talking about Money,” *under review*.

## SELECTED RESEARCH IN PROGRESS

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\*Equal author contribution

**Garcia-Rada, Ximena**, Fleura Bardhi, and Leonard L. Berry, “Medical Caregiving.”

\***Garcia-Rada, Ximena**, \*Anika Schumacher, and Peggy J. Liu, “The Perceived Time-Unboundedness of Caregiving Responsibilities: Why Caregivers Are Less Likely to Choose Leisure.”

\***Garcia-Rada, Ximena**, \*Alicia Johnson, and Emily Garbinsky, “Financial Communication when Caring Up.”

Kim, Nicole, **Ximena Garcia-Rada**, and Rebecca K. Ratner, “Splitting the Bill in Shared Consumption.”

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

## OTHER PUBLICATIONS

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### *Popular press articles*

**Garcia-Rada, Ximena**, Michael I. Norton, and Rebecca K. Ratner (2023), “Consumers Choose Shared Experiences Over Quality Ones,” *Harvard Business Review* (online).

**Garcia-Rada, Ximena**, Michael I. Norton, and Rebecca K. Ratner (2023), “Travelers will refuse an upgrade to sit near a loved one – new research into when people want to share experiences,” *The Conversation*.

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

**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*.

Ariely, Dan, and **Ximena Garcia-Rada** (2019), “Corruption Is Contagious: Dishonesty begets dishonesty, rapidly spreading unethical behavior through a society,” *Scientific American*.

### *Book chapter*

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

## HONORS AND AWARDS

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Winner of Best Paper by an Early Career Contributor, Journal of Consumer Psychology (2023)  
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

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Duke University, Marketing (April 2024)  
Arizona State University, Doctoral Seminar in Consumer Behavior (January 2024)  
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

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\* 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**, Grant E. Donnelly, Jenny G. Olson, Hristina Nikolova, and Michael I. Norton (March 2024), “Couples Underestimate the Benefits of Talking about Money,” *Society for Consumer Psychology*, Nashville, TN.

\***Garcia-Rada, Ximena** and Anika Schumacher (March 2024), “Caregiving Responsibilities Discourage Leisure Consumption,” *Society for Consumer Psychology*, Nashville, TN.

**Garcia-Rada, Ximena**, Tami Kim, and \*Peggy J. Liu (March 2024), “Consumption Sacrifice,” *Society for Consumer Psychology*, Nashville, TN.

Kim, Nicole, **Ximena Garcia-Rada**, and \*Rebecca K. Ratner (March 2024), “Splitting the Bill in Shared Consumption,” *Society for Consumer Psychology*, Nashville, TN.

Liu, Peggy L., \*Theresa Kwon, **Ximena Garcia-Rada**, and Nicole Kim (March 2024), “Dimensions of Shared Consumption,” *Society for Consumer Psychology*, Nashville, TN.

\***Garcia-Rada, Ximena** and Anika Schumacher (October 2023), “Caregiving Responsibilities Discourage Leisure Consumption,” *Association for Consumer Research*, Seattle, WA.

Liu, Peggy L., Theresa Kwon, \***Ximena Garcia-Rada**, and Nicole Kim (October 2023), “The Six Dimensions of Shared Consumption,” *Association for Consumer Research*, Seattle, WA.

\*Kim, Nicole, **Ximena Garcia-Rada**, and Rebecca K. Ratner (October 2023), “Splitting the Bill in Shared Consumption,” *Association for Consumer Research*, Seattle, WA.

\***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), "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.

## TEACHING EXPERIENCE

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

Undergraduate course: Consumer Behavior (2022-Present)

Spring 2022 Instructor evaluation: 4.8/5.0

Spring 2023 Instructor evaluation: 4.7/5.0

### **Harvard Extension School, United States**

Open-enrollment elective: Consumer Behavior (Fall 2017)

Instructor evaluation: 5.0/5.0

### **Universidad de Lima, Peru**

Undergraduate course: Introduction to Marketing (Spring 2011)

Instructor evaluation: 18.9/20

## SERVICE TO THE PROFESSION

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### *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  
Journal of Business Research  
Journal of Experimental Psychology: General  
Social and Personality Psychology Compass  
Group Processes and Intergroup Relationships

#### *Conference reviewer*

Association for Consumer Research  
Society for Consumer Psychology  
Society for Judgment and Decision-Making  
AMA Consumer Behavior Special Interest Group

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

Marketing, Doctoral Program Committee (2021–present)  
Marketing, Friday Conversations Committee (2022-2023)  
Marketing, Faculty Recruiting Committee (2023–present)

## PROFESSIONAL EXPERIENCE

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### **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)

### **Metrica Consultoria, Peru**

Marketing and Strategy Consultant (2009–2011)

### **L'Oréal, Peru**

Brand Manager, Marketing Department (2007)

## SELECTED MEDIA COVERAGE

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Wall Street Journal, Forbes, WAMC Northeast Public Radio, USA Today, Harvard Magazine, Psychology Today, News Wise, Daily Mail.

## LANGUAGES

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