

XIMENA GARCIA-RADA

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EDUCATION

Harvard Business School, United States

Doctoral candidate, Marketing (expected 2021)

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, experiential consumption, interpersonal decision-making.

JOURNAL PUBLICATIONS

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.

Garcia-Rada, Ximena, Lalin Anik, and Dan Ariely (2019), "Consuming Together (versus Separately) Makes the Heart Grow Fonder," *Marketing Letters*, 30(1), 27-43.

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.

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.

Mann, Heather E., **Ximena Garcia-Rada**, Lars Hornuf, and Juan Tafurt (2016), "What Deters Crime: Comparing the Effectiveness of Legal, Social and Internal Sanction across Countries," *Frontiers in Psychology, Cognitive Science*, 7, 85-98.

Mann, Heather E., **Ximena Garcia-Rada**, Dan Houser, and Dan Ariely (2014), "Everybody Else Is Doing It: Exploring Social Transmission of Lying Behavior," *Plos One*, 9(10), e109591.

MANUSCRIPTS UNDER REVIEW

* equal author contribution

Invited revisions

Garcia-Rada, Ximena, Mary Steffel, Eleanor F. Williams, and Michael I. Norton, “A Preference for Effort When Caring for Close Others,” invited revision at *Journal of Consumer Research* (*job market paper*).

Garcia-Rada, Ximena, and Tami Kim, “Time Scarcity in Close Relationships and the Pursuit of Extraordinary Experiences,” invited revision at *Psychological Science*.

Garcia-Rada, Ximena, Leslie K. John, Ed O’Brien, and Michael I. Norton, “A Preference for Revision Absent Objective Improvement,” invited revision at *Journal of Marketing Research*.

- Harvard Business School Working Paper, No. 19-087.

*Whitley, Sarah C., ***Ximena Garcia-Rada**, Fleura Bardhi, Dan Ariely, and Carey K. Morewedge, “Spending on Close Others: From a Funeral Perspective,” invited revision at *Journal of Consumer Psychology*.

Manuscripts under first-round review

Kim, Tami, and **Ximena Garcia-Rada**, “From Lovers to Coworkers: The Interplay between Self and Partner's Identity Gap and Consequences for Relationship Quality.”

Garcia-Rada, Ximena, Jimin Nam, and Michael I. Norton, “Novel Parenting Rituals in Response to COVID-19.”

SELECTED RESEARCH IN PROGRESS

“A Preference for Togetherness: The Belief That Companionship Compensates for Mediocre Experiences,” with Michael I. Norton and Rebecca K. Ratner, *data collection in progress*.

“Putting It All Out on the Kitchen Table: An Examination of Couples’ Financial Communication,” with Grant E. Donnelly, Jenny G. Olson, Hristina Nikolova, and Michael I. Norton, *data collection in progress*.

- Winner Long-Term Research Grant, Think Forward Initiative.

“Avoiding Close Others,” with Mario L. Small, Kristina Brant, and Leslie K. John, *manuscript in preparation*.

OTHER PUBLICATIONS

Book chapter

Prado, Andrea, John Ickis, and **Ximena Garcia-Rada**, “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, 2014. 85-112.

Popular press

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

HONORS AND AWARDS

AMA-Sheth Doctoral Consortium Fellow (2019)
Winner, Long-Term Research Grant, Think Forward Initiative (2019–2021)
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)

CONFERENCE PARTICIPATION

* denotes presenter

Chaired symposia

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

Paper presentations

***Ximena Garcia-Rada** (February 2021), “Clicking through Consumption: The Relationship and Marketing Consequences of Shared Reality,” Invited Speaker to the Shared Reality and Authenticity Preconference, *Society for Personality and Social Psychology*.

***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 due to 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 C. Whitley, Dan Ariely, and Carey K. 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.

Poster presentations

***Garcia-Rada, Ximena**, Lalin Anik, and Dan Ariely (November 2015), “Consuming Together Makes the Heart Grow Fonder: Selfishness and Sacrifice in Joint Consumption Decisions,” *Society for Judgment and Decision-Making*, Chicago, IL.

*Mann, Heather E., ***Ximena Garcia-Rada**, Lars Hornuf, Juan Tafurt, and Dan Ariely (February 2014), “Cheating across Cultures,” *Society for Personality and Social Psychology*, Austin, TX.

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)

Advisor: Dan Ariely

INCAE Business School, Costa Rica

Researcher, Faculty Research Center (2011–2012)

TEACHING EXPERIENCE

Instructor

Harvard Extension School, United States

Open-enrollment elective: Consumer Behavior (Fall 2017)

Instructor evaluation: 5.00/5

Universidad de Lima, Peru

Undergraduate required 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

Conference reviewer: ACR, SCP, BDRM (2016–2019)

Trainee reviewer, *Journal of Consumer Research* (2016)

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

Society for Personality and Social Psychology

RELEVANT DOCTORAL COURSEWORK

Marketing and related fields

Consumer Behavior I (Anat Keinan, Harvard Business School)
Consumer Behavior II (John Deighton, Harvard Business School)
Marketing Models (Doug Chung, Harvard Business School)
Micro Topics in Organizational Behavior (Mike Norton, Harvard Business School)
Behavioral Approaches to Decision Making (Francesca Gino, Harvard Business School)
Behavioral Economics, Public Policy and Law (Cass Sunstein, Harvard Law School)
Seminar in Social Psychology (Joshua Greene, Harvard University)

Statistics and methods

Applied Analysis of Variance (Madeline Carrig, Duke University)
Applied Correlation and Regression Analysis (Madeline Carrig, Duke University)
Multivariate Analysis in Psychology (James Sidanius, Harvard University)
Intermediate Statistical Analysis (Patrick Mair, Harvard University)
Psychometric Theory and Methods (Patrick Mair, Harvard University)
Experimental Methods (Carey Morewedge, Boston University)

Short courses

Mediation and Moderation (Mark Gavin, CARMA 2016)
Dyadic Data Analysis (David A. Kenny and Randi Garcia, University of Connecticut DATIC 2017)
Case Method Teaching Seminar (Harvard Business Publishing 2018)

REFERENCES

Michael I. Norton

Harold M. Brierley Professor of Business Administration
Harvard Business School, Harvard University
mnorton@hbs.edu

Leslie K. John

Marvin Bower Associate Professor
Harvard Business School, Harvard University
ljohn@hbs.edu

Rebecca K. Ratner

Dean's Professor of Marketing
Robert H. Smith School of Business, University of Maryland
rratner@rhsmith.umd.edu

Dan Ariely

James B. Duke Professor of Psychology and Behavioral Economics
Duke University
dan@danariely.com

DOCTORAL DISSERTATION

Title: Consumer Behavior in Close Relationships

Chair: Michael I. Norton

Committee members: Leslie K. John, Ryan W. Buell, John T. Gourville, and Rebecca K. Ratner

Overview: In my dissertation, I examine consumer decision-making in the context of close personal relationships. Close relationships are characterized by high interdependence, commitment, and investment (Hendrick et al. 1988; Rusbult 1980) and often affect everyday activities and preferences (Berscheid, Snyder, and Omoto 1989; Cavanaugh 2016; Van Lange et al. 1997). In my dissertation, I examine how consumers make choices when close others (e.g., partners, family members, and friends) are involved in the consumption experience and how such choices impact their individual well-being and their relationships. Broadly, my dissertation proposes a framework of interpersonal consumption that includes relationship closeness as a ubiquitous but understudied driver of consumer choice.

APPENDIX: SELECTED ABSTRACTS

Garcia-Rada, Ximena, Mary Steffel, Elanor F. Williams, and Michael I. Norton, “A Preference for Effort When Caring for Close Others,” invited revision at *Journal of Consumer Research (job market paper and dissertation essay #1)*.

Many new products are designed to simplify caregiving and make consumers' lives easier when providing direct care to close others, from premade meals to feed families to robo-cribs that automatically rock babies back to sleep. Yet, using these products may come with a cost: consumers feel they have not exerted *enough* effort because that very ease may signal that they are failing to be loving and dedicated caregivers. Nine experiments show that consumers feel like worse caregivers when they use effort-reducing products because they perceive that their caregiving lacks symbolic meaning. Specifically, choosing effort-reducing products makes consumers feel that they are doing a worse job of signaling that they care about their loved ones even when effort-reducing products might provide similar quality of care. Taken together, these findings expand our current understanding of effort, caregiving, and, more broadly, the many choices that consumers make in the context of close relationships.

Garcia-Rada, Ximena, and Tami Kim, “Time Scarcity in Close Relationships and the Pursuit of Extraordinary Experiences,” invited revision at *Psychological Science (dissertation essay #2)*.

Shared time with loved ones is becoming increasingly scarce for today's consumers. Five studies examine how shared time scarcity impacts consumption choices: when consumers perceive their time with a relationship partner as scarce, they prioritize sharing extraordinary experiences. Study 1 tests this notion in an experiment conducted on a social media platform. Studies 2A–B demonstrate that the effect of shared-time scarcity on preferences for extraordinary experiences is driven by a desire to maximize the limited time with a partner, which translates into increasing the memorability of the experiences. This need to maximize limited time compels consumers to prioritize the extraordinariness of an activity over convenience (Studies 2A–B) and quantity (Study 3) and only occurs when consumers value the time they will be sharing with their relationship partner (Study 4). Taken together, we examine time scarcity from an interpersonal rather than an intrapersonal perspective, offering the first exploration of the link between shared time and experiential consumption in the context of close relationships.

Garcia-Rada, Ximena, Michael I. Norton, and Rebecca K. Ratner, “A Preference for Togetherness: The Belief That Companionship Compensates for Mediocre Experiences,” data collection in progress (*dissertation essay #3*).

A combination of archival data, laboratory experiments, and surveys documents a preference for togetherness. People overestimate the benefits of sharing experiences with others, leading them to make choices that sacrifice experience quality in pursuit of interpersonal benefits that fail to materialize. Specifically, people mistakenly forecast the extent to which they will interact with partners during experiences—even for experiences that specifically discourage interaction, such as lectures and plays. As a result, people both overestimate the contribution of attributes of their interactions (e.g., physical contact) and underestimate the contribution of attributes of the experience itself (e.g., objective quality of an item) to their overall enjoyment, choosing togetherness even when it does not outweigh the quality of the experience.

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.

Four studies reveal the benefits of relationship rituals: couples with relationship rituals report more positive emotions and greater relationship satisfaction and commitment than those without them. We show that rituals are crucial for understanding consumption practices in romantic relationships. Using a sample of romantic dyads, we identify a novel moderating role of mutual agreement, such that both members of a couple must agree that they have a ritual: different couples can see the same consumption behavior (e.g., paying for a weekly date night) as either a ritual or a routine and the benefits accrue only to those couples who jointly view it as a symbolically meaningful ritual. We contribute to the literature on rituals by empirically documenting the relationships between rituals, specific emotions, and relationship satisfaction and by demonstrating that the same sequence of actions can have different psychological effects due to the role of mutual agreement. Finally, we contribute to research on consumers’ shared experiences by suggesting a novel mechanism for committing to such experiences: relationship rituals.

Garcia-Rada, Ximena, Lalin Anik, and Dan Ariely (2019), “Consuming Together (versus Separately) Makes the Heart Grow Fonder,” *Marketing Letters*, 30(1), 7-43.

Across three studies, we investigate how consumers in romantic relationships make decisions when choosing an item to share with their partner. We show that consumers will forgo their preferred alternative for an option that is more aligned with the preferences of their partner when consuming the same item together rather than separately. We theorize and show that when consuming together (vs. separately), consumers’ purchase motivation shifts from being utilitarian (e.g., satisfying one’s hunger) to hedonic (e.g., having an enjoyable evening). Consequently, when consuming together (vs. separately), consumers weigh more highly their partner’s affective reactions to the item and overall experience, leading them to pick a less-preferred option in an effort to please their partner. In sum, we provide a framework that contributes novel insight into the tradeoffs that consumers make between their preferences and the preferences of others.