

ASHWANI MONGA

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WORK EXPERIENCE

Administrative Appointments

Rutgers University, Newark

2019-Present: Provost and Executive Vice Chancellor

Rutgers Business School, Newark and New Brunswick

2017-2019: Vice Dean for Academic Programs and Innovations

2014-2017: Chair of the Marketing department

Moore School of Business, University of South Carolina, Columbia

2012-2014: Coordinator of the Ph.D. Program in Marketing

Academic Appointments

Rutgers Business School, Newark and New Brunswick

2014-Present: Professor of Marketing (with tenure)

Moore School of Business, University of South Carolina, Columbia

2011-2014: Associate Professor of Marketing (with tenure)

Summer 2012: Visiting Professor at Koç University, Turkey

2008-2011: Assistant Professor of Marketing

College of Business, University of Texas, San Antonio

2004-2008: Assistant Professor of Marketing

Carlson School of Management, University of Minnesota, Twin Cities

1999-2004: Course Instructor / Research Assistant (during Ph.D. in Marketing)

Other

SmithKline (1997-1999), Kwality (1994-1995), Marico (summer 1996), Amrit (summer 1993)

EDUCATION

Carlson School of Management, University of Minnesota, Twin Cities
Ph. D., 1999-2004, major in marketing, minors in psychology and statistics

Indian Institute of Management, Ahmedabad
M. B. A. (Postgraduate Diploma in Management), 1995-1997, major in agribusiness

National Dairy Research Institute, Karnal
B. Tech., 1990-1994, major in dairy technology

HONORS

Research

Marketing Science Institute (MSI) Scholar for excellence in marketing scholarship, 2018
One of 34 MSI scholars worldwide.

University President's Distinguished Award for Research Achievement, University of Texas, San Antonio, 2008
One of 3 awards across the University.

Honors during PhD program at the University of Minnesota
AMA-Sheth Doctoral Consortium Fellow, 2003
Dissertation Proposal Competition Award, 2003
Haring Symposium Fellow, 2002

Journal Appointments: Associate Editor (AE) and member of Editorial Review Board (ERB)

- Journal of Consumer Research*
 - AE (2018-Present), ERB (2013-2017)
 - Outstanding Reviewer, 2016
- Journal of Consumer Psychology*
 - AE (2014-Present), ERB (2012-2014)
 - Outstanding Reviewer, 2014
- Journal of Marketing*
 - ERB (2018-Present; 2013-2014)
- Journal of Marketing Research*
 - ERB (2017-Present)
- International Journal of Research in Marketing*
 - ERB (2015-Present)

Teaching

Doctoral Student Professor of the Year Award, University of South Carolina, 2014
Business school level award

Mortar Board Teaching Excellence Award, University of South Carolina, 2012
University level award

Two Thumbs Up Award for improving classroom experience of students with disabilities,
University of South Carolina, 2010
University level award

Other

Young Alumni Achiever's Award, Indian Institute of Management, Ahmedabad, 2017-2018
Awarded to alumni achievers who are 45 or younger.

RESEARCH INTERESTS

Biases in consumers' judgments and decisions, with a focus on the psychology/economics of time and money (e.g., how consumers value their time, how they spend time differently from money, and how time influences consumers' patience and self-control).

MEDIA COVERAGE

Asbury Park Press, Atlantic, Bergen Record, Bloomberg Businessweek, Canadian Broadcasting Corporation, Charlotte Observer, Huffington Post, International Business Times, KGO Radio—San Francisco, NDTV, New Jersey Public TV, Times of India, Washington Post, World Journal, USA Today, Yahoo Finance, etc.

PUBLISHED JOURNAL ARTICLES

(Names marked with * are the lead/ equal-contribution authors.)

1. Monga, Ashwani* and Ozum Zor* (2019), "Time versus Money," *Current Opinion in Psychology*, 26, April, 28-31.

2. Siddiqui, Rafay A.*, Ashwani Monga, and Eva Buechel (2018), "When Intertemporal Rewards Are Hedonic, Larger Units of Wait Time Boost Patience," *Journal of Consumer Psychology*, 28, 4 (October), 612-628.
3. Monga, Ashwani*, Frank May*, and Rajesh Bagchi* (2017), "Eliciting Time versus Money: Time Scarcity Underlies Asymmetric Wage Rates," *Journal of Consumer Research*, 44, 4 (December), 833-852.
4. Siddiqui, Rafay A.*, Frank May*, and Ashwani Monga* (2017), "Time Window as a Self-Control Denominator: Shorter Windows Shift Preference toward Virtues and Longer Windows toward Vices," *Journal of Consumer Research*, 43, 6 (April), 932-949.
5. May, Frank* and Ashwani Monga (2014), "When Time Has a Will of Its Own, the Powerless Don't Have the Will to Wait: Anthropomorphism of Time Can Decrease Patience," *Journal of Consumer Research*, 40, 5 (February), 924-942.
6. Siddiqui, Rafay A.*, Frank May*, and Ashwani Monga* (2014), "Reversals of Task Duration Estimates: Thinking How rather than Why Shrinks Duration Estimates for Simple Tasks, but Elongates Estimates for Complex Tasks," *Journal of Experimental Social Psychology*, 50, 1 (January), 184-189.
7. Monga, Ashwani* and Rajesh Bagchi* (2012), "Years, Months, and Days versus 1, 12, and 365: The Influence of Units versus Numbers," *Journal of Consumer Research*, 39, 1 (June), 185-198.
 - o Reprinted in JCR's Research Curations (June 2013 Supplement, S198-S211)
8. Monga, Ashwani*, Haipeng Chen, Michael Tsiros, and Mona Sinha (2012), "How Buyers Forecast: Buyer-Seller Relationship as a Boundary Condition of the Impact Bias," *Marketing Letters*, 23, 1 (March), 31-45.
9. Soster, Robin L.*, Ashwani Monga*, and William O. Bearden (2010), "Tracking Costs of Time and Money: How Accounting Periods Affect Mental Accounting," *Journal of Consumer Research*, 37, 4 (December), 712-721.
10. Saini, Ritesh*, Raghunath S. Rao*, and Ashwani Monga* (2010), "Is that Deal Worth My Time? The Interactive Effect of Relative and Referent Thinking on Willingness to Seek a Bargain," *Journal of Marketing*, 74, 1 (January), 34-48.
11. Monga, Ashwani* and Ritesh Saini* (2009), "Currency of Search: How Spending Time on Search is Not the Same as Spending Money," *Journal of Retailing*, 85, 3 (September), 245-257.
 - o Lead Article of Special issue on Consumer Behavior
12. Saini, Ritesh* and Ashwani Monga* (2008), "How I Decide Depends on What I Spend: Use of Heuristics is Greater for Time than for Money," *Journal of Consumer Research*, 34, 6 (April), 914-922.

13. Monga, Ashwani* and Michael J. Houston (2006), "Fading Optimism in Products: Temporal Changes in Expectations about Performance," *Journal of Marketing Research*, 43, 4 (November), 654-663.
14. Monga, Ashwani* and Akshay R. Rao (2006), "Domain-Based Asymmetry in Expectations of the Future," *Organizational Behavior and Human Decision Processes*, 100, 1 (May), 35-46.
15. Monga, Ashwani* and Rui Zhu* (2005), "Buyers Versus Sellers: How They Differ in Their Responses to Framed Outcomes," *Journal of Consumer Psychology*, 15, 4, 325-333.

CONFERENCE PRESENTATIONS

(SCP = Society for Consumer Psychology; ACR = Association for Consumer Research; Mkt Sci = Marketing Science)

1. Zor, Ozum, Hannah Kim, and Ashwani Monga, "Time-Of-Day Effects on Consumers' Social Media Engagement," 2018 ACR Conference, Dallas, Texas.
2. Zor, Ozum, Kihyun Hannah Kim, and Ashwani Monga, "Time-of-Day Effects on Consumers' Engagement on Social Media," 2018 Mkt Sci Conference, Philadelphia, Pennsylvania.
3. Panelist for "Associate Editor Pet Peeves," 2018 SCP Conference, Dallas, Texas.
4. Siddiqui, Rafay, Ashwani Monga, and Eva Buechel, "Time Units and Patience," 2017 ACR Conference, San Diego, California.
5. Zor, Ozum, Rafay Siddiqui, and Ashwani Monga, "The Effect of Free Shipping on Consumer Patience," 2017 ACR conference, San Diego, California (poster).
6. May, Frank and Ashwani Monga, "Framing Wait Time Changes Time Perception and Patience," 2016 ACR conference, Berlin, Germany.
7. Siddiqui, Rafay, Ashwani Monga, and Eva Buechel, "Time Units and Patience," 2016 SCP Conference, St. Petersburg, Florida.
8. Siddiqui, Rafay, Frank May, and Ashwani Monga, "Timely Vices and Virtues," 2015 ACR Conference, New Orleans, Louisiana.
9. Siddiqui, Rafay, Frank May, and Ashwani Monga, "Virtue vs. Vice: The Effect of Time Window on Preference," 2014 Southeast Marketing Symposium, Fayetteville, Arkansas.

10. Siddiqui, Rafay, Frank May, and Ashwani Monga, "When Why=Short Duration and How=Long Duration: The Moderating Role of Task Complexity," 2013 ACR conference, Chicago, Illinois.
11. May, Frank and Ashwani Monga, "Ingroup-Outgroup Asymmetry for Donations of Time versus Money," 2013 ACR conference, Chicago, Illinois.
12. Siddiqui, Rafay, Frank May, and Ashwani Monga, "When Abstract=Near and Concrete=Far: The Interactive Effects of Construal Level and Complexity on Temporal Perceptions," 2013 SCP conference, San Antonio, Texas.
13. May, Frank and Ashwani Monga, "Power over When: If Time is Human, Humans Act When They Want," 2012 ACR Conference, Vancouver, Canada.
14. Invited speaker: "Conversations on Time and Money," 2012 SCP Conference, Las Vegas, Nevada.
15. Monga, Ashwani and Rajesh Bagchi, "Units versus Numbers," 2011 Mkt Sci Conference, Houston, Texas.
16. Monga, Ashwani and Rajesh Bagchi, "Days vs. Months: How Units of Time Change Duration Sensitivity," 2011 SCP Conference, Atlanta, Georgia.
17. Monga, Ashwani and Rajesh Bagchi, "Effect of Temporal Units on Duration Sensitivity," 2010 ACR Conference, Jacksonville, Florida.
18. Soster, Robin L., Ashwani Monga, and William O. Bearden, "Mental Accounting of Time versus Money," 2010 EACR Conference, London, England.
19. Soster, Robin L., Ashwani Monga, and William O. Bearden, "Tracking Costs of Time and Money," 2009 ACR Conference, Pittsburgh, Pennsylvania.
20. Saini, Ritesh, Raghunath S. Rao, and Ashwani Monga, "Seeking Bargains: Is that Worth My Time?," 2008 Great Lakes-NASMEI Conference, Chennai, India.
21. Saini, Ritesh, Raghunath S. Rao, and Ashwani Monga, "Is that Bargain Worth My Time?," 2008 ACR Conference, San Francisco, California.
22. Monga, Ashwani and Ritesh Saini, "Qualitative Shifts in Decision Making: Effect of the Nature of Expenditure," 2008 SCP Conference, New Orleans, LA.
23. Monga, Ashwani and Ritesh Saini, "Nature of Currency: Effects on Decision Making," 2008 AMA Winter Conference, Austin, Texas.
24. Monga, Ashwani and Ritesh Saini, "Time versus Money: Differential Use of Heuristics," 2007 ACR Conference, Memphis, Tennessee.

25. Saini, Ritesh and Ashwani Monga, "Currency of Search: Time versus Money," 2006 ACR Conference, Orlando, Florida.
26. Monga, Ashwani, and Ritesh Saini, "Time versus Money as the Cost of Search: Differential Impact on Search Behavior," 2006 Mkt Sci Conference, Pittsburgh, Pennsylvania.
27. Monga, Ashwani and Michael J. Houston, "The Fading of Optimism: Temporal Changes in Expectations about Product Performance," 2004 ACR Conference, Portland, Oregon.
28. Monga, Ashwani and Akshay R. Rao, "What Will the Future Bring? Subjective Assessments of Future Probabilities Based on Prior Outcomes in Different Domains," 2004 SCP Conference, San Francisco, California.
29. Monga, Ashwani and Rui Zhu, "What Makes You Happier—A Nonloss or a Gain? The Moderating Role of Regulatory Focus and Need for Cognition," 2003 ACR Conference, Toronto, Canada.
30. Monga, Ashwani, "Brand Extensions: Impact of Directional Goals on Expected Evaluation," 2002 Haring Symposium, Bloomington, Indiana.
31. Monga, Ashwani and Michael J. Houston, "The Brand Extension Evaluation Process: Insights from the Continuum Model of Impression Formation," 2001 ACR Conference, Austin, Texas.

TEACHING

(Scores denote student evaluations on instructor teaching effectiveness.)

Consumer Behavior (Undergraduate)

University of South Carolina

2008-2013 (avg. for 12 sections; several sections > 100 students): 4.4 (1 to 5 scale)

Koç University, Turkey

2012 (1 section): +2.7 (-3 to +3 scale)

University of Texas, San Antonio

2004-08 (avg. for 16 sections): 4.6 (1 to 5 scale)

University of Minnesota

2002-03 (avg. for 2 sections): 5.6 (1 to 7 scale)

Global Business Issues II (International M. B. A.)

University of South Carolina

2011-2013 (avg. for 3 sections): 4.6 (1 to 5 scale) [Course included field visits to China.]

Consumer Behavior (M. B. A.)

Rutgers Business School

2014-2017 (avg. for 5 sections): 4.4 (1 to 5 scale)

Seminar on Consumer Research (Ph. D.)

Rutgers Business School

2016-2017 (2 sections): 4.4 (1 to 5 scale)

University of South Carolina

2010-2012 (avg. for 2 sections): 4.8 (1 to 5 scale)

CX Psychology Module of Customer-Centric Management (Executive Education)

Rutgers Business School

March 2018 (Open Enrollment)

June 2018 (Custom program for AT&T)

April 2019 (Open Enrollment)

THESIS COMMITTEES

Rutgers Business School

Co-Chair, Ozum Zor, Ph.D. in Marketing, in progress.

Committee member, Daniel Wall, M.S. in Cognitive Psychology, 2017 (joined Ph.D. program in Social & Decision Sciences at Carnegie Mellon)

University of South Carolina

Co-Chair, Rafay Siddiqui, Ph.D. in Marketing, 2016 (placed at Hong Kong Polytechnic)

Chair, Frank May, Ph.D. in Marketing, 2014 (placed at Virginia Tech)

Co-chair, Robin Soster, Ph.D. in Marketing, 2011 (placed at Univ. of Arkansas)

Committee member, Christopher Ling, Ph.D. in Marketing, 2017 (placed at Dan Ariely's BEworks)

Committee member, Stefanie Robinson, Ph.D. in Marketing, 2012 (placed at North Carolina State Univ.)

Committee member, Wilson Lin, Ph.D. in Marketing (SUNY Binghamton), 2014 (placed at SUNY Oneonta)

University of Texas, San Antonio

Honors Thesis Reader, Lauren Schulze, B.B.A. in Marketing, 2006

SERVICE

Discipline

Associate Editor

Journal of Consumer Research, 2018-Present
Journal of Consumer Psychology, 2014-Present

Editorial Review Board

Journal of Marketing, 2018-Present; 2013-2014
Journal of Marketing Research, 2017-Present
International Journal of Research in Marketing, 2015-Present
Journal of Consumer Research, 2013-2017 (Outstanding Reviewer, 2016)
Journal of Consumer Psychology, 2012-2014 (Outstanding Reviewer, 2014)

Ad-Hoc Reviewing

Journals

Journal of the Association for Consumer Research; *Journal of Behavioral Decision Making*; *Journal of Retailing*; *Management Science*; *Marketing Letters*; *Personnel Psychology*; *Psychological Reports*; *PLOS One*

Funding Proposals

National Science Foundation (Decision, Risk, Management Science); Israel Science Foundation; Australian Research Council; Research Foundation—Flanders (FWO, Belgium)

Conferences and Dissertation Competitions

SCP Dissertation Proposal Competition; AMA Howard Dissertation Competition; AMA Winter Conference; AMA Summer Conference; Academy of Marketing Science Conference; Society for Consumer Psychology Conference; Association for Consumer Research Conference

External referee for tenure cases of several universities.

Professional Organizations

SCP Education and Training Chair (includes organizing the annual dissertation proposal competition), 2016-2018

SCP Doctoral Consortium Faculty, 2015, 2016

Co-chair, Consumer Behavior Track

2011 AMA Winter Conference (with Tina Lowrey)

2009 AMA Winter Conference (with Juliet Zhu)

Conference Program Committees of European ACR (2018); SCP (2011-2013); and ACR (2012)

Rutgers University

Department Level

Department Chair, 2014-2017

Selected by Rutgers University as a Fellow for the Department Executive Officer program (3-day Big 10 leadership seminar in Chicago), 2016

College Level

Vice Dean, Academic Programs and Innovations, 2017-2019; Member, Appointments and Promotions Committee, 2014-2015; Member, Task Force on Flexible Teaching Assignments, and Task Force on Public Scholarship, 2014

University Level: RU (Rutgers system), RU-N (Rutgers, Newark) and RU-NB (Rutgers, New Brunswick)

Provost and Executive Vice Chancellor (RU-N), 2019-Present; Member, University Committee on the Prevention of Sexual Harassment at Rutgers, 2018-Present (RU); Member, Working group on Missions and Goals for Middle States Accreditation (RU), 2016-2018; Member, Working group on Honors Living Learning Community (RU-N), 2014-2015; Mentor, Honors Program (RU-NB), 2015-Present

University of South Carolina

Department Level

Ph.D. Program Coordinator: 2012-2014

Committee Chair, Non-traditional Teaching of Courses Committee, 2010-2011; Undergrad Curriculum Review Committee, 2009; Committee Member, Faculty Recruitment Committee, 2013-2014

College Level

Committee Member: Ph.D. Program Faculty Committee, 2012-2014; Internal Communications Task Force, 2011-2012; Faculty Advisory Committee, 2010-2012; Undergraduate Program Faculty Committee, 2009-2010

University Level

Committee Member, Faculty Committee on Instructional Development, 2011-2014; Vice Provost's Advisory Committee for India-related events, 2012-2014; Faculty Senate, 2009-2012; Faculty Advisor, Indian Student Organization, 2011-2014; Judge, Graduate Student Presentations, 2009

University of Texas, San Antonio

Department Level

Committee Member, Ph.D. student selection committee, 2007-2008; Undergrad & MBA Curriculum Review Committee, 2006-2007; Faculty Recruitment Committee, 2004-2006

College Level

Committee Member: Dean's Assistant Professor Council, 2005-06

University Level

Committee Member: Faculty Senate, 2007-2008; Institutional Review Board (alternate member), 2006-2008

PROFESSIONAL MEMBERSHIPS

Association for Consumer Research; Society for Consumer Psychology; American Marketing Association