

# ASHWANI MONGA

ashwani.monga@rutgers.edu 210-663-0740

---

## 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, 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.)

### *Industry Positions*

SmithKline Beecham

1997-1999: Assistant Manager

Kwality

1994-1995: Production Executive

Internships

Summer 1996: Marico

Spring 1994: Kwality

Summer 1993: Amrit

### *Journal Appointments*

Journal of Consumer Psychology

2014-Present: Associate Editor

2012-2014: Editorial Review Board member

Journal of Consumer Research

2018-Present: Associate Editor

2013-2017: Editorial Review Board member

Journal of Marketing Research

2020-Present: Associate Editor

2017-2020: Editorial Review Board member

Journal of Marketing

2013-14; 2018-Present: Editorial Review Board member

International Journal of Research in Marketing

2015-Present: Editorial Review Board member

## EDUCATION

### *Ph.D.*

Carlson School of Management, University of Minnesota, Twin Cities  
1999-2004: Doctoral degree in Business Administration; major in marketing; minors in psychology and statistics

### *M.B.A.*

Indian Institute of Management, Ahmedabad  
1995-1997: Postgraduate Diploma in Management; major in agribusiness  
(2018: IIMA Young Alumni Achievers Award)

### *B.Tech.*

National Dairy Research Institute, Karnal  
1990-1994: Bachelor of Technology; major in dairy tech

## HONORS

2020: Outstanding Reviewer Award, Journal of Marketing

2018: Marketing Science Institute (MSI) Scholar  
(Awarded for excellence in marketing scholarship)

2018: Young Alumni Achievers Award, Indian Institute of Management, Ahmedabad  
(Awarded to alumni achievers who are 45 or younger)

2016: Outstanding Reviewer Award, Journal of Consumer Research

2014: Doctoral Students' Professor of the Year Award, University of South Carolina

(Business school level award)

2014: Outstanding Reviewer Award, Journal of Consumer Psychology

2012: Mortar Board Teaching Excellence Award, University of South Carolina

(University level award)

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

(University level award)

2008: President's Distinguished Award for Research Achievement, University of Texas, San Antonio

(University level award)

2003: Dissertation Proposal Competition Award, University of Minnesota

(Business school level award)

2003: AMA-Sheth Doctoral Consortium Fellow, University of Minnesota

(Department level nomination)

2002: Haring Symposium Fellow, University of Minnesota

(Department level nomination)

## RESEARCH INTERESTS

Biases in consumers' judgments and decisions, with a focus on the psychology of time and money, examining questions such as:

How consumers value their time

How consumers spend time differently from money

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.

## BOOK

Monga, Ashwani and Rajesh Bagchi (2019), *Becoming a Consumer Psychologist*, Routledge, Taylor & Francis Group.

## BOOK CHAPTER

Monga, Ashwani, Ozum Zor, and Rafay Siddiqui (Forthcoming), "Time" in *APA Handbook of Consumer Psychology*, American Psychological Association.

## JOURNAL ARTICLES

Morewedge, K. Carey, Ashwani Monga, Robert W. Palmatier, Suzanne B. Shu, and Deborah A. Small (Forthcoming), "Evolution of Consumption: A Psychological Ownership Framework," *Journal of Marketing*.

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

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.

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.

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.

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.

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.

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.

- Reprinted in *JCR's Research Curations* (June 2013 Supplement, S198-S211)

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.

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.

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.

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.

- Lead Article of Special issue on Consumer Behavior

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.

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.

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.

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

ACR = Association for Consumer Research

AMA = American Marketing Association

MS = Marketing Science

SCP = Society for Consumer Psychology

Zor, Ozum, Hannah Kim, and Ashwani Monga, "Time-Of-Day Effects on Consumers' Social Media Engagement," 2018 ACR Conference, Dallas, Texas.

Zor, Ozum, Kihyun Hannah Kim, and Ashwani Monga, "Time-of-Day Effects on Consumers' Engagement on Social Media," 2018 MS Conference, Philadelphia, Pennsylvania.



Panelist for “Associate Editor Pet Peeves,” 2018 SCP Conference, Dallas, Texas.

Siddiqui, Rafay, Ashwani Monga, and Eva Buechel, “Time Units and Patience,” 2017 ACR Conference, San Diego, California.

Zor, Ozum, Rafay Siddiqui, and Ashwani Monga, “The Effect of Free Shipping on Consumer Patience,” 2017 ACR conference, San Diego, California (poster).

May, Frank and Ashwani Monga, “Framing Wait Time Changes Time Perception and Patience,” 2016 ACR conference, Berlin, Germany.

Siddiqui, Rafay, Ashwani Monga, and Eva Buechel, “Time Units and Patience,” 2016 SCP Conference, St. Petersburg, Florida.

Siddiqui, Rafay, Frank May, and Ashwani Monga, “Timely Vices and Virtues,” 2015 ACR Conference, New Orleans, Louisiana.

Siddiqui, Rafay, Frank May, and Ashwani Monga, “Virtue vs. Vice: The Effect of Time Window on Preference,” 2014 Southeast Marketing Symposium, Fayetteville, Arkansas.

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.

May, Frank and Ashwani Monga, “Ingroup-Outgroup Asymmetry for Donations of Time versus Money,” 2013 ACR conference, Chicago, Illinois.

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.

May, Frank and Ashwani Monga, “Power over When: If Time is Human, Humans Act When They Want,” 2012 ACR Conference, Vancouver, Canada.

Invited speaker: “Conversations on Time and Money,” 2012 SCP Conference, Las Vegas, Nevada.

Monga, Ashwani and Rajesh Bagchi, “Units versus Numbers,” 2011 MS Conference, Houston, Texas.

Monga, Ashwani and Rajesh Bagchi, “Days vs. Months: How Units of Time Change Duration Sensitivity,” 2011 SCP Conference, Atlanta, Georgia.

Monga, Ashwani and Rajesh Bagchi, “Effect of Temporal Units on Duration Sensitivity,” 2010 ACR Conference, Jacksonville, Florida.

Soster, Robin L., Ashwani Monga, and William O. Bearden, “Mental Accounting of Time versus Money,” 2010 EACR Conference, London, England.

Soster, Robin L., Ashwani Monga, and William O. Bearden, "Tracking Costs of Time and Money," 2009 ACR Conference, Pittsburgh, Pennsylvania.

Saini, Ritesh, Raghunath S. Rao, and Ashwani Monga, "Seeking Bargains: Is that Worth My Time?," 2008 Great Lakes-NASMEI Conference, Chennai, India.

Saini, Ritesh, Raghunath S. Rao, and Ashwani Monga, "Is that Bargain Worth My Time?," 2008 ACR Conference, San Francisco, California.

Monga, Ashwani and Ritesh Saini, "Qualitative Shifts in Decision Making: Effect of the Nature of Expenditure," 2008 SCP Conference, New Orleans, LA.

Monga, Ashwani and Ritesh Saini, "Nature of Currency: Effects on Decision Making," 2008 AMA Winter Conference, Austin, Texas.

Monga, Ashwani and Ritesh Saini, "Time versus Money: Differential Use of Heuristics," 2007 ACR Conference, Memphis, Tennessee.

Saini, Ritesh and Ashwani Monga, "Currency of Search: Time versus Money," 2006 ACR Conference, Orlando, Florida.

Monga, Ashwani, and Ritesh Saini, "Time versus Money as the Cost of Search: Differential Impact on Search Behavior," 2006 MS Conference, Pittsburgh, Pennsylvania.

Monga, Ashwani and Michael J. Houston, “The Fading of Optimism: Temporal Changes in Expectations about Product Performance,” 2004 ACR Conference, Portland, Oregon.

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.

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.

Monga, Ashwani, “Brand Extensions: Impact of Directional Goals on Expected Evaluation,” 2002 Haring Symposium, Bloomington, Indiana.

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)

## STUDENT THESIS COMMITTEES

### *Rutgers Business School*

Co-Chair, Ozum Zor, Ph.D. in Marketing, 2020 (placed at Rutgers University, Camden)

Co-Chair, Jennifer Francesconi, Ph.D. in Behavioral Neuroscience and Marketing, in progress

Committee member, Ceren (Gerry) Aksu, Ph.D. in Marketing, in progress

Committee member, Daniel Wall, M.S. in Cognitive Psychology, 2017 (joined Ph.D. program; 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  
(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 Psychology*, 2014-Present

*Journal of Consumer Research*, 2018-Present

*Journal of Marketing Research*, 2020-Present

Editorial Review Board

*Journal of Marketing*, 2018-Present; 2013-2014 (Outstanding  
Reviewer, 2020)

*Journal of Marketing Research*, 2017-2020

*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

## 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)

External referee for promotion and tenure cases of several universities.



## *Rutgers University*

### Department Level

2014-2017: Department Chair (Selected by Rutgers University as a Fellow for the Department Executive Officer program, Big 10 leadership conference, Chicago, 2016)

### College Level

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

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

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

## *University of South Carolina*

### Department Level

2012-2014: Ph.D. Program Coordinator  
2013-2014: Member, Faculty Recruitment Committee  
2010-2011: Chair, Non-traditional Teaching of Courses Committee  
2009: Member, Undergrad Curriculum Review Committee

### College Level

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

2009-2010: Member, Undergraduate Program Faculty Committee

#### University Level

2012-2014: Member, Vice Provost's Advisory Committee for India-related events

2011-2014: Member, Faculty Committee on Instructional Development

2011-2014: Faculty Advisor, Indian Student Organization

2009-2012: Member, Faculty Senate

2009: Judge, Graduate Student Presentations

### *University of Texas, San Antonio*

#### Department Level

2007-2008: Member, Ph.D. student selection committee

2006-2007: Member, Undergrad & MBA Curriculum Review Committee

2004-2006: Member, Faculty Recruitment Committee

#### College Level

2005-2006: Member: Dean's Assistant Professor Council

#### University Level

2007-2008: Member, Faculty Senate

2006-2008: Member (alternate), Institutional Review Board

## PROFESSIONAL MEMBERSHIPS

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