

**Robina Ghosh**

phone: 512-299-0166

email: robina.ghosh@utexas.edu

## EDUCATION

The University of Texas at Austin

PhD Student in Consumer Behavior

*Research Interests: Time-use, Leisure, Timing of Information, Decision-Making, Motivation*

*GPA: 4.0*

The University of Texas at Austin

Bachelor of Business Administration,  
Bachelor of Business Administration,

*Marketing*

*Business Honors*

Bachelor of Arts

*Plan II Honors Program*

Universidad de San Andres

Business Honors Management Program in Buenos Aires, Argentina

## GRADUATE COURSEWORK

**Marketing:** Buyer Behavior, Behavioral Decision Research, Marketing Research Methods, Marketing Models, Marketing Strategy

**Psychology:** Memory & Learning, Eye-tracking and Language, Perception, Theory Evaluation

**Statistics:** Advanced Inferential Statistics I & II, Linear Models: Regression & ANOVA

## CURRENT PROJECTS & WORKING PAPERS

The Curious Case of Delayed Attributes: When Delayed Attributes are Overweighted in Product Evaluations

*Co-authors: Ty Henderson, Wayne Hoyer*

As new formats of purchasing environment formats proliferate online and in-store, marketers must decide not only what product information to present but when to present it. This research investigates how delaying attribute information affects the way consumers use the attribute while evaluating products. While prior literature suggests delayed information plays a diminished role in evaluations (i.e., primacy and insufficient adjustment), we find that delaying attribute information can actually augment the attribute's role in evaluations. Augmentation is contingent on how important the attribute is to the consumer. Our predictions draw from work on curiosity, which we extend to decision-making contexts.

Work Hard, Play Safe: How Perceived Time-Scarcity Reduces the Appeal of New Leisure Experiences

*Co-authors: Raj Raghunathan*

As consumers juggle work and responsibilities, feelings of time-scarcity permeate modern society. This research investigates how longer work hours and shrinking free-time affects the way that consumers spend the free-time that they have. We find that time-scarcity leads people to prefer familiar over unfamiliar leisure activities. This effect is driven by consumers having lower feelings of control due to the lack of time. While many consumers desire to have a life full of new experiences, we find that time-scarcity may be a barrier to engaging in them.

The Effect of a Story Orientation on Experiential Consumption

*Co-authors: Ty Henderson, Wayne Hoyer*

In popular culture, consumers often describe their lives, experiences, and personas in terms of living a story, driving a plot, or being a main character. We investigate how the disposition to perceive one's life as a story influences consumer's choices and responses to hedonic experiences.

## CONFERENCES ATTENDED & PRESENTATIONS

- Association of Consumer Research 2019
- Society of Consumer Psychology 2020
- Association of Consumer Research 2020
- Society of Consumer Psychology 2021  
*Poster Presentation: Deciding Who's Responsible for a Sponsored Post*
- Association of Consumer Research 2021
- Society of Consumer Psychology 2022  
*Talk: The Curious Case of Delayed Information*
- Association of Consumer Research 2022  
*Competitive Paper: The Curious Case of Delayed Information*
- Society of Consumer Psychology 2023  
*Poster Presentation: Work Hard, Play Safe: How Being Busy Reduces the Appeal of Novel Activities*
- University of Houston Consortium 2023  
*Talk: To Delay or Not Delay*

## TEACHING EXPERIENCE

- Fall 2019 TA for Principals of Marketing (Honors) Course for Leigh McAlister
- Spring 2020 TA for Principals of Marketing (Regular) for Sebastian Hohenberg
- Fall 2020 TA for Principals of Marketing (Honors) Course for Leigh McAlister
- Spring 2020 TA for Science of Good Business Course for Amit Kumar
- Fall 2021 TA for Principals of Marketing (Honors) Course for Leigh McAlister
- Spring 2022 *Instructor of Principals of Marketing Course (Regular)*
  - Overall Instructor Evaluations: 4.8/5
  - Overall Course Evaluations: 4.5/5

## AWARDS & RECOGNITION

- 2022-2023 Fred Moore Assistant Instructor Award for Teaching Excellence
- 2023 AMA SHETH Nominee for McCombs

## WORK EXPERIENCE

Target Corporation – Minneapolis, MN      *Marketing Project Manager – Packaging*      *September 2017 - 2019*  
*Marketing Development Program*      *July 2016 – 2017*

- Spearheaded consumer research initiatives on the team by pioneering the fielding of surveys and conducting shop-alongs for packaging-specific projects to inform messaging strategies, photography and layouts, allowing the team to change content to better align with what information the consumer needs and how they expect to find it
- Established new practice of consumer testing brand names and visuals for all new brands by developing a guide to available research resources, relevant timelines and methodologies, to avoid brand decisions being made based on the small, biased sample size of internal partners
- Led the brand development for Target's Halloween brand, Hyde & Eek Boutique, by heading the creative testing of branding, synthesizing category-specific consumer insights to write the creative brief, and managing the execution of over 1100 packaging files for the brand launch

- Overseeing the creation of distinct and purposeful Target private brands, driving packaging content creation for 13 cross-functional teams across 6 departments, by managing process, communication and collaboration between creative teams, merchandising, product design, sourcing and vendors