
Nitika Garg

School of Business Administration

Academic Background

Ph.D. University of Pittsburgh, Pittsburgh, PA, 2004

M.B.A. Indian Institute of Management - Ahmedabad, Ahmedabad, India, 2000

B.Sc. St. Stephen's College, Delhi University, Delhi, India, 1997

Work Experience

Consulting

2002: University of Pittsburgh, Greensburg

Teaching

Courses Taught

Advanced Studies in Consumer Behavior (specialized masters)

Consumer Behavior

Consumer Market Behavior

Principles of Marketing

Supply Chain Management (specialized masters)

Research/Intellectual Contributions:

Refereed Articles

Garg, N., Wansink, B., & Inman, J. J. (2007). The Influence of Incidental Affect on Consumer's Food Intake. *Journal of Marketing*, 71 (1), 194-206.

Garg, N., Inman, J. J., & Mittal, V. (2005). Incidental and Task-Related Affect: A Re-Inquiry and Extension of the Influence of Affect on Choice. *Journal of Consumer Research*, 32 (1), 154-159.

Papers Under Review

Kumar, M. & Garg, N. (2009). "How Much of the Beauty Lies in the Eye of the Beholder?," initial submission to *Journal Of Consumer Psychology*.

Garg, N., Govind, R., Ingene, C. A., & Sun, W. (2008). "Not by Drugs Alone: Determinants of Diligence toward Healthy Behaviors," initial submission to *Journal of the Academy of Marketing Science*.

Garg, N. & Lerner, J. S. (2008). "Making Misery More Miserly: Reducing the Sad-Spending Effect," revised and resubmitted to *Journal of Consumer Research*.

Govind, R., Garg, N., & Mittal, V. (2008). "Weather and Hedonic Consumption: What's Feeling Bad Got to Do with It?," initial submission to *Journal of Marketing*

Govind, R., Garg, N., & Sun, W. (2008). "Understanding Weather Related Changes in Alcohol and Tobacco Consumption: Implications for Geographically Targeted Policy Initiatives," initial submission to *International Journal Of Research In Marketing*.

Noble, S. M., Griffith, D. A., Adjei, M. T., & Garg, N. (2008). "Co-Production As a Service Strategy: Building Relationships Or Alienating Customers?," revised and resubmitted to *Journal of Marketing*.

Refereed Proceedings

Abstract Only

Garg, N. & Lerner, J. S. (2008). Making Misery More Miserly: Reducing the Sad-Spending Effect. *Asia-Pacific Association for Consumer Research Conference*, 8 (-), Association for Consumer Research, 294-95.

Sun, W., Govind, R., & Garg, N. (2008). The Effects Of Weather On Negative Hedonic Consumption: What The Weather Tells The Marketer. *Asia-Pacific Association for Consumer Research*, 8 (-), Association for Consumer Research, 47-49.

Sun, W., Govind, R., & Garg, N. (in press, 2008). Geographic Differences in the Consumption of Hedonic Products: What the Weather Tells the Marketer! *Association for Consumer Research Conference*, 36 (-), Association for Consumer Research.

Garg, N. & Lerner, J. (2006). Emotion Effects on Compensatory Consumption. *Advances in Consumer Research*, 33 (1), Association for Consumer Research, 248-249.

Garg, N., Inman, J. J., & Mittal, V. (2003). Negative Affect and Emotional Trade-off Difficulty: Their Impact on Consumer Choice. *Advances in Consumer Research*, 30 (1), Association for Consumer Research, 232-235.

Working Papers

- Garg, N., Mittal, V., & Inman, J. J. (2008). "Negative Affect and Choice: The Moderating Effect of Procedural and Outcome Accountability" targeted for Journal of Consumer Research.
- Garg, N., Mittal, V., & Linhoff, S. (2008). "Understanding the Role of Affect in Risk Preference: A Meta-analysis" targeted for Psychological Bulletin.
- Garg, N. & Inman, J. J. (2007). "Quality Cues: An Integrative Review and Dual-Process Framework" targeted for Journal of Consumer Research.
- Garg, N. & Lerner, J. S. (2007). "The Effect of Anger and Happiness on Self- versus Other-related Judgments" targeted for Journal Of Personality And Social Psychology.
- McAlister, L., Garg, N., & Inman, J. J. (2007). "The Effect of Cues on Choice in Hedonic versus Utilitarian Product Categories" targeted for Journal of Marketing Research.

Research Grants

Funded-Internal

- 2009 - Garg, N., "Summer Grant", University of Mississippi, School of Business Administration, (\$3,000).
- 2007 - Garg, N., "Summer Grant", University of Mississippi, School of Business Administration , (\$3,400).
- 2007 - Garg, N., "Faculty Research Program", Office of Research and Sponsored Programs, UM, (\$8,000).
- 2006 - Garg, N., "Summer Grant", University of Mississippi, School of Business Administration, (\$3,400).
- 2006 - Garg, N., "Faculty Research Program", Office of Research and Sponsored Programs, UM, (\$8,000).
- 2005 - Nitika, G., "Summer Grant(The grant will compensate the faculty member, principal investigator, for salary during the summer as well as towards research related expenses.)", University of Mississippi, School of Business Administration, (\$12,500).
- 2002 - Nitika, G., "Katz School of Business's Research Grant", University of Pittsburgh, (\$1,500).

Research Honors and Awards

Honors:

2003 - Sheth Doctoral Consortium Fellow, American Marketing Association.

Awards:

- 2007 - 2007 Faculty Research Fellow, University of Mississippi, ORSP.
- 2007 - Outstanding Publication of the Year , School of Business Administration, University of Mississippi.
- 2006 - 2006 Faculty Research Fellow, University of Mississippi, ORSP.
- 2006 - Outstanding Publication of the Year, School of Business Administration, University of Mississippi.

Service:

Service to the University

Department assignments:

Faculty Advisor:

2008-2009: Ole Miss Marketing Organization

Member:

2004-2005: Department of Marketing, Faculty Search Committee: University of Mississippi, School of Business Administration

Other Institutional Service Activities:

2005-2006 through 2008-2009: Library Liaison for Marketing Department: University of Mississippi, School of Business Administration

University assignments:

Member:

2006-2007 through 2008-2009: Library Council Committee: University of Mississippi, University Libraries

2006-2007 through 2007-2008: Graduate Student Council Research Grants: Graduate Student Council in partnership with Office of Research and Sponsored Programs, University of Mississippi

Service to the Profession

Chair: Conference / Track / Program

2008-2009: Association for Consumer Research Conference, Chaired a Competitive Session, San Francisco, California (National).

2005-2006: Association for Consumer Research Conference, Chaired and organized a special session, Affect and Its Effects on Compensatory Consumption, San Antonio, Texas (National).

2004-2005: Society for Consumer Psychology, Chaired and organized a special Session, The Effect of Contextual Factors on Consumption, San Francisco, California (National).

2002-2003: Association for Consumer Research Conference, Chaired and organized a special Session, Beyond Valence: Negative Affect and Its Effects on Consumer Decision Making, Atlanta, Georgia (National).

Member: Committee/Task Force

2008-2009: Committee Member for Doctoral Candidate -- Elmira Bogoviyeva (National).

2008-2009: Committee Member for Doctoral Candidate - Jatinder Singh (National).

Other Professional Service Activities

2002-2003: Marketing Science Conference, Doctoral Consortium (National).

2002-2003: Association for Consumer Research Conference, Doctoral Consortium (National).

Presentation

2009-2010: Association for Consumer Research Conference, Negative Affect and Choice: The Moderating Effect of Procedural and Outcome Accountability, Pittsburgh, Pennsylvania (National).

2008-2009: Association for Consumer Research Conference, 'Varying Effects of Weather on Negative Hedonic Consumption'(Asia-Pacific Conference), Hyderabad, India (International).

2008-2009: Association for Consumer Research Conference, 'Making Misery More Miserly: Reducing the Sad-Spending Effect' (Asia-Pacific Conference), Hyderabad, India (International).

2008-2009: Association for Consumer Research Conference, 'Varying Effects of Weather on Negative Hedonic Consumption', San Francisco, California (National).

2007-2008 through 2008-2009: Marketing Science Conference, INFORMS conference, Ann-Arbor, Michigan (National).

2007-2008: Society for Consumer Psychology, APA Convention, Boston, Massachusetts (National).

Reviewer: Ad Hoc Reviewer for a Journal

2008-2009: Journal of Consumer Research (National).

2007-2008 through 2008-2009: Journal of Marketing (National).

2007-2008: Journal of Consumer Psychology (National).

2007-2008: Journal of Applied Social Psychology (National).

Reviewer: Conference Paper

2009-2010: Association for Consumer Research Conference, North American Conference, Pittsburgh, Pennsylvania (National).

2008-2009: AMA Summer Marketing Educators' Conference, Chicago, Illinois (National).

2008-2009: Association for Consumer Research Conference, Asia-Pacific Conference, Hyderabad, India (International).

2008-2009: Association for Consumer Research, North American Conference, San Francisco, California (National).

2007-2008 through 2008-2009: AMA Winter Marketing Educators' Conference, Winter Conference (National).

2006-2007 through 2007-2008: AMA Summer Marketing Educators' Conference, Summer Conference (National).

2005-2006 through 2006-2007: Association for Consumer Research, North American Conference, Orlando, Florida (National).

2005-2006 through 2006-2007: Society for Consumer Psychology, Winter Conference (National).

2003-2004: Association for Consumer Research Conference, North American Conference (National).

Other

Other Honors and Awards

Awards:

2000: IIMA Silver Jubilee Scholarship.

1996: Sanwa Bank Foundation Scholarship.

Memberships

American Marketing Association

Association for Consumer Research

Society for Consumer Psychology

Other Activities

Other

2007-2008 - Other: Journal of Marketing publication, 'The Influence of Incidental Affect on Consumer's Food Intake,' discussed in Allure Magazine, in the September 2007 issue.

2007-2008 - Other: Interview with 'Splendid Table', a division of the Public Radio Network, discussing the Journal of Marketing publication, 'The Influence of Incidental Affect on Consumer's Food Intake,' aired on March 24 2007.

2007-2008 - Other: Journal of Marketing publication, 'The Influence of Incidental Affect on Consumer's Food Intake,' discussed in Men's Health Magazine, in the June 2007 issue.

2007-2008 - Other: Journal of Marketing publication, 'The Influence of Incidental Affect on Consumer's Food Intake,' discussed in Prevention Magazine, 'Dieter's Guide to Movies', April 2007.

2007-2008 - Other: Journal of Marketing publication, 'The Influence of Incidental Affect on Consumer's Food Intake,' discussed in New York Times article, 'Balms for Sadness: Salt, Grease, Sugar...', Jan 8 2007.

Last updated: 09-Jul-09 (12:51 PM)