

XIMENA GARCIA-RADA

Harvard Business School | Morgan Hall 162

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EDUCATION

Harvard Business School, United States

Doctoral Candidate, Marketing (Expected 2021)

Advisor: Michael I. Norton

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 decisions.

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.

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 OR IN REVISION

Garcia-Rada, Ximena, Leslie K. John, Ed O'Brien, and Michael I. Norton, "A Preference for Revision Absent Objective Improvement," *revise and resubmit*.

Garcia-Rada, Ximena, Aaron Nichols, Vladimir Chituc, Heather E. Mann, Troy Campbell, and Dan Ariely, "The Moral Degradation of Bribes," *revise and resubmit*.

Garcia-Rada, Ximena and Tami Kim, "Shared Time Scarcity and the Pursuit of Extraordinary Experiences," *under 1st round review*.

*Whitley, Sarah C., ***Ximena Garcia-Rada**, Dan Ariely, and Carey K. Morewedge, "Self-Signaling Drives Prosocial Spending in Funeral Contracts," *under 1st round review*.
[*Equal first authorship]

SELECTED RESEARCH IN PROGRESS

"A Preference for Effort When Caring for Close Others" with Mary Steffel, Elanor F. Williams, and Michael I. Norton, *manuscript in preparation*.

"Sacrificing Enjoyment for the Sake of the Relationship," with Michael I. Norton and Rebecca K. Ratner, *manuscript in preparation*.

"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*.

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. Sheffield: Greenleaf, 2014. 85-112.

Popular Press:

Ariely, Dan and **Ximena Garcia-Rada**. "Contagious Dishonesty: Dishonesty begets dishonesty, rapidly spreading unethical behavior through a society." *Scientific American*, September 2019.

HONORS AND AWARDS

AMA-Sheth Doctoral Consortium Fellow (2019)
Winner Long-Term Research Grant, Think Forward Initiative (2019-2021)
1st 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,” co-chaired with Ashley Whillans, *Association for Consumer Research*, Dallas, TX (October, 2018).

Paper Presentations:

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.

*John, Leslie K., **Ximena Garcia-Rada**, and Michael I. Norton (February 2016), “Revision Bias: Preferences for Revised Experiences Absent Objective Improvement,” *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, USA
Open enrollement 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

Senior Marketing Consultant (2009-2011)

L'Oreal, 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

RELEVANT DOCTORAL COURSEWORK

Marketing & Related Fields

Consumer Behavior (Anat Keinan, 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)

Proseminar in Social Psychology (Joshua Greene, Harvard University)

Statistics & Methods

Applied Analysis of Variance and Regression (Madeline Carrig, Duke University; *auditor*)

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 & Randi Garcia, University of Connecticut DATIC 2017)

Case Method Teaching Seminar (Harvard Business Publishing 2018)

Business Education for Scholars and Teachers: Markets (C. Fritz Foley, David S. Scharfstein, Laura Alfaro, Malcolm P. Baker, Tarun Khanna; Harvard Business School 2015)

REFERENCES

Michael I. Norton

Harold M. Brierley Professor of Business Administration

Harvard Business School

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Leslie K. John

Marvin Bower Associate Professor

Harvard Business School

ljohn@hbs.edu

Dan Ariely

James B. Duke Professor of Psychology and Behavioral Economics

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