

Robina Ghosh

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EDUCATION

The University of Texas at Austin	PhD Student in Consumer Behavior <i>Research Interests: Curiosity and Information Seeking, Motivation, Self-Regulation</i> GPA: 4.0	May 2016
The University of Texas at Austin	Bachelor of Business Administration Marketing Bachelor of Business Administration Business Honors Program Bachelor of Arts Plan II Honors Program <i>University Honors, Deans List all four years, Plan II Special Honors</i> Overall GPA: 3.75 Marketing GPA: 3.94	Summer 2013
Universidad de San Andres	Business Honors Management Program in Buenos Aires, Argentina	May 2012

Plan II Honors Thesis: *The Views and Identity of the Bengali bhadrakok: A Historical Account of Modern Consumer Behavior*. Surveyed consumers in West Bengal and conducted regression analysis to understand how country-of-origin effects manifest among middle-class Bengalis, and how historical and cultural factors account for these effects.

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 actually engaging in them.

Deciding Who's Responsible for a Sponsored Post: The Role of Closeness and Perceived Motives in Navigating Ambiguous Persuasion Attempts
Co-authors: Ty Henderson, Wayne Hoyer

Sponsored posts often seem ambiguous to consumers, as it is unclear whether the posting influencer or the sponsoring company is primarily responsible for creating its persuasive message. Three studies suggest perceived similarity with the influencer affects how followers navigate this ambiguity by increasing feelings of closeness. Closeness leads followers to attribute greater responsibility to the company if they perceive self-interested motives for the post. Such attributions may help followers resolve a threat to felt closeness by reducing perceptions of the influencer being a self-interested persuasion agent. We then explore downstream consequences on perceived trustworthiness of the post and purchase intentions.

CONFERENCES ATTENDED

- Association of Consumer Research 2019 - Atlanta
- Society of Consumer Psychology 2020 - Huntington Beach
- 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 - Nashville
- Society of Consumer Psychology 2022 - *Talk: The Curious Case of Delayed Information*

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 (in progress)

WORK EXPERIENCE

Target Corporation – Minneapolis, MN	<i>Marketing Project Manager - Packaging</i>	September 2017 - present
	<i>Marketing Development Program</i>	July 2016 – September 2017
	<i>Marketing Intern - Packaging</i>	Summer 2015

- 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
- Currently overseeing constructing 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

Glassbox: A Next Gen Resource	<i>Editor of the Glass[inbox] Newsletter, Board Member</i>	2017 - present
<i>Organization dedicated to helping Target understand Gen Z through research, data, and personal insights</i>		

- Lead a team to strategize, write, compile and edit a monthly newsletter with insights on Gen Z behavior, interests, and mindset, as way for over 1000 subscribers in the company to empathize and better understand younger generations and be informed by these insights while making marketing and assortment decisions
- Contributor to "Glasscases," researching, writing and designing two white papers diving into Gen Z mental health and identity based on industry findings and scholarly articles

OTHER PROFESSIONAL EXPERIENCE

TEDxOaklawn

Communications & Marketing Co-Director

2017 - 2018

- Created marketing materials for TEDxOaklawn's debut conference, using social media and local Dallas networks to create awareness, build interest in our theme, and attract talented speakers
- Coordinated a sold-out event, with 100 audience members and 12 speakers, by working remotely with a board from all over the country

Desi Dance Convention

Brand & Media Specialist

2016 - 2017

- Designed the branding, including logo, creative style, positioning, taglines and promotional videos, for the event as the organization expanded to host 200 dancers from across the country
- Lead Media Team of videographers and photographers to cover all events and classes

Robina Ghosh Designs

Freelance Designer

2015 - present

- Conceptualize and execute logos, shirts, social media and video design for clients nationwide, visible at robina.ghosh.weebly.com
- Developed own promotions, cost structure, and networking, with clients from 7 states and Canada