

ASHWANI MONGA

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Work Experience

- University of South Carolina
 - Assistant Professor, Marketing, June 2008-Present
- University of Texas at San Antonio
 - Assistant Professor, Marketing, Aug 2004-May 2008
- University of Minnesota
 - Instructor / Research Assistant, Marketing, Sep 1999-May 2004
- SmithKline Beecham, New Delhi, India
 - Assistant Manager, Research and Development, June 1997-May 1999
- Marico, Bombay, India
 - Trainee, Sales, Apr 1996-June 1996
- Kwality, New Delhi, India
 - Production Executive, Operations, Jan 1994-May 1995
- Amrit Agro, Noida, India
 - Trainee, Sales, June 1993-July 1993

Education

- University of Minnesota, Twin Cities
 - Ph. D.
Sep 1999-May 2004, major in marketing, minor in psychology and statistics
- Indian Institute of Management, Ahmedabad
 - M. B. A. (Postgraduate Diploma in Management)
July 1995-May 1997, major in agricultural marketing
- National Dairy Research Institute, Karnal
 - B. Tech.
Jul 1990-May 1994, major in dairy technology

Honors and Awards

- Marquis Who's Who in America, 2009
- President's Distinguished Award for Research Achievement, UT-San Antonio, May 2008
- Who's Who Among American Teachers & Educators, 2006-2007
- AMA-Sheth Doctoral Consortium Fellow, June 2003
- Dissertation Proposal Competition Award, University of Minnesota, 2003
- Haring Symposium Fellow, March 2002

Research Interests

- Theoretical: Judgment and Decision Making
- Substantive: Consumer experiences that involve spending time

Published and Current Research

Published/Forthcoming Journal Articles

1. Monga, Ashwani and Ritesh Saini (Forthcoming, 2009), “Currency of Search: How Spending Time on Search is Not the Same as Spending Money,” *Journal of Retailing* (Special Issue on Consumer Behavior).
 - Both authors contributed equally to this article.

Search theories suggest that a decline in search costs increases search behavior. This relationship has been well supported by prior experimental research but not by studies conducted in retail settings. Our review of the literature suggests that this discrepancy might be driven by the fact that prior experiments typically involve money-based search whereas actual search in retail settings is usually time-based. We argue that the currency of search plays a moderating role. We find that when participants spend money on search, a decrease in search costs has a significant effect on search decisions but, when they spend time on search, a decrease in search costs either has a relatively weak effect (experiment 1) or no effect at all (experiment 2). Furthermore, this insensitivity in time also emerges for search payoffs (experiment 3). We also offer evidence for the processes underlying these effects. Our results provide a new lens to examine inconsistencies in the search literature, and present a view of search that is more applicable to the retail context.

2. 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.
 - Both authors contributed equally to this article.

We demonstrate that decision making is more heuristic in situations that involve spending time rather than money. Relative to participants in the money condition, those in the time condition show a higher propensity to choose a compromise option (experiment 1) and to rely on an arbitrary anchor (experiment 2). We propose that such heuristics are used more for time because, compared to monetary expenditures, temporal expenditures are harder to account for. Consistent with this proposition, when participants in both time and money conditions are primed to account for their expenditures, they no longer differ in their use of heuristics. The associated response times offer additional process evidence (experiment 3).

3. 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.

We demonstrate that choosing one product from a set of competing alternatives can change expectations about the chosen product such that consumers can become optimistic about the product’s performance, and this optimism can then fade away. In five experiments, we show that this phenomenon of fading optimism in products is robust across different experimental settings and product categories and is moderated by prior attitude toward the product category and

ambiguity of the product's performance.

4. 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.

We examine how prior outcomes can influence expectations about unrelated future events. Consistent with the affect literature, we first predict that prior outcomes will yield more optimistic expectations when the outcomes are positively, rather than negatively, valenced. We then predict that the impact of prior outcomes will depend on not only the valence, but also the domain of prior outcomes. Specifically, we draw from Prospect theory to predict that the impact of prior outcomes on future expectations will be greater in the domain of losses than in the domain of gains. Two lottery-based experiments demonstrate that this effect is robust across different starting and ending wealth states, and a third experiment shows that these differences in expectations also translate into differences in risk preferences.

5. 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.
 - o Both authors contributed equally to this article.

Consumers' reactions to a difference in price can depend on how it is framed. If buyers interpret paying \$60 rather than \$65 as getting a \$5 discount, then they are likely to consider paying \$60 to be a gain and paying \$65 to be a nongain. Alternatively, if they interpret having to pay \$65 rather than \$60 as incurring a \$5 penalty, then they may consider paying \$60 to be a nonloss and paying \$65 to be a loss. Similarly, sellers can also experience gains, nongains, nonlosses, and losses. This article suggests that buyers are prevention focused and consequently place a greater emphasis on loss-related frames whereas sellers are promotion focused and place a greater emphasis on gain-related frames. Therefore, for equivalent positive outcomes, buyers feel better about nonlosses, but sellers feel better about gains. For equivalent negative outcomes, buyers feel worse about losses, but sellers feel worse about nongains. These effects, however, disappear when there is little motivation to process information about the monetary transaction.

Research in Progress / under review

6. Is that Deal Worth My Time? (with Ritesh Saini and Raghunath Rao)
7. Valuation of Assembly Time. (with Haipeng Allan Chen)
8. Temporal Changes in the Malleability of Time. (with Akshay Rao)
9. Prediction vs. Experience: Role of Brand Commitment. (with Haipeng Allan Chen, Michael Tsiros, and Mona Srivastava)
10. Accounting of Time vs. Money (with Robin Soster)

Conference Proceedings (* denotes presenter at conference.)

1. Rao, Raghunath, Ritesh Saini, and Ashwani Monga* (Forthcoming 2009), "Is that Deal Worth My Time?," *Advances in Consumer Research*, eds. Ann L. McGill and Sharon Shavitt.
 - o Competitive Paper, ACR Conference, San Francisco, California, 2008
2. Monga, Ashwani* and Ritesh Saini (2008), "Qualitative Shifts in Decision Making: Effect of the Nature of Expenditure," *Proceedings of the Society for Consumer Psychology 2008 Winter Conference*, eds. Maria L. Cronley and Dhananjay Nayakankuppam, 91-93.
 - o Competitive Paper, SCP Conference, New Orleans, Louisiana, 2008
3. Monga, Ashwani* and Ritesh Saini (2008), "Time versus Money: Differential Use of Heuristics," *Advances in Consumer Research*, eds. Angela Y. Lee and Dilip Soman.
 - o Competitive Paper, ACR Conference, Memphis, Tennessee, 2007
4. Saini, Ritesh* and Ashwani Monga* (2007), "Currency of Search: Time versus Money," *Advances in Consumer Research*, eds. Gavan Fitzsimons and Vicki Morwitz, 34, 492-493.
 - o Competitive Paper, ACR Conference, Orlando, Florida, 2006.
5. Monga, Ashwani* and Michael J. Houston (2005), "The Fading of Optimism: Temporal Changes in Expectations about Product Performance," *Advances in Consumer Research*, eds. Akshay R. Rao and Geeta Menon, 32, 360-361.
 - o Competitive Paper, ACR Conference, Portland, Oregon, 2004.
6. Monga, Ashwani* and Akshay R. Rao (2004), "What Will the Future Bring? Subjective Assessments of Future Probabilities Based on Prior Outcomes in Different Domains," *Proceedings of the Society for Consumer Psychology 2004 Winter Conference*, eds. Amar Cheema, Scott Hawkins, and Joydeep Srivastava, 91-92.
 - o Special Session Paper, SCP Conference, San Francisco, California, 2004.
7. Monga, Ashwani* and Rui Zhu (2004), "What Makes You Happier—A Nonloss or a Gain? The Moderating Role of Regulatory Focus and Need for Cognition," *Advances in Consumer Research*, eds. Barbara E. Kahn and Mary Frances Luce, 31, 33-34.
 - o Competitive Paper, ACR Conference, Toronto, Canada, 2003.
8. Monga, Ashwani* and Michael J. Houston (2002), "The Brand Extension Evaluation Process: Insights from the Continuum Model of Impression Formation," *Advances in Consumer Research*, eds. Susan Broniarczyk and Kent Nakamoto, 29, 188-189.
 - o Competitive Paper, ACR Conference, Austin, Texas, 2001.

Other Participation in Conferences

- Presenter, "Time versus Money as the Cost of Search: Differential Impact on

Search Behavior,” with Ritesh Saini, Competitive Paper, INFORMS Marketing Science Conference, Pittsburgh, Pennsylvania, 2006.

- Session Chair, “Mental Accounts, Inferences, and Miscalculations,” ACR Conference, San Antonio, Texas, 2005.
- Session Chair, “Food for Thought,” ACR Conference, Portland, Oregon, 2004.
- Presenter, “Brand Extensions: Impact of Directional Goals on Expected Evaluation,” Haring Symposium, Bloomington, Indiana, 2002.

Teaching Interests

- Consumer Behavior, Marketing Research, Marketing Management, Judgment and Decision Making

Courses Taught

- Consumer Behavior, University of South Carolina
 - Semester in Progress

- Consumer Behavior, UT-San Antonio

Teacher Ratings out of 5.0: Overall, I rate this instructor an excellent teacher (1=Definitely False, 2=More False Than True, 3=In Between, 4=More True Than False, 5=Definitely True)

- 2008: 4.6, 4.6
 - 2007: 4.6, 4.7, 4.9, 4.6
 - 2006: 4.6, 4.2, 4.5, 4.8
 - 2005: 4.7, 4.2, 4.8, 4.5
 - 2004: 4.4, 4.5
- Buyer Behavior, University of Minnesota
- Teacher Ratings out of 7.0: How would you rate the instructor’s overall teaching ability? (1=Very Poor, 4=Satisfactory, 7=Exceptional)
- 2003: 5.6
 - 2002: 5.6

Service

Marketing Discipline

- Co-chair (with Juliet Zhu), Consumer Behavior Track, AMA Conference, Feb 2009
- Ad-hoc reviewing
 - *Journal of Marketing*
 - *Journal of Retailing*
 - *Journal of Consumer Psychology*
 - AMA Howard Dissertation Competition, 2008
 - AMA Summer Educators’ Conference, 2008

- Academy of Marketing Science Conference, 2006
- Society for Consumer Psychology Conference, 2005 onwards
- SCP-Sheth Doctoral Dissertation Proposal Competition, 2004 onwards
- Association for Consumer Research Conference, 2004 onwards

UT-San Antonio

- Member, University Faculty Senate, 2007-2008
- Alternate Member, University Institutional Review Board, 2006-2008
- Member, Marketing Ph.D. student selection committee, 2007-2008
- Member, Undergrad & MBA Marketing Curriculum Review Committee, 2006-2007
- Member, Faculty Recruitment Committee, 2004-2005, 2005-2006
- Member, Dean's Assistant Professor Council, 2005-06
- Member, Honors Thesis Committee for Ms. Lauren Schulze, 2005-2006

Professional Memberships

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

References

- Michael J. Houston
 - Ecolab-Pierson M. Grieve Chair in International Marketing, Carlson School, University of Minnesota, mhouston@csom.umn.edu, 612-625-2075
- Akshay R. Rao
 - General Mills Professor of Marketing, Carlson School, University of Minnesota, arao@csom.umn.edu, 612-624-8049
- Deborah R. John
 - Curtis L. Carlson Chair in Marketing, Carlson School, University of Minnesota, djohn@csom.umn.edu, 612-624-9563
- L. J. Shrum
 - Professor of Marketing, College of Business, University of Texas at San Antonio, lj.shrum@utsa.edu, 210-458-6330