

XIMENA GARCIA-RADA

Mays Business School, Texas A&M University
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ACADEMIC POSITIONS

Mays Business School, Texas A&M University, United States
Assistant Professor of Marketing (2021–present)

EDUCATION

Harvard Business School, United States
Doctorate in Business Administration, Marketing (2021)

INCAE Business School, Nicaragua
Master of Business Administration with High Honors, Marketing (2009)

Universidad de Lima, Peru
Bachelor of Business Administration with High Honors (2007)

RESEARCH INTERESTS

Consumer behavior, close relationships, caregiving, shared consumption, well-being.

SELECTED JOURNAL PUBLICATIONS (*Equal authorship)

1. Liu, Peggy J., Theresa A. Kwon, **Ximena Garcia-Rada**, and Nicole J. Kim (2025), “The Social Congruency Framework: Mapping Different Types of Social Consumption Experiences,” *Current Directions in Psychological Science*, 34(3), 187-194.
2. ***Garcia-Rada, Ximena**, *Tami Kim, and *Peggy J. Liu (2025), “Consumption Sacrifice,” *Journal of Consumer Psychology*, 35(1), 61-80.
3. **Garcia-Rada, Ximena**, Michael I. Norton, and Rebecca K. Ratner (2024), “A Desire to Create Shared Memories Increases Consumers’ Willingness to Sacrifice Experience Quality for Togetherness,” *Journal of Consumer Psychology*, 34(2), 247-263.
 - Work featured in *USA Today*, *The Conversation*, and *Harvard Business Review*.
4. **Garcia-Rada, Ximena**, Mary Steffel, Elanor F. Williams, and Michael I. Norton (2022), “Consumers Value Effort over Ease When Caring for Close Others,” *Journal of Consumer Research*, 48(6), 970-990.
 - Winner of the *AMA-EBSCO-RRBM Award for Responsible Research in Marketing*
 - Work featured in *The Wall Street Journal*, *The Conversation*, *NPR*, and *Harvard Business Review*
 - *JCR Editor’s Choice of April 2022 issue*
5. *Whitley, Sarah C., ***Ximena Garcia-Rada**, *Fleura Bardhi, Dan Ariely, and Carey K. Morewedge (2022), “Relational Spending in Funerals: Caring for Others Loved and Lost,” *Journal of Consumer Psychology*, 32(2), 211-231.
 - Winner of *JCP Best Paper by an Early Career Contributor (2023)*

- Lead Article, April 2022 issue

6. **Garcia-Rada, Ximena**, and Tami Kim (2021), “Shared Time Scarcity and the Pursuit of Extraordinary Experiences,” *Psychological Science*, 32(12) 1871–1883.
7. **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.
8. **Garcia-Rada, Ximena**, Lalin Anik, and Dan Ariely (2019), “Consuming Together (versus Separately) Makes the Heart Grow Fonder,” *Marketing Letters*, 30(1), 27-43.

**For full list of publications including pre-doctoral research, see my Google Scholar page: <https://tin.al/qx08>

MANUSCRIPTS UNDER REVIEW (*Equal authorship)

***Garcia-Rada, Ximena**, *Anika Schumacher, and *Peggy J. Liu, “The Perceived Time-Unboundedness of Caregiving Responsibilities: Why Caregivers Are Less Likely to Choose Leisure.”

Garcia-Rada, Ximena, Leslie K. John, Ed O’Brien, and Michael I. Norton, “A Preference for Revision Absent Improvement.”

Kim, Nicole, **Ximena Garcia-Rada**, and Rebecca K. Ratner, “Splitting the Bill in Shared Consumption.”

SELECTED RESEARCH IN PROGRESS

Garcia-Rada, Ximena, Grant E. Donnelly, Jenny G. Olson, Hristina Nikolova, and Michael I. Norton, “Couples Underestimate the Hedonic Benefits of Financial Conversations.”

Garcia-Rada, Ximena, Fleura Bardhi, and Leonard L. Berry, “Family Medical Caregiving.”

Haghverdi, Raya, **Ximena Garcia-Rada**, and Peggy J. Liu, “Carefluencers.”

Cakanlar, Aylin and **Ximena Garcia-Rada**, “Solitude and Self-Care Consumption.”

PRACTITIONER PUBLICATIONS

Garcia-Rada, Ximena, Michael I. Norton, and Rebecca K. Ratner (2023), “Consumers Choose Shared Experiences Over Quality Ones,” *Harvard Business Review* (online).

Garcia-Rada, Ximena, Michael I. Norton, and Rebecca K. Ratner (2023), “Travelers will refuse an upgrade to sit near a loved one – new research into when people want to share experiences,” *The Conversation*.

Garcia-Rada, Ximena, Mary Steffel, Elanor F. Williams, and Michael I. Norton (2021), “The Paradox of Marketing to Caregivers,” *Harvard Business Review* (online).

Garcia-Rada, Ximena, Mary Steffel, Elanor F. Williams, and Michael I. Norton (2021), “Why people feel guilty about using effort-saving products when taking care of loved ones,” *The Conversation*.

HONORS AND AWARDS

Winner of the AMA-EBSCO-RRBM Award for Responsible Research in Marketing (2025)
AMA-Sheth Doctoral Consortium Invited Distinguished Faculty (2025)
AMA-Sheth Foundation Early Career Consortium Fellow (2025)
Winner of Best Paper by an Early Career Contributor, Journal of Consumer Psychology (2023)
Best Paper Runner-up Award, Wharton Innovation Doctoral Symposium (2021)
Wyss Award for Excellence in Doctoral Research, Harvard Business School (2020–2021)
Winner, Long-Term Research Grant, Think Forward Initiative (2019–2021)
AMA-Sheth Doctoral Consortium Fellow (2019)
First-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)

INVITED PRESENTATIONS

SMU Cox School of Business, Marketing (April 2025)
Duke University Fuqua School of Business, Marketing (April 2024)
Texas A&M University, Psychology (September 2022)
Grenoble École de Management, Marketing (December 2021)
Universitat Pompeu Fabra, Department of Business and Economics (November 2020)
Cornell University SC Johnson College of Business, Marketing (November 2020)
Texas A&M University Mays Business School, Marketing (November 2020)
UCLA Anderson School of Management, Marketing (October 2020)
Yale School of Management, Marketing (October 2020)
Notre Dame Mendoza College of Business, Marketing (October 2020)
IESE Business School, Marketing (October 2020)
Ohio State University Fisher College of Business, Marketing (September 2020)
Bocconi University, Marketing (September 2020)
University of Bremen, Diginomics Research Group (June 2020)

CONFERENCE PARTICIPATION (*denotes presenter)

Special Sessions

“Joint Decision-Making: How Do We Share Minds, Navigate Choices, and Prospect the Future?,” Invited Panelist to participate in Round Table (October 2025), *Association for Consumer Research*, Washington D.C.

“Insights from the Winners of the AMA-EBSCO-RRBM Award for Responsible Research in Marketing,” invited to present paper “Consumers Value Effort over Ease When Caring for Close Others” (August 2025), *AMA Summer Academic Conference*, Chicago.

“Methods Workshop: Designing Qualitative Interviews for Experimental Studies,” co-organized special session with Fleura Bardhi, Sarah Whitley, and Carey K. Morewedge (October 2022), *Association for Consumer Research*, Denver, CO.

“Relationship Rituals and Shared Reality,” Invited Speaker to the Shared Reality and Authenticity Preconference (February 2021), *Society for Personality and Social Psychology*, Virtual Conference.

“Consumption as a Pathway to Love and Trust in Close Relationships,” co-chaired special session with Ashley Whillans (October 2018), *Association for Consumer Research*, Dallas, TX.

Paper Presentations

*Cakanlar, Aylin and **Ximena Garcia-Rada** (October 2025), “Solitude and Social Presence: When and Why Others Reduce the Enjoyment of Solo Consumption Experiences,” *Association for Consumer Research*, Washington D.C.

Garcia-Rada, Ximena, *Fleura Bardhi, and Leonard Berry, (October 2025), “Family Medical Caregiving and Market Failure,” *Association for Consumer Research*, Washington D.C.

***Garcia-Rada, Ximena**, Grant E. Donnelly, Jenny G. Olson, Hristina Nikolova, and Michael I. Norton (October 2025), “Couples Underestimate Positive Affective Reactions to Financial Conversations,” *Association for Consumer Research*, Washington D.C.

***Garcia-Rada, Ximena**, Grant E. Donnelly, Jenny G. Olson, Hristina Nikolova, and Michael I. Norton (March 2024), “Couples Underestimate the Benefits of Talking about Money,” *Society for Consumer Psychology*, Nashville, TN.

***Garcia-Rada, Ximena**, Anika Schumacher, and Peggy J. Liu (March 2024), “Caregiving Responsibilities Discourage Leisure Consumption,” *Society for Consumer Psychology*, Nashville, TN.

Garcia-Rada, Ximena, Tami Kim, and *Peggy J. Liu (March 2024), “Consumption Sacrifice,” *Society for Consumer Psychology*, Nashville, TN.

Kim, Nicole, **Ximena Garcia-Rada**, and *Rebecca K. Ratner (March 2024), “Splitting the Bill in Shared Consumption,” *Society for Consumer Psychology*, Nashville, TN.

Liu, Peggy L., *Theresa Kwon, **Ximena Garcia-Rada**, and Nicole Kim (March 2024), “Dimensions of Shared Consumption,” *Society for Consumer Psychology*, Nashville, TN.

***Garcia-Rada, Ximena** and Anika Schumacher (October 2023), “Caregiving Responsibilities Discourage Leisure Consumption,” *Association for Consumer Research*, Seattle, WA.

Liu, Peggy L., Theresa Kwon, ***Ximena Garcia-Rada**, and Nicole Kim (October 2023), “The Six Dimensions of Shared Consumption,” *Association for Consumer Research*, Seattle, WA.

*Kim, Nicole, **Ximena Garcia-Rada**, and Rebecca K. Ratner (October 2023), “Splitting the Bill in Shared Consumption,” *Association for Consumer Research*, Seattle, WA.

***Garcia-Rada, Ximena**, Tami Kim, and Peggy J. Liu (October 2022), “The (In)Visibility of Consumption-Based Sacrifice,” *Association for Consumer Research*, Denver, CO.

***Garcia-Rada, Ximena** and Tami Kim (October 2021), “Shared Time Scarcity and the Pursuit of Extraordinary Experiences,” *Association for Consumer Research*, Virtual Conference.

***Garcia-Rada, Ximena**, Mary Steffel, Elanor F. Williams, and Michael I. Norton (March 2021), “A Preference for Effort When Caring for Close Others,” *Wharton Innovation Doctoral Symposium*, Virtual Conference.

***Garcia-Rada, Ximena**, Mary Steffel, Elanor F. Williams, and Michael I. Norton (March 2021), “A Preference for Effort When Caring for Close Others,” *Society for Consumer Psychology*, Virtual Conference.

***Ximena Garcia-Rada**, Leslie K. John, Ed O'Brien, and Michael I. Norton (May 2020), "A Preference for Revision Absent Objective Improvement," *Yale Whitebox Advisors Graduate Student Conference*, New Haven, CT (canceled because of COVID-19).

***Garcia-Rada, Ximena**, Ovul Sezer, and Michael I. Norton (February 2020), "Rituals and Nuptials: The Emotional and Relational Consequences of Relationship Rituals," *Society for Personality and Social Psychology*, New Orleans, LA.

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), "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 Whitley, Dan Ariely, and Carey 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.

***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.

TEACHING EXPERIENCE

Texas A&M University, Mays Business School, United States

Undergraduate course: Consumer Behavior (2022-Present)

Harvard Extension School, United States

Open-enrollment elective: Consumer Behavior (Fall 2017)

Universidad de Lima, Peru

Undergraduate course: Introduction to Marketing (Spring 2011)

Doctoral Courses Guest Speaker

Arizona State University, Consumer Behavior (January 2024)

Texas A&M University, Proseminar in Marketing (November 2024)

Ohio State University, Behavioral Research Methods (March 2025)

SERVICE TO THE PROFESSION

Service to the Field

Ad hoc Reviewer

Journal of Consumer Research
Journal of Marketing Research
Journal of Consumer Psychology
Psychology and Marketing
Journal of Business Research
Journal of the Association for Consumer Research
Journal of Experimental Psychology: General
Group Processes and Intergroup Relationships

Conference reviewer

Association for Consumer Research
Society for Consumer Psychology
AMA Consumer Behavior Special Interest Group

Service to Texas A&M University

Marketing, Doctoral Program Committee (2021–present)
Marketing, Faculty Recruiting Committee (2023–2024)
Marketing, Friday Conversations Committee (2022-2023)

PhD Advising and Mentoring

Amin Shiri, Marketing, Texas A&M University (Expected graduation 2026; Dissertation Committee)
Gabriel Ward, Marketing, Texas A&M University (Expected graduation 2026; Dissertation Committee)
Devin Edwards, Marketing, Texas A&M University (Expected graduation 2027; Dissertation Committee)
Ronin Deemer, Psychology, Texas A&M University (Expected graduation 2028; Dissertation Committee)

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
Society for Consumer Psychology
American Marketing Association

PROFESSIONAL EXPERIENCE

Center for Advanced Hindsight, Duke University, United States
Research Associate, Behavioral Economics Laboratory (2013–2015)

INCAE Business School, Costa Rica
Researcher, Faculty Research Center (2011–2012)

Metrica Consultoria, Peru
Marketing and Strategy Consultant (2009–2011)

L'Oréal, Peru
Brand Manager, Marketing Department (2007)

SELECTED MEDIA COVERAGE

Wall Street Journal, Forbes, WAMC Northeast Public Radio, USA Today, Harvard Magazine, Psychology Today, News Wise, Daily Mail.

LANGUAGES

Spanish (native), English (fluent), French (intermediate), Italian (basic)

REFERENCES

Michael I. Norton

Harold M. Brierley Professor of Business Administration
Harvard Business School, Harvard University
mnorton@hbs.edu

Leslie K. John

James E. Burke Professor of Business Administration
Harvard Business School, Harvard University
ljohn@hbs.edu

Leonard L. Berry

University Distinguished Professor of Marketing
Mays Business School, Texas A&M University
lberry@mays.tamu.edu

Rebecca K. Ratner

Dean's Professor of Marketing
Robert H. Smith School of Business, University of Maryland
rratner@umd.edu

Peggy J. Liu

Ben L. Fryrear Chair Professor of Marketing
Joseph M. Katz Graduate School of Business, University of Pittsburgh
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