**Robina Ghosh** *Curriculum Vitae*

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**ACADEMIC APPOINTMENTS**

**The University of Colorado, Colorado Springs,** Colorado Springs, CO 2025 - Present

*Assistant Professor of Marketing*

**EDUCATION**

**The University of Texas at Austin**, Austin, TX 2019 - 2025

*PhD in Consumer Behavior*

* *Dissertation Committee:* Wayne Hoyer, Ty Henderson, Raj Raghunathan and Yuji Winet
* *GPA:* 4.0

**The University of Texas at Austin,** Austin, TX 2012 - 2016

*B.B.A. Marketing, B.B.A. Business Honors Program,*

*B.A. Plan II Honors Program* with honors and Special Honors in Plan II

**RESEARCH INTERESTS**

Consumer Narratives, Experiential Consumption, Novelty, Curiosity, Uncertainty, Learning and Memory

**CURRENT WORKING PAPERS**

**Ghosh, Robina**, Ty Henderson and Wayne Hoyer (in preparation for the *Journal of Marketing Research*), “Doing it for the Plot: The Role of the Protagonist Mindset in Choosing Experiences and Experiencing Delight”

**Ghosh, Robina** and Raj Raghunathan (in preparation for the *Journal of Consumer Research*), “Work Hard, Play Safe: How Perceived Busyness Reduces the Appeal of Extraordinary Leisure Experiences”

* Awards: 2023 ACR Nicosia Award – Runner-up for Best Paper

**Ghosh, Robina**, Ty Henderson and Wayne Hoyer (under revision to resubmit to the *Journal of Marketing Research),* “The Curious Case of Delayed Attributes: When Delayed Attributes are Overweighted in Product Evaluations”

**ONGOING RESEARCH PROJECTS**

Going on an Adventure: The Role of the Protagonist Mindset in Risk-Taking Behaviors

*Co-authors: Ty Henderson and Wayne Hoyer*

Knowing How Much Time is Left: The Effect of Progress Updates on Feelings of Impatience while Waiting

*Co-authors: Annabelle Roberts, Bowen Ruan, Ayelet Fishbach*

**AWARDS & RECOGNITION**

* ACR Nicosia Award – Runner-Up for Best Paper: *Work Hard, Play Safe – When Busyness Reduces the Appeal of New Leisure Experiences* (2023)
* AMA SHETH Nominee for McCombs (2023)
* Fred Moore Assistant Instructor Award for Teaching Excellence (2022 – 2023)
* Graduate Continuing Bruton Fellowship (2023)
* McCombs Provost Research Funds Grant (2023)
* McCombs Research Excellence Grant (2022)
* Bonham Scholarship (2019 – 2024)

**CONFERENCES ATTENDED & PRESENTATIONS**

* SCP Boutique Conference: Marketing for Social Impact 2024
*Talk: The Protagonist Mindset: How Viewing Life as a Story Encourages Experiential Consumption*
* Association of Consumer Research 2024
*Talk: The Protagonist Mindset: How Viewing Life as a Story Encourages Experiential Consumption*
* Association of Consumer Research 2023
*Talk: Work Hard, Play Safe: How Being Busy Reduces the Appeal of Novel Activities*
* University of Houston Consortium 2023
*Talk: To Delay or Not Delay*
* Society of Consumer Psychology 2023 *Poster Presentation: Work Hard, Play Safe: How Being Busy Reduces the Appeal of Novel Activities*
* Association of Consumer Research 2022 *Competitive Paper: The Curious Case of Delayed Information*
* Society of Consumer Psychology 2022
*Talk: The Curious Case of Delayed Information*
* Association of Consumer Research 2021
* Society of Consumer Psychology 2021
*Poster Presentation: Deciding Who’s Responsible for a Sponsored Post*
* Association of Consumer Research 2020
* Society of Consumer Psychology 2020
* Association of Consumer Research 2019

**TEACHING EXPERIENCE**

* Spring 2025 TA for Marketing Research Course for Susan Broniarczyk
* Fall 2024 TA for Analysis of Markets Course for Ty Henderson
* Spring 2024 TA for Marketing Research Course for Susan Broniarczyk
* Fall 2023 TA for Analysis of Markets Course for Ty Henderson
* Spring 2023 TA for Marketing Analytics Course for Annabelle Roberts
* Fall 2022 TA for Principles of Marketing (Regular) for Alain Lemaire
* *Spring 2022* Instructor of Principles of Marketing Course (Regular)
	+ *Overall Instructor Evaluations:* 4.8/5
	+ *Overall Course Evaluations:* 4.5/5
* Fall 2021 TA for Principles of Marketing (Honors) Course for Leigh McAlister
* Spring 2020 TA for Science of Good Business Course for Amit Kumar
* Fall 2020 TA for Principles of Marketing (Honors) Course for Leigh McAlister
* Spring 2020 TA for Principles of Marketing (Regular) for Sebastian Hohenberg
* Fall 2019 TA for Principles of Marketing (Honors) Course for Leigh McAlister

**INDUSTRY EXPERIENCE**

Target Corporation – Minneapolis, MN *Marketing Project Manager – Packaging September 2017 - 2019*
 *Marketing Development Program July 2016 – 2017*

* Spearheaded consumer research initiatives on the team to inform messaging strategies, photography and layouts.
* 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
* Overseeing the creation of 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