

XIMENA GARCIA-RADA

Tuck School of Business at Dartmouth
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ACADEMIC POSITIONS

Tuck School of Business, Dartmouth College

Associate Professor (without tenure), Marketing (07/2026–present)

Mays Business School, Texas A&M University

Assistant Professor, Marketing (08/2021–05/2026)

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, interpersonal consumption, well-being.

HONORS AND AWARDS

Early Career Award, Society for Consumer Psychology (2026)

Saroj and Vithala Rao Young Scholar Award, Cornell University (2026)

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)

Wyss Award for Excellence in Doctoral Research, Harvard Business School (2021)

Best Paper Runner-up Award, Wharton Innovation Doctoral Symposium (2021)

AMA-Sheth Doctoral Consortium Fellow (2019)

First-Prize Winner, Oikos Case Writing Competition, Corporate Sustainability Track (2013)

INCAE Business School, Academic Excellence Werner Ketelhöhn Award (2009)

Universidad de Lima, Academic Excellence Award (2004)

SELECTED JOURNAL PUBLICATIONS (*Equal authorship)

1. **Garcia-Rada, Ximena**, Grant E. Donnelly, Jenny G. Olson, Hristina Nikolova, and Michael I. Norton (2026), “Couples Underestimate Positive Affective Reactions to Financial Conversations,” *Social Psychological and Personality Science*, forthcoming.
 - *Work featured in CNBC, Fox News, The Last Show by David Cooper, Yahoo Lifestyle.*
2. 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.
3. ***Garcia-Rada, Ximena**, *Tami Kim, and *Peggy J. Liu (2025), “Consumption Sacrifice,” *Journal of Consumer Psychology*, 35(1), 61-80.
4. **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 Harvard Business Review, The Conversation, USA Today.*
5. **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 (2025)*
 - *Work featured in The Wall Street Journal, The Conversation, NPR, and Harvard Business Review*
 - *JCR Editor’s Choice of April 2022 issue*
6. *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*
7. **Garcia-Rada, Ximena**, and Tami Kim (2021), “Shared Time Scarcity and the Pursuit of Extraordinary Experiences,” *Psychological Science*, 32(12) 1871–1883.
8. **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.
9. **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/gxo8>

MANUSCRIPTS UNDER REVIEW (*Equal authorship)

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

***Garcia-Rada, Ximena**, *Anika Schumacher, and *Peggy J. Liu, “Caregiving Responsibilities Uniquely Discourage the Choice of Leisure.”

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

***Garcia-Rada, Ximena** and *Peggy J. Liu, “A Unifying Framework of Caregiving Choices.”

SELECTED RESEARCH IN PROGRESS

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

Johnson, Alicia, **Ximena Garcia-Rada**, and Emily N. Garbinsky, “Financial Caregiving.”

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

PRACTITIONER PUBLICATIONS

Garcia-Rada, Ximena, and Grant E. Donnelly (2026), “Money Conversations with Your Partner Will Go Better Than You Think,” *SPSP Character & Context Blog*.

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, and Tami Kim (2022), “The Belief that Engaging in Extraordinary Experiences Together Can Foster Relationships,” *SPSP Character & Context Blog*.

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*.

INVITED PRESENTATIONS

Cornell University, Marketing Young Scholars Research Camp (April 2026)

TCU Neeley School of Business, Marketing Camp (April 2026)

University of Texas at Austin McCombs School of Business, Marketing (April 2026)
Tuck School of Business at Dartmouth, Marketing (October 2025)
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

Special Sessions

Invited Panelist (October 2026), “Reconnecting Consumers: How Consumer Research Can Address the Crisis of Loneliness and Social Isolation,” *Association for Consumer Research*, Chicago IL.

SCP Early Career Award Presentation (March 2026), “Consumer Behavior in Caregiving Contexts,” *Society for Consumer Psychology*, San Diego, CA.

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

Winner Presentation of the AMA-EBSCO-RRBM Award for Responsible Research in Marketing (August 2025), “Consumers Value Effort over Ease When Caring for Close Others” (*AMA Summer Academic Conference*, Chicago, IL).

Methods Session Co-Organizer (October 2022), “Methods Workshop: Designing Qualitative Interviews for Experimental Studies,” *Association for Consumer Research*, Denver, CO.

Invited Speaker for Shared Reality Pre-Conference (February 2021), “Relationship Rituals and Shared Reality,” *Society for Personality and Social Psychology*, Virtual Conference.

Special Session Co-Chair (October 2018), “Consumption as a Pathway to Love and Trust in Close Relationships,” *Association for Consumer Research*, Dallas, TX.

*Paper Presentations (*denotes presenter)*

Cakanlar, Aylin and ***Ximena Garcia-Rada** (March 2026), “Solitude and Social Presence: When and Why Others Reduce the Enjoyment of Solo Leisure Consumption,” *Society for Consumer Psychology*, San Diego, CA.

*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.

SERVICE TO THE PROFESSION

Editorial Review Board

Journal of Consumer Psychology (2026–present)

Ad hoc Reviewer

Journal of Consumer Research
Journal of Marketing Research
Journal of Consumer Psychology
Journal of Marketing
Journal of the Association for Consumer Research
Journal of Experimental Psychology: General
Journal of Social and Personal Relationships

Conference reviewer

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

PROFESSIONAL EXPERIENCE

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 (2007)

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
Society for Consumer Psychology
American Marketing Association
Society for Personality and Social Psychology

SELECTED MEDIA COVERAGE

CNBC, Daily Mail, Forbes, Fox News, Harvard Magazine, News Wise, NPR, Psychology Today, The Tribune, The Wall Street Journal, USA Today, WAMC Northeast Public Radio, Yahoo Finance, Yahoo Lifestyle.