

## **Gita V. Johar**

Meyer Feldberg Professor of Business

Columbia University

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### **Educational Background**

Ph.D. (Marketing), 1993

Leonard N. Stern School of Business  
New York University

Post Graduate Diploma in Management (MBA), 1985

Indian Institute of Management  
Calcutta

Bachelor of Commerce, 1983

Sydenham College of Commerce and  
Economics, Bombay University

### **Professional Experience**

*Vice Dean, Diversity, Equity and Inclusion, Columbia Business School, July 2019-June 2021*

*Chair, Faculty Steering Committee, Columbia University Global Center, South Asia (Mumbai), 2014-2019*

*Faculty Director, Online Initiatives, Columbia Business School, July 2014 to June 2017*

*Senior Vice Dean, Columbia Business School, July 2011 to June 2014*

*Vice Dean, Research, Columbia Business School, July 2010 to June 2011*

*Meyer Feldberg Professor of Business, Columbia Business School, January 2007 to present*

*OSIM Visiting Professor of Branding and Strategic Marketing, National University of Singapore (NUS), August 2009, August 2014*

*Visiting Professor, London Business School, Spring 2006*

*Professor, Columbia Business School, July 2002 to present*

*Visiting Professor, INSEAD, Fall 2001*

*Visiting Associate Professor, Hong Kong University of Science and Technology, Spring 1997*

*Associate Professor (with tenure), Columbia Business School, July 2000 to June 2002*

*Associate Professor, Columbia Business School, July 1995 to June 2002*

*Assistant Professor, Columbia Business School, July 1992 to June 1995*

*Instructor, NYU Stern School of Business, 1991-1992*

## Teaching Experience

*Innovate using Design Thinking*, Columbia Business School (MBA, EMBA) and SEAS  
*Marketing (core course)*, Columbia Business School, INSEAD (MBA, EMBA)  
*Introduction to Marketing*, NYU and HKUST (Undergraduate)  
*Advertising and Integrated Communications*, Columbia Business School (MBA and EMBA)  
*Advertising, Branding and Creativity (Master Class)*, Columbia Business School (MBA)  
*Global Marketing Consulting for Social Enterprise*, Columbia Business School (MBA)  
*Global Immersion India: Lessons in (Reverse) Innovation* (MBA)  
*Global Immersion: Doing Business in Myanmar* (MBA, EMBA)  
*Global Immersion India: Design for Social Impact* (MBA)  
*International Seminar in India: Innovation under Constraints* (EMBA)  
*Consumer Behavior*, Columbia Business School, LBS, NUS, HEC France (PhD)  
*Research Methods*, Columbia Business School (PhD)

## Nonprofit Boards and Advising Experience

Co-founder, Better Marketing for a Better World Initiative 2021-  
Member, Predoc.org Strategic Committee, 2020-2022  
Member, Morgan Stanley Institute for Inclusion Advisory Board, 2020-  
Member, Board of Advisers, Asia Initiatives, 2020-  
Member, Chazen Institute (CBS) Global Advisory Board, 2020-2021  
Adviser, Educate Girls (India), 2014-2018  
Adviser, STiR Education: Empowering Teachers to be Changemakers, 2013-2017  
Mentor and Faculty, Acumen Fund Global Fellows Program, 2010-2012

## Research Interests

*Marketing communication and miscommunication*: Consumer inferences regarding content and source; Belief in fake news; Correction of faulty beliefs/Refutation; Attitude updating; Consumer responses to consumption on social media and virtual reality

*Self-regulation and self-identity*: Effects of lay theories/naïve beliefs; Goal setting and attainment; Dynamic effects of response to temptations; Interplay between self-concept and branded possessions; Sharing possessions

*Consumer desire for control and meaning*: Superstitious brand choice; Adoption of new/autonomous products

## Honors and Awards

President, Society for Consumer Psychology, 2022-2023

Awards given to the paper “Autonomous Shopping Systems: Identifying and Overcoming Barriers to Consumer Adoption”

Rigor & Relevance Research Award 2021, *Swiss Academy of Marketing Science*

Davidson Award 2021, First Runner-Up for the best paper published in the *Journal of Retailing* in 2020

Distinguished Alumnus Award, Indian Institute of Management Calcutta

ACR Conference Ombuds 2019-2022

Co-Editor

*Journal of Consumer Research*, July 2014-December 2017

*Journal of Marketing*, Special Issue “Better Marketing for a Better World,” 2019

Associate Editor

*Journal of Consumer Psychology*, 2020-

*Journal of Marketing*, 2018-

*Journal of Consumer Research*, 2002-2005; 2011-2014

*Journal of Marketing Research*, 2009-2012

*International Journal of Research in Marketing*, 2007-2009

Eminent Visiting Scholar, University of Melbourne, April 2019

Senior Visiting Fellow, Institute for Advanced Study, HKUST, 2015-2019

## Publications and Research

### Editorials

Chandy, Rajesh, Gita V. Johar, Chris Moorman and John Roberts, “Better Marketing for a Better World,” *Journal of Marketing*, 2021, 85(3), 1-9.

Dahl, Darren, Eileen Fisher, Gita V. Johar and Vicki Morwitz, “From the Editors-Elect: Meaningful Consumer Research,” *Journal of Consumer Research*, 2014, 41(1).

Dahl, Darren, Eileen Fisher, Gita V. Johar and Vicki Morwitz, “The Evolution of *JCR*: A View through the Eyes of Its Editors,” *Journal of Consumer Research*, 2015, 42(1).

Dahl, Darren, Eileen Fisher, Gita V. Johar and Vicki Morwitz, "Tutorials in Consumer Research," *Journal of Consumer Research*, 2016, 43(2).

Dahl, Darren, Eileen Fisher, Gita V. Johar and Vicki Morwitz, "Making Sense from (Apparent) Senselessness: The JCR Lens," *Journal of Consumer Research*, 2017, 44(4).

### **Journal Publications**

Madan, Shilpa, Gita V. Johar, Jonah Berger, Pierre Chandon, Rajesh Chandy, Rebecca Hamilton, Leslie John, Aparna Labroo, Peggy J. Liu, John G. Lynch Jr., Nina Mazar, Nicole Mead, Vikas Mittal, Christine Moorman, Michael I. Norton, John Roberts, Dilip Soman, Madhu Viswanathan, and Katherine White, "Reaching for Rigor and Relevance: Better Marketing Research for a Better World," *Marketing Letters*, forthcoming.

Johar, Gita V., "Untangling the Web of Misinformation and False Beliefs," *Journal of Consumer Psychology*, 2022, 32(2), 374-383.

Madan, Shilpa, Krishna Savani, and Gita V. Johar, "How you look is who you are: The Appearance Reveals Character Lay Theory Increases Support for Facial Profiling," *Journal of Personality and Social Psychology*, 123(6), 1223-1242.

Chung, Jaeyeon, Gita V. Johar, Oded Netzer, YanYan Li and Matthew Pearson, "Mining Consumer Minds: Downstream Consequences of Host Motivations for Home Sharing Platforms," *Journal of Consumer Research*, 2022, 48(5), 817-838.

Jun, Youjung, and Gita V. Johar, "Social Marginalization Motivates Indiscriminate Sharing of COVID-19 News on Social Media," *Journal of the Association for Consumer Research*, 2022, 7(1), 107-114.

de Bellis, Emanuel and Gita V. Johar, "Autonomous Shopping Systems: Identifying and Overcoming Barriers to Consumer Adoption," *Journal of Retailing*, 2020, 96(1), 74-87.

Chung, Jaeyeon and Gita V. Johar, "The Seesaw Self: Possessions, Identity Activation, and Task Performance," *Journal of Marketing Research*, 2018, 55(5) 752-765.

Jun, Youjung, Rachel Meng, and Gita Venkataramani Johar, "Perceived Social Presence Reduces Fact-Checking," *Proceedings of the National Academy of Sciences*, 2017, 114(23), 5976-5981.

Faraji-Rad, Ali, Shiri Melumad and Gita V. Johar, "Consumer Desire for Control as a Barrier to New Product Adoption," *Journal of Consumer Psychology*, 2017, 27 (3), 347-354.

Johar, Gita Venkataramani, "Mistaken Inferences from Advertising Conversations: A Modest Research Agenda," *Journal of Advertising*, 2016, 45(3), 1-8.

December, 2022

- Weiss, Liad and Gita Venkataramani Johar, "Products as Self-Evaluation Standards: When Owned and Unowned Products Have Opposite Effects on Self-Judgment," *Journal of Consumer Research*, 2016, 42, 915-930.
- Hamerman, Eric J. and Gita Venkataramani Johar, "Conditioned Superstition: Changing Brand Preferences to Succeed," *Journal of Consumer Research*, 2013, 40(3), 428-443.
- Einwiller, Sabine and Gita Venkataramani Johar, "Countering Accusations with Innoculation: The Moderating Role of Consumer-Company Identification," *Public Relations Review*, 2013, 39(3), 198-206.
- Weiss, Liad and Gita V. Johar, "Egocentric Categorization and Product Judgment: Seeing Your Traits in What You Own (and Their Opposite in What You Don't)," *Journal of Consumer Research*, 2013, 40 (1), 185-201.
- Cho, Cecile and Gita Venkataramani Johar, "Attaining Satisfaction," *Journal of Consumer Research*, 2011, 622-631.
- Johar, Gita V., Matthias M. Birk and Sabine A. Einwiller, "How to Save Your Brand In the Face of Crisis," *Sloan Management Review*, 2010, 57-64.
- Mukhopadhyay, Anirban and Gita Venkataramani Johar, "Indulgence as Self Reward for Prior Shopping Restraint," *Journal of Consumer Psychology*, 2009, 334-345.
- Ames, Daniel and Gita Venkataramani Johar, "I'll know what you're like when I see how you feel: How and when affective displays adjust behavior-based impressions," *Psychological Science*, 2009, 586-593.
- Gorn, Gerald, Yuwei Jiang, and Gita Venkataramani Johar, "Babyfaces, Trait Inferences, and Company Evaluations in a PR Crisis," *Journal of Consumer Research*, 2008, 36-49.
- Johar, Gita Venkataramani and Anne Roggeveen, "Changing False Beliefs from Repeated Advertising: The Role of Claim-Refutation Alignment," *Journal of Consumer Psychology*, 2007, 118-127.
- Lehmann, Donald, Jennifer Ames Stuart, Gita Venkataramani Johar, and Anil Thozur, "Spontaneous Visualization and Concept Evaluation," *Journal of the Academy of Marketing Science*, 2007, 309-316.

- Johar, Gita Venkataramani, Michel Pham and Kirk Wakefield , “How Event Sponsors are Really Identified: A (Baseball) Field Study,” *Journal of Advertising Research*, 2006, June, 183-198.
- Mukhopadhyay, Anirban and Gita Venkataramani Johar, “Tempted or Not: The Effect of Recent Purchase History on Responses to Affective Advertising,” *Journal of Consumer Research*, 2007, March, 445-453.
- Zembarain, Martin and Gita Venkataramani Johar, “Attitudinal Ambivalence and Openness to Persuasion: A Framework for Interpersonal Influence,” *Journal of Consumer Research*, 2007, March, 506-514.
- Gershoff, Andrew and Gita Venkataramani Johar, “Do you Know Me? Consumer Calibration of Friends’ Knowledge,” *Journal of Consumer Research*, 2006, March, 496-503.
- Johar, Gita Venkataramani, D. Maheswaran, and Laura Peracchio, “MAPping the Frontiers: Theoretical Advances in Consumer Research on Memory, Affect, and Persuasion,” forthcoming, *Journal of Consumer Research*, 2006, June, 139-149.
- Johar, Gita Venkataramani, Jaideep Sengupta, and Jennifer Aaker, “Two Roads to Updating Brand Personality Impressions: Trait versus Evaluative Inferencing,” *Journal of Marketing Research*, 2005, November, 458-469.
- Mukhopadhyay, Anirban and Gita Venkataramani Johar, “Where there is a Will, Is there a Way?: The Effects of Consumers’ Lay Theories of Self Control on Setting and Keeping Resolutions?,” *Journal of Consumer Research*, 2005, March, 779-786.
- Johar, Gita Venkataramani, “The Price of Friendship: When, Why and How Relational Norms Guide Social Exchange Behavior,” *Journal of Consumer Psychology*, 2005, 15(1), 22-27.
- Roggeveen, Anne and Gita Venkataramani Johar, “Integration of Discrepant Sales Forecasts: The Influence of Plausibility Inferences Based on an Evoked Range,” *Journal of Marketing Research*, 2004, February, 19-30.
- Johar, Gita Venkataramani, C. Page Moreau, and Norbert Schwarz, “Gender Typed Advertisements and Impression Formation: The Role of Chronic and Temporary Accessibility,” *Journal of Consumer Psychology*, 2003, 13(3), 220-229.
- Johar, Gita Venkataramani and Jaideep Sengupta, “The Effects of Dissimulation on the Accessibility and Predictive Power of Weakly Held Attitudes,” *Social Cognition*, 2002, 20(4), 257-293.

- Morrin, Maureen, Jacob Jacoby, Gita Venkataramani Johar, Alfred Kuss, and David Mazursky, "Taking stock of Stockbrokers: Exploring Momentum vs. Contrarian Investor Strategies and Profiles," *Journal of Consumer Research*, 2002, 29(2), 188-198.
- Sengupta, Jaideep and Gita Venkataramani Johar, "Effects of Inconsistent Attribute Information on the Predictive Value of Product Attitudes: Toward a Resolution of Opposing Perspectives," *Journal of Consumer Research*, 2002, 29(1), 39-56.
- Roggeveen, Anne and Gita Venkataramani Johar, "Perceived Source Variability versus Recognition: Testing Competing Explanations for the Truth Effect," *Journal of Consumer Psychology*, 2002, 12(2), 81-91.
- Jacoby, Jacob, Maureen Morrin, Gita Venkataramani Johar, Alfred Kuss, Zeynep Gurhan, and David Mazursky, "Training Novice Investors to Become More Expert: The Role of Information Accessing Strategy," *Journal of Psychology and Financial Markets*, 2001, 2(2), 69-79.
- Johar, Gita Venkataramani, Morris B. Holbrook, and Barbara B. Stern, "The Myth of Creative Advertising Design: Theory, Process and Outcome," *The Journal of Advertising*, 2001, 30(2), 1-25.
- Sengupta, Jaideep and Gita Venkataramani Johar, "Contingent Effects of Anxiety on Message Elaboration and Persuasion," *Personality and Social Psychology Bulletin*, 2001, 27(2), 139-150.
- Pham, Michel Tuan and Gita Venkataramani Johar, "Market Prominence Biases in Sponsor Identification: Processes and Consequentiality," *Psychology and Marketing: Special Issue on Sponsorship*, 2001, 18(2), 123-143. (Invited paper)
- Johar, Gita Venkataramani and Carolyn J. Simmons, "The Use of Concurrent Disclosures to Correct Invalid Inferences," *Journal of Consumer Research*, 2000, 26(4), 307-322.
- Raghubir, Priya and Gita Venkataramani Johar, "Hong Kong 1997 in Context," *Public Opinion Quarterly*, 1999, 63(4), 543-565.
- Johar, Gita Venkataramani and Michel Tuan Pham, "Relatedness, Prominence, and Constructive Sponsor Identification," *Journal of Marketing Research*, 1999, 36(3), 299-312. Reprinted in *Advertising and Society Review*, 1(3).
- Jacoby, Jacob, Gita Venkataramani Johar and Maureen Morrin, "Consumer Psychology: A Quadrennium," *Annual Review of Psychology*, 1998, 49, 319-344.

- Pham, Michel Tuan and Gita Venkataramani Johar, "Contingent Processes of Source Identification," *Journal of Consumer Research*, 1997, 24(3), 249-265.
- Johar, Gita Venkataramani, Kamel Jedidi and Jacob Jacoby, "A Varying-Parameter Model of On-line Brand Evaluations," *Journal of Consumer Research*, 1997, 24(2), 232-247.
- Menon, Geeta and Gita Venkataramani Johar, "Antecedents of Positivity Effects in Social and Nonsocial Judgments," *Journal of Consumer Psychology*, 1997, 6(4), 313-337.
- Johar, Gita Venkataramani, "Intended and Unintended Effects of Corrective Advertising on Beliefs and Evaluations: An Exploratory Analysis," *Journal of Consumer Psychology*, 1996, 5(3), 209-230.
- Krishna, Aradhna and Gita Venkataramani Johar, "Consumer Perceptions of Deals: The Biasing Effects of Varying Deal Prices," *Journal of Experimental Psychology: Applied*, 1996, 2(3), 187-206.
- Johar, Gita Venkataramani, "Consumer Involvement and Deception from Implied Advertising Claims," *Journal of Marketing Research*, 1995, 32 (3), 267-279.
- Creyer, Elizabeth and Gita Venkataramani Johar, "Response Mode Bias and the Formation of Preference: Boundary Conditions of the Prominence Effect," *Organizational Behavior and Human Decision Processes*, 1995, 62 (1), 14-22.

### **Other Publications**

- Johar, Gita Venkataramani, Shilpa Madan, and K. Ganesh, "Scaling Big in India: Leveraging Behavioral Science to Help Feed Millions," *Stanford Social Innovation Review*, August 2020.
- Meng, Rachel, Youjung Jun and Gita V. Johar, "Being in a Group Makes us Less Likely to Fact Check," *Harvard Business Review*, August 2017.
- Faraji-Rad Ali, Shiri Melumad, and Gita V. Johar, "When New Products should Make Customers Feel in Control," *Harvard Business Review*, December 2016.

### **Book Chapters**

- Johar, Gita V., Liad Weiss and Jaeyeon Chung (2019), "Ownership and Identity: A Cognitive Perspective," in *Handbook for Research on Identity Theory in Marketing*, edited by Mark Forehand and Americus Reed.



Weiss, Liad and Gita V. Johar (2018), “Psychological Ownership in Egocentric Categorization Theory,” in *Consumer Behavior and Psychological Ownership*, edited by Joan Peck and Suzanne Shu.

Johnson, Eric E., Michel Tuan Pham, and Gita Venkataramani Johar (2007), “Consumer Behavior and Marketing,” in *Social Psychology*, Second Edition, edited by Arie Kruglanski and E. Tory Higgins.

Johar, Gita V. Commentary in *Legends in Marketing—Morris B. Holbrook*, Volume 11: Marketing Applications – Branding, Communications, and Strategy, edited by Pierre Berthon, Sage Publications, 2015.

### **Edited Volumes and Chapters**

Dahl, Darren, Gita V. Johar, and Stijn van Osselaer (2010), *Advances in Consumer Research*, Volume 38, Duluth, MN: Association for Consumer Research.

Johar, Gita V. (2014), Introduction to Volume 7: Law, Marketing and Consumer Behavior-II, in *Legends in Marketing—Jacob Jacoby*, Sage Publications.

Johar, Gita V. (2015), Commentary in Volume 11: Marketing Applications: Branding, Communications and Strategy—Morris Holbrook, Sage Publications.

Johar, Gita V., “The Consumer Behavior Don.” Commentary in Volume 4: Consumer Behavior in *Legends in Marketing: Don Lehmann*.

### **Papers under Review**

de Bellis, Emanuel, Gita V. Johar and Nicola Schweitzer, “Meaning of Manual Labor Impedes Consumer Adoption of Autonomous Products.”

Kim, Sonia and Gita V. Johar, “Designing Win-Win Solutions for Social Media Platforms: Understanding the Role of Psychological Ownership in Aversion to Advertising.”

Lee, Byung Cheol and Gita V. Johar, “The Replaced Self: Personalized Recommendations Can Undermine Preference Clarity.”

Madan, Shilpa, Krishna Savani, and Gita V. Johar, “Does Appearance Reveal Character? Consumers’ Lay Theories Influence their Willingness to Buy Imperfect Produce.”

Park, Sanghyeok and Gita V. Johar, “Consumer Behavior on Livestreams: How Chat Movement Speed Affects Streamer Popularity Perceptions.”

Schoenmuller, Verena, Simon Blanchard, and Gita V. Johar, “Who Will Share Fake-News on Twitter? Psycholinguistic Cues in Online Post Histories Discriminate Between Actors in the Misinformation Ecosystem.”

Wu, Alisa, Maayan Malter, and Gita V. Johar, “Product Anthropomorphism can Increase Recycling Behavior.”

### **Working Papers**

Ding, Yu, Jill Xiong, and Gita V. Johar, “Slim-as-luxury”: The influence of product shape on product luxury perception.”

Jun, Youjung, Jaeyeon Chung and Gita V. Johar, “When Virtual Reality Backfires on Reality: VR Reduces High Sensation Seekers’ Product Evaluation.”

Lee, Byung Cheol, Gita V. Johar, Maria Sicilia and Salvador Ruiz, “Spillover Effects Online: Customer Reviews of a Target Product Affect Proximal Product Evaluations.”

Levontin, Liat and Gita Venkataramani Johar, “The Dark Side of an Incremental Self-theory: Its Influence on Blame Attributions and Prosocial Behavior.”

Malter, Maayan and Gita V. Johar, “Self-construal and Collaborative Consumption.”

Zemborain, Martin, Gita V. Johar, Anne Roggeveen and Asim Ansari, “Mutable Preferences: Choice Supportive Distortions in Importance of Product Features.”

### **Research in Progress**

Ding, Yu, Gita V. Johar, and Michael Morris, “Science Denial: A Global Perspective on the Role of Religion.”

Ding, Yu and Gita V. Johar, “Fact-Checking Matters: A Novel Crowdsourcing Approach for Improving the Information Ecosystem.”

Gao, Phyllis and Gita V. Johar, “How Mobile Devices Affect Information Sharing.”

Kim, Sonia, Jaeyeon Chung, and Gita V. Johar, “Personalized Video Recommendations Induce Consumer Trust in (False) Information on the Platform.”

## **Teaching Materials**

Columbia Caseworks Case: Myanmar in 2020: Mobile Telecommunication and Mobile Financial Services (with Oded Netzer)

Columbia Caseworks Case: Launching Mobile Financial Services in Myanmar: The Case of Ooredoo (with Oded Netzer and Alexandre Liege)

Columbia Caseworks Case: Byrraju Foundation SWEET Water Project

Columbia Caseworks Case: Dial 1298 for Ambulance. Marketing EMS in Mumbai (with Joanna Harries)

Columbia Caseworks Case: LifeSpring Hospitals.

Columbia Caseworks Case: The Ad Council and AdoptUsKids: Seeking an Innovative Advertising Strategy

Columbia Caseworks Research Brief: Brand Recovery--Communication in the Face of Crisis (with Matthias Birk and Sabine Einwiller)

## **Recent Research Presentations**

London Business School (December 2022)

Yale SOM (December 2022)

Kellogg School of Management, Northwestern University (April 2022)

City University, Hong Kong (February 2022)

IIM Bangalore (June 2021)

University of Arizona (January 2021)

Arison School of Business, Interdisciplinary Center (IDC), Israel (December 2020)

University of Miami Research Camp (February 2020)

Georgetown University (May 2019)

Mailman School of Public Health (April 2019)

University of Melbourne (Eminent Scholar, April 2019)

Georgia Institute of Technology (February 2019)

Indian Institute of Technology (January 2019)

HKUST (November 2018)

Rutgers Mentor-Mentee Symposium (March 2018)

Indian School of Business (December 2017)

University of Houston (November 2017)

Swiss Consumer Research Summit, University of St. Gallen (September 2017)

Duke University (February 2017)

## **Doctoral Students**

### *Doctoral Student Advisor*

Anne Roggeveen, Babson College  
Anirban Mukhopadhyay, HKUST,  
Martin Zemborain, IAE, Argentina  
Cecile Cho, University of California,  
Riverside  
Eric Hamerman, Tulane University  
Liad Weiss, University of  
Wisconsin, Madison  
Jaeyeon Chung, Rice University  
Youjung Jun, Yonsei University  
Yu Ding, Stanford GSB  
Byung Cheol Lee, University of  
Houston  
Maayan Malter  
Sonia Kim  
Eric Park

### *Doctoral committees*

Page Moreau, Jeff Parker, Rachel  
Meng

## **Online Executive Education Courses**

Building and Managing a Customer Centric Organization (with Oded Netzer)

Breakthrough Innovation (with Jacob Goldenberg and Yoni Stern)

## **Recent Service at Columbia University**

Provost's Advisory Council for the Enhancement of Faculty Diversity, 2019-

## **Other Outside Activities**

Co-founder, Better Marketing for a Better World Initiative (2021)

Member, Morgan Stanley Institute for Inclusion Advisory Board, 2020-

Member, Board of Advisers, Asia Initiatives, 2020-