

**RAJESH BHARGAVE**  
**CURRICULUM VITAE**

2021-September

Associate Professor of Marketing  
Imperial College Business School  
Imperial College London - South Kensington Campus, London SW7 2AZ, UK  
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**Academic Employment**

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*Associate Professor (with tenure)* (Fall 2019- present), Imperial College Business School

*Assistant Professor* (Fall 2016-19), Imperial College Business School

*Assistant Professor* (Fall 2009-Summer 2016), The University of Texas at San Antonio

**Education**

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*Ph.D., Marketing, 2009*  
The Wharton School, University of Pennsylvania

*Bachelors of Business Administration, 2003*, Major: Business Honors Program, Magna cum Laude  
The University of Texas at Austin

**Selected Publications**

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Pena Marin, Jorge and Rajesh Bhargave (2021/ in press), "Comparing Estimates for Decision-Making: Numerical Processing and Preferences for Underestimates versus Overestimates," *Journal of Experimental Psychology: Applied*.

Bhargave, Rajesh, Nicole V. Montgomery, and Joe Redden (2018), "Collective Satiation: How Co-Experience Accelerates a Decline in Hedonic Judgments," *Journal of Personality and Social Psychology*, 114 (4), 529-546.

Bhargave, Rajesh, Antonia Mantonakis, and Katherine White (2016), "The Cue-of-the-Cloud Effect: When Reminders of Online Information Availability Increase Purchase Intentions and Choice," *Journal of Marketing Research*, 53 (5), 699-711. (\*FT50)

Pena Marin, Jorge and Rajesh Bhargave (2016), "Lasting Performance: Round Numbers Activate Associations of Stability and Increase Perceived Length of Product Benefits," *Journal of Consumer Psychology*, 26 (3), 410-16 [equal authorship, research conducted with doctoral student] (\*FT50)

Bhargave, Rajesh, Amitav Chakravarti and Abhijit Guha (2015), “Two-Stage Decisions Increase Preference for Hedonic Options,” \**Organizational Behavior and Human Decision Processes*, 130 (September), 123-35 [equal authorship]. (\*FT50)

Bhargave, Rajesh and Nicole V. Montgomery (2015), “My Recency, Our Primacy: How Social Connection Influences Evaluations of Sequences,” *Journal of Behavioral Decision Making*, 28 (4), 382-94.

Bhargave, Rajesh and Nicole V. Montgomery (2013), “The Social Context of Temporal Sequences: Why First Impressions Shape Shared Experiences,” \**Journal of Consumer Research*, 40 (3), 501-17. (\*FT50)

Zauberman, Gal, Jonathan Levav, Kristin Diehl, and Rajesh Bhargave (2010), “1995 Feels so Close Yet So Far: The Effect of Event ‘Markers’ on the Subjective Feeling of Elapsed Time,” *Psychological Science*, 21 (1). [equal authorship]

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## Other Publications

Montgomery, Nicole V. and Rajesh Bhargave (2016), “Indirect Social Influence at Work: The Effect of Anticipated Discussion on Thinking Style,” *The Psychology of Consumer and Social Influence: Theory and Research*, Ed. Daniel J. Howard, New York: Nova Science Publications.

Miron-Shatz, Talya, Rajesh Bhargave, and Glen M. Doniger (2015), “Milestone Age Affects the Role of Health and Emotions in Life Satisfaction: A Preliminary Inquiry,” *PLOS ONE*, 10(8).

Kapitan, Sommer, Rajesh Bhargave, Kristin Trask, Jill M. Sundie & David H. Silvera (2013). “Thrift Store Romantics: Individual Differences in Product End-of-Life Decisions, From Contamination in Second-Hand Goods to Possession Attachment and Enviro-Tribes.” *Communicating Sustainability for the Green Economy*. Ed. Lynn Khale. Armonk, NY: M.E. Sharpe. [research conducted with doctoral student]

Kapitan, Sommer and Rajesh Bhargave (2013), “Navigating Residue Sensitivity in the Used Goods Marketplace” *Psychology and Marketing*, 30(4), 305-317. [research conducted with doctoral student]

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## Scholarships and Awards

Carolan Research Institute Grant (2016), \$15,000

UTSA College of Business International Research Grant (2013-2014), \$5,000

Russell Ackoff Doctoral Student Award for Research on Human Decision Processes and Risk Management, The Wharton School (2007, 2008)

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## Teaching Experience

- Ph.D.-level: *Research Design, Experimental Design and Analysis*
- Executive Education: *Pricing, Market-led Innovation* (Corteva Agriscience, MIP Politecnico Di Milano)
- Full-time MBA: *Global Experience Week*
- MSc.: *Marketing Strategy, International Marketing, Consumer Behaviour, Market Research*

- Before Imperial College Business School:
  - UTSA: *Consumer Behavior* (Fall 2009-Spring 2015), MBA and undergraduate
  - Wharton undergraduate: *Introduction to Marketing* (2005-2006)

Other teaching experiences and honours:

- International Teachers' Program (2018)
- 2014: UTSA College of Business Teaching Honor Roll
- Dissertation committee for Sommer Kapitan (UTSA)

## Department and College Service

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- Faculty Search Committee chair
- Electives Committee
- Coordinator for the Doctoral Programme
- Research Committee
- Business School Strategy taskforce (2017-18)

## Academic Service

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Editorial review board:

*Journal of Business Research*

Ad-hoc reviewer:

*Journal of Consumer Research, Journal of Marketing Research, Management Science, Manufacturing and Service Operations Management, Journal of Happiness Studies, Social Influence, Journal of Experimental Psychology: Learning, Memory, and Cognition*

Conference reviewer:

*Association for Consumer Research, Society for Consumer Psychology, American Marketing Association, La Londe Conference on Consumer Behavior, European Marketing Academy Conference (EMAC)*

## Invited presentations

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Texas A&M University, King's College London, Norwich Business School, HEC-Lausanne, Warwick Business School, Leeds Business School

## Academic Contributions to Industry

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- Industry conferences and webinars (Voice tech summit, Wandera mobile security conference, Highlands and Islands Enterprise)
- Ogilvy & Mather (New York 2016): *Advertising Educational Foundation's Visitor Professor Program*
- Market research design consulting (various clients)