

Aruna Divya Tatavarthy

Assistant Professor, Marketing,
Department of Strategy and Management,
NHH Norwegian School of Economics,
Helleveien 30, 5045, Bergen, Norway.

aruna.tatavarthy@nhh.no | (alternate email) : arunat10@iimb.ac.in

ACADEMIC EXPERIENCE

Assistant Professor in Marketing <i>Department of Strategy and Management NHH Norwegian School of Economics</i>	Oct 2021 – Present
Member <i>Digital Innovation for Growth NHH Norwegian School of Economics</i>	Oct 2021 – Present
Assistant Professor in Marketing <i>Indian Institute of Management Nagpur, India</i>	2020 – Sep 2021
Assistant Professor in Marketing <i>Indian Institute of Management Ahmedabad, India</i>	2016 - June 2020
Faculty Fellow – JSW School of Public Policy <i>Indian Institute of Management Ahmedabad, India</i>	2019 – June 2020
CABE Research Fellow <i>Faculty of Business and Economics, University of Melbourne, Australia</i>	Sep – Nov 2019

EDUCATION

PhD (FPM) in Marketing (Minor: Economics) <i>Indian Institute of Management Bangalore, India IMTC Best Thesis Award (India) IMRDC Best Thesis Award</i>	2017
Bachelor of Engineering (Electrical) <i>GITAM College of Engineering (Affiliated to Andhra University), India Graduated with Distinction Ranked 3rd in the Department</i>	2001-2005

SELECTED RECENT PAPERS

- Divya, Aruna T., and Mukherjee, Kanchan (2019), “Effect of Payment Mechanisms on the Replacement Time of Durable Products Purchase”, [Journal of Consumer Marketing \[Link\]](#)
- Divya, Aruna T., Chatterjee, Swagato, and Sharma, Piyush (2019), “Exploring the moderating role of construal levels on the impact of process versus outcome attributes on service evaluations”, [Journal of Service Theory and Practice \[Link\]](#)
- Chakrabarti, Sandip and Divya, Aruna T. (2019) “The Geography of Medical Travel in India: Differences across States, and the Urban-Rural Divide”, [Applied Geography \[Link\]](#)

- Chatterjee, Swagato, & **Aruna Divya, T.** (2017), *“Through the looking glass: Role of construal level on description-intensive reviews”* in NA - [Advances in Consumer Research](#) Volume 45, eds. Ayelet Gneezy, Vladas Griskevicius, and Patti Williams, Duluth, MN: Association for Consumer Research

MANUSCRIPTS [currently under review or being revised for resubmission | manuscripts available on request]

- Kumari Rashmi, **Divya Aruna T.**, Sahay Arvind *“Consumers’ Sensitivity to Promotion Delays and Impact on Promotion Judgments”*
- **Divya, Aruna T.**, *“We are in This Together”*: Role of Individuals’ Resources Scarcity on Prosocial Behavioral Outcomes”:
Earlier version(s):
 - ◆ Bala and Vasantha Balachandran Research Grant Award 2018
 - ◆ JSW-School of Public Policy Research Grant Award 2018
- **Divya, Aruna T.**, Agrawal, Nidhi and Chang, Sylvia, *“Relative Mental Depreciation of Durable Goods: Role of Usage Frequency”*
- So, Jane, Agrawal, Nidhi and **Divya, Aruna T.**, *“The Big Picture or Details: Effect of Construal Levels and the Expertise Evaluations of Advice”*
- **Divya, Aruna T.**, *“Personalization vs. Privacy Trade-Off: An Analysis of Consumer Preferences in Mobile Advertisements”*
- **Divya, Aruna T.**, and Prakhya, Srinivas, *“Product Ownership and Warranty Purchase Decisions: An Application of Reference-Dependent Risk Preferences”*
 - ◆ Recipient of Best Paper Award at IMRDC¹ Conference
- Vijayalakshmi, Akshaya, **Divya, Aruna T.** and Das, Abhiman *“Relationship between Household TV Viewing and Children’s Health Quality: Findings from India”*

NEW DRAFTS BEING PREPARED FOR SUBMISSION

- **Divya, Aruna T.**, Jonnalagedda, Sreelata and Jain, Deepika *“The Effect of Consumption Regret on Pricing Upgrades and Add-Ons”*
- **Kumari, Rashmi, Divya, Aruna T.**, Sahay, Arvind *“Too Many Cooks Spoil the Broth? Number of Promotional Gifts and Impact on Consumer Choice”*

WORK IN PROGRESS

Preliminary Working Drafts

- *“Expertise in Recommendation and Advise Seeking: An Analysis of Yelp Elite Reviewers’ Textual Reviews and Firms’ Profitability”*

¹ IMRDC: A Doctoral Conference across all Indian Schools <http://www.iimb.ernet.in/publications/review/imr-doctoral-conference-2014>

Preliminary Analysis/Model Development in Progress

- “Reason vs. Feeling: An Evaluation Based Approach towards Usage Frequency and Impact on Replacement Decisions”
- “Organized Secondary Markets for Limited Edition Products”
- “Role of Memory and Search Order in Purchase Outcomes”

Other Work in Progress

- “Design Allure vs. Service Quality Assurance: Analysis of Firms’ and Consumers’ Trade-offs in Indian Passenger Vehicles Industry”
- “Predicting Vehicle Failure Probability and Extended Warranty Costs in Commercial Vehicles”
- “Sequential vs. Simultaneous Add-On Services”

PEER-REVIEWED CONFERENCE PRESENTATIONS [not included conference acceptances that were rescheduled/cancelled due to COVID-19]

1. **Kumari, Rashmi**, Divya, Aruna T., Sahay, Arvind [Scheduled - 2021] “Cashbacks ‘In the nick of time’: Consumers’ Sensitivity to Promotion Delays and Impact on Promotion Judgments” *15th Great Lakes NASMEI Marketing Conference*, Chennai [Virtual], Dec 21-22:2021.
2. Bonfrer, Andre, **Ranjan, Bhoomija** and Divya, Aruna T., [Scheduled - 2021] “Role of Memory And Search Order In Purchase Outcomes” – *2021 ANZMAC Conference* [Hybrid : Melbourne], Nov 29-Dec 1:2021.
3. Bonfrer, Andre, Ranjan, Bhoomija and **Divya, Aruna T.**, [2021] “Role of Memory And Search Order In Purchase Outcomes” – *43rd Annual ISMS Marketing Science Conference* [Virtual], June 3-5:2021
4. So, Jane, Agrawal, Nidhi and **Divya, Aruna T.**, [2021] “The Big Picture or Details: Effect of Construal Levels and the Expertise Evaluations of Advice” - *Society for Consumer Psychology Conference*, [Virtual], Mar 4-6:2021
5. **Kumari, Rashmi**, Divya, Aruna T., Sahay, Arvind (2020) “Too Many Cooks Spoil the Broth? Number of Promotional Gifts and Impact on Consumer Choice” *14th Great Lakes NASMEI Marketing Conference*, Chennai [Virtual], Dec 21-23:2020
 - ◆ Winner of Raj Sethuraman Research Grant Award 2020
6. **Divya, Aruna T.**, Jonnalagedda, Sreelata and Jain, Deepika (2019) “Pricing Add-On Services in the Presence of Consumers’ Regret” *41st INFORMS Society for Marketing Science Annual Conference*, Rome, June 20-22:2019
7. **Divya, Aruna T.**, Bhargava, Puneet and Narayanan, Priya (2019) “Will You Give When You Have Lost: Impact of Resource Scarcity on Prosocial Behavior”, *48th EMAC Annual Conference*, Hamburg, May 2019 (presented by co-author)
8. **Divya, Aruna T.**, and Jonnalagedda, Sreelata (2019) “Effect of Base Service Tariff Structure On Purchase of Add-On Services” *Asia-Pacific Association for Consumer Research*, Ahmedabad, Jan 9-12:2019
9. **Divya, Aruna T.**, and Jonnalagedda, Sreelata (2018) “Effect of Base Service Tariff Structure On Purchase of Add-On Services” *12th Great Lakes NASMEI Marketing Conference*, Chennai., Dec 20-21:2018

10. **Divya, Aruna T.**, and Jonnalagedda, Sreelata (2018) "Effect of Base Service Tariff Structure On Purchase of Add-On Services" *University of Chicago Booth IIMB Mini Conference in Quantitative Marketing*, Dec 17th:2018
11. Awasthy, Prakash, and **Divya, Aruna T.** (2018) "Organized Secondary Markets for Limited Edition Products" *40th INFORMS Society for Marketing Science Annual Conference*, Philadelphia, June 14-16:2018 (presented by co-author)
12. **Divya, Aruna T.**, Bhargava, Puneet and Narayanan, Priya (2018) "Will You Give When You Have Lost: Impact of Resource Scarcity on Prosocial Behavior", *12th Great Lakes NASMEI Marketing Conference*, Chennai., Dec 20-21:2018 (presented by co-author)
13. **Divya, Aruna T.**, Chatterjee, Swagato, (2017) "The Journey or the Destination: Asymmetric Impact of Process and Outcome on Service Evaluations" *46th EMAC Annual Conference*, Groningen, May 23-26:2017
14. Chatterjee, S., & **Aruna Divya, T.** (2017), "Through the looking glass: Role of construal level on description-intensive reviews" *11th Great Lakes NASMEI Marketing Conference*, December 22-23:2017, Chennai. (presented by co-author)
15. **Divya, Aruna T.**, and Mukherjee, Kanchan (2015), "Justifying the pain of payment: A Process Based Explanation to Durable Goods Replacement Decisions", *Society for Consumer Psychology Conference*, Phoenix, AZ, Feb 26-28:2015
16. **Divya, Aruna T.**, and Mukherjee, Kanchan (2015), "Relative Mental Depreciation of Durable Goods: Role of Usage Frequency", *44th EMAC Annual Conference*, Leuven, May 26-29:2015
17. **Divya, Aruna T.**, and Prakhya, Srinivas (2015), "Reference-Dependent Risk Preference over Time of Warranty Coverage: An Explanation for Why Individuals Prefer Smaller-Yet-Expensive Warranty Options", *Judgment and Decision-Making Pre-Conference of Society for Personality and Social Psychology Conference*, Long Beach, CA, Feb 26:2015
18. **Divya, Aruna T.**, Prakhya, Srinivas and Mukherjee, Kanchan (2014), "Decision for Indian Retailers to Offer Extended Warranties: Insights from Consumer Decision Making", *6th Annual Yale China India Insights Conference*, Lijiang, China, July 13-15:2014
19. **Divya, Aruna T.**, Prakhya, Srinivas and Mukherjee, Kanchan (2014), "Reference-Dependent Preferences on Time of Coverage: An Alternative Explanation for Why We Observe Minimal Warranties?", *IMRDC Conference*, Bangalore, Dec 23:2014
 - ◆ Winner of the Best Paper Award.
20. **Divya, Aruna T.**, and Mukherjee, Kanchan (2014), "A Process Based Approach to Individual Level Durable Goods Replacement Intentions", *45th Annual Association for Consumer Research Conference*, Baltimore, MD, Oct 23-26:2014

SELECTED WORKSHOPS AND COLLOQUIA PARTICIPATION

Quantitative Marketing and Structural Econometrics Workshop, <i>University of Washington St. Louis</i>	2017
Summer Institute of Competitive Strategy, <i>Haas School of Business, University of California Berkeley</i>	2017

AWARDS, GRANTS AND FELLOWSHIPS

EMAC Junior Faculty Visiting Program - EUR12,500	2020-21
Raj Sethuraman NASMEI Research Grant Award	Dec 2020
CABE (Centre for Asian Business and Economics) Visiting Fellow, University of Melbourne – 2019	
University of Chicago Provost Global Faculty Research Award	2019-21
Bala and Vasantha Balachandran Research Grant Award – INR1,00,00	Dec 2018
JSW School of Public Policy Research Grant – INR3,00,000	Dec 2018
Chicago Booth-India Quantitative Marketing Mini Conference – USD400	Dec 2018
NHRC Grant for Understanding Sexual Harassment at Workplace – INR 14,00,000	June 2018
University of Chicago Delhi Center Inaugural Conference - \$400	Dec 2017
IMRDC Best Thesis Paper Presentation Award – INR30,000	Dec 2014
AIM AMA Sheth Doctoral Consortium Fellow	Jan 2014
Yale China India Insights Conference Travel Grant - \$750	July 2014
IIMB Management Review Doctoral Colloquium Best Paper Award - \$500	Dec 2014
IMTC Best Thesis Award (India) ²	Jan 2018

INTERNAL RESEARCH GRANTS (In INR)

Seed Money Grants

- *Exploring the Consumer Search, consumption and product Reviews Online*
 - 1,38,000 Sep 2017 – Aug 2018
- *Analysis of Public Transportation Mode Choice for Commute Trips in the National Capital Region*
 - 2,00,000 July 2018 - Apr 2019

Seed Money Grants

- *Designing Warranties as Add-Ons for Consumer Vehicles*
 - 1,99,500 Oct 2018 – Oct 2019

Case Centre Grants

- *Tiered vs. Lump Sum Discounts Effects on Churn in Co-Working / Incubation Officers*
 - 2,00,000 Apr 2018 – Oct 2019

Other Research & Publications (R&P) Grants

- *Prosocial behavior under scarcity of time or money*
 - 3,39,000 Nov 2018 – Dec 2019

² Thesis Selected for Best Thesis Award (India), but could not travel for the Conference Award Ceremony due to Teaching Schedule

INVITED TALKS AND SEMINARS

Invited Talks/Sessions: Universities

◆ In 2021

Revenue Management and Pricing Analytics

Indian Institute of Management Udaipur

Introduction to Marketing and Pricing Analytics

InFED Women Entrepreneurship Program IIMN

◆ In 2020

Revenue Management and Pricing Analytics in Co-Working Space

Indian Institute of Management Udaipur

Will You Give When You Have Lost: Impact of Resource Scarcity on Prosocial Behavior

Goa Institute of Management

◆ In 2019

Will You Give When You Have Lost: Impact of Resource Scarcity on Prosocial Behavior

Indian Institute of Management Calcutta

Drivers of Prosocial Behavior: A Resource Scarcity Perspective

University of Melbourne

University of Western Australia

University of South Australia

Pricing Add-On Services in the Presence of Consumers' Usage Calibration

Deakin University

University of South Australia

University of Queensland

◆ Pre-2019

Discussant – IIMB Management Review Doctoral Conference

2017

Invited Talks/Sessions: Industry/Policy Think-Tanks

Recommender Systems and Consumer Cognitive Overload – MakeMyTrip Bangalore

2018

Personalized Advertising – InMobi Bangalore

2018

Pricing Add-On Services – 91Springboard

2018

Pricing Promotion Campaigns – Harsha Retail Pvt. Ltd.

2019

TEACHING EXPERIENCE

Core Courses

Marketing Management – MBA Course

Business Research Methods

Elective Courses

Descriptive Models of Consumer Decision Making [9.3/10 most recent feedback in AY2019-20]

Doctoral Courses

Marketing Models

Behavioral Economics in Marketing

Experiment Methods in Consumer Behavior

Executive Education

Pricing for Profit

Data Analytics for Pharmacy Sales

SERVICE

Dissertation Advisory Committee

Biswajeeta Parida (Indian Institute of Management Ahmedabad)

- Graduated 2017 – Current Placement: Indian Institute of Technology Delhi

Ankur Kapoor (Marketing, Indian Institute of Management Ahmedabad)

- Graduated 2019 – Current Placement: Indian Institute of Management Udaipur

Priya Narayanan (Indian Institute of Management Ahmedabad)

- Graduated 2020 – Current Placement: Indian Institute of Management Kozhikode

Amogh Kumbarageri (Indian Institute of Management Ahmedabad)

- Graduated 2021 – Current Placement: Mahindra University, India

Rashmi Kumari (Indian Institute of Management Ahmedabad)

- Graduated 2021 – Current Placement: Indian Institute of Management Amritsar

Ad-hoc Reviewer

2022 Academy of Marketing Science Annual Conference

2021 PAN-IIM WMC Conference

2020 Journal of Consumer Marketing

2019 Vikalpa IIMA Journal for Decision Makers

2017-19 IIMB Management Review

2014-16, 2020 Society for Consumer Psychology Winter Conference

2014 North American Association for Consumer Research Annual Conference

Executive Committee Member: Administrative Committees

IIMA CASE Center

IIMA-JSW School of Public Policy

Program Co-Director: Executive Certificate Program in Marketing Analytics, IIMN.

Community Outreach

R-for Ladies Group Bangalore, India.