

## ***Ashwani Monga***



Ashwani's first destination after IIMA (1995-1997) was SmithKline Beecham. He switched to academia in 1999, teaching and conducting research in Marketing as part of his Ph.D. program at the University of Minnesota. He is now a tenured Professor of Marketing at Rutgers Business School, Newark and New Brunswick. He served three years as the Chair of the Marketing Department, and is currently the Vice Dean for Academic Programs and Innovations.

Ashwani leads the strategic development and planning of academic programs for more than 9,000 students across the three RBS Schools: Newark Undergraduate, New Brunswick Undergraduate, and the Graduate School (which includes the MBA and several specialty Master's programs). He conducts research in consumer judgment and decision making, particularly related to the psychology/economics of time (e.g., how consumers value their time, how time is spent differently from money, and how time influences patience and self-control). His research has been published in the most selective journals of Marketing, and he has presented at universities and conferences around the world. The media frequently cover his research and his opinions on business news relating to Marketing. Ashwani is an Associate Editor at the Journal of Consumer Research and the Journal of Consumer Psychology, and has received outstanding reviewer awards from both journals. He is also on the editorial review boards of the Journal of Marketing, the Journal of Marketing Research, and the International Journal of Research in Marketing. For the prestigious MSI Scholars awards of 2018, Ashwani was among 34 professors worldwide, who were recognized for their excellence in Marketing scholarship. He has also received awards for his teaching, which spans the undergraduate, M.B.A., Ph.D., and Executive Education programs. In particular, he has contributed to doctoral education by teaching seminars, chairing dissertation committees, serving as a doctoral program coordinator, and organizing the annual dissertation proposal competition of the Society for Consumer Psychology.