

CHIRAAG MITTAL

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ACADEMIC EMPLOYMENT

Assistant Professor of Commerce (Marketing) McIntire School of Commerce, University of Virginia	2020 – Present
Assistant Professor of Marketing Mays Business School, Texas A&M University	2016 – 2020

EDUCATION

Doctor of Philosophy (Ph.D.) in Marketing University of Minnesota	May 2016
Master of Science (M.S.) in Family and Consumer Sciences University of Arizona	May 2011
Bachelor of Science (B.S.) in Electrical and Computer Engineering The Ohio State University	June 2006

RESEARCH INTERESTS

- Resource Scarcity and Socioeconomic Status
- Financial and Health Decision Making
- Childhood Environments and Consumer Behavior

PUBLICATIONS

Mittal, Chiraag, Vidas Griskevicius, and Kelly L. Haws (2020), "From Cradle to Grave: How Childhood and Current Environments Impact Consumers' Subjective Life Expectancy and Decision Making," *Journal of Consumer Research*, 47 (October), 350 – 372.

Mittal, Chiraag, Juliano Laran, and Vladas Griskevicius (2020), "Childhood Scarcity and Self-Confidence: Evidence from Consumers' Time Judgments," *Journal of the Association for Consumer Research*, 5 (4), 404 – 414.

Hamilton, Rebecca, Chiraag Mittal, Anuj Shah, Debora Thompson, and Vladas Griskevicius (2019), "How Financial Constraints Influence Consumer Behavior: An Integrative Framework?" *Journal of Consumer Psychology*, 29 (2), 285 – 305.

Hamilton, Rebecca, Debora Thompson, Sterling Bone, Lan Nyugen Chaplin, Vladas Griskevicius, Kelly Goldsmith, Ronald Hill, Deborah Roedder John, Chiraag Mittal, Thomas O'Guinn, Paul Piff, Caroline Roux, Anuj Shah, and Meng Zhu (2019), "The Effects of Scarcity on Consumer Decision Journeys," *Journal of the Academy of Marketing Science*, 47 (3), 532 – 550.

Young, Ethan S., Vladas Griskevicius, Jeffry A. Simpson, Theodore E. A. Waters, and Chiraag Mittal (2018), "Can an Unpredictable Childhood Environment Enhance Working Memory? Testing the Sensitized-Specialization Hypothesis," *Journal of Personality and Social Psychology*, 114 (6), 891 - 908.

Mittal, Chiraag and Vladas Griskevicius (2017), "Socioeconomic Status, Unpredictability, and Different Perceptions of the Same Risk", *Behavioral and Brain Sciences*, e334.

Mittal, Chiraag and Vladas Griskevicius (2016), "Silver Spoons and Platinum Plans: How Childhood Environment Affects Adult Health Care Decisions," *Journal of Consumer Research*, 43 (December), 636 – 656.

*This paper was awarded the **2017 Robert Ferber Award Honorable Mention**

Mittal, Chiraag, Vladas Griskevicius, Jeffry A. Simpson, Sooyeon Sung, and Ethan Young (2015), "Cognitive Adaptations to Stressful Environments: When Childhood Adversity Enhances Adult Executive Function," *Journal of Personality and Social Psychology*, 109 (4), 604 – 621.

Mittal, Chiraag and Vladas Griskevicius (2014), "Sense of Control under Uncertainty Depends on People's Childhood Environment: A Life History Theory Approach," *Journal of Personality and Social Psychology*, 107 (4), 621 – 637.

Mittal, Chiraag, Vidas Griskevicius, and Bruce J. Ellis. (2013), "Life History Theory and Consumer Behavior," In S. Preston, M. Kringsbach, and B. Knutson (Eds), *Interdisciplinary Science of Consumption*, Cambridge, MA: The MIT Press.

SELECTED RESEARCH IN PROGRESS

"Socioeconomic Status, Self-perception, and Organ Donation (with Yan Vietes).

"Childhood Environments and Preferences for Popular Products (with Noah VanBergen)."

"Pathogen Threats and Health Behaviors: Influence of Early-Life Environments."

TEACHING EXPERIENCE

Marketing and Quantitative Analysis, University of Virginia Fall 2020

Analyzing Consumer Behavior (Graduate), Texas A&M University Fall 2019

Consumer Behavior (Undergraduate), Texas A&M University Fall 2016 – 2019

Principles of Marketing, University of Minnesota Spring and Fall 2014

CONFERENCE PRESENTATIONS

Mittal, Chiraag and Kelly L. Haws (2020, March), "Indulge or Restrain? How Stressors Affect Preferences," *Society for Consumer Psychology*, Huntington Beach, CA.

Mittal, Chiraag, Vidas Griskevicius, and Kelly L. Haws (2019, March), "From Cradle to Grave: How Childhood and Current Environments Impact Consumers' Subjective Life Expectancy and Decision Making," *Society for Consumer Psychology*, Savannah, GA.

Mittal, Chiraag, Ramona L. Paetzold, and William S. Rholes (2018, June), "Attachment Theory, Health Risk Judgments, and Decision-making," *European Association for Consumer Research*, Ghent, Belgium.

Mittal, Chiraag and Vidas Griskevicius (2017, October), "Early-life Scarcity, Life Expectancy, and Decision-Making," *Association for Consumer Research*, San Diego, CA.

Mittal, Chiraag, Juliano Laran, and Vladas Griskevicius (2017, October), "When Threats Can Harm the Rich but not the Poor: Childhood Environment and the Planning Fallacy," *Association for Consumer Research*, San Diego, CA.

Mittal, Chiraag (2017, March), "When Stress Enhances Cognition: The Interplay of Past and Current Stress in Cognitive Adaptations," *International Convention of Psychological Science*, Vienna, Austria.

Mittal, Chiraag and Vladas Griskevicius (2016, February), "Silver Spoons and Platinum Plans: How Childhood Environment Affects Adult Healthcare Decisions," *Society for Consumer Psychology*, St. Pete Beach, FL.

Mittal, Chiraag and Vladas Griskevicius (2015, February), "Resource Uncertainty Affects People's Sense of Control and Financial Planning," *Society for Consumer Psychology*, Phoenix, AZ.

Mittal, Chiraag and Vladas Griskevicius (2014, October), "The Planning Paradox: Increased Economic Uncertainty Decreases Retirement Planning," *Association for Consumer Research*, Baltimore, MD.

Mittal, Chiraag and Vladas Griskevicius (2014, October), "Effects of Resource Uncertainty on Perceptions of Control and Impulsivity," *Association for Consumer Research*, Baltimore, MD.

Griskevicius, Vladas, Chiraag Mittal, Jeffrey A. Simpson, Sooyeon Sung, and Ethan Young (2014, October), "Can Childhood Adversity Improve Specific Mental Abilities?" *Association for Consumer Research*, Baltimore, MD.

Mittal, Chiraag and Vladas Griskevicius (2014, July), "Financial Planning in the Face of Uncertainty: A Life History Theory Approach," *Behavioral Decision Research in Management Conference*, London, U.K.

Mittal, Chiraag and Vladas Griskevicius (2014, June), "Financial Planning in the Face of Uncertainty: A Life History Theory Approach," *Summer Institute on Bounded Rationality*, Max Planck Institute for Human Development, Berlin, Germany.

Mittal, Chiraag and Vlasdas Griskevicius (2014, May), "Financial Planning in the Face of Uncertainty: A Life History Theory Approach," Poster presented at *Boulder Summer Conference on Consumer Financial Decision Making*, Boulder, CO.

Mittal, Chiraag and Vlasdas Griskevicius (2014, March), "Behaviors under Uncertainty: The Critical Role of Sense of Control," *Society for Consumer Psychology*, Miami, FL.

Mittal, Chiraag and Vlasdas Griskevicius (2013, October), "Planning in an Uncertain World," *Association for Consumer Research*, Chicago, IL.

Mittal, Chiraag and Vlasdas Griskevicius (2013, October), "Behaviors under Uncertainty: The Critical Role of Sense of Control," *Association for Consumer Research*, Chicago, IL.

Torrelli, Carlos, Chiraag Mittal and Kathleen D. Vohs (2013, October), "Sex as Power: Attractive Women Link Sexuality and Power for Personal Gain," *Association for Consumer Research*, Chicago, IL.

Mittal, Chiraag and Vlasdas Griskevicius (2013, July), "Psychological Drivers of Fast and Slow Life History Strategies: The Critical Role of Sense of Control," *Human Behavior and Evolution Society*, Miami, FL.

Mittal, Chiraag and Vlasdas Griskevicius (2013, January), "A Life-history Theory Approach to Optimistic and Pessimistic Biases," Poster presented at *Society of Personality and Social Psychology*, New Orleans, LA.

Mittal, Chiraag, Vlasdas Griskevicius, Stephanie M. Cantu, John E. Myers, and Jeffrey A. Simpson (2012, January), "The Effect of a Harsh versus an Unpredictable Environment on Temporal Discounting: A Life History Theory Approach," Poster presented at *Society of Personality and Social Psychology*, San Diego, CA.

HONORS AND AWARDS

- 2021 MSI Young Scholar, Marketing Science Institute
- 2017 Robert Ferber Award, *Honorable Mention*
- Carlson School Dissertation Fellowship, *University of Minnesota*, 2015

- PhD Student Excellence in Teaching Award, *University of Minnesota*, 2014 & 2015
- Carlson School Research Travel Fellowship, 2011 - 2015
- Henrickson Summer Fellowship, *University of Minnesota*, 2014
- Fellow, Summer Institute on Bounded Rationality, *Max Planck Institute*, Berlin, 2014
- Fellow, Haring Symposium, 2014
- University Consortium Scholar, *University of Minnesota*, 2013
- Graduate Professional Development Award, *University of Arizona*, 2010
- Gee Engineering Memorial Fund Award, *Ohio State University*, 2005
- Dean's List, *College of Engineering, Ohio State University*, 2004 – 2006

PROFESSIONAL SERVICE

- Select Ad-Hoc Reviewing for:
Journal of Consumer Research, Journal of Marketing Research, Journal of Personality and Social Psychology, Journal of Experimental Social Psychology
- Conference Organization and Committees:
Co-Chair, Society of Consumer Psychology (SCP) Boutique Conference on Resource Scarcity (July 2021)
Program Committee, 2017 Association for Consumer Research (ACR) Conference