

CHIRAAG MITTAL

McIntire School of Commerce | University of Virginia
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ACADEMIC POSITIONS

Verizon Associate Professor of Commerce	2023 – Present
Associate Professor of Commerce	2022 – Present
McIntire School of Commerce, University of Virginia	
Assistant Professor of Commerce	2020 – 2022
McIntire School of Commerce, University of Virginia	
Assistant Professor of Marketing	2016 – 2020
Mays Business School, Texas A&M University	

EDUCATION

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

RESEARCH INTERESTS

- Childhood Environments and Consumer Behavior
- Influence of Stressors on Financial and Health Decision Making
- Resource Scarcity and Socioeconomic Status

PUBLICATIONS

Mittal, Chiraag, Reza Mousavi, and Kelly L. Haws (in press), “Healthy Relationships and Healthy Eating: How Stressful Events and Social Support Affect Indulgence,” *Journal of Marketing*.

Cunningham, Katja, Summer Mengelkoch, Hannah Bradshaw, Chiraag Mittal, and Sarah Hill (in press), “Casting the Right Net: Childhood Socioeconomic Status Predicts Self-Perceived Mate Value and Mating Standards after Financial Threat,” *Personality and Social Psychology Bulletin*.

Yan Vieites and Chiraag Mittal (2025), “How Low Socioeconomic Status Hinders Organ Donation: An Extended Self Account,” *Journal of Consumer Research*, 52 (August), 266 – 87.

Mittal, Chiraag, Vladas 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 – 50.

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 – 56.

*** 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 – 21.

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 – 37.

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

MANUSCRIPTS UNDER REVIEW OR IN PREPARATION

Mousavi, Reza, Chiraag Mittal, Ariane Tiongco, and Wooyoung Park, “Equalizing Textual Richness: Eliminating Demographic Disparities in Text with Fine-Tuned LLMs”, Preparing manuscript for the *Journal of Marketing Research*.

Koley, Shruti, Christina Kan, and Chiraag Mittal, “Does Wealth (Or the Lack of it) Affect How Consumers Respond to Financial Losses?” Preparing manuscript for the *Journal of Consumer Psychology*.

SELECTED RESEARCH IN PROGRESS

“Enhancing Gratitude in Children: Evidence from a Field Experiment in India” (with Vivek Garg, Siddharth Singh, and Lan Chaplin)

“Jumping the Queue: Managing Early and Same-Day Appointments,” (with Rakesh Mallipeddi, Jon Stauffer, and Yunxia (Peter) Zhu)

“Stressors, Perceived Immunity, and Decision Making” (with Katja Cunningham, Summer Mengelkoch and Sarah Hill)

HONORS AND AWARDS

- 2023 Verizon Professorship in Commerce, McIntire School of Commerce, *University of Virginia*
- 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

CONFERENCE PRESENTATIONS

Mallipeddi, Rakesh, Chiraag Mittal, Jon Stauffer, and Yunxia (Peter) Zhu (2023, November), “Jumping the Queue: Managing Early and Same-Day Appointments,” *2023 Annual DSI Meeting - Invited Session*, Atlanta, GA.

Mallipeddi, Rakesh, Chiraag Mittal, Jon Stauffer, and Yunxia (Peter) Zhu (2023, May), “Jumping the Queue: Managing Early and Same-Day Appointments,” *33rd Annual POMS Conference - Invited Session*, Orlando, FL.

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

Mittal, Chiraag, Vladas 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 Vladas 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), “Effects of Resource Uncertainty on Perceptions of Control,” *Association for Consumer Research*, Baltimore, MD.

Griskevicius, Vladas, Chiraag Mittal, Jeffry 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 Vladas 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 Vladas Griskevicius (2014, March), “Behaviors under Uncertainty: The Critical Role of Sense of Control,” *Society for Consumer Psychology*, Miami, FL.

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

Mittal, Chiraag and Vladas 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,” *ACR*, Chicago, IL.

Mittal, Chiraag and Vladas Griskevicius (2013, July), “Psychological Drivers of Fast and Slow Life History Strategies: The Critical Role of Sense of Control,” *HBES*, Miami, FL.

Mittal, Chiraag and Vladas Griskevicius (2013, January), “A Life-history Theory Approach to Optimistic and Pessimistic Biases,” Poster presented at *SPSP*, New Orleans, LA.

TEACHING EXPERIENCE

Consumer Behavior and Marketing Strategy, University of Virginia	Spring 2021 – present
Marketing and Quantitative Analysis (Graduate), University of Virginia	Fall 2020 – present
Analyzing Consumer Behavior (Graduate), Texas A&M University	Fall 2019

Consumer Behavior, Texas A&M University

Fall 2016 – 2019

Principles of Marketing, University of Minnesota

Spring and Fall 2014

PROFESSIONAL SERVICE

- Select Ad-Hoc Reviewing for:

Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, Journal of Personality and Social Psychology, Journal of Experimental Social Psychology, Personality and Social Psychology Bulletin, Journal of the Academy of Marketing Science

- Conference Organization and Committees:

Co-Chair, 2022 Society of Consumer Psychology (SCP) Boutique Conference

Program Committee, 2022 SCP Annual Conference, 2017 ACR Annual Conference