Ravneet Bawa

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EDUCATION

London School of Economics and Political Science

Ph.D., Marketing (Candidate)	2021 - 2026 (Expected)
M.Res., Management (Marketing)	2023
(*Merit*)	

Indian School of Business

PGP (MBA). Marketing and, Strategy and Leadership	2014
(*ISB Merit List*)	

GGS Indraprastha University

B.Tech., Electronics and Communication Engineering	2003
(*First class with Distinction*)	

RESEARCH INTERESTS

Topics: Digital Consumption Mindsets, Intergenerational Changes in Consumer Beliefs and Attitudes, Decision Making complexity in various domains - Digital, Financial, Health and Mortality, Meaning Maintenance in the Marketplace

Methods: Multi-Method Research - Large Scale Surveys, Scale Development, Field Studies with Industry, Eye Tracking, Quantitative Text Analysis, Qualitative Analysis

HONOURS AND AWARDS

Fellow, **AMA Sheth** Doctoral Consortium	2025
Fellow, **EMAC** Doctoral Colloquium - Consumer Behaviour (B)	2024
Post Graduate Travel Grants (multiple) , **LSE**	2023, 2024, 2025
PhD Studentship, **LSE, Dept. of Management**	2021 - Present
Merit List (Core), **Indian School of Business**	2014
President, Women in Business, **Indian School of Business**	2014
Torchbearer Award, **Indian School of Business**	2014
(for outstanding co-curricular school contribution)	
Best Outgoing Student, **ASET, GGS Indraprastha University**	2014

SELECTED WORKING PAPERS

"Navigating Digital Hyperchoice: Honing as an alternative to Maximising" (with Amitav Chakravarti) - in preparation for submission to *Journal of Marketing* (*Special edition - Empirics First*), Expected submission - October 2025

Abstract: Digital platforms today present a novel decision-making environment where consumers scroll, swipe, and browse through endless options that remain available—even after a choice has been made. Whether selecting a show, an online course, a pair of shoes, or even a potential date, users encounter abundant, persistent, and re-engageable options that rarely disappear upon finalising a decision. Prior research suggests various sub-optimal outcomes of choice overload and lack of choice closure for decision outcomes. My research investigates how despite these decision challenges, millions of consumers make decisions, across online domains, several times a day in environments that have both excessive choice and persistent options. It is this *abundant* and *always-on* environment that I refer to as *Digital Hyperchoice*. I introduce two new constructs that capture decision making differences in such environments, and their implications for decision satisfaction, and actual platform usage. The first construct, Sampling, is defined as attentional dispersion, owing to diverse motivations, in the presence of choice alternatives. The second construct, Honing, is the level of decision involvement based on expectation, affect and volitional differences amongst users. Using the specific domain of video consumption on digital platforms, across two studies (N=622), we develop and validate a two-dimensional scale to measure the theorised constructs. Further, clustering reveals four types of decision makers that clarifies and extends the maximising-satisficing dichotomy by decoupling search intensity from decision involvement. In Study 3 (N=2,589) we take the scale into the field for ecological validation. In this study, with a Japanese video on demand platform, we measure consumer satisfaction and platform usage correlates for the four different types of decision makers. Our research finds that higher Honing is a strong decision involvement strategy to achieve higher satisfaction. However, contrary to intuition from prior work in hyperchoice environments, higher Sampling i.e. attentional awareness and interaction with the multiplicity of options, can substitute as a source of decision satisfaction for consumers who experience lower Honing.

"Adulting or Letting Kids be Kids? How Parental Beliefs in Protecting Children's Naivety Shape Material Values and Financial Competence in Children" (with Heather Kappes) - in preparation for *Journal of Consumer Research*, Expected submission - November 2025

Abstract: Consumer socialisation of children begins at an early age as they become exposed to money and markets. Parents, often the first socialisation agents, differ in their perspectives on whether or not children should be protected from versus taught about how money works in the real world. We show that as a consequence of this difference in parents' beliefs, children receive money from their family either as an unconditional recurring allowance or conditionally i.e. contingent on completion of chores and accomplishments. Further, we propose that making money conditional during childhood, as compared to unconditional allowances, contributes to increased materialism in children. But unconditional allowance, as compared to conditional allowance is associated with lower self efficacy beliefs, and lower saving behaviour in children. These hypotheses are supported in three large-scale field survey studies (N=8,592) with population-representative samples of parent and child (age 7-14) dyads in the UK. In Study 4 (N=1,604), we test if these allowance rules-based differences in materialism persist in young adults between the ages of 18y-25y. While we find no differences in material values in adulthood, we do find that unconditional allowance in childhood is associated with lower self-efficacy in adulthood. Study 5 (N=162) rules out the alternative explanations of allowance rules based on parents' materialism or perceived materialism of the child.

"Embracing the Rubicon : An Eye-tracking based account of Deliberation and Implementation in Digital Hyperchoice Decision Making" (with Amitav Chakravarti)

Short Abstract: As part of my dissertation, I am preparing a conceptual model of decision making in digital hyperchoice. In this paper, we use eye tracking data from actual browsing sessions of users with four types of decision mindsets - Investors, Maximisers, Satisficers and Inerts. Based on the variability of attentional measures (fixations and saccades) , during option browsing, in non-contiguous episodes of browsing during the same consumption session, we provide a variation on the Action Phases Model of Goal Pursuit (Heckhausen & Gollwitzer, 1987).

"Spillover Effects of Reversible Decision Making on Creativity and Fluid Intelligence" (with Amitav Chakravarti)

Short Abstract: Prior literature shows that reversible decision making and lack of choice closure reduce decision satisfaction. However, we know from experience of modern decision environments that decision reversibility and options persistence is an integral feature for many choice situations (Bawa and Chakravarti, 2025). In this paper we examine the spillover effects of hyperchoice decision making on other areas of consumer cognition - like creativity and fluid intelligence.

"Matters of Mortgaged Scholarship: A Text Analysis account of Decision Making Language for 'Student Debt' v/s other Financial Burdens"

Short Abstract: Student debt is a significant form of financial consumption with implications for both academic research and managerial practice. While prior studies highlight its longitudinal economic consequences, less is known about the immediate psychology of student borrowers and social influence in the form of advice from others. Unlike auto or home loans, education debt is an investment in the self—where the asset acquired is an uncertain future version of the borrower themselves. This makes it a uniquely complex decision. How do consumers navigate it, and what kind of financial counsel guides them? This paper analyzes Reddit discussions to uncover the distinctive vocabulary, sentiment, and moral framing of student debt decisions compared to other major financial commitments.

"I want to be a Youtuber! - Parents' perspectives on children's prosumption behaviour" (with Shriram Venkatraman)

Short Abstract: 30% of teenagers between the ages of 12-15 aspire to be Youtubers (Upton-Clark, 2025). These vocational aspirations are novel but not unrealistic, given the easy accessibility of the tools, skills and resources required to fulfill such aspirations. In 11 interviews with parents of children who either consume kidfluencer content or create content as aspiring kidfluencers, we investigate the motivations, and consequences on children's social and marketplace attitudes.

"Of Volition and Oughtness: Explaining the Paradox of Laborious Food Rituals and Time Poverty"

Short Abstract: Research on gender and time use has sparked growing discussion around time poverty experienced by women. This paper investigates why effortful food rituals in consumptions persist despite effort reducing social and technological change. Prior work on identity-based consumption shows that automation is often resisted when it threatens skill-based identification (Leung et al., 2018). Meanwhile, the meaning maintenance model suggests that threats to existing sources of meaning prompt consumers to compensate by embracing alternative sources (Heine et al., 2006). Traditional consumption of staple foods—such as flatbread versus rice—tie in to both skill and meaning. These food rituals are notably resistant to marketplace alternatives. This paper introduces a third explanation: a system justification

perspective, where consumption preserves the status quo at a societal level, even when it may be detrimental to individual well-being.

CONFERENCE PRESENTATIONS AND TALKS (all as Presenter)

"Navigating Digital Hyperchoice: Honing as an alternative to Maximising" - with Amitav Chakravarti, 2025, *European Marketing Academy* (Competitive Paper), Madrid

"Making Money Rewarding: Pocket Money Rules and Childrens Materialism" - with Heather Kappes, 2024, *European Marketing Academy* (Competitive Paper), Bucharest

"Decision Making in Steroidal Choice Environments: Sampling as an alternative to Maximising" - with Amitav Chakravarti, 2024, *Society of Consumer Psychology (Competitive Paper)*, Nashville

"Making Money Rewarding: Conditional versus Unconditional Pocket Money and Children's Materialism" - with Heather Kappes, 2024, *Imperial College - London Research Day* (Working Paper), London

"Decision Making in Steroidal Choice Environments: Sampling as an alternative to Maximising" - with Amitav Chakravarti, 2023, *Society of Personality and Social Psychology (Poster)* - Declined Attendance

"Making Money Rewarding: Conditional versus Unconditional Pocket Money and Children's Materialism" - with Heather Kappes, 2023, *Association of Consumer Research* (Working Paper), Seattle

"Eenie, Meenie, Miney, Moe - I can never decide on a Netflix show! - Sampling Mindset: Antecedents and Consequences" - with Amitav Chakravarti, 2022, *Society of Judgement and Decision Making* (Poster), San Diego

TEACHING EXPERIENCE
(Teaching Evaluations, on a scale 1-5 (Excellent), indicated in parentheses where available)

Marketing Management - Class Teacher

    Undergrad, LSE Summer School   2025, 2023, 2022

    (Teaching Evaluations - 4.86 and 4.90 for 2023 and 2022 respectively)

Consumer Behaviour - Class Teacher

    Undergrad, LSE Summer School   2025, 2023, 2022

    (Teaching Evaluations - 4.66 and 4.8 for 2023 and 2022 respectively)

Marketing - Class Teacher

    Undergrad, Department of Management   2023

    (Teaching Evaluation - 4.6)

Principles of Marketing - Teaching Assistant

    Graduate, Department of Management   2024, 2023, 2022

International Marketing - Teaching Assistant

    Graduate, Department of Management   2024, 2023, 2022

Digital Marketing Strategy - Teaching Assistant

    Executive, LSE Exec Ed Program   2024, 2023

PROFESSIONAL SERVICE

Reviewer, **EMAC**   2025

Contributor, **AMA DocSIG Scholarly Insights**, JMR   2023

PhD Student Representative, **LSE**, **Dept. of Management**   2021

AFFILIATIONS

Association of Consumer Research
Society for Consumer Psychology
Society for Judgement and Decision Making
European Marketing Academy

WORK EXPERIENCE SUMMARY

15 Years of practitioner experience in marketing and technology - I have held leadership roles in Strategy, Marketing and Revenue management for web presence brands (B2C and B2B2C), and as Head of Key Accounts for enterprise SaaS in the Asia Pacific region. In 2021, I worked as a brand and marketing consultant for Private Equity funded technology startups in Bangalore, India. Prior to MBA, I have served as product owner in software and firmware development roles at IBM and Infosys.
LinkedIn: https://www.linkedin.com/in/ravneetd/

WORK EXPERIENCE DETAILS

Independent Consultant, Mumbai

    Technology Startups (BrainSightAI, Mastree) - Marketing and Branding   2020

Endurance International Group (Previously **Directi), Mumbai**

    Associate Vice President - APAC Retail Marketing and Revenue Operations   2016 - 2019

    Associate Vice President, Enterprise Channel   2016 - 2016

    Director - Key Accounts,, Enterprise Channel   2014 - 2016

iGate Technologies (Formerly Patni Computers), Chennai

    Specialist, Systems Engineering   2008 - 2011

IBM India, Kolkata

    Senior Systems Engineer   2007 - 2008

Infosys Technologies, Bengaluru

    Programmer Analyst - Product Engineering   2003 - 2007

DOCTORAL COURSEWORK (* denotes Audited)

Consumer Behavior, **Amitav Chakravarti**, LSE
Consumer Behaviour, **Simona Botti, David Faro & Jonathan Berman**, London Business School *
Judgement and Decision Making, **Amitav Chakravarti**, LSE
Judgement and Decision Making, **Stephanie Chen**, London Business School *
Quantitative Modelling**, Xiaolin Li and Om Narsimhan,** LSE
Marketing Management and Development, **Om Narsimhan and Rajesh Chandy**, London Business School *
Introduction to Quantitative Analysis, **Department of Methodology**, LSE
Qualitative Research Methods, **Department of Methodology**, LSE
Applied Regression Analysis, **Department of Methodology**, LSE
Multivariate Analysis and Measurement, **Department of Methodology**, LSE
Quantitative Text Analysis, **Department of Methodology**, LSE
Social Sciences Perspective of Academic Research in Management**, Department of Management,** LSE

REFERENCES

Prof. Amitav Chakravarti (Advisor)

Professor of Marketing, LSE

a.chakravarti@lse.ac.uk

Dr. Heather Kappes (Co-Advisor)

Associate Professor (Education) of Management, LSE

h.kappes@lse.ac.uk

Prof. Om Narasimhan

Professor of Marketing, LSE

o.narasimhan@lse.ac.uk

Dr. Niranjan Janardhanan

Assistant Professor, Organisation Behaviour, LSE

n.s.janardhanan@lse.ac.uk

LANGUAGES

English (fluent), Hindi (fluent), Punjabi (native-spoken)