ARSLAN JAVED

ESSEC Business School, France

3 Av. Bernard Hirsch, 95000 Cergy, France

+33776113296

arslan.javed@essec.edu

EDUCATION

Ph.D. Candidate in Marketing   2023 (expected)

ESSEC Business School, France

Mastère Spécialisé, Business Administration Research   2020

ESSEC Business School, France

Master of Business Administration (MBA)   2015

Lahore University of Management Sciences, Pakistan

B.Sc. Mechanical Engineering   2009

University of Engineering and Technology Lahore, Pakistan

DISSERTATION

Reetika Gupta (co-advisor, ESSEC) and Ayse Öncüler (co-advisor, ESSEC)

- **Essay 1:**
  Javed, Arslan and Gupta, Reetika, "Communication of Truly Novel Diseases (TNDs) - Role of Emphasis Framing" (Preparing for submission to *Journal of Public Policy and Marketing*) (Manuscript available)

- **Essay 2:**
  Javed, Arslan and Gupta, Reetika, "Designing Healthcare Messages for Truly Novel Diseases (TNDs) – Role of Analogical Learning" (Data collection in progress – target journal: *International Journal of Research in Marketing*)

- **Essay 3:**
  Javed, Arslan and Öncüler, Ayse, "Societal implications of Self-Other Discrepancies in Risky Decisions" (Preparing for submission to *Journal of the Academy of Marketing Science*) (Manuscript available)

SELECTED WORKS IN PROGRESS

- **Javed, Arslan** and Laurent, Gilles "Do We Consider Negative Outcomes More When Deciding for Others in Health and Lottery contexts - Evidence from Process-tracing Tool" (Data collection in progress)

- **Javed, Arslan** and Öncüler, Ayse, "Examining Individual Choices under Negative Emotions - Disentangling the Role of Anger and Frustration" (Data collection in progress)

- **Javed, Arslan** and Laurent, Gilles "Do Consumers Look at the Nutrition Labels? Examining the Position of Nutrition Labels in Online Purchase of Food Products" (Data collection in progress)

CONFERENCES PRESENTATIONS

- **Javed, Arslan** and Öncüler, Ayse, (2022), "Self-Other Discrepancies and Risky Choice" competitive paper presented at *13th EMAC Regional Conference*, KTU School of Economics and Business(Lithuania)

- **Javed, Arslan** and Öncüler, Ayse, (2022), "Self-Other Discrepancies and Risky Choice" competitive paper presented at *Foundations of Utility and Risk Conference 2022*, Ghent University (Belgium)

- **Javed, Arslan** and Gupta, Reetika (2022), "Emphasizing for Action – Probability Framing in Healthcare Messages" competitive paper presented at *American Marketing Association's 2022 Marketing and Public Policy Conference*, Austin (USA)

- **Javed, Arslan** and Öncüler, Ayse, (2022), "Self-Other Discrepancies and Risky Choice" working paper presented at the PhD incubator session at *2022 Advances in Decision Analysis conference*, University of Virginia Darden School of Business (USA)

- **Javed, Arslan** and Gupta, Reetika (2021), "Probability or Outcome - The Importance of Emphasis Framing in Healthcare Messages" working paper presented at *2021 Association for Consumer Research Conference* (Virtual)

- **Javed, Arslan** and Gupta, Reetika (2021), "Vaccine Adoption - Role Of Emphasis Framing In Health Communication" working paper presented at *43rd Annual ISMS Marketing Science Conference* (Virtual)

CONFERENCE MODERATED SESSION

- Moderated the session "Discrepancy in Consumer Values and Sessions" at *13th EMAC Regional Conference*, KTU School of Economics and Business (Lithuania)

PROFESSIONAL SERVICE

Reviewer, Journal of Consumer Marketing   Since 2021

RESEARCH INTERESTS

Social Marketing, Consumer Behavior under Uncertainty, Sustainability, Customer well-being, Judgement and Decision Making, and Decisions for Other Consumers.

AWARDS AND GRANTS

- Recipient, 2021 Research Grant (#043-236-2-1-06-P-1; 4,750€), ESSEC Research Center, ESSEC Business School, France

- Recipient, 2021 Research Grant (#043-276-2-1-01-P-1; 4,630€), ESSEC Research Center, ESSEC Business School, France

- Recipient, 2018-2022 Doctoral Scholarship and Conference Travel Grants, ESSEC Business School, France

- Received the best poster award at the 6th poster session, ESSEC (France)

INDUSTRY EXPERIENCE

Marketing & Sales Manager   2015-18
    Jamisto Energy Pvt. Ltd, Pakistan
Marketing Trainee – Pricing   2014
    Telenor Pakistan
Project Engineer   2009-13
    Jamisto Industrial Services, Pakistan

TEACHING EXPERIENCE

Associate Lecturer, Global BBA program, ESSEC Business School

- Principles of Marketing 1 (Fall 2022, Cergy Campus, 1 section × 25 hours)
    - 65 students, Teaching Evaluation: 4.62/5 (Detailed report available)

OTHER TEACHING INTERESTS

Consumer Behavior, Marketing and Society, Marketing Research, Consumer Decision-making, Social Marketing, and Experimental Methods.

SELECTED COURSEWORK

Marketing and Consumer Behavior	Statistics and Methodology
Fundamentals of Marketing Research	Applied Statistics
Consumer Behavior Research 1 & 2	Quantitative Research Methods
Marketing Strategy	Econometrics
Intro. To Decision Theory	Research Design
Marketing Models 1	Experimental Design
	Introduction to Eye-Tracking

Skill Courses and Marketing Camps

Professional Development Workshops 1-3

Writing Skill Seminars 1 & 2

ESSEC Marketing Camp 2022, by Various Scholars (ESSEC)

HEC Paris Marketing Research Camp 2021, by Various Scholars (HEC)

HEC Marketing Camp 2019, by Various Scholars (HEC)

INSEAD Marketing Camp 2019, by Various Scholars (INSEAD)

LANGUAGES

Urdu (native), English (fluent), Punjabi (fluent), French (beginner), Persian (beginner)

REFERENCES

Dr. Reetika Gupta
ESSEC Business School, Singapore
5 Nepal Park, Singapore 139408
reetika.gupta@essec.edu

Dr. Ayse Öncüler
ESSEC Business School, France
3 Av. Bernard Hirsch, 95000 Cergy
ayse.onculer@essec.edu

Dr. Gilles Laurent
ESSEC Business School, France
3 Av. Bernard Hirsch, 95000 Cergy
gilles.laurent@essec.edu

SELECTED ABSTRACTS

Javed, Arslan and Gupta, Reetika, "Communication of Truly Novel Diseases (TNDs) - Role of Emphasis Framing" (Preparing for submission to Journal of Public Policy and Marketing)

One of the most significant challenges in the last couple of years is communicating health-related information about truly novel diseases, or simply TNDs. These are diseases that are not previously identified in a species, and the associated disease effects are unknown. Covid-19 is an example of a TND. Our research underscores the importance of two disease factors—*disease characteristics* (such as chances of contracting the disease) and *disease effects* (such as symptoms developed after contracting the disease)—in the context of TNDs by examining those factors' independent roles to seek additional information and adopt preventative behavior against these diseases. Moreover, we demonstrate that the emphasis framing (e.g., highlighting the text, changing the font type) of disease characteristics can increase the adoption of preventative behavior. We identify how emphasis framing in health messages affects people's preventative behavioral intentions under TNDs *and* known diseases. We test and find support for our theory in two studies. The findings of the two studies reveal that for TNDs with unknown health effects, different levels of disease characteristics (high, low) are associated with consumers' intentions to seek information and adopt preventative behaviors. Additionally, emphasizing disease characteristics rather than no emphasis framing is associated with a higher intention to adopt preventative behaviors (e.g., vaccinations) for TNDs, whereas for known diseases (e.g., measles), no such differences are found. We believe that the concreteness associated with disease characteristics and cognitive accessibility associated with emphasis framing are the underlying reasons that drive people's intentions to adopt preventative behaviors against TNDs. Overall, this paper contributes to the literature on health marketing and framing by examining the role of disease factors and highlighting the impact of emphasis framing on different disease types. Given our prescriptive approach, our results also have implications for health practitioners, policymakers, and pharmaceutical managers that promoting preventative behaviors against TNDs can be enhanced by emphasizing disease characteristics in healthcare messages.

Javed, Arslan and Gupta, Reetika, "Designing Healthcare Messages for Truly Novel Diseases (TNDs) – Role of Analogical Learning" (Data collection in progress – target journal: International Journal of Research in Marketing)

Truly Novel Diseases, TNDs (diseases that are not previously identified in a species and people do not know the associated disease effects), challenge consumers' prior knowledge about diseases and thus are often difficult to encourage the adoption of preventative behavior (e.g., vaccination) against them. To enhance customers' understanding of unknown circumstances and related behavioral responses, the use of analogies is prevalent in nonmedical contexts, such as really new products (RNPs) (e.g., Smartpen is like a personal

stenographer). The inherent similarity between the two, TNDs and RNPs, is the ambiguity associated with them related to disease effects in the former and product benefits in the latter. Therefore, in this research, we argue that the utilization of analogical learning by transferring knowledge from the known base domain (i.e., analogy) and to a target unknown domain (i.e., TNDs) will reduce the ambiguity associated with the disease effects of TNDs and lead to an increase in individual's willingness to adopt preventative behavior. Moreover, there is limited research on information processing of key disease factors (disease characteristics and effects) in the healthcare domain; none in the TNDs context. Therefore, this research explores the underlying mechanism of how analogies improve the persuasiveness and understanding of healthcare messages related to TNDs. In particular, we investigate whether the extracted knowledge from the known base domain increases the elaboration of healthcare messages or increases the ease of processing healthcare messages. Our research contributes to the literature on health communication and analogy by extending our understanding of analogical learning for effective communication and the adoption of preventative behavior against TNDs. Our research also has strong implications for policymakers in developing effective healthcare messages to prevent the spread of pandemics caused by TNDs.

Javed, Arslan and Öncüler, Ayse, "Societal implications of Self-Other Discrepancies in Risky Decisions" (Preparing for submission to Journal of the Academy of Marketing Science)

Making decisions on behalf of others is a common practice. Still, past findings confirm that people make different choices for others than they would choose for themselves in a similar situation (i.e., self-other discrepancies). Self-other discrepancies exist in society under different contexts, such as healthcare, finances, and family. For such essential decisions that have strong societal implications, reducing self-other discrepancies is an important step. Our research underscores the role that different factors play in eliminating self-other discrepancies. Specifically, we investigate decision-making for oneself, familiar others, and strangers under transparency (when the identity of the decision-maker is revealed to the decision recipient for whom the decision is being made) and anonymity (when the identity of the decision-maker is concealed from the decision recipient). This paper contributes to the literature on decision-making under uncertainty and sustainability by introducing the varying role of anticipated guilt under transparency and anonymity and showing its importance in eliminating self-other discrepancies. That is, self-other discrepancies exist only under anonymity when anticipated guilt is lower for others than self; however, these discrepancies cease to exist under transparency when anticipated guilt is similar for others as self. We test and find support for our theory in five studies; an internal meta-analysis corroborates the robustness of our findings. The empirical evidence revealed that: 1—individuals are more risk averse for themselves than anonymous strangers, 2—anonymity leads to self-other discrepancies, whereas transparency eliminates self-other discrepancies (identity effect), and 3—anticipated guilt associated with anonymity and transparency is the underlying reason that drives individuals' risk preferences when deciding for themselves and

familiar others under transparency and anonymity; however, surprisingly, we did not find the mediation of anticipated guilt when deciding for themselves and strangers (under transparency and anonymity). We discuss the possible reasonings for this absence of mediation between deciding for self and strangers. Overall, our research elaborates on societal implications of self-other discrepancies by enhancing the theoretical understanding of how information about identity and underlying anticipated guilt plays a role in reducing self-other discrepancies. Beyond theoretical interest, our results have substantial implications for practitioners and policymakers by highlighting the effectiveness of transparency in reducing self-other discrepancies.