

Title: Trust in our genes – The long-term effects of religious persecution on firm-consumer relationships

Speaker: Rahul Govind, University of New South Wales

Area: IS

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Abstract:

Trust has been shown to influence commitment and future intentions in relationship marketing, an antecedent to downstream marketing outcomes such as word of mouth and a predecessor to loyalty. The origins of and the base levels of trust have always been considered variables that are intrinsic to individual humans in the field of psychology and hence in business. Using data from the Spanish Inquisition over a 350-year period and from 16000 respondents from five service industries from the current decade, we find that the level of trust is firmly defined by religious inquisition intensity that was faced by the residents of Spanish municipalities. Using counterfactual and bootstrapping methods, we find that trust ingrained due to years of religious persecution effects multiple marketing variables even today and this effect is mediated by loyalty.

Speaker Profile:



Rahul specializes in Marketing Analytics. He has a Ph.D. from the University of Pittsburgh, an MBA from IIM Bangalore, and a BA in Economics from Delhi University. Before joining UNSW, he was faculty at Carnegie Mellon University, University of Pittsburgh, and University of Mississippi. He has consulted for various companies including Microsoft, Amazon, Pfizer, Bayer, and J.D Powers. He has published in the elite journals of marketing and management including Journal of Marketing, Management Science and Journal of Marketing Research. Prior to joining academia, Rahul had worked for HCL, Hewlett Packard and Compaq.

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