AMITAVA CHATTOPADHYAY

The INSEAD Chaired Professor of Marketing and Innovation

INSEAD
1 Ayer Rajah Avenue
Singapore 138676
Phone: +65 67 99 54 94
e-mail: amitava.chattopadhyay@insead.edu
Twitter: AmitavaChats
Blog: http://www.emergingmarketmultinationals.com/blog/
Web: http://www.insead.edu/facultyresearch/faculty/profiles/achattopadhyay/

EDUCATION:

Ph.D.	Graduate School of Business, University of Florida, 1986, Marketing.
P.G.D.M.	Indian Institute of Management, Ahmedabad, India, 1981, Marketing.
B.Sc.	Jadavpur University, Calcutta, India, 1977, Chemistry (honours).

HONOURS:

2012	Senior Fellow, SKOLKOVO Business School and Ernst & Young Institute for Emerging Market Studies
2012	Faculty Fellow, EMAC Doctoral Consortium.
2011	Fellow, Asian Consumer Insights Institute
2010	Winner of Prix Académique Syntec Conseil en Management.
2010	Faculty, 45th AMA Sheth Foundation Doctoral Consortium
2009	Faculty, 44th AMA Sheth Foundation Doctoral Consortium
2008	Brand Leadership Award; 2008 Asia Brand Congress
2006	Association for Consumer Research, Best Working Paper Award
2006	Faculty, 41st AMA Sheth Foundation Doctoral Consortium
2005	Faculty, 40th AMA Sheth Foundation Doctoral Consortium
2004	Faculty, 39th AMA Sheth Foundation Doctoral Consortium
2003	Faculty, 38th AMA Sheth Foundation Doctoral Consortium

HONOURS: Cont'd

1995	International Directory of Business and Management Research, Harvard University.
1987	ACR-JCR Robert Ferber Award.
1985	Member of Alpha Mu Alpha; honour society, American Marketing Association.
1984	Doctoral Consortium Fellow, University of Florida.
1978	University Medal, Jadavpur University. Ranked first, B.Sc. Honours examination.
1978	National Scholarship, UGC, Ministry of Education, Government of India.

ACADEMIC POSITIONS:

2012-present	The INSEAD Chaired Professor of Marketing and Innovation
2011-2012	The L'Oréal Chaired Professor in Marketing-Innovation and Creativity, INSEAD
2008-2011	Marketing Area Chair, The L'Oréal Chaired Professor in Marketing-Innovation and Creativity, INSEAD
1999- 2008	The L'Oréal Chaired Professor in Marketing-Innovation and Creativity, INSEAD
1994-1999	Associate Professor, Faculty of Commerce and Business Administration, University of British Columbia
1991-1994	Associate Professor, Faculty of Management, McGill University
1986-1991	Assistant Professor, Faculty of Management, McGill University

VISITING ACADEMIC POSITIONS:

Sept-Dec 2012The	Visiting Scholar, Stern School, New York University
1996 – 1997	Visiting Associate Professor, Department of Marketing, Hong Kong University of Science and Technology, Hong Kong.
Apr - Jul 1995	Visiting Professor, Groupe ESSEC, Cergy-Pontoise, France.
1992 - 1993	Visiting Professor, Indian Institute of Management, Bangalore, India.
Sept - Oct 1992	Visiting Professor, People's University, Beijing, China.
Apr - Jul 1991	Visiting Professor, Hautes Etudes Commerciales, Jouy-en-Josas, France.

TEACHING EXPERIENCE:

Ph.D.	Consumer Behaviour, Marketing Communications, Research Design.
MBA/MS	Marketing in Emerging Economies, Advertising Planning, Consumer Behaviour, Marketing Management, International Marketing, Marketing Strategy.
B.Com.	Advertising Management, Marketing Management, International Marketing.

PROFESSIONAL SERVICE:

Board Director, Association for Consumer Research, 2010-.

Associate Editor, Journal of Consumer Psychology, 2012-.

Area Editor, International Journal of Research in Marketing 2009-.

Guest Editor, Special issue on Global Branding, International Journal of Research in Marketing.

Editorial Review Board, Journal of Consumer Research.

Editorial Review Board, Journal of the Academy of Marketing Science.

Editorial Review Board, Canadian Journal of Administrative Studies.

Editorial Review Board, International Journal of BRIC Business Research.

Editorial Review Board, Social Science Research Network.

Editorial Review Board, International Journal Internet Marketing.

Editorial Review Board, Journal ESIC-Market.

Advisory Board, International Journal of Business, Management and Economics.

Reviewer, University Grants Committee, Hong Kong.

Reviewer, Social Sciences and Humanities Research Council, Government of Canada.

Track Chair, European Marketing Academy Conference, 2012.

Editorial Review Board, Journal of International Business Studies, 2004-07

Advisory Board Member, Association for Consumer Research 2002-2005.

Editorial Review Board, Journal of Advertising, 1991-1993.

Ph.D. THESIS COMMITTEE CHAIR:

Co-Chair, Haiyang Yang

Chair, Antonios Stamatogiannakis, Graduated 2011

Chair, Dilney Gonzalves, Graduated 2010

Chair, Joseph Lajos, Graduated 2009

Co-Chair, Lara Spiteri-Cornish, Warwick University, UK, Graduated 2008

Co-Chair, Mauricio Mittelman, INSEAD, Graduated 2007

Co-Chair, Sarit Moldovan, Hebrew University of Jerusalem, Graduated 2006

Co-Chair, Maria Galli, INSEAD, Graduated 2004

Co-Chair, Anne-Laure Sellier, INSEAD, Graduated 2003

Co-Chair, Darren W. Dahl, University of British Columbia, Graduated 1999

Chair, Francois Coderre, McGill University, Graduated 1994

Committee Member, Nailya Ordabayeva, Graduated 2010

ADVISORY BOARD MEMBERSHIPS:

e-Chlorophyll, India; Universal Specialties, India; GrowTalent, India; TUV Rheinland, India; WIPRO, KIIT Business School. Lahore University of Management Sciences.

MANAGEMENT CONSULTING:

Alder Consulting (Nigeria), BBK (China), Brandhouse, Ceat Tyres (India), Diageo, Fresenius Medical Care, Gallup Organization, Health Canada, Hanjung (Korea), HCL Group (Hong Kong), Hyundai Motor Company, Kitply Industries (India), LG Electronics, Mahindra and Mahindra, Miller's Mutual (USA), Meritus Mandarin Hotels, Murugappa Group (India), Novartis, Piraeus Bank (Greece), Savola Foods (Saudi Arabia), STS Informatique (Canada), Tata Sons, TVS (India), Young & Rubicam.

EXECUTIVE EDUCATION:

Branding	Company specific and open enrollment programs
Innovation	Company specific programs
Customer Insights	Company specific and open enrolment programs
Marketing Evaluation	Company specific and open enrolment programs

EXTERNAL RESEARCH GRANTS:

2012	Social Sciences and Humanities Research Council of Canada, Government of Canada. $128,800 (CI)
1999	Social Sciences and Humanities Research Council of Canada, Government of Canada. $60,000 (CI)
1997	Social Sciences and Humanities Research Council of Canada, Government of Canada. $60,000 (PI)
1997	Research Grants Commission, Government of Hong Kong, HK$200,000
1996	Center for Hospitality Research, Cornell University, US$20,000, CI
1994	Social Sciences and Humanities Research Council of Canada, Government of Canada. $90,000 (CI)
1994	Social Sciences and Humanities Research Council of Canada, Government of Canada. $69,000 (PI)
1994	CMER, Lahore University Management School. $11,400 (PI)
1994	China Program funded by the Canadian International Development Agency, Government of Canada. $10,000
1992-1994	Social Sciences and Humanities Research Council of Canada, Government of Canada. $40,000 (PI)
1991-1994	Fonds pour la Formation de Chercheurs et l'Aide a la Recherche, Government of Quebec. $35,000 (PI)
1990	Marketing Science Institute, Boston, Massachusetts. US$7,500
1988-1991	Social Sciences and Humanities Research Council of Canada, Government of Canada. $86,000 (PI)
1986	Marketing Science Institute, Boston, Massachusetts. US$5,000

REFEREED JOURNAL PUBLICATIONS:

"You Are Most Vulnerable When You Are Not Mindful: The Impact of the Mode of Exposure and Interpretive Frame on Self-Evaluations and Brand," *Organization Behavior and Human Decision Processes*, 2013, 120 (January), 37–46 (with Fang Wan Tamara L. Ansons, and Jason P. Leboe).

"Unconscious Creativity: When Can Unconscious Thought Outperform Conscious Thought?" Journal of Consumer Psychology, 2012, 22 (4), 573–581 (with Haiyang Yang, Kuangjie Zhang, and Darren Dahl).

REFEREED JOURNAL PUBLICATIONS Cont'd:

"A Global Brand Management Roadmap," International Journal of Research in Marketing, 2012, 29 (1), 1-4 (with Aysegul Ozsomer, Rajeev Batra, and Hofstede).

"The Interaction of Creativity Training and Extrinsic Rewards on New Product Development," *Journal of Marketing*, 2011, 75 (July), 53-67 (with Burroughs, Dahl Moreau, and Gorn).

"The Different Roles of Product Originality and Usefulness in Generating Word-of-Mouth," *International Journal of Research in Marketing*, 2011, 28 (2), 109-119 (with Sarit Moldovan and Jacob Goldenberg). (Winner of MSI Doctoral Dissertation Award).

"The Persuasive Role of Incidental Similarity on Attitudes and Purchase Intentions in a Sales Context," *Journal of Consumer Research*, February 2010, 36 (5), 778-791 (with L. Jiang, J. Hoegg, and D. Dahl).

"CAM: A Spreading Activation Network Model of Subcategory Positioning when Categorization Uncertainty is High." *Journal of Consumer Research*, 2009, 36 (1) 122-136. (with Joseph Lajos, Zsolt Katona, and Miklos Sarvary). Winner of Prix Académique Syntec Conseil en Management.

"Valuing Time: Moderate Download Times Can Improve Online Goal Pursuit," *Journal of Consumer Psychology*, 2009, 19 (2), 236 - 245 (with Anne Laure Sellier).

"The Valence of Initial Evaluation, Challenge Characteristics, and the Magnitude of Evaluation Revisions," *Journal of Marketing Research*, 2007, 44 (May), 334 – 345 (with A.V. Muthukrishnan).

"On the Perceived Value of Money: The Reference Dependence of Currency Numerosity Effects," *Journal of Consumer Research*, 2007, 34 (1), 1 -10 (with K. Wertenbroch and D. Soman).

"The Importance and Functional Significance of Affective Cues in Consumer Judgment and Choice," *Journal of Consumer Research*, December 2006, 33 (3), 322-328 (with P. Darke and L. Ashworth).

"Name Letter Branding: Valence Transfers when Product Specific Needs are Active," *Journal of Consumer Research*, 2005, 32 (3), 405-415 (with M. Brendl, B. Pelham, and M. Carvallo).

"Managing Brand Experience: The Market Contact Audit," *Journal of Advertising Research*, 2005 45 (1), 9-16 (with J-L Laborie).

"Waiting for the Web: The Effect of Color on Time Perception in Computer Mediated Environments," *Journal of Marketing Research*, 2004, 41 (2), 215-225 (with G. Gorn, J. Sengupta, S. Tripathi).

"Hearing Voices: The Impact of Announcer Speech Characteristics on Consumer Response to Broadcast Advertising," *Journal of Consumer Psychology*, 2003, 13 (3), 198-204, (with D. Dahl, R. Ritchie, & K. Shahin).

"Music and Information in Commercials: The Effects on an Elderly Sample," *Journal of Advertising Research*, October/November, 1991, 31 (5), 23-32 (with G. J. Gorn, M. E. Goldberg, and D. Litvak).

<u>REFEREED JOURNAL PUBLICATIONS</u> Cont'd:

"Rethinking Marketing Programs for Emerging Markets," *Long Range Planning*, October 2002, 457-474 (with N. Dawar).

"Consumer Control and Empowerment: A Primer," *Marketing Letters*, August 2002, 13 (3), 297-306 (with Luc Wathieu et al.).

"Category Structure, Brand Recall, and Choice," *International Journal of Research in Marketing*, September 2001, 18 (3), 191-202 (with P. Nedungadi and A.V. Muthukrishnan). *Lead Article.*

"The Importance of Visualization in Concept Design." *Design Studies***,** 2001, 22 (1), 5-26 (with D. Dahl and G. Gorn) *Lead article*.

"The Role of Imagery in New Product Design," *Journal of Marketing Research*, February 1999, 46, 46–55, (with D. Dahl and G. Gorn).

"To Zap or Not to Zap: A Study of the Determinants of Channel Switching During Commercials," *Marketing Science*, July 1998, 17 (2), 124-138 (with S. Siddarth). *Featured article.* Also featured in *Insights from MSI*, Winter 1999.

"When Does Comparative Advertising Influence Brand Attitude? Role of Delay and Market Position," *Psychology and Marketing*, August1998, 15 (5), 461-476.

"The Effects of Color as an Advertising Execution Cue: They're in the Shade," *Management Science*, October 1997, 43 (10), 1387-1400 (with G. Gorn, T. Yi and D. Dahl

"To Match or Not to Match: Should Advertising Appeals Match the Bases of Consumers' Attitudes," *Journal of Advertising Research*, November-December 1996, 36 (6), 82 – 89, (with L.Dube and A. Letarte).

"Marketing Pharmaceuticals to Developing Nations: Research Issues and a Framework for Public Policy," *Canadian Journal of Administrative Sciences*, December 1995, 12 (4) 300-313 (with K. Basu).

"Effectos del Color," *Revista de Psicologia Social Y Personalidad*, 1994, 10 (1), 1-14 (with G. Gorn and T. Yi). *Lead article.*

"Music, Music Videos and Wearout," *Psychology and Marketing*, (January/February) 1993, 1-13 (with M.E. Goldberg, G. Gorn and J. Rosenblatt). *Lead article.*

"Transitions in Preference over Time: The Effects of Memory on Message Persuasiveness," *Journal of Marketing Research*, (November) 1992, 29 (4), 406-416 (with J.W. Alba and H. Marmorstein). *Paper was nominated for the O'Dell Award, 1997.*

"Does Attitude-Toward-The-Ad Endure? Moderating Effects of Delay and Attention," *Journal of Consumer Research*, June 1992, 19 (1) 26-33 (with P. Nedungadi).

REFEREED JOURNAL PUBLICATIONS Cont'd:

"The Impact of Moods Generated by TV Programs on Responses to Advertising," *Psychology and Marketing*, April 1991, 8 (1), 59-77 (with M. Mathur).

"Humor in Advertising: The Moderating Role of Prior Brand Evaluation," *Journal of Marketing Research*, November 1990, 27 (4) 466-476 (with K. Basu).

"Situational Importance of Recall and Inference in Consumer Decision Making," *Journal of Consumer Research*, June 1988, 15 (1), 1-12. (with J.W. Alba). *Lead article. Winner* of *the 1987 Robert Ferber Award.*

"Salience Effects in Brand Recall," *Journal of Marketing Research*, November 1986, 23 (4) 363-369 (with J.W. Alba).

"Reducing the Size of the Retrieval Set: The Effects of Context and Part-Category Cues on the Recall of Competing Brands," *Journal of Marketing Research*, August 1985, 22 (3) 340-349 (with J.W. Alba).

"Marketing Strategy and Differential Advantage: A Comment," *Journal of Marketing*, (Spring)1985, 49 (2),129-136 (with D. Chakravarti and P. Nedungadi). *Reprinted in Readings in Marketing Strategy, Second Edition, eds. Victor J. Cook Jr. et al., Redwood City: CA, Scientific Press, 1989.*

"A Bayesian Model for Estimating the Price-Demand Relationship in a Dynamic Framework," *Decision*, (January) 1984, 27-41 (R. Kohli).

"Consumer Behaviour and Public Policy: The Sugar Crisis of 1980," *Indian Management*, 1981.

MONOGRAPHS:

"The Different Roles of Product Originality and Usefulness in Generating Word-of-Mouth," Marketing Science Institute, 2005, Boston, MA (with S. Moldovan and J. Goldenberg).

"Customer Expectations for Business Luxury Hotels: A Cross-Cultural Comparison," Center for Hospitality Research, Cornell University, September 1997, (with L. Dubé, B, Schmitt, and E. ul Haque).

"The Relationship Between Recall, Cognitive Responses and Advertising Effectiveness: Effects of Delay and Context," Marketing Science Institute, 1989, Boston, MA (with J.W. Alba).

BOOK CHAPTERS:

"Differences and Similarities in Hue Preferences between Chinese and Caucasians," in Sensory Marketing, Aradhna Krishna (ed), Routledge, Taylor and Francis Group, NY: New York, 2010, 219-240 (with Gerald J. Gorn, and Peter Darke).

BOOK CHAPTERS Cont'd:

"Building a Global B2B Brand," Wipro Book of Case Studies, Volume 1, Wipro Council for Industry Research, Wipro Technologies, 2009, 33-40.

BOOKS:

"The New Emerging Market Multinationals: Four Strategies for Disrupting Markets and Building Brands," June 2012, McGraw Hill (with Rajeev Batra and with contributions by Aysegul Oszomer).

REFEREED CONFERENCE PROCEEDINGS:

"Unconscious Creativity: The Impact of Deliberation-Without-Attention Duration on Creative Ingenuity," in Advances in Consumer Research, Vol. 39, eds. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca K. Ratner, Duluth, MN: Association for Consumer Research, 2011 (with Yang, Haiyang, Kuangjie Zhang, and Darren Dahl).

"The Impact of Metacognition on Commitment for Attainment versus Maintenance Goals," in Advances in Consumer Research, Vol. 39, eds. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca K. Ratner, Duluth, MN: Association for Consumer Research (with Stamatogiannakis, Antonios and Haiyang Yang).

"Marketing to Avatars: The Impact of Metaverse Embodiment on Consumer Self-Concept and Behavior," Advances in Consumer Research, ACR: Provo, UT, 2011 (with Haiyang Yang).

"An Induction-Deduction Model of Consumer Inference: Implications for Selecting Optimal CSR Strategy," Advances in Consumer Research, ACR: Provo, UT, 2011 (with Haiyang Yang).

"Maintenance versus Attainment Goals: Beyond Goal Difficulty," Proceedings of the European Marketing Academy Conference 2010: (with Antonios Stamatogiannakis and Dipankar Chakravarti).

"Maintenance versus Attainment Goals: Why People Think it Is Harder to Maintain their Weight than to Lose a Couple of Kilos," Advances in Consumer Research, 2010, (with Antonios Stamatogiannakis and Dipankar Chakravarti)

"Can You Fix It?: Processing Capacity and Visual Aesthetic Response, Proceedings of the European Marketing Academy Conference 2009 (with Antonios Stamatogiannakis, and Gerald J. Gorn).

"Maintenance versus Attainment Goals: Why People Think it is Harder to Maintain their Weight than to Lose a Couple of Kilos," Proceedings of the European Marketing Academy Conference 2009 (with Antonios Stamatogiannakis and Dipankar Chakravarti).

"The Subjective Difficulty of Maintaining: Why People Think it is Harder to Maintain their Weight than to Lose a Couple of Pounds," Proceedings of the Society for Consumer Psychology Annual Winter Conference 2009 (with Antonios Stamatogiannakis and Dipankar Chakravarti).

"Category Activation Model: A Spreading Activation Network Model of Subcategory Positioning when Categorization Uncertainty is High," Proceedings of the European Marketing Academy Conference 2009 (with Lajos, Joseph, Zsolt Katona, and Miklos Sarvary).

REFEREED CONFERENCE PROCEEDINGS: Cont'd

"Category Activation Model: A Spreading Activation Network Model of Subcategory Positioning when Categorization Uncertainty is High," Advances in Consumer Research, 2009 (with Lajos, Joseph, Zsolt Katona, and Miklos Sarvary).

"Can You Fix it? Effects of Visual Processing Capacity on Visual Aesthetic Response" Advances in Consumer Research, 2009 (with Antonios Stamatogiannakis and Gerald Gorn).

"When Electronic Recommendation Agents Backfire: Negative Effects on Choice Satisfaction, Attitudes, and Purchase Intentions," Proceedings of the Marketing Science Conference 2009 (with Lajos, Joseph and Kishore Sengupta).

"When Electronic Recommendation Agents Backfire: Negative Effects on Choice Satisfaction, Attitudes, and Purchase Intentions," Advances in Consumer Research, 2009 (with Lajos, J.)
"Improving the New product Design Process: The Role of Visual Imagery," in Proceedings, ANZMAC 98, University of Otago, New Zealand.

"Background Colour in Advertising," in Proceedings, 23rd EMAC Conference, 1994, J. Bloemer, J. Lemmink and H. Kasper (eds.), Vol. 2, 1245-1249, University of Limberg, Netherlands.

"Ad Affect, Brand Attitude, and Choice: The Moderating Roles of Delay and Involvement," in Advances in Consumer Research, Vol. 17, eds. M. Goldberg et al., Provo, UT: Association for Consumer Research, 1990, p.619-620 (with P. Nedungadi).

"Does Brand Attitude Moderate the Persuasiveness of Humor in Advertising?" in Advances in Consumer Research, Vol. 17, eds. M. Goldberg et al., Provo, UT: Association for Consumer Research, 1990, p.442 (with K. Basu).

"The Effects of Attitude Toward the Ad on Brand Attitude and Choice: The Moderating Roles of Delay and Involvement," in Proceedings of the 19th Annual Conference of the European Marketing Academy, Vol. 1, eds. Hans Muhlbacher and Christoph Jochum, Innsbruck, Austria, 177-183 (with P. Nedungadi).

"The Role of Prior Brand Evaluation and Delay in Moderating the Impact of Humour in Advertising," in Proceedings of the 18th Annual Conference of the European Marketing Academy, Vol. 2, eds. G.J. Alvonitis, N.K. Papavasilion, A.G. Kouremenos, Athens: Athens School of Economics and Business Science, p.1817-1821 (with K. Basu).

"The Effects of Part-List Cuing on Attribute Recall: Problem Framing at the Point of Retrieval," in Advances in Consumer Research, Vol. 12, eds., E. Hirschman & M. Holbrook, Provo, UT, Association for Consumer Research, 1985, p. 410-413 (with J.W. Alba).

PEDAGOGICAL MATERIALS:

"How to Publish in Top International Journals: 10 Things to Keep in Mind," *Journal of Management Science*, 24(1), 117-120 (With Zhang Li and Wan Fang).

PEDAGOGICAL MATERIALS: Cont'd

Case: Wipro: Building a Global B-2-B Brand and Teaching Note (2009).

Case: Hyundai Card /Hyundai Capital and GE Money: Re-branding decisions in a successful joint venture (2008).

Case: LG Electronics: Revamping the brand in India (2008)

Case: MAS Holdings: Corporate Social Sustainability (2008)

Case: LG Electronics: Making Waves in the North American Market for Washing Machines and Teaching Note (2007)

Case: LG Electronics: Breaking the Ice in the North American Market for Refrigerators (2007)

Case: Brita: In Search of a Winning Strategy and Teaching Note (2007)

Case: BBVA: From Selling Services to Being a Brand and Teaching Note (2006)

Case: Natura: Expanding Beyond Latin America and Teaching Note (2006)

"Tata Tea Limited: How to Go Global?" *International Journal of Marketing Education*, (2005) (with Ulrike Lege).

Case: Rasurel and Teaching Note (2005)

Case: Tata Tea Limited (A), (B) & (C) and Teaching Note (2004)—won the EFMD case competition

Case: Ranbaxy Laboratories and Teaching Note (2003)

ARTICLES IN THE PRESS:

"Comment les frigos du coréen LG ont conquis l'Amérique," *Management International Review*. Vol. 152, April 2008.

"Johnnie Walker ou comment rajeunir une marquee" *Management International Review*. Vol. 146, October 2007.

"Marketing in Emerging Economies," in Mastering Management, *Financial Times*, November 13, 2000 (with N. Dawar). Reprinted in Mastering Management 2.0, *Financial Times*, 2002.

INVITED SEMINARS AND PRESENTATIONS:

World Knowledge Forum, October 2012.

American Chamber, Hong Kong, October 2012

Canvas 8, London, September 2012.

<u>INVITED SEMINARS AND PRESENTATIONS</u> Cont'd:

EMAC, Lisbon, Portugal, May 2012.

IE, Madrid, Spain, May 2012.

World Marketing Summit, Dhaka, Bangladesh, March 2012.

Harbin Institute of Technology, Harbin, China, June 2010.

ESSEC, Cergy Pontoise, France, June 2010.

Koc University, Istanbul, Turkey, March 2010.

National University of Singapore, March 2010.

Queens University, Kingston, Canada, March 2010.

York University, Toronto, Canada, March 2010.

Keynote address, The World Knowledge Forum, Seoul, Korea, October 2009.

Keynote address, Annual Conference of the Chartered Institute of Marketing, Sri Lanka, May 2009.

Keynote address, Marketing During Times of Crisis, Indian Chamber of Commerce, Kolkata, May 2009.

HKUST Marketing Camp, December 2008, Hong Kong.

KUL Marketing Camp, December 2008, Leuven, Belgium.

Ideas India 2008, Aspen Institute (India), New Delhi, December 2008.

Keynote address, Asian Brand Congress 2008, Mumbai, September 2008.

The University of Western Ontario, Richard Ivey School, September 2008

Keynote address, Communicating the Museum Conference, keynote address, Venice, June 2008

Tsinghua University, Beijing, China, April 2008

The World Knowledge Forum, Seoul, Korea, October 2007

University of Colorado, Boulder, Colorado, USA, October 2007

Warwick University, Coventry, UK, September 2007

IESE, Barcelona, Spain, September 2007

<u>INVITED SEMINARS AND PRESENTATIONS</u> Cont'd:

Lahore University of Management Sciences, Lahore, Pakistan, March 2007.

Indian Marketing Summit, New Delhi, India, January 2007.

New York University, New York, October 2006.

ASLI, Kuala Lumpur, Malaysia, March 2006.

World Knowledge Forum, Seoul, Korea, April 2006.

Tsinghua University, Beijing, PRC, August 19, 2005.

Hong Kong University of Science and Technology, SAR Hong Kong, May 9, 2005.

Lahore University of Management Sciences, Lahore, Pakistan, March 8, 2005.

The Wharton School, University of Pennsylvania, March 22, 2005.

Fuqua School of Business, Duke University, Durham, USA, January 17, 2005.

Harvard Business School, Cambridge, February 18, 2004.

McGill University, Montreal, February 16, 2004.

London Business School, London, February 13, 2004.

Warwick Business School, Warwick, January 14, 2004.

Indian School of Business, Hyderabad, December 5, 2003.

Erasmus University, Rotterdam, The Netherlands, May 2, 2002.

Hebrew University, Jerusalem, Israel, March 20, 2002.

Marketing Science Institute, Conference on New Product Innovation, London, October 1-2, 2001.

The University of Manitoba, Winnipeg, Canada, November 6, 1998.

University of California, Berkeley, USA, September 18, 1998.

University of Washington, Seattle, USA, October 1994.

INSEAD, Fontainebleau, France, May 30, 1993.

ITC Ltd., Calcutta, India, August 26, 1992.

PMRS, Montreal Chapter, Montreal, Canada, April 15, 1992.

INVITED SEMINARS AND PRESENTATIONS Cont'd:

University of Toronto, Canada, March 27, 1992.

Indian Institute of Management, Bangalore, August 3, 1991, Bangalore, India.

National Colloquium on Management Education Futures, New Delhi, India, May 18, 1990.

University of Michigan, Ann Arbor, MI, USA, December 1989.

Indian Institute of Management, Ahmedabad, India, August 1990.

Advertising Steering Group Meeting, Marketing Science Institute, Boston, MA, September, 1989.

TATA Management Training Centre, Pune, India, May 1988.

Sandage Symposium III, University of Illinois, Urbana-Champaign, Illinois, USA, June 1987.

PAPERS PRESENTED AT CONFERENCES:

"Can You Fix It? Processing Capacity and Visual Aesthetic Response," 1. Association for Consumer Research North American Conference October 2008, San Francisco, California; 2. European Marketing Academy Conference, Nantes, May 2009

"Category Activation Model: A Spreading Activation Network Model of Subcategory Positioning when Categorization Uncertainty is High" 1. European Marketing Academy Conference, Nantes, France, May 2009; 2. Association for Consumer Research Conference, San Francisco, CA, October 2008

"When Electronic Recommendation Agents Backfire: Negative Effects on Choice Satisfaction, Attitudes, and Purchase Intentions," 1. Marketing Science Conference, Ann Arbor, MI, June 2009; 2. Association for Consumer Research Conference, San Francisco, CA, October 2008

"The Subjective Difficulty of Maintaining: Why People Think it is Harder to Maintain their Weight than to Lose a Couple of Pounds," 1. Society for Consumer Psychology Conference, San Diego, February 2009; 2. European Marketing Academy Conference, Nantes, May 2009

"Difference and Similarities in the Hue Preference Between Chinese and Caucasians" Sensory Marketing Meeting, June 2008, Ann Arbor, Michigan, USA.

"Matching Emotional Context and Content: TV Viewers Have More Favorable Attitudes toward Commercials that Support (vs. Break) Moods Established by Programs," Association for Consumer Research North American Conference, October 2007, Memphis, USA.

"When Ads Make Drama Seem Silly and Comedy Seem Dull: Role-Fulfillment Effects of Mood on Evaluations of Emotional Television Commercials," Marketing Science Conference, June 2008, Vancouver, Canada.

PAPERS PRESENTED AT CONFERENCES Cont'd:

"Repetition Aversion," Society for Consumer Psychology, Winter Conference, Las Vegas, NV, February 2007.

"Are Brands Containing Name-Letters Preferred?" ACR Conference, October 2002, Atlanta, Georgia, USA.

"The Impact of Spokesperson Speech Characteristics on Advertising Effectiveness," ACR Conference, October 2001, Austin, TX, USA.

"Category Structure, Brand Recall and Choice," EMAC Conference, May 2001, Bergen, Norway.
"The Role of Speech Characteristics on Consumer Response to Advertising," ANZMAC Conference, December 1999, Sydney, Australia.

"Background Color in Advertising," (1) EMAC, 1994 Annual Conference, May 1994, Netherlands; (2) V Congresso Mexicano de Psicologia Social, October 1994, Mexico; (3) Society for Consumer

Psychology Annual Conference, February 1995, San Diego; (4) Association for Consumer Research Conference, October 1996, Tucson; (5) Marketing Science Conference, March 1997, Berkeley.

"The Moderating Role of Processing Involvement in Consumer Response to Source Attractiveness and Expertise," Society for Consumer Psychology Annual Conference, Feb. 1995, San Diego.

"Relationship Between Ad Content Information and Brand Sales," (1) Marketing Science Conference, St. Louis, USA, March 1993, (2) Annual Conference, Association for Consumer Research, Nashville, TN, October 1993.

"Color in Advertising," (1) Indian Institute of Management, Bangalore, India, August 1993. (2) Columbia University, New York, October, 1993. (3) University of Miami, Miami, December 1993.

"Information Accessibility as a Mediator of A_{AD} Effects," 1992 Annual Conference, Association for Consumer Research, Vancouver, Canada, October 1992.

"Does Attitude Toward the Ad Influence Brand Choice: An Investigation Using Scanner Data," Marketing Science Conference, London, UK, July 1992.

"When Does Comparative Advertising Influence Brand Attitude?" European Marketing Academy, 1992 Annual Conference, Aarhus, Denmark, May 1992.

"Priming Category Structure: The Role of Subcategory Cues in Brand Retrieval and Choice," 1991 Annual Conference, Association for Consumer Research, Chicago, October 1991.

"Does Attitude-Toward-The-Ad Endure: Moderating Effects of Delay and Attention," (1) European Marketing Academy, 1991 Annual Conference, Dublin, Ireland, May 1991.

"Transfer of Western Management Pedagogy to Developing Nations: An Exploratory Survey of South and South-East Asian Management Faculties," Third International Conference on Marketing and Development, New Delhi, India, January 1991.

<u>PAPERS PRESENTED AT CONFERENCES</u> Cont'd:

"Emotional Reactions as Mediators of the Effects of an Advertisement on A_{ad} Over Time," 1990 Annual Conference, Association for Consumer Research, New York, October 1990.

"Persuading People to Donate Organs: An Approach Comparing Social Support and Advertising Intervention," 1990 Annual Conference, Association for Consumer Research, New York, October.

"Ad Affect, Brand Attitude, and Choice: Moderating Roles of Delay and Involvement," (1) 2nd Annual McGill-University of Toronto Symposium, Toronto, April 1988 (2) 1989 Annual Conference, Association for Consumer Research, New Orleans, October. (3) European Marketing Academy, 1990 Annual Conference, Innsbruck, Austria, May.

"Prior Brand Evaluation as a Moderator of the Effects of Humor in Advertising," (1) 1989 Conference, Association for Consumer Research, New Orleans, LA, USA, October. (2) University of Southern California, Los Angeles, CA, USA, October 1989. (3) University of Maryland, College Park, MD, USA, November 1989. (4) M.I.T., Boston, MA, USA, November 1989.

"The Role of Prior Brand Evaluation in Moderating the Impact of Humour in Advertising," 18th Annual Conference of the European Marketing Academy, Athens, Greece, April 1989.

"Stimulus Ambiguity as a Moderator of the Repetition-Affect Relationship." (1) New York University, New York, October 1988. (2) University of British Columbia, October 1988.

"The Importance of Recall and Inferences in Consumer Decision Making," APA Conference 1988, Division, Atlanta, August 1988.

"Music and Information in Commercials: Effects on an Elderly Sample," (1) 2nd Annual McGill-University of Toronto Symposium, Toronto, April 1988. (2) IIM Calcutta, India, June 1988.

"Music in Commercials: Positive and Negative Effects," Seventeenth Annual Meeting, Western Decision Sciences Institute, Hawaii, March 1988.

"The Relationship Between Recall, Cognitive Responses and Attitude: Effects of Delay and Context," Eighteenth Annual Conference, Association for Consumer Research, Boston, October 1987.

"Recalled Facts and Cognitive Responses as Measures of Advertising Effectiveness: The Moderating Effects of Delay and Competitive Product Information," 1987 ORSA/TIMS Marketing Science Conference, Jouy-en-Josas, France, June 1987.

"Stimulus Complexity as a Moderator of `Advertising' Wearout," First Annual McGill-Toronto Symposium, Montreal, Canada, April 1987.

Presented "Does Recall of Advertising Claims Predict Delayed Responses to the Advertised Brand?" 1986 Association for Consumer Research Annual Conference, Toronto, Canada.

Presented "The Effects of Part-List Cuing on Attribute Recall: Problem Framing at the Point of Retrieval," 1984 Association for Consumer Research Annual Conference, Washington, D.C., USA.

WORK IN PROGRESS:

"Maintenance Goals vs. Achievement Goals" (with Antonio Stamatogiannakis and Dipankar Chakravarti), Being revised for submission to the *Journal of Marketing Research*.

"When Electronic Recommendation Agents Backfire: Negative Effects on Choice Satisfaction, Attitudes, and Purchase Intentions" (with Joseph Lajos and Kishore Sengupta), being revised for 2nd round submission to the *Journal of Marketing*.

"Persuasion via Associative Mechanisms: Are we in Control?" manuscript being revised for 3rd round submission to *Journal of Consumer Research* (with M. Galli and M. Brendl).

"Leveraging Immersive Virtual Media to Influence Consumer Preference," Under review at *Journal of Marketing Research (*with Haiyang Yang).

"Promises and Pitfalls of Virtual Object Interactivity: Interactivity's Complex Effects on Purchase Intentions," (with Haiyang Yang), programming in progress.

"The Role of Non-Verbal Cues on Attitude Judgements: The Mediating Role of Beliefs," (with Rajeev Batra and Pamela Homer), two studies conducted.

"The Role of Design Elements on Functional Belief Formation and Evaluative Judgment," (with Yuwei Jiang, Maria Galli, and Gerry Gorn), three experiments completed and a fourth being conducted.

"The Role Color in Size Judgments," (with Joseph Lajos), two studies completed and a third being conducted.

"The Role of Holistic Properties of Design on Judgments," (with Antonio Stamatogiannakis and Gerry Gorn), Manuscript in preparation.

PROFESSIONAL AFFILIATIONS:

American Marketing Association; Association for Consumer Research; European Marketing Academy.