

## Priya Raghubir

Dean Abraham L. Gitlow Professor of Business

STERN SCHOOL OF BUSINESS, NEW YORK UNIVERSITY, NEW YORK, NY 10012-1126

OFFICE: TISCH #806; (212) 998-0727; EMAIL: [RAGHUBIR@STERN.NYU.EDU](mailto:RAGHUBIR@STERN.NYU.EDU)

<http://w4.stern.nyu.edu/faculty/facultyindex.cgi?id=473>, <http://pages.stern.nyu.edu/~raghubir/>

### Education

1994	Ph.D. (Marketing), <i>New York University</i>
1993	M. Phil. (Marketing), <i>New York University</i>
1985	M.B.A. (Marketing & Finance), <i>Indian Institute of Mgmt, Ahmedabad, India</i>
1983	B.A. (Economics, Honors), <i>St. Stephen's College, Delhi University</i>

### Academic Experience

2008 – date	Professor, <i>New York University</i>
2007 - 2008	Professor, <i>University of California at Berkeley</i> (on leave)
2003 - 2007	Associate Professor, <i>University of California at Berkeley</i>
1997 - 2003	Assistant Professor, <i>University of California at Berkeley</i>
1994 - 1997	Assistant Professor, <i>Hong Kong University of Science and Technology</i>
1994	Instructor, Leonard N. Stern School of Business, <i>New York University</i>

### Industry Experience

1989-1990	<i>Jardine Fleming Investment Management Limited, Hong Kong.</i>
1985-1989	<i>Citibank N.A., Hong Kong, Bombay and New Delhi.</i>
1985	<i>Tata Administrative Service: Tata Press, Titan Watches, Bombay.</i>

### Honors and Awards

- Keynote Speaker at the 11th Great Lakes NASMEI Marketing conference, Chennai, India, December 2017
- Stern Leadership Award, 2014.
- Faculty Mentor, Stern School of Business, 2013-date.
- Keynote Speaker at Round Table on a Cashless Society, Copenhagen, April 2012
- “Great Professor” award in the Executive MBA program, 2012.
- Research Professor of Marketing, New York University, 2011-2013
- Mary C. Jacoby Faculty Fellow, New York University, 2008-2011
- “Top 10 Reviewers,” *Journal of Consumer Psychology*, 2008-2009.
- Outstanding Reviewer, *Journal of Consumer Research*, 2006-2007.
- Chaired Full Professorship, University of California at Berkeley, 2007.
- Presidential Chair Fellow, University of California at Berkeley, 2003-2004
- Cheit Award of Teaching Excellence, Haas School of Business, UC Berkeley, Honorable Mention, 2001-2002
- Invited Faculty: Marketing Science Institute Young Scholar program, Jan 2001, 2006.
- Schwabacher Fellow, University of California at Berkeley, 2000-2001.
- Invited Faculty, Doctoral Consortiums:
  - AMA Doctoral Consortium: 2002, 2005, 2006, 2013, 2017.
  - ACR Doctoral Consortium: 2004, 2006, 2013, 2014, 2015.
  - SCP Doctoral Consortium: 2015, 2016.
- Hellman Family Fund Grant, University of California at Berkeley, 2000.
- Stern School Outstanding Teacher Award, New York University, 1994

- Beta Gamma Sigma, 1993
- George Burton Hotchkiss Fellowship, New York University, 1993
- Doctoral Fellowship in Marketing, New York University, 1991 - 1993
- Industry Scholarship at the Indian Institute of Management, Ahmedabad, 1984, 1985 (awarded to the top 10% of the class of approximately 180 students).
- Delhi University Gold Medal for Economics, 1983
- Gold Medal for Ranking 1st in the All India Senior School Examination, 1980
- National Talent Scholarship, 1978 – 1985 (awarded to 150 students per year in India)

## RESEARCH

**Interests:** Subjective Value of Money and Price Promotions, Visual Information Processing, Health Risk and Memory and Context Effects.

### Journal Papers (In Reverse Chronological Order within category)

#### Memory and Context Effects

1. Isabelle Engeler and Priya Raghurir (forthcoming, 2017), "Decomposing the Cross-Sex Misprediction Bias of Dating Behaviors: Do Men Overestimate or Women Underreport their Sexual Intentions?" ***Journal of Personality and Social Psychology: Interpersonal Relations and Group Processes***.
2. Ofir, Chezy, Priya Raghurir, Gili Brosh, Kent B. Monroe, and Amir Heiman (2008), "Memory-Based Store Price Judgments: The Role of Knowledge and Shopping Experience, ***Journal of Retailing***, 84(4), December, 414-423.
3. Raghurir, Priya and Geeta Menon (2005) "When and Why is Ease-of-Retrieval Informative," ***Memory and Cognition***, 33(July), 5, 821-832.
4. Menon, Geeta, and Priya Raghurir (2003), "Ease-of-Retrieval as an Automatic Input in Judgments: A Mere Accessibility Framework?" ***Journal of Consumer Research***, 30 (2), September, 230-243.
5. Lin, Chien-Huang, Ying Ching Lin and Priya Raghurir (2003), "The Interaction between Order Effects and Perceived Controllability on the Self-Positivity Bias: Implications for Self-Esteem," ***Advances in Consumer Research***, Vol. 31, Barbara Kahn and Mary Frances Luce, Eds. Provo, UT: Association for Consumer Research, 523-529.
6. Raghurir, Priya, and Gita Venkataramani Johar (1999), "Hong Kong 1997 in Context," ***Public Opinion Quarterly***, 63, Winter, 543-565.
7. Menon, Geeta, Priya Raghurir, and Norbert Schwarz (1997), "How Much Will I Spend? Factors affecting Consumers' Estimates of Future Expense," ***Journal of Consumer Psychology***, 6 (2), 141-164.
8. Raghurir, Priya, and Geeta Menon (1996), "Counter-biasing Methods for Asking Sensitive Questions: The Effects of Type of Referent and Frequency Wording," ***Psychology and Marketing***, 13 (7), October, 633-652.

9. Menon, Geeta, Priya Raghurir, and Norbert Schwarz (1995), "Behavioral Frequency Judgments: An Accessibility-Diagnosticity Framework," ***Journal of Consumer Research***, 22 (2), September, 212-228.

#### Subjective Value of Money

1. Raghurir, Priya, Mario Capizzani, and Joydeep Srivastava (2017), "What's in your Wallet? Psychophysical Biases in the Estimation of Money" ***Journal of the Association of Consumer Research***, Special Issue on Resource Valuation, 2 (2), April 2017.
2. Gaston-Breton, Charlotte, and Priya Raghurir (2014) "The Price Knowledge Paradox: Why Consumers have Lower Confidence in, but Better Recall of Unfamiliar Prices," ***Customer Needs and Solutions***, Issue 3. DOI: 10.1007/s40547-014-0021-0
3. Gaston-Breton, Charlotte, and Priya Raghurir (2013), "Opposing Effects of Sociodemographic Variables on Price Knowledge," ***Marketing Letters***, 24(1), March, 29-42.
4. Raghurir, Priya, Vicki G. Morwitz, and Shelle Santana (2012), "Europoly Money: How do Tourists Convert Foreign Currencies to Make Spending Decisions?" ***Journal of Retailing***, special issue on Pricing in a Global Marketplace, 88(1), March, 7-19.
5. Raghurir, Priya and Sanjiv Das (2010) "The Long and Short of it: Why are Stocks with Shorter Runs preferred?" ***Journal of Consumer Research***, 36(6), April, 964-983.
6. Raghurir, Priya (2007, 2010) "Psychology Meets Economics: Can consumers count their money?," chapter in textbook, ***CONSUMER BEHAVIOR-How Humans Think, Feel, and Act in the Marketplace***, Banwari Mittal with Morris Holbrook, Sharon Beatty, Priya Raghurir, and Arch Woodside, Cincinnati, OH: Open Mentis, 664-670.
7. Raghurir, Priya and Joydeep Srivastava (2009) "The Denomination Effect," ***Journal of Consumer Research***, 36 (4), December, 701-713.
8. Raghurir, Priya and Joydeep Srivastava (2008) "Monopoly Money: The Effect of Payment Coupling and Form on Spending Behavior," ***Journal of Experimental Psychology: Applied***, 14(3), September, 213-225.
9. Raghurir, Priya (2006), "An Information Processing Review of the Subjective Value of Money and Prices," ***Journal of Business Research***, (Invited) 59, 10-11, 1053-1062.
10. Raghurir, Priya, and Joydeep Srivastava (2002), "Effect of Face Value on Monetary Valuation in Foreign Currencies," ***Journal of Consumer Research***, 29(3), December, 335-347.
11. Srivastava, Joydeep, and Priya Raghurir (2002), "Debiasing Using Decomposition: The Case of Memory-Based Credit Card Expense Estimates," ***Journal of Consumer Psychology***, 12(3), 253-264.
12. Raghurir, Priya, and Sanjiv R. Das (1999), "The Psychology of Financial Decision Making: A Case for Theory-Driven Experimental Inquiry," ***Financial Analysts Journal***, (Special Issue on Behavioral Finance), 55(6), November, 56-80.

### Price Promotions

1. Raghubir, Priya, and Kirti Celly (2010) "Promoting Promotions: Does Showcasing Free Gifts Backfire?" ***Journal of Business Research***, 64, (special issue based on the **La Londe Conference**), 55-58.
2. Raghubir, Priya, (2009) "Factors Moderating Free Gift Offers: Does the Size of the Gift Matter?" *La Londe Conference proceedings*.
3. Raghubir, Priya (2005), "Framing a Price Bundle: The Case of Buy/ Get Offers," ***Journal of Product and Brand Management*** (Special issue on **Pricing**), 14 (3), June, 123-128.
4. Raghubir, Priya, J. Jeffrey Inman, and Hans Grande (2004), "The Three Faces of Price Promotions: Economic, Informative and Affective," ***California Management Review***, (Invited), 46 (4), Summer, 1-19. *Nominated for the Accenture Award*. (Jan 2017, Google Scholar: 138, 14<sup>th</sup> most cited article)
5. Raghubir, Priya (2004) "Coupons in Context: Discounting Prices or Decreasing Sales?" ***Journal of Retailing***, 80(1), January, 1-12.
  - *Received Davidson award for best article.*
6. Raghubir, Priya (2004) "Free Gift with Purchase: Promoting or Discounting the Brand?" ***Journal of Consumer Psychology***, 14(1&2), January, 181-185.
7. Raghubir, Priya, and Kim P. Corfman, (1999), "When do Price Promotions Affect Brand Evaluations?" ***Journal of Marketing Research***, 36 (2), May, 211-222.
8. Raghubir, Priya (1998), "Coupon Value: A Signal for Price?" ***Journal of Marketing Research***, 35(3), August, 316-324.
9. Inman, J. Jeffrey, Anil C. Peter, and Priya Raghubir (1997), "Framing the Deal: The Role of Restrictions in Accentuating Deal Value," ***Journal of Consumer Research***, 24 (1), June, 68-79.
10. Raghubir, Priya, and Kim P. Corfman (1995), "When do Price Promotions Signal Quality? The Effect of Dealing on Perceived Service Quality," *Advances in Consumer Research*, Vol. 22, Frank Kardes and Mita Sujan, Eds. Provo, UT: Association for Consumer Research, 58-61.
11. Raghubir Das, Priya (1992), "Semantic Cues and Buyer Evaluation of Promotional Communication," *Enhancing Knowledge Development in Marketing*, Vol. 3, Robert P. Leone and V. Kumar, Eds. Chicago, IL: American Marketing Association, 12-17.

### Visual Information Processing

1. Valenzuela, Ana and Priya Raghubir (2015), "Are consumers aware of top-bottom but not of left-right inferences? Implications for shelf space positions," ***Journal of Experimental Psychology: Applied***, Vol 21(3), Sep, 224-241.
2. Valenzuela, Ana, Priya Raghubir and Chrissy Mitakakis (2013) "Shelf Space Schemas: Myth

or Reality?" *Journal of Business Research*, (special issue based on the **La Londe Conference**), 66(7), July, 881-888.

3. Raghurir, Priya, Vicki G. Morwitz and Amitav Chakravarti (2011), "Spatial Categorization and Time Perception: Does it Take Less Time to Get Home?" *Journal of Consumer Psychology*, 21(2), April, 192-198.
4. Raghurir, Priya (2009) "Visual Perception: An Overview," in Krishna, Aradhna (Ed.), *Sensory Marketing*, Psychology Press, 201-218.
5. Valenzuela, Ana and Priya Raghurir (2009), "Position Based Schemas: The Center-Stage Effect," *Journal of Consumer Psychology*, 19(2), April, 185-196.
6. Raghurir, Priya (2008), "Are Visual Perception Biases Hard-Wired?" in *Visual Marketing*, editors Michel Wedel and Rik Pieters, Lawrence Erlbaum Associates, 143-166.
7. Greenleaf, Eric and Priya Raghurir (2008), "Geometry in the Marketplace" in *Visual Marketing*, editors Michel Wedel and Rik Pieters, Lawrence Erlbaum Associates, 113-142.
8. Raghurir, Priya and Eric Greenleaf (2006) "Ratios in Proportion: What should be the shape of the Package?" 70(2), April, *Journal of Marketing*, 95-107.
9. Raghurir, Priya, and Ana Valenzuela (2006), "Center of Inattention: Position Biases in Decision Making," *Organizational Behavior and Human Decision Processes*, 99(1), January, 66-80.
10. Yang, Sha and Priya Raghurir (2005), "Can Bottles Speak Volumes? The Effect of Package Shape on How Much to Buy" *Journal of Retailing*, 81(4), 269-282.
  - Reprinted in *Recherche et Applications en Marketing*, 2006, 21(1).
11. Raghurir, Priya (2001), "Biases in Spatial Judgments," Conference Proceedings by Young Scholars Program participants, Jan 11-14, Park City, Utah, *Marketing Science Institute*, 01-123.
12. Robert E. Krider, Priya Raghurir, and Aradhna Krishna (2001), "Pizzas:  $\pi$  or Square? Psychophysical Biases in Area Comparisons," *Marketing Science*, 20(4), Fall, 405-425.
13. Raghurir, Priya, and Aradhna Krishna, (1999), "Vital Dimensions: Biases in Volume Estimates," *Journal of Marketing Research*, 36 (3), August, 313-326.
14. Krishna, Aradhna, and Priya Raghurir (1997), "The Effect of Line Configuration on Perceived Numerosity of Dotted Lines," *Memory and Cognition*, 25 (July), 492-507.
15. Raghurir, Priya, and Aradhna Krishna (1996), "As the Crow Flies: Bias in Consumers' Map-Based Distance Judgments," *Journal of Consumer Research*, 23 (1), June, 26-39.

#### Health Risk Perceptions

1. Raghurir, Priya, and Geeta Menon (2005), "Depressed or Just Blue? The Persuasive Effects of a Self-Diagnosis Inventory" *Journal of Applied Social Psychology*, 35(12), 2535-2559.

2. Lin, Ying Ching, Lin, Chien-Huang, and Priya Raghurir (2003), "Avoiding Anxiety, Being in Denial or Simply Stroking Self-Esteem: Why Self-Positivity?" *Journal of Consumer Psychology*, 13(4), October, 464-477.
3. Raghurir, Priya, and Geeta Menon (2001), "Framing Effects in Risk Perceptions of AIDS," *Marketing Letters*, 12 (May), 145-156.
4. Raghurir, Priya, and Geeta Menon (1998), "AIDS and Me, Never the Twain Shall Meet: Factors Affecting Judgments of Risk," *Journal of Consumer Research*, 25(1), June, 52-63.
5. Raghurir, Priya (2008), "Is 1/10 > 10/100? The Effect of Denominator Salience on Perceptions of Base Rates of Health Risk," *International Journal of Research in Marketing* (Special Issue on **Marketing and Health**), 25(4), December, 327-334.
6. Raghurir, Priya and Robert Latimer (2013), "Risk Assessment: The Consumer as an Intuitive Statistician," in **Pharmaceutical Marketing**: Springer's ISQM series, eds., Min Ding, Jehoshua Eliasberg, and Stefan Stremersch.
7. Menon, Geeta, Priya Raghurir, and Nidhi Agrawal (2008), "Health Risk Perceptions and Consumer Behavior," *The Handbook of Consumer Psychology*, 981-1010.

#### Gender Differences and Other Miscellaneous

1. Raghurir, Priya, John Roberts, Katherine Lemon, and Russell Winer (2010) "Metrics for Stakeholder Management: A Framework for Measuring the Effect of Marketing on the Community," *Journal of Public Policy and Marketing* (special issue on **Stakeholder Marketing**), 29 (1), 66-77, reprinted in the "Sustainability Matters: How and Why Corporate Boards Should Become Involved," the **Conference Board** (2011), edited by Matteo Tonello, Research Report R-1481-11-RR.
2. Raghurir, Priya and Ana Valenzuela (2010) "Male Female Dynamics in Groups: A Field Study of *The Weakest Link*," *Small Group Research*, 41(1), February, 41-70.
3. Raghurir, Priya, Tyzoon T. Tyebjee, and Ying Ching Lin (2009), "The Sense and Nonsense of Consumer Product Testing: How to Identify whether Consumers are Blindly Loyal?" *Foundations and Trends in Marketing*, (Monograph), 3(3), 127-176.
4. Puccinelli, Nancy M., Ronald C. Goodstein, Dhruv Grewal, Robert Price, Priya Raghurir, and David Stewart (2009), "Customer Experience Management in Retailing: Understanding the Buying Process," *Journal of Retailing* (Special Issue on **Customer Experience Management in Retailing**), 85(1), 15-30, based on the *Thought Leaders Conference*, Babson College, April 2008. (Jan 2017, Google Scholar: 478, most cited article).
5. Valenzuela, Ana and Priya Raghurir (2007), "The Role of Strategy in Mixed-Gender Group Interactions: A Study of the Television Show *The Weakest Link*," *Sex Roles: A Journal of Research*, 57 (3&4), August, 293-303.
6. Ling, I-Ling, and Priya Raghurir (2007), "A Heuristic-Systematic Processing Analysis of Comprehension and Persuasion: The Effects of Source Credibility and Visualization,"

*Developments in Marketing Science*, Volume 30, Dheeraj Sharma and Shaheen Borna, Eds. Coral Gables, FL, The Academy of Marketing Science, 220.

7. Lin, Ying Ching, and Priya Raghurir (2005), "Gender differences in unrealistic optimism about marriage and divorce: Are men more optimistic and women more realistic?" ***Personality and Social Psychology Bulletin***, 31 (2), February, 1-10.
8. Fitzsimons, Gavan, J. Wesley Hutchinson, Patti Williams, Joseph W. Alba, Tanya Chartrand, Joel Huber, Frank Kardes, Geeta Menon, Priya Raghurir, J. Edward Russo, Baba Shiv, and Nader Tavassoli (2002), "Non-Conscious Influences on Consumer Choice," ***Marketing Letters***, (Special Issue based on the **Choice Symposium**), 13 (3), August, 269-269. (Jan 2017, Google Scholar: 222, 6<sup>th</sup> most cited article)
9. La Barbera, Priscilla, and Priya Raghurir (1991), "Internal Marketing and Corporate Venturing," *Research at the Marketing/ Entrepreneurship Interface*, Gerald E. Hills and Raymond W. LaForge, Eds., Chicago, IL: Office for Entrepreneurial Studies, 108-131.

#### Other (Non-Refereed) Publications

- Raghurir, Priya (2017), "THE PSYCHOLOGY OF PRICING: To Get People to Pay, Understand How They Think," Sept., *IESE Insight*.
- "The Pink Dollar" Case Study prepared for the "Reaching Out" conference, San Francisco, Oct. 2007.
- "Advertising Lessons for Survey Design" ICFAI press, India, 2005.

#### Citations as of Jan 2017

Web of Science: 1455; h-index: 22

Google Scholar: 5003; h-index: 33; i10-index: 47 (15 papers cited over 100 times).

Google Scholar (all articles since 2012): 2621, h-index: 26; i10-index: 40.

#### Research Grants

- Center for Global Economy and Business, NYU-Stern Grants: \$3600 (Spring 2016 for project on "Context Effects"); \$3000 (Fall 2016 for project on "Money")
- Co-Investigator for NIH Early Investigator Award, awarded to Marie Bragg, NYU Department of Population Health, NYU School of Medicine, and NYU College of Global Public Health
- X-Lab 2006-2008 grant for "Numerical Ambiguity," \$2000
- Research Apprenticeship in the Humanities Grant, UC Berkeley
  - 2006-2007, for "Biases in the Recall of Money," \$3000
- Faculty Research Grant, UC Berkeley
  - 2007-2008, for "Spatial Positioning," \$4000
  - 2006-2007, for "Drinkers in Denial," \$2000
  - 2005-2006, for "Europoly Money," \$7000
- Junior Faculty Research Grant, UC Berkeley,
  - 2003-2004, for "Ratios in Proportion: Context Effects in Preference for Rectangles," \$5200.
  - 2002-2003, for "Subjective Value of Money," \$7000.
  - 2001-2002, for "Depressed or Just Blue: Self-Report biases in a Self-Diagnosis Inventory," \$6700.
  - 1998-1999, for "Perceptions of Financial Risk and Returns," \$7673.

- Haas School Research Grants:
  - Assistant Professor Grant, 1997-2002; \$5,000 per year.
  - Associate Professor Grant, 2002-2007: \$5000 per year
  - Full Professor Grant: 2007-2008: \$10000
- Junior Faculty Mentor Grant, UC Berkeley, 2000-2001; \$1,000
- Hellman Family Fund Fellowship, 2000-2001; \$15,000.
- Faculty Research Grant, UC Berkeley, 1997-1998, 2000-2001; \$1,000.
- Centre for Research in the Marketing of Financial Services, Columbia University, \$625; 1997.
- Research Grants Council of Hong Kong grants
  - HKUST609/96H; HK\$ 442,000 (US \$55,000); September 1996; with J. Jeffrey Inman (Co-Investigator) for "Three Routes by which Sales Promotions Promote Sales: Economic, Informative and Affective."
  - Direct Allocation Grant 95/96.BM77; HK\$ 53,000 ( $\cong$  US \$6,500); November 1995.
  - Direct Allocation Grant 94/95.BM56; HK\$ 49,000 ( $\cong$  US \$6,000); November 1994.
  - HKUST532/95H; HK\$ 403,000 ( $\cong$  US \$50,000); December 1995; with Michael Hui (Principal Investigator) and David Tse (Co-Investigator). P.I. for HK\$ 100,000 w.e.f. Sept. 1996.

### **Professional Service**

Editor: *Journal of Consumer Psychology*, (joint with Anirban Mukhopadhyay and Christian Wheeler), Jan 1, 2018 - Dec 31, 2020.

Associate Editor: *Management Science* (2010-2015), *Journal of Consumer Psychology* (2011 – Dec 31, 2017), *Journal of Retailing* (2013-2015).

Editorial Boards: *Journal of Marketing Research* (till June 2017), *Journal of Consumer Research* (till June 2017), *Marketing Letters*.

### Invited Doctoral Consortium Attendance:

- SCP 2015, 2016
- Association for Consumer Research Conferences 2004, 2006, 2013, 2014, 2015
- AMA Doctoral Consortium: 2002, 2005, 2006, 2013, 2017.

Co-chair ACR Doctoral Consortium: 2010.

Journal and award Ad Hoc Reviewing: *American Economic Review*, *Journal of Business Research*, *Journal of Public Policy and Marketing*, *Journal of Marketing*, *Marketing Science*, *International Journal of Research in Marketing*, *Personality and Social Psychology Bulletin*, *Psychology and Marketing*, *Journal of Experimental Psychology-Applied*, *Journal of Economic Psychology*, *Nature Human Behavior*, *Psychology and Marketing*.

Conference and Award Program Committees: ACR Early Career Award (2012), Association for Consumer Research Conferences 2004, 2006, 2013, 2015, International ACR conference (2013), International Society for Consumer Psychology Conference (2012), MSI Dissertation Proposal award (2012), SCP doctoral dissertation competition (2014, 2015).

Conference Reviewing: Association for Consumer Research Conferences, Society for Consumer



Psychology Conference, Cross Cultural Conference, Innovations in Social Marketing Conference, European Marketing Conference, AMA conference

Grant Proposal Reviewing:

- Swiss National Science Foundation
- Netherlands Organisation for Scientific Research
- National Science Foundation (NSF), USA
- Research Grants Council (RGC), Hong Kong
- Canadian Social Sciences Humanities Research (SSHRC), Canada
- Israel Science Foundation (ISF), Israel.
- Marketing Science Institute, USA

**Professional Affiliations**

- Association for Consumer Research
- Society for Consumer Psychology
- American Marketing Association

**TEACHING**

**Teaching Interests**

Customer Insights (Marketing Research); Marketing Management; Consumer Behavior, Research Methods

**Teaching Experience**

PhD

- *PhD Consumer Behavior Workshop* (with Shelly Jain) at the 11th Great Lakes NASMEI Marketing conference, Dec 19-21, 2017.
- *Research Methods*, Stern School, NYU.
- *Consumer Behavior*, Stern School, NYU, Fall 2011. UC Berkeley, Fall 1997, Spring 2006

Executive MBA

- *Marketing Management*, Stern School, NYU: Spring 2017, Fall 2015, Spring 2015, Spring 2014, Spring 2013, Spring 2012, Spring 2011, Spring 2010, Voted "**Great Professor.**"
  - *Customer Insights*, Stern School, NYU: Fall 2010.

Evening MBA

- *Customer Insights*, Stern School, NYU, Fall 2015, Spring 2015, Fall 2013, Fall 2012.
- *Marketing Management*, Stern School, NYU: Fall 2011, Spring 2011, Fall 2010, Spring 2010
- *Marketing Research*, UC Berkeley, Fall 2002
- 

Full-time MBA

- *Marketing Management*, Stern School, NYU: Spring 2010, Spring 2009, UC Berkeley, Fall 2006, Spring 2002 (**Teaching Award**), Spring 2001, Spring 2000
- *Marketing Research*, UC Berkeley, Fall 2005, Fall 2003, Fall 2002.

Undergraduate

- *Marketing Research*, Stern School, NYU, Fall 2013, UC Berkeley, Fall 2002, Fall 2003, Hong Kong Univ. of Science & Technology, Spr. 1997
- *Consumer Behavior*, UC Berkeley, Fall 1998
- *Retail Management: A Consumer Behavior Perspective*, UC Berkeley: Fall 1997

- *Marketing Management (Core)*: UC Berkeley, Fall 1998, Hong Kong University of Science and Technology, Fall 1995, Fall 1994, Stern School, NYU, Spring 1994; **(Teaching award)**

### **Faculty Mentoring**

- Marie Bragg, Assistant Professor, Department of Population Health, NYU School of Medicine, NYU College of Global Public Health

### **Student Advising**

#### Chair, PhD Dissertation Committee

- Robert Latimer, Summer 2014, Stern School, NYU, Post-doc, University of Toronto.
- Heather Honea, Haas School of Business (Marketing), Summer 2000. Dissertation: "Affect and Consumer Response to Promotions" San Diego State University.

#### Member, PhD Dissertation Committee

- Steven Dallas, Dissertation Proposal Fall 2016, Stern School, NYU,
- Shelle Santana, Summer 2014, Stern School, NYU, Assistant Prof., Harvard Bus. School.

#### External Member, PhD Dissertation Committee

- Parker, Jeffrey, Columbia University, Graduate School of Business, April 2010.
- Lim, Boon Chang, Nanyang Technological University (Singapore) June 2010: "Words Matter: The Impact of Word-of-Mouth Communication."
- Gaston-Breton, Charlotte, University Paris IX (Dauphine) June 2003. Dissertation: "Judgmental Biases Relative to Price: Application to the Case of the Monetary Changeover from French Francs to Euros"

#### Member, PhD Orals Committee

- Shirly Bluvstein, (co-chair along with Andrea Bonezzi), Stern School, NYU, Fall 2016.
- Steven Dallas, Stern School, NYU, Fall 2015.
- Shelle Santana, Stern School, NYU, Fall 2011.
- Eric Hallstein, Haas School, UC Berkeley, Fall 2007.
- Francis Flynn, Haas School, UC Berkeley (Organizational Behavior), Summer 1999.
- Nicholas Lurie, Haas School, UC Berkeley (Marketing), Summer 1998.
- Sandra Spataro, Haas School, UC Berkeley (Organizational Behavior), Fall 1998.

#### Supervisor, Visiting PhD Students

- Isabelle Engeler, University of St. Gallen, Switzerland, 2010-2011, 2014-2016; Asst Prof, IESE.
- Michelle (Ying Ching) Lin, National Central University, Taiwan, 2002-2003.

#### Host, Visiting Faculty

- Michelle (Ying Ching) Lin, National Central University, Taiwan, NYU, Spring and Fall 2011
- Amy (I Ling) Ling, National Chiayi University, Taiwan, NYU Spring 2011.

#### Reader, First year PhD Summer papers

- Shirly Bluvstein, Stern School, NYU, Fall 2015.
- Kurt Munz, Stern School, NYU, Fall 2015.
- Steven Dallas, Stern School, NYU, Fall 2014.
- Robert Latimer, Stern School, NYU, 2010
- Shelle Santana, Stern School, NYU, 2009
- Eesha Sharma, Stern School, NYU, 2009

Gallatin Student Advisor

- Carmela Lopez, New York University

Undergraduate Thesis Supervisor

- Natalie Engelhardt, Stern School, NYU, 2009

External Expert Committee, Government Funded Research

- Delacroix, Eva, University Paris IX (Dauphine) May 2010. ANR Grant: "Health Anxiety"

**SERVICE**

**Service: University Level**

Stern School of Business

- Global Institute of Public Health's (GIPH) Research Committee (2011-2014).

University of California at Berkeley

- Hellman Family Fund Award Committee, UC Berkeley, 2007.
- Senate Service: Committee on Courses of Instruction, UC Berkeley, 2006 - 2007.
- Faculty Athletic Fellow, Men's Basketball, UC Berkeley, 2004 - 2008.
- Advisory Committee, Institute of Personality and Social Research, UC Berkeley, 2001 - 2008.
- Faculty Interviewer, Education Abroad Program, UC Berkeley, 1997-2000.
- Faculty Interviewer, Regents and Chancellors Scholarship, UC Berkeley, 2000, 2006.

**Service: School Level**

Stern School of Business

- Chair, Marketing Department (2014-2017)
- Academic Programs and Teaching Resources Committee (2013-2014)
- Senior Faculty Peer Review Committee (2012-2015), Chair, 2013-2014.
- Faculty Council, 2010-2013, Chair, 2011-2012.
- Promotion and Tenure Committee, Spring 2012.
- Mock Class, MBA Admissions Preview, Spring 2010
- Dean's Faculty Advisory Committee, 2009-2010.
- MBA Core Course Committee, 2008-2010.
- PhD Admissions Oversight Committee, 2008-2009, 2010-2011
- PhD Research Funding Committee, 2008-2009

Haas School of Business, UC Berkeley

- Center for Corporate Social Responsibility, Faculty director: 2006-2007, Advisory Board: 2002-06.
- Case Study/ Panel Moderator, Diversity Open Day and LGBT Conferences, 2006, 2007.
- Chair, Faculty Diversity Committee, 2003-2005.
- Panelist/ Moderator, Women in Leadership Conference, 2001, 2002, 2003, 2007, 2008.
- Faculty Panel, Days at Haas, Spring 2001, 2002, 2003, 2004, 2007.
- Junior Faculty Representative, Spring 2000.
- Faculty Mentor, Business Plan Competition, Spring 2000.
- Faculty Mentor, Q student group.

**Service: Marketing Department/ Group Level**

### Stern, NYU

- PhD Coordinator, Jan 2012-2014.
- Review committees for junior faculty: annual review (2008-2009), promotion to tenure (2008-2009), promotion to Full (2009-2010, 2013-2014).
- Recruitment for junior faculty at AMA: 2008, 2009, 2015.

### Haas School, UC Berkeley

- Field advisor, PhD program: 2006 - 2007.
- Acting field advisor, PhD program (Joint with Ganesh Iyer), 2005-2006.
- Subject pool coordinator, Marketing group, 1997-2005.

### HKUST

- Member, Dept. of Marketing Academic Review Committee, 1996-1997.
- Member, Department of Marketing Faculty Search Committee, 1995-1996.
- Invited adjudicator, Annual Hong Kong *Advertising Express* 1995 competition.
- Review committee member: *Citibank University Marketing Award* Project 1995.
- Faculty advisor for the *Marketing Students Society*, 1994-95.
- Member, Department of Marketing Academic Review Committee, 1994-95.

### **Service: Community**

- Non-Executive Director of the Debtors' Coop, Zero-credit, UK, 2011.
- Judge, Webby Business Awards, 2003-2008.
- Case Moderator, Reaching Out conference for the LGBT community (October 2007).
- Faculty Advisor for the first ever Education Leadership Case Competition organized for MBA students by The Education Club at the Haas School, UC Berkeley, 2007.
- Awards Review Committee for the Sustainable Berkeley Champions of Sustainability Awards, 2006
- Faculty Advisor, New Sector Alliance (part of Accenture working on non-profit projects), Haas School, UC Berkeley, 2002, 2003.

### **Industry: Business Consultancies and Executive Education**

- Indian School of Business: Marketing Management (April-May 2012, 2014), Consumer Behaviour (Nov-Dec 2008, 2009).
- Center for Executive Education at Haas, Berkeley: Marketing Research (2003-2008), Product Management (2004-2016)
- IIPM-India: Marketing Research, Delhi, Pune, Mumbai, Ahmedabad (India), August 2007
- CEIBS: Marketing Management for Young Executives, Beijing, China, October 2000, 2001
- IIS Institute of Management: Strategic Marketing Management, ENPC, Kochi, India, 2000
- Consultant/ Exec Ed for: Acufocus, Adobe, Bio-Rad, Boston Scientific, Daimler-Chrysler, Google, Green Mountain, LiveComplete, Liquidnet, Mastercard, PayCycle, UC-Berkeley, and UC-SF among others.
- Assisted with legal cases for: Selman-Brietman LLC, Keller and Heckman, LLP, and worked alongside Berkeley Research Group.