

**DURAIRAJ MAHESWARAN  
(Mahesh)**

Paganelli-Bull Professor of Marketing and International Business  
Stern School of Business, New York University  
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**EDUCATION**

PhD, Kellogg School of Management, Northwestern University, 1987  
MBA, Indian Institute of Management, Calcutta, India, 1976  
B.Tech in Chemical Engineering, National Institute of Technology, Trichy, India, 1973

**ACADEMIC EXPERIENCE**

Paganelli-Bull Professor of Marketing and International Business, Stern School of Business, New York University, 2006-present  
Professor of Marketing, Stern School of Business, New York University, 2001-present  
Associate Professor of Marketing, Stern School of Business, New York University, 1993-2001  
Assistant Professor of Marketing, Stern School of Business, New York University, 1986-1993  
Stern Research Professorship, Stern School of Business, 2001-2006  
NEC Faculty Research Fellow, Stern School of Business, 1998-2001  
Faculty Associate, Japan-US Center, Stern School of Business, 1997-2011

**INDUSTRY EXPERIENCE**

Advertising Research Manager, SSC&B LINTAS, Bombay, India, 1979-82  
Market Research Executive, Operations Research Group, Bombay, India, 1976-79  
Project Management, Southern Petrochemicals (SPIC), Tuticorin, India, 1973-74

**EDITORIAL EXPERIENCE**

President, Policy Board, *Journal of Consumer Research*, 2012  
Member, Policy Board, *Journal of Consumer Research*, 2006-2012  
Editor, *Journal of Consumer Psychology*, 2005-2008  
Associate Editor, *Journal of Marketing Research*, 2013-2015  
Associate Editor, *Journal of Consumer Research*, 2002-2005  
Editor, Special Issue on Cultural Psychology, *Journal of Consumer Psychology*, 2000  
Editor, Special Issue on Identity, Culture and Affect, *Journal of Consumer Psychology*, 2015

**PUBLISHED RESEARCH**

**REFEREED PUBLICATIONS**

1. Mathur, Pragya\*, Malika Malika\*, Nidhi Agrawal, & Durairaj Maheswaran (*forthcoming*), "The Context (In)Dependence of Low Fit Brand Extensions," ***Journal of Marketing***
2. Malika, Malika, Durairaj Maheswaran, & Shailendra P. Jain (2022), "Perceived Financial Constraints and Normative Influence: Discretionary Purchase Decisions across Cultures," ***Journal of the Academy of Marketing Science***, 50 (2), 252-271
3. Das, Gopal, Shailendra Jain, Durairaj Maheswaran, Raji Srinivasan and Rebecca Slotegraff (2021), "Pandemics and Marketing: Insights, Impacts, and Research Opportunities", ***Journal of the Academy of Marketing Science***, 49(5), 835-854
4. Pang, Jun, Hean Tat Keh, Xiuping Li, and Durairaj Maheswaran(2017), "Every Coin Has Two Sides". The Effects of Dialectical Thinking and Attitudinal Ambivalence on Psychological Discomfort and Consumer Choice." ***Journal of Consumer Psychology***, Vol 27(2), 218-230.
5. Mathur, Pragya., HaeEun Helen Chun., and Durairaj Maheswaran (2016), "Consumer Mindsets and Self-enhancement: Signaling versus Learning," ***Journal of Consumer Psychology***, Vol 26(1), 142-152.
6. So, Jane, Chethana Achar, DaHee Han, Nidhi Agrawal, Adam Duhachek, and Durairaj Maheswaran (2015), "The psychology of appraisal: Specific emotions and decision-making" ***Journal of Consumer Psychology***, Vol. 25(3) 359-371.
7. Chen, Cathy, Pragya Mathur, and Durairaj Maheswaran (2014), "The Effects of Country-Related Affect on Product Evaluations," ***Journal of Consumer Research***, Vol.41(4), 1033-1046.
8. Mathur, Pragya, Shailendra Jain, Meng-Hua Hsieh, Charles Lindsey, and Durairaj Maheswaran(2013). "The Influence of Implicit Theories and Message Frame on the Persuasiveness of Disease Prevention and Detection Advocacies," ***Organizational Behavior and Human Decision Processes***, Vol. 122(2), 141-151.
9. Mathur, Pragya, Shailendra Jain and Durairaj Maheswaran (2012), "Consumers' Implicit Theories about Personality Influence their Brand Personality Judgments." ***Journal of Consumer Psychology***, 22 (4), 545-557.
10. Jain, Shailendra Pragya Mathur and Durairaj Maheswaran (2009), "The Influence of Consumer Lay Theories on Approach and Avoidance Motivation." ***Journal of Marketing Research***, 46 (1), 56-65.
11. Jain, Shailendra Pratap, Charles Lindsey, Nidhi Agrawal and Durairaj Maheswaran (2007), "The Effects of Regulatory Focus and Framing on Direct Comparative Ads," ***Journal of Consumer Research***, 34 (1), 57-65.
12. Maheswaran, Durairaj and Cathy Chen (2006), "Nation Equity: Incidental Emotions in Country-of-Origin Effects," ***Journal of Consumer Research***, 33 (December), 370-376
13. Jain, Shailendra, Nidhi Agrawal and Durairaj Maheswaran (2006), "When More is Less: The Effects of Regulatory Focus on Comparative Advertising," ***Journal of Consumer Research***, 31 (June), 91-98

14. Johar, Gita, Durairaj Maheswaran and Laura Peracchio (2006), "MAPping the Frontiers: Theoretical Advances in Consumer Research on Memory, Affect, and Persuasion," ***Journal of Consumer Research*** 31 (June), 139-149.
15. Agrawal, Nidhi and Durairaj Maheswaran (2005), "The Effects of Brand Commitment and Self Construal on Persuasion," ***Journal of Consumer Research***, 31 (March), 798-805.
16. Agrawal, Nidhi and Durairaj Maheswaran (2005) "Motivated Reasoning in Outcome
  - a. Bias Effects, ***Journal of Consumer Research***, 31 (March), 841-849.
17. Durairaj Maheswaran and Nidhi Agrawal (2004), "Motivational and Cultural variations in Mortality Salience Effects: Contemplations on Terror Management Theory," ***Journal of Consumer Psychology***, 14 (3), 213-218. (Invited Article)
18. Meyers-Levy, Joan and Durairaj Maheswaran (2004), "Exploring Message Framing Outcomes When Systematic, Heuristic or Both Types of Processing Occur," ***Journal of Consumer Psychology***, 14 (1&2), 159-166.
19. Jacob Jacoby, James Jaccard, Alfred Kuss, Maureen Morrin, Zeynep Gurhan-Canli, and Durairaj Maheswaran (2002), "Mapping Attitude Formation as a Function of Information Input: A Test of Fishbein and Ajzen's Hypotheses," ***Journal of Consumer Psychology***, 12 (1), 21-34.
20. Jain, Shailendra, Bruce Buchanan, and Durairaj Maheswaran (2000), "Comparative and Noncomparative Advertising: The Moderating Impact of Pre-Purchase Attribute Verifiability," ***Journal of Consumer Psychology***, 9 (4), 201-212.
21. Gurhan-Canli, Zeynep and Durairaj Maheswaran (2000), "Cultural Variations in Country of Origin Effects," ***Journal of Marketing Research***, XXXVII (Aug), 309-317.
22. Gurhan-Canli, Zeynep and Durairaj Maheswaran (2000), "Determinants of Country-of-Origin Evaluations," ***Journal of Consumer Research***, 27 (June), 96-108.
23. Jain, Shailendra and Durairaj Maheswaran (2000), "Motivated Reasoning: A Depth-of-Processing Perspective," ***Journal of Consumer Research***, 26 (March), 358-371.
24. Maheswaran, Durairaj and Sharon Shavitt (2000), "Issues and New Directions in
  - a. Cultural Psychology," ***Journal of Consumer Psychology***, 9 (2), 59-66.
25. Gurhan-Canli, Zeynep and Durairaj Maheswaran (1998), "The Effects of Extensions on Brand Name Dilution and Enhancement," ***Journal of Marketing Research***, XXXV (November), 464-473.
26. Aaker, Jennifer and Durairaj Maheswaran (1997), "The Effects of Cultural Orientation on Persuasion," ***Journal of Consumer Research***, 24 (December), 315-328.
27. Maheswaran, Durairaj, Brian Sternthal, and Zeynep Gurhan-Canli (1996), "Impact and Acquisition of Consumer Expertise," ***Journal of Consumer Psychology***, 5 (2), 115-133.
28. Maheswaran, Durairaj (1994), "Country of Origin as Stereotypes: The Effects of Consumer Expertise and Attribute Information on Product Evaluations," ***Journal of Consumer Research***, 21 (September), 354-365.

29. Chaiken, Shelly and Durairaj Maheswaran (1994), "Heuristic Processing can Bias Systematic Processing: The Effects of Task Importance, Argument Ambiguity, and Source Credibility on Persuasion," ***Journal of Personality and Social Psychology***, 66 (March), 460-473.
30. Meyers-Levy, Joan and Durairaj Maheswaran (1992), "When Timing Matters: The Influence of Temporal Distance on Consumers' Affective and Persuasive Responses," ***Journal of Consumer Research***, 19 (December), 424-433.
31. Maheswaran, Durairaj, Diane M. Mackie, and Shelly Chaiken (1992), "Brand Name as a Heuristic Cue: The Effects of Task Importance and Expectancy Confirmation on Consumer Judgments," ***Journal of Consumer Psychology***, 1 (4), 317-336.
32. Maheswaran, Durairaj and Shelly Chaiken (1991), "Promoting Systematic Processing in Low Motivation Settings: The Effect of Incongruent Information on Processing and Judgment," ***Journal of Personality and Social Psychology***, 61 (July), 13-25.
33. Meyers-Levy, Joan and Durairaj Maheswaran (1991), "Exploring Males' and Females' Processing Strategies: When and Why Do Differences Occur in Consumers' Processing of Ad Claims," ***Journal of Consumer Research***, 18 (June), 63-70.
34. Maheswaran, Durairaj and Joan Meyers-Levy (1990), "The Influence of Message Framing and Issue Involvement," ***Journal of Marketing Research***, XVII (August), 361-367.
35. Maheswaran, Durairaj and Brian Sternthal (1990), "The Effects of Knowledge, Motivation, and Type of Message on Ad Processing and Product Judgments," ***Journal of Consumer Research***, 17 (June), 66-73.

## BOOKS

"Understanding Indian Consumers" (2017), Durairaj Maheswaran and Thomas Puliyeel (Eds), Oxford University Press

## PROCEEDINGS

Schaffner, Dorothea, D Maheswaran, Andreas Herrmann and Pragya Mathur (2007), "Mood Influence on the Evaluation of Multiple Gains and Losses," Association for Consumer Research Conference, Memphis, TN

Jennifer Aaker and Durairaj Maheswaran (1996), "New Directions in Cultural Psychology: The Effects of Cultural Orientation on Affect and Cognition," in M. Brucks and D.J. MacInnis (Eds.), *Advances in Consumer Research*, Tucson, AZ, Association for Consumer Research, XXIV, 357-358.

Scattone, Joan and Durairaj Maheswaran (1994), "Compulsive Consumption: Issues in Motivation, Identification and Prevention," in Mita Sujan and Frank Kardes (Eds.), *Advances in Consumer Research*, Boston, MA, Association For Consumer Research, XXII, 498-499.

Shoaf, Robert, F., Joan Scattone, Durairaj Maheswaran and Maureen Morrin (1994), "Gender Differences in Adolescent Compulsive Consumption," in Mita Sujan and Frank Kardes (Eds.), *Advances in Consumer Research*, Boston, MA, Association For Consumer Research, XXII, 500-504.

Meyers-Levy, Joan and Durairaj Maheswaran (1990), "Message Framing Effects on Product Judgments," in M.E. Goldberg, Gerald Gorn and Richard W. Pollay (Eds.), *Advances in Consumer Research*, Vol. 17, New Orleans, LA, *Association for Consumer Research*.

## **OTHER PUBLICATIONS/BOOK CHAPTERS**

Maheswaran, Durairaj & Malika Malika (2019), "Beyond the exotic: Branding India" *Forbes India*; ISB Insights.

Malika, Batra, R, Ghoshal, T & Maheswaran, D (2018) *Make in Incredible India: Globalization and Nation Equity. Understanding Indian Consumers.* eds.: Maheswaran D. and Puliyeel, T. Oxford University Press.

Schaffner, Dorothea, Pragya Mathur, Andreas Herrmann and D. Maheswaran (2013), "Hedonism vs. Accuracy: The Influence on Motivation and Affect on the Evaluation of Multiple Gains and Losses," *Review of Managerial Science*, Vol. 7 (4), 417-441.

Maheswaran, Durairaj and Cathy Chen (2014), "Culture, Emotions and Nation Equity:" in *Handbook of Cultural Psychology*, Ed. Angela Lee and Sharon Ng.

Maheswaran, Durairaj, Cathy Chen and Junhong Hu (2013), "Nation Equity: Integrating the Multiple Dimensions of Country of Origin Effects," *Review of Marketing Research*, Vol 10, 153-189.

Maheswaran, Durairaj and Cathy Chen (2009), "Nation Equity: Country of Origin Effects in the Global Marketplace," in *Handbook of International Business*, Ed. Masaki Kotabe and Christian Helson, Sage Publications.

Maheswaran, Durairaj (1984), "State Enterprises: A Marketing Perspective," in *Marketing in Developing Countries*, G.S. Kindra (Ed), Croom and Helm Ltd, Kent, UK.

## **RESEARCH IN PROGRESS**

Malika, M., and Maheswaran, D. "Person-Thing Orientation and Brand Extension Effects" (*under review at **Journal of Marketing***)

"Brand Extension Failure and Parent Brand Penalty: The Role of Implicit Theories," with Shailendra Jain, Pragya Mathur, Huifang Mao, Durairaj Maheswaran and Mathew S. Issac, *Under revision at **Journal of Consumer Psychology***.

Malika, Malika & Durairaj Maheswaran, "Busy or Poor: How Time or Money Scarcity Cues Differentially impact Purchase Decisions regarding Service Firms," ***Journal of the Academy of Marketing Science (invited revision)***.

Malika, Malika, Tanuka Ghoshal, Pragya Mathur, & Durairaj Maheswaran, "Are you Inclined to Donate Your Time or Your Money? It Depends on your Person Thing Orientation and Relative Resource Scarcity," ***Journal of the Academy of Marketing Science (invited revision)***.

Jun Pang, Cathy Chen, and Durairaj Maheswaran, "Congruity with Nation Equity and Brand Equity: Effects of Processing Fluency on product evaluations."

Maheswaran, D., Malika, M., & Ghoshal T. "The Dark Side of Generalization: The Case for Culture-Specific Research", Exploring Partial Cultural Universals."

### Working Papers

Mathur, Pragma, Diogo Hilderbrand, and Durairaj Maheswaran, "Brand Alliance Effectiveness: A Consumer Perspective," (2015)

Bennett, Aronte, Durairaj Maheswaran, and Zeynep Gurhan-Canli, "When is Corporate Social Responsibility Diagnostic?" (2015)

Duhachek, Adam, Katie Kelting, and Durairaj Maheswaran, "The Road Not Travelled: Corporate Catastrophes." 2015

Krittinee Nuthivisit and Durairaj Maheswaran, "The Wheel of Dhamma: Mortality Salience Effects in Thailand."2014

### **INVITED LECTURES AND CONFERENCE PRESENTATIONS**

"India:Nation Equity", IIMC-Stern conference, 2020

"Nation Equity and Make in Incredible India", Faculty Seminar, Indian Institute of Management, Bengaluru, India, 2019

"Make in Incredible India", Faculty Seminar, Indian School of Business, Hyderabad, India, 2016

"Norway: Building Nation Equity," Norwegian School of Economics, Bergen, Norway, 2016

"Culture and Consumer Behavior," Research Seminar, Telenor, Oslo, Norway, 2016

"Nation Equity and Tourism," Asian Institute for Consumer Insights, Singapore, 2015

"Cross Cultural Differences in Consumer Behavior," Nanyang Technological University, Singapore, 2015

"Global Branding: A Chinese Perspective," Faculty Seminar, CKGSB, Beijing, PRC, 2013

"Country of Origin Effects and Persuasion," Marketing Faculty Seminar, Renmin University Beijing, PRC, 2013

"Nation Equity and Globalization" Keynote Address, Journal of Marketing Science Conference, Guangzhou, PRC, 2011

Invited Speaker, Marketing Science Conference, Hangzhou, PRC, 2011

'Publishing Your Research," Doctoral Consortium, Marketing Science Conference,

Hangzhou, PRC, 2011

“Country of Origin Effects and Persuasion,” Marketing Faculty Seminar, Hong Kong University, HK, PRC, 2011

“Dual Models of Persuasion,” Faculty Seminar, Hong Kong Baptist University, Hong Kong, PRC, 2011

“Global Branding,” Singapore Management University, 2010

“Culture, Emotions, and Nation Equity,” National University of Singapore, 2010

“Beyond Brand Equity” Norwegian Marketing Association, Bergen, Norway, 2008

“Issues and Developments in Attitudes Research” Faculty Research Seminar, Singapore Management University, 2007

“Nation Equity” Distinguished Scholar Series, Singapore Management University, 2007

“Country of Origin Effects,” Chinese University of Hong Kong, 2007

“Nation Equity – beyond Country of Origin Effects, National University of Singapore, 2007

“Publishing in International Journals,” National Economic University, Hanoi, Vietnam, 2007

“Nation Equity,” Key Note Address, Marketing Conference, Korea University, Seoul, 2007

“Nation Equity,” National University of Laos, Vientiane, PDR of Laos, 2007

ACR Doctoral Consortium, Association for Consumer Research Conference, Florida, 2006

AMA Doctoral Consortium, University of Maryland, 2006

“Heuristic and Systematic Model of Persuasion” Faculty Research Seminar, Anderson School of Management, UCLA, 2006

“Nation Equity” Distinguished Visiting Scholar Series, University of Sydney, 2006

“Developments in Attitude Research” Faculty/PhD Research Seminar, University of Sydney, 2006

“Country of Origin Effects” Faculty Research Seminar, Georgetown University, 2006

Special Topic Session on “Consumer Ethics” Society for Consumer Psychology Conference, Miami FL, 2006

Special Topic Session on “Brand Alliance” Society for Consumer Psychology Conference, Miami FL, 2006

“Recent Developments in Persuasion Research” Faculty Research Seminar, Rutgers

University, 2005

“Advances in Persuasion Research, Research Camp, Kellogg School of Management, Northwestern University, 2005

ACR Doctoral Consortium, Association for Consumer Research Conference, San Antonio, TX, 2005

Special Session on “Culture and Brand Equity” Association for Consumer Research Conference, San Antonio, TX, 2005

Round Table on ‘Culture Research’, Association for Consumer Research Conference, San Antonio, TX, 2005

AMA Doctoral Consortium, University of Connecticut, 2005

“Meet the Editors” AMA Doctoral Consortium, University of Connecticut, July, 2005

Round Table on Culture Research, Society for Consumer Psychology Conference, St. Petersburg, FL, 2005

Panel Session on “Trends in Consumer Behavior,” AMA Winter Conference, San Antonio, TX, 2005

Meet the Editors,” AMA Winter Conference, San Antonio, TX, 2005

“Culture and Persuasion,” Sheth Foundation/Sudman Symposium on Cross-Cultural Survey Research, University of Illinois, 2004

“Culture and Persuasion,” University of Washington, 2004

“Brand Extension and Culture,” Discussant and Presenter, Association for Consumer Research Conference, Toronto, Canada, 2003

“Persuasive Effects in Culture Psychology,” Research Seminar, University of Illinois, Department of Marketing, 2003

“Culture and Persuasion,” Research Seminar, University of Minnesota, Department of Marketing and Logistics, 2002

“Culture and Persuasion: Issues and New Directions,” Research Camp, Department of Marketing, New York University, 2002

"Individualism and Collectivism," Special Topic Session, Association for Consumer Research Conference, Austin, TX, 2001

"Research Issues in Cultural Psychology," Research Seminar, Department of Marketing, Rice University, 2001

"Issues and New Directions in Cultural Psychology," Special Topic Session, European Association for Consumer Research, Berlin, Germany, 2001

"Experimental Methods in Marketing," PhD seminar series, Thammasat University, Bangkok, Thailand, 2001

"Economic Trends in Emerging Markets," National Institute of Development Administration, Bangkok, Thailand, 2000

"Trends in Persuasion Research," Katholieke Universiteit Brabant, Tilburg, The Netherlands, 1999

"Culture and Advertising Effectiveness: Comparative Advertising in the Global Marketplace," William Davidson Institute for Transitional Economies, University of Michigan, 1999

"Cultural Variations in Country-of-Origin Effects," Research seminar, Department of Marketing, University of Michigan, 1999

"Cultural Issues in Persuasion," Doctoral Research Seminar, University of Michigan, 1999

"Issues and New Directions in Cultural Psychology," Doctoral Research Seminar, Columbia University, 1998

"Global Business Strategies," National Institute of Development Administration, Bangkok, Thailand, 1998

"Cultural Differences in Consumer Behavior," Masters in Marketing Program, Thammasat University, Bangkok, Thailand, 1998

"International Advertising Strategies," National Institute of Development Administration, Bangkok, Thailand, 1997

"Japanese Business Strategy: A Marketing Perspective," Japan - US Center, Stern School of Business, New York University, 1997

"Country of Origin Effects and Cultural Orientation," Association for Consumer Research Conference, Denver, CO, 1997

"Brand Equity Dilution and Enhancement," Association for Consumer Research Conference, Denver, CO, 1997

"Attitude Strength and Attitude Change," Discussion Leader, Session at the Association for Consumer Research Conference, Denver, CO, 1997

"The Effects of Cultural Orientation on Information Processing and Product Evaluations," Distinguished Speaker Series, Florida International University, Miami, FL, 1996

"Culture and Consumer Behavior," Chair and Organizer, Special Topic Session, Association for Consumer Research Conference, Tucson, AZ, 1996

"The Heuristic and Systematic Model of Persuasion: Issues and Extensions," Faculty Seminar, Hong Kong University of Science and Technology, Hong Kong, 1995

"Gender Differences in Adolescent Consumption," American Psychological Association Annual Convention, New York, NY, 1995

"Incongruity Bias in Recall," American Psychological Association Annual Convention, New York, NY, 1995

Motivated Reasoning: A Depth of Processing Framework," American Psychological Association Annual Convention, New York, NY, 1995

"Country of Origin Effects," Discussion Leader, Association for Consumer Research Conference, Minneapolis, MN, 1995

"Adolescent Compulsive Consumption: Issues in Motivation, Identification and Prevention," Coordinator and Participant, Special Topic Session, Association for Consumer Research Conference, Boston, MA, 1994

"Individual Differences in Adolescent Compulsive Consumption," Association for Consumer Research Conference, Boston, MA, 1994

"Consumer Expertise and the Utilization of Product Related Heuristic Cues on Evaluations," Research Seminar, School of Business, University of Missouri, 1993

"Impact of Consumer Expertise on Warranty Information," Research Seminar, Department of Marketing, University of Maryland, 1993

"Issues in Advertising and Promotion," Discussant, Session at the American Marketing Association Conference, Chicago, IL, 1992

"The Effects of Ambiguity on Consumer Information Processing: What, When, How, and Why," Coordinator and Participant, Special Topic Session, Association for Consumer Research Conference, Vancouver, BC, Canada, 1992

"Argument Ambiguity can Bias Systematic Processing: Effects of Task Importance and Source Credibility on Persuasion," Association for Consumer Research Conference, Vancouver, BC, Canada, 1992

Session Chair, Association for Consumer Research Conference, Chicago, IL, 1991

"Affect and Consumer Behavior: Examining the Role of Emotions on Consumers' Actions and Perceptions," Participant, Special Topic Session, Association for Consumer Research Conference, New York, 1990

"Consumers' Emotional Responses to Unrealized Expectations and Variations in Temporal Distance," Association for Consumer Research Conference, New York, NY, 1990

" Message Framing Effects on Product Judgments," Coordinator/Participant, Special Topic Session, Association for Consumer Research Conference, New Orleans, LA, 1989

"Investigating Message Framing Effects on Consumer Judgments: The Influence of Personal Relevance and Product Risk," Association for Consumer Research Conference, New Orleans, LA, 1989

" Heuristic vs. Systematic Processing Models of Persuasion: Theory and Research," Coordinator and Participant, Special Topic Session, Association for Consumer Research Conference, Maui, Hawaii, 1988

"Heuristic Processing Can Prime Systematic Processing: The Effects of Issue Involvement, Message Valence and Consensus Information on Persuasion," Association for Consumer Research Conference, Maui, Hawaii, 1988

"Consumer Choice and Variety," Discussant, Competitive Paper Session, Association for Consumer Research Conference, Boston, MA, 1987

The Effects of Repetition on Consumer Recall of Advertising Information," Columbia-NYU-Wharton-Yale Research Seminar, Columbia University, 1987

"The Effects of Motivation on Subsequent Recall of Attribute Information," Market Research Practitioners' Forum, New York University, 1986

Discussant, Albert Haring Symposium, Indiana University, 1985

"The Effects of Motivation and Expertise on Consumer Information Processing," Faculty Seminar, University of Chicago, 1985

"Consumer Expertise: Issues in the Processing of Incongruent Information," Faculty Seminar, University of Illinois, Chicago, IL, 1985

"Incongruency Effects: A Review of Past Research and Future Directions," Research Seminar, New York University, New York, NY, 1985

"The Effects of Knowledge, Motivation, and Incongruity on Product Judgments," Marketing Science Institute Awards Ceremony, AMA Conference, Washington DC, 1985

## **SERVICE TO THE PROFESSIONAL COMMUNITY**

### **REVIEWERSHIP**

Editorial Review Boards

*Journal of Consumer Psychology*

Ad hoc Reviewer

*Journal of Personality and Social Psychology*  
*Journal of Marketing Research*  
*Journal of Consumer Research*  
*Journal of Consumer Psychology*  
*Journal of Retailing*  
*Journal of Experimental Social Psychology*  
*Personality and Social Psychology Bulletin*  
*Psychological Abstracts-Perceptual and Motor Skills*

#### Reviewer

American Marketing Association Conference  
Association for Consumer Research Conference  
Dissertation Competitions

#### **CONFERENCE REVIEWING**

Program Committee, Association for Consumer Research, Portland, OR, 2004  
Program Committee, Association for Consumer Research, Denver, CO, 1997  
Conference Co-Chair, American Psychological Association, Div. 23, NY, 1995  
Program Committee, Association for Consumer Research, Chicago, IL, 1991

#### **SERVICE TO SCHOOL AND DEPARTMENT**

Coordinator, International Business concentration, MBA program, 2021-  
IIMC-Stern Marketing Conference, Co-Organizer, 2020 and 2022  
NYU Shanghai Stern Marketing Representative, 2020-22  
Stern Honorific Committee 2019, 2021  
Top-tier Journal Task Force, 2019-20  
Senior Faculty Peer Review committee, Stern School of Business, 2004-2007 and 2015-2018  
Dean's Advisory Committee, 2012-14  
Chair, Stern A-Journals Review Committee, 2006 and 2014  
Committee for evaluating global UG programs 2012  
China Initiative Task Force, Co-chair, 2010-11  
PhD Program Coordinator, 2003–2005  
Strategic Planning Initiatives Committee: Marketing and IB, 2003-2007  
School-wide PhD program Advisory Committee, 1998–2005  
Coordinator - Speakers Series, Marketing and International Business, 1999–2000  
Curriculum Review Committee – Special Electives, IB, 1999-2000  
PhD Program Coordinator, International Business, 1997–98  
Internationalization of Curriculum Committee - Undergraduate Program, 1997-98  
Curriculum Review Committee, International Business, 1996-97  
Recruitment Coordinator, Marketing, 1996-97  
University Policy Committee on the Use of Human Subjects, 1995-96  
Master's Program Committee, 1993-94  
PhD Pro-seminar Coordinator, 1989-90  
Research Assistants Coordinator, 1989-92  
Subject Pool Coordinator, 1988-89  
Speaker Series Coordinator, Marketing, 1988-91  
Departmental Research Committee, 1988-2003  
MBA Curriculum and Student Affairs Committee, 1987-1990  
Doctoral Committee, 1987-2005

#### **TEACHING EXPERIENCE**

Entertainment and Media Industries  
Globalization of the Entertainment  
Global Marketing Strategy  
Consumer Behavior (Doctoral Seminar)  
Global Marketing  
Advertising Management  
Marketing Management  
Global Business and Environment  
Emerging Markets Initiatives  
Global Business Research (Doctoral seminar)  
Cross-Cultural Consumer Behavior (Doctoral seminar)

### **DOCTORAL DISSERTATION COMMITTEES**

Malika Malika (ISB, Provost's Post-Doctoral Fellow)  
Aronte Bennett (Chair)  
Pragya Mathur (Chair)  
Nidhi Agrawal (Chair)  
Zeynep Gurhan-Canli (Chair)  
Shailendra Jain (Chair)  
Vandana Singhvi (Chair-International Business)  
Joan Scattonne (Chair)  
Priya Raghubir  
Maureen Morrin  
Gene Secunda  
Valerie Noel  
Amy Handlin  
Doron Goldman

### **PROFESSIONAL AFFILIATIONS**

Society for Consumer Psychology  
American Marketing Association  
Association for Consumer Research

### **HONORS, AWARDS, AND GRANTS**

Excellence in Teaching Award, Stern School of Business, 1993  
Stern School of Business Case Development Grant, 1997  
NEC Faculty Research Fellow, Japan-US Center, 1997-98  
Stern School of Business, Faculty Research Award, 1992, 1994-1996  
Solomon Center Financial Markets Research Award, 1994  
International University of Japan, International Research Grant, 1995  
Cited as one of the most productive researchers in marketing, 1990-96  
Cited as one of the most productive assistant professors in marketing, 1993  
International Teachers' Program, INSEAD, France, 1994  
Winner, MSI Doctoral Dissertation Proposal Competition, 1985  
Research Scholarship, Kellogg Graduate School of Management, 1983-85  
University Scholar, Kellogg Graduate School of Management, 1982-85  
Fellowship, Kellogg Graduate School of Management, 1982-83

**PERSONAL INFORMATION**

U.S. Citizen