

Priya Raghubir

Dean Abraham L. Gitlow Professor of Business

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

OFFICE: TISCH #816; (212) 998-0727; EMAIL: 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

Service and Research (Internal and External to the Profession)

- Stern Leadership Award, 2014.
- Faculty Mentor, Stern School of Business, 2013-2019.
- SCP Best Working Paper Award, 2018.
- Nominated for the Accenture Award (Jan 2017) for *California Management Review* article, Raghubir, Inman, and Grande (2004)
- “Top 10 Reviewers,” *Journal of Consumer Psychology*, 2008-2009.
- Outstanding Reviewer, *Journal of Consumer Research*, 2006-2007, 2016-2017.
- *Davidson award for best article*, Raghubir, Priya (2004) "Coupons in Context: Discounting Prices or Decreasing Sales?" *Journal of Retailing*, 80(1), January, 1-12.

Professional Recognition

- MSI Academic Fellow, MSI, 2020-
- Editor, Research Reports, *Journal of Consumer Psychology*, 2018 – 2020.
- Keynote Speaker at the 11th Great Lakes NASMEI Marketing conference, Chennai, India, December 2017
- Dean Abraham L. Gitlow Professor of Business, Sept 2013 onwards
- Keynote Speaker at Round Table on a Cashless Society, Copenhagen, April 2012
- Research Professor of Marketing, New York University, 2011-2013
- Mary C. Jacoby Faculty Fellow, New York University, 2008-2011
- Presidential Chair Fellow, University of California at Berkeley, 2003-2004
- Invited Faculty: Marketing Science Institute Young Scholar program, Jan 2001, 2006.
- Invited Faculty, Doctoral Consortiums:
 - AMA Doctoral Consortium: 2002, 2005, 2006, 2013 (Michigan), 2017 (Iowa), 2018

- (Leeds), 2019 (New York), 2020 (cancelled), 2021 (Bloomington), 2022 (Austin).
- ACR Doctoral Consortium: 2004, 2006, 2013, 2014, 2015.
- SCP Doctoral Consortium: 2015, 2016.
- Hellman Family Fund Grant, University of California at Berkeley, 2000.

Academic Performance

- 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)

Teaching

- “Great Professor” award in the Executive MBA program, 2012.
- Cheit Award of Teaching Excellence, Haas School of Business, UC Berkeley, Honorable Mention, 2001-2002
- Schwabacher Fellow, University of California at Berkeley, 2000-2001.
- Stern School Outstanding Teacher Award, New York University, 1994

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)

Editorials

1. Mukhopadhyay, Anirban, Priya Raghurir, and Christian Wheeler (2018) "Judgments of Taste and Judgments of Quality" *Journal of Consumer Psychology*, Jan 2018, <https://doi.org/10.1002/jcpy.1001>
2. _____, _____ and _____ (2020) "An Appreciation of Journal Service" *Journal of Consumer Psychology*, Oct 2020. <https://doi.org/10.1002/jcpy.1185>

Subjective Value of Money

1. Scheidegger, Gianluca and Priya Raghurir (2022), “Virtual Currencies: Different Schemes and Research Opportunities,” *Marketing Letters*, Idea Corner, Vol 33, Issue 2, 351-360.
2. “Valuing New Currencies: A Framework for Future Research,” forthcoming, Book Chapter for “*Behavioral Pricing*,” Edited Volume, Editor: Chezy Ofir.
3. Raghurir, Priya (2021), “How Payment Mode Affects Consumer Behavior,” *MSI Expert Curation*.
4. Shirley Bluvstein Netter and Priya Raghurir (2021) “Tip to Show Off: Impression

Management Motivations Increase Consumers' Generosity" ***Journal of the Association of Consumer Research***, January, 2021, special issue on *Behavioral Pricing*.

5. Reutskaja, Elena, Jeremiah Iyamabo, Priya Raghurir and Iñigo Gallo (2020), "Price-Denomination effect: Choosing to Pay with Denominations that are the Same as the Product Prices" ***Frontiers in Psychology: Research Topic "Understanding and Overcoming Biases in Judgment and Decision-Making with Real-Life Consequences"*** Vol. 11, 09 September 2020 | <https://doi.org/10.3389/fpsyg.2020.552888>;
https://www.frontiersin.org/articles/10.3389/fpsyg.2020.552888/full?utm_source=Email_to_authors&utm_medium=Email&utm_content=T1_11.5e1_author&utm_campaign=Email_publication&field=&journalName=Frontiers_in_Psychology&id=552888
6. 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.
7. 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
8. Gaston-Breton, Charlotte, and Priya Raghurir (2013), "Opposing Effects of Sociodemographic Variables on Price Knowledge," ***Marketing Letters***, 24(1), March, 29-42.
9. 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.
10. 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.
11. 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.
12. Raghurir, Priya and Joydeep Srivastava (2009) "The Denomination Effect," ***Journal of Consumer Research***, 36 (4), December, 701-713.
13. 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.
14. 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.
15. 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.
16. 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.

17. 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.

Work-in-Progress: Subjective Value of Money

1. Priya Raghurir and Shirly Bluvstein Netter, "From Bribes to Bequests and Gifts to Gratuities: The Black, White, and Shades of Grey of How and Why Consumers Pay What They Want" reject but resubmit from ***Journal of Consumer Research***.
2. Shirly Bluvstein Netter and Priya Raghurir, "When You Charge Less Than a Jackson, Greens Should Be Your Tipping Action: Framing Effects in Tipping Behaviors" being revised for a "reject but resubmit" at ***Journal of Marketing Research***.
3. Priya Raghurir and Shelle Santana, "Money Matters: A Malleable Monopoly Money Phenomenon" work in progress. Target: *Psychological Science*.
4. Shelle Santana and Priya Raghurir, "What's the Point of Points" work in progress. Target: *Journal of Consumer Psychology – Research Reports*.
5. Shirly Bluvstein Netter and Priya Raghurir, "Nothing Matters: A Field Experiment Testing Choice Architecture Theories and the Effect of Zero on Consumers' Tipping Behavior" work in progress. Target: *Journal of Consumer Research*.
6. Priya Raghurir and Shirly Bluvstein Netter, "A Conceptual Framework for the Antecedents and Consequences of Consumers' Tipping Decisions" work in progress. Target: *Journal of Marketing*.
7. Priya Raghurir, "The Subjective Value of Money: Integrating effects of form and source on consumer decision making" work in progress. Target: *Journal of Marketing*.

Price Promotions

1. Kirk Wakefield, Priya Raghurir, and J. Jeffrey Inman (forthcoming), ""Have We Got a Deal for You: Do You Want the Good News or Bad News First?" ***Journal of Service Research***. (*MSI Working paper*.) Business write up: <https://tips.ariyh.com/p/reframe-your-promotions>
2. Raghurir, 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.
3. Raghurir, Priya, (2009) "Factors Moderating Free Gift Offers: Does the Size of the Gift Matter?" ***La Londe Conference proceedings***.
4. Raghurir, 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.
5. Raghurir, 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: 162, 15th most cited article)
6. Raghurir, Priya (2004) "Coupons in Context: Discounting Prices or Decreasing Sales?" ***Journal of Retailing***, 80(1), January, 1-12.
 - *Received Davidson award for best article.*

7. Raghurir, Priya (2004) "Free Gift with Purchase: Promoting or Discounting the Brand?" ***Journal of Consumer Psychology***, 14(1&2), January, 181-185.
8. Raghurir, Priya, and Kim P. Corfman (1999), "When do Price Promotions Affect Brand Evaluations?" ***Journal of Marketing Research***, 36 (2), May, 211-222.
9. Raghurir, Priya (1998), "Coupon Value: A Signal for Price?" ***Journal of Marketing Research***, 35(3), August, 316-324.
10. Inman, J. Jeffrey, Anil C. Peter, and Priya Raghurir (1997), "Framing the Deal: The Role of Restrictions in Accentuating Deal Value," ***Journal of Consumer Research***, 24 (1), June, 68-79.
11. Raghurir, 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.
12. Raghurir 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.

Work-in-Progress: Price Promotions

1. Scheidegger, Gianluca, Linzmajer, Marc, Rudolph, Thomas, Raghurir, Priya, and Bischof, Saskia "Pay Less, Spend More: Consumers' Mental Accounting for Discounted Gift Cards" rejected from *Journal of the Association for Consumer Research* ((Financial Decision Making Issue). To be resubmitted.
2. Priya Raghurir "Leveraging Restricted Price Promotions" work in progress. Target: *Marketing Letters*.

Visual and Sensory Information Processing

1. Johann Melzner and Priya Raghurir, "The Sound of Music: The Influence of Instrumental Timbre on Product Perceptions" conditionally accepted at the ***Journal of Marketing Research***.
2. Valenzuela, Ana and Priya Raghurir (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.
3. Valenzuela, Ana, Priya Raghurir 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.
4. 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.
5. Raghurir, Priya (2009) "Visual Perception: An Overview," in Krishna, Aradhna (Ed.), ***Sensory Marketing***, Psychology Press, 201-218.

6. Valenzuela, Ana and Priya Raghurir (2009), "Position Based Schemas: The Center-Stage Effect," ***Journal of Consumer Psychology***, 19(2), April, 185-196.
7. Raghurir, Priya (2008), "Are Visual Perception Biases Hard-Wired?" in ***Visual Marketing***, editors Michel Wedel and Rik Pieters, Lawrence Erlbaum Associates, 143-166.
8. Greenleaf, Eric and Priya Raghurir (2008), "Geometry in the Marketplace" in ***Visual Marketing***, editors Michel Wedel and Rik Pieters, Lawrence Erlbaum Associates, 113-142.
9. 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.
10. 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.
11. 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).*
12. 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.
13. Robert E. Krider, Priya Raghurir, and Aradhna Krishna (2001), "Pizzas: π or Square? Psychophysical Biases in Area Comparisons," ***Marketing Science***, 20(4), Fall, 405-425.
14. Raghurir, Priya, and Aradhna Krishna, (1999), "Vital Dimensions: Biases in Volume Estimates," ***Journal of Marketing Research***, 36 (3), August, 313-326.
15. Krishna, Aradhna, and Priya Raghurir (1997), "The Effect of Line Configuration on Perceived Numerosity of Dotted Lines," ***Memory and Cognition***, 25 (July), 492-507.
16. 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.

Work-in-Progress: Visual and Sensory Information Processing

1. Yang, Lu, Dengfeng Yan, and Priya Raghurir, "The Stability Heuristic for Weight Judgment" third round revision requested by the ***Journal of Marketing Research***, Mar 15, 2022. MSI Working paper.
2. Johann Melzner, Priya Raghurir, and Maximilian Melzner "The Personality of Music: Disentangling the Contribution of Timbre-based Perceptual Sound Quality and Sound Source Identification to Abstract Meaning Elicitation" being revised after pre-review for ***Journal of Experimental Psychology – General*** or ***Journal of Personality and Social Psychology***.
3. Priya Raghurir, Ana Valenzuela, and Ajay Abraham "Does Random Placement to Central Positions Improve Performance?," work in progress. Target: *Psychological Science*.

Memory and Context Effects

1. Isabelle Engeler and Priya Raghurir (2018), "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*, 114(1), 95-109.

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.

Work-in-Progress: Memory and Context Effects

8. Priya Raghurir, "Improving the Predictive Validity of Self-Reports: An Order of Elicitation Intervention" reject but resubmit after third round review at *Journal of Marketing*.

Health Risk Perceptions

1. Raghurir, Priya, Geeta Menon and Ling, I-Ling (2021) "Web Wizard or Internet Addict? The Effects of Contextual Cues in Assessing Addiction" *Journal of the Association of Consumer Research*; special issue on Addiction and Maladaptive Behaviors, Volume 6, Number 3, July, 2021. <https://doi.org/10.1086/714501>
2. 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.
3. 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.

4. Raghurir, Priya, and Geeta Menon (2001), "Framing Effects in Risk Perceptions of AIDS," *Marketing Letters*, 12 (May), 145-156.
5. 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.
6. 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.
7. 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.
8. Menon, Geeta, Priya Raghurir, and Nidhi Agrawal (2008), "Health Risk Perceptions and Consumer Behavior," *The Handbook of Consumer Psychology*, 981-1010.

Work-in-Progress: Health-Risk

1. Priya Raghurir, "The Effect of Contextual Cues on Self-Identification: The Case of Alcohol Consumption," book chapter for *Maladaptive Consumption*, Eds Ingrid Martin and Dave Stewart.
2. Priya Raghurir and Ana Valenzuela "Lives vs. Livelihoods: A COVID-19 Cross-Cultural Analysis of Health Risk Perceptions."
3. Priya Raghurir, Subramanian Sivaramakrishnan, and Carvalho, Sergio, "A Disease by Any Other Label: Factors moderating the effect of scientific versus common parlance labels on Health Risk Perceptions".
4. Raghurir, Priya and Ying-Ching Lin, "Do You or Someone You Know ...: The Effect of Experience on Risk Perceptions"

Other

1. Assael, Henry, Samuel C. Craig, Tülin Erdem, Geeta Menon, and Priya Raghurir (forthcoming), "History of the Marketing Department and Its Doctoral Program – 1900 to 2021," *Customer Needs and Solutions*, Issue 3.
2. 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.
3. 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.
4. 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.

5. 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. (Aug 2021, Google Scholar: 1185, most cited article).
6. 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.
7. 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.
8. 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.
9. 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. (Aug 2021, Google Scholar: 324, 7th most cited article)
10. 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

1. Raghurir, Priya, "Three Questions to Guide your Choice of Research Methods," IIMA Op-ed for Prof AK Jain's Festschrift, Sept 2018.
2. Raghurir, Priya; Capizzani, Mario; Srivastava, Joydeep (2017), "Money Matters: Memory and the Psychology of Spending," *IESE Insight*, <http://ieseinsight.com/doc.aspx?id=2023&ar=12&idioma=2>
3. Raghurir, Priya (2017), "THE PSYCHOLOGY OF PRICING: To Get People to Pay, Understand How They Think," *IESE Insight*, 34 (September, third quarter), 46-52. Listed by *HBR*, IIR191-PDF-ENG.
4. "The Pink Dollar" Case Study prepared for the "Reaching Out" conference, San Francisco, Oct. 2007.
5. "Advertising Lessons for Survey Design" ICFAI press, India, 2005.

Citations

Google Scholar:

- Total as of June 16, 2022: 9204; h-index: 40; i10-index: 60 (3 paper cited ≥500 times; 12 papers cited ≥250 times; 27 papers cited ≥100 times).
- Last five years: 3728; h-index: 30; i10-index: 50

Web of Science: ID ABH-6101-2020

PRESENTATIONS

Meet the Editors

- Editors' Perspectives Session at the 2019 Summer AMA-CBSIG in Berne (July 2019)
- Editors' Perspectives Session at the 2018 Summer AMA in Boston (August 11, 2018)
- PhD Project Marketing Doctoral Students Association, Boston, August 10, 2018
- European Association for Consumer Research Conference, Ghent, Belgium, June 22, 2018

Invited

“Designing and Conducting Creative Field Experiments”

- *AMA Doctoral Consortium*, Austin, Texas, June-July, 2022.

“Sound of Music” with Johann Melzner

- *Northwestern University*, April 2022
- *New Beginnings Conference*, Texas A&M University, Oct 2021

“Second Order Effects of Monopoly Money: A Malleable Monopoly Money Phenomena”

- *Numerical Markers in Judgments, Choices, and Consumption*, SCP Boutique Conference, Tucson, Arizona, Sept 23-24, 2021.

“How Payment Mode Affects Consumer Behavior,”

- *AMA Doctoral Consortium*, Bloomington, Indiana, August, 2021.
- *MSI Roundtable*, June 9, 2021 (virtual)

“The Psychology of Pricing”

- Undergraduate Consumer Behavior Class of Seniors, *University of Illinois at Urbana-Champaign*, April 12, 2021. (virtual)

“Position Effects”

- The Marketing Camp, *Temple University*, originally scheduled May 1, 2020. Rescheduled, Oct 16th, 2020. (virtual)

“Money Matters”:

- *Singapore Management University*, originally scheduled Feb 27, 2020. To be rescheduled.

“Behavioral Pricing”:

- Raymond F. Keyes Distinguished Scholars Series at the Marketing Department at *Boston College*, originally scheduled April 3, 2020. To be rescheduled.
- 3rd invitational *Pricing Symposium* at ESADE Business School, Barcelona, Oct 11-12, 2019

“Tipping: A Behavioral Pricing Approach” at the *Pricing Conference* for the *JACR* special issue on Behavioral Pricing, Kentucky, originally scheduled April 17-19, 2020. Rescheduled Feb 2021.

“Context Effects,” with Isabelle Engeler,

- *Zicklin College of Business, Baruch College, CUNY*, New York, Nov 8, 2018.

“Visual Information Processing,” Saunders Dean's Distinguished Researcher Speaker Series, *Rochester Institute of Technology* (RIT), Rochester, NY, September 2018.

“Pricing in Alternative Currencies,”

- *Babson Pricing Camp*, May 2018.

“Subjective Value of Money: Past and Ongoing research”

- *AMA Doctoral Consortium*, June 2018.
- *Hong Kong University of Science and Technology*, HK, April 2018
- *NYU-Shanghai*, Shanghai, China, April 2018

“Experimental Design”

- *Symbiosis College* (SSHRC), Pune, India, Feb 2018.

“Leveraging Life”

- Keynote Address at the annual *NASMEI conference*, Great Lakes University, Chennai,

- December 2017.
- “Malleable Monopoly Money”
- *Oxford Research Symposium*, June 2018
 - *Rotterdam School of Business and Erasmus University*, Rotterdam, Netherlands, May 2017
 - *IESE*, Barcelona, Spain, February 2017
 - *University of Vienna*, Vienna, Austria, December 2016
- “Experiments in Health Risk Perception”:
- *University of St. Gallen*, Zurich, Switzerland, July 2016
 - *University of Dublin*, Ireland, June 2016.
 - *Hebrew University*, Jerusalem, Israel, May 2016
- “I run for fitness, you run for fame”
- *Rutgers Research Camp*, April 2016.
 - *Harvard Business School*, Boston, April 2016
 - *Washington University of St. Louis*, April 2015.
- “Health Risk Perceptions”
- Department of Population Health, NYU School of Medicine, Summer 2015.
- “How to Review a Paper,”
- *University of Paris at Dauphine*, Paris, France, July, 2014
- “Going Home”
- *University of Paris at Dauphine*, Paris, France, June, 2011
 - *University Carlos III of Madrid*, Madrid, Spain, June, 2011
 - *IESE*, Barcelona, Spain, June 2011
- “Subjective Value of Money,”
- *University of Guelph*, Canada, April 2014.
 - *Temple University*, Philadelphia, Feb 2014.
 - *Doctoral Consortium*, Ann Arbor, Michigan, June 2013
 - *University of Utah*, April 2012
 - *Copenhagen Business School Round Table on a Cashless Society*, Key Note speaker, April 2012.
 - *ESSEC Inaugural Winter Camp.*, France, Dec 2011
 - *ACR Presidential special session*, October 2010.
 - *University of Paris at Dauphine*, France, May, 2010.
 - *Harvard University*, Boston, April 2010.
 - *NYU-Stern*, Dean’s Speaker Series, October 2009.
- “Position and Shelf Space Effects”
- *Marketing Modeler’s Conference*, New York, March 2011
 - *University of Miami*, Feb 2011
 - *Koc University*, Retailing Operations and Marketing Workshop, Istanbul, Turkey, Jan 2011
 - *Duke University*, May 2009.
 - *NYU-Columbia-Wharton-Yale Four School conference*, Columbia University, April 2009.
- “Sensory Marketing”
- Psychology department, *University of California at Berkeley*, June 26, 2008.
- “Visual Information Processing”
- Sensory Marketing Conference, *University of Michigan at Ann Arbor*, June 19-21, 2008.
- “Choosing your Major and Career”
- *Miramonte High School Post Senior Day*, Orinda, California, May 21, 2008.
- “Consumer Behavior Roundtable” (participant).
- *Babson College*, Boston, April 24-26, 2008.
- “Personalities of Financial Products,” (with Meir Statman)
- *University of Paris at Dauphine*, Paris, France, March 21, 2008.

"Position Based Schemas: The Center-Stage Effect," (with Ana Valenzuela)

- *University of California at Riverside*, Riverside, California, Jan 11, 2008.

"Why does one give up Current Income for the Privilege of Giving up Future Income: Why do a Phd?"

- *Northern California Forum for Diversity in Graduate Education* (UC Davis, Nov 2007)

"Marketing Metrics"

- *Aspen Stakeholders Marketing Consortium*, Aspen, Colorado (September 2007)

"Visual Information Processing"

- *HKUST*, Hong Kong, SAR China (December 2007)
- *Rice University*, Houston, Texas (October 2007)
- *IPSR, U.C. Berkeley*, Berkeley, California (Sept 2007)
- *University Of Houston*, Houston, Texas (February 2007)
- *French Marketing Association*, Paris, France (March 2007)
- *University of Michigan at Ann Arbor*, Ann Arbor, Michigan (April 2007).
- *Cornell University*, Ithaca, NY (April 2007).

"Writing a Paper for an Academic Journal"

- *University of Paris at Dauphine*, Paris, France (March 2007)

"Three Routes by Which Sales Promotions Promote Sales"

- *University of Paris at Dauphine*, Paris, France (June 2005)

"Experimental Design"

- *University of Paris at Dauphine*, Paris, France (June 2005, March 2007)

"Biases in Spatial Perception,"

- *IC-1 conference*, Ann Arbor, Michigan, June 2005.

"The Denomination Effect" at:

- *Association for Consumer Research Doctoral Symposium* (October 2004)
- *Hong Kong University of Science and Technology*, Hong Kong, SAR China (March 2004)
- *University of Texas at Austin Marketing Camp* (April 2004).
- *London Business School*, London, UK (May 2004)
- *University of Paris at Dauphine*, Paris, France (May 2004)

"Europoly Money" at the Behavioral Pricing Colloquium at:

- *University of Illinois at Urbana-Champaign* (May 2003).

"Can Bottles Speak Volumes? The Effect of Package Shape on How Much to Buy," (with Sha Yang):

- *San Francisco State University*, San Francisco, California (April 2003)

"The Subjective Value of Money," (with Joydeep Srivastava), presented at:

- *University of Paris at Dauphine*, Paris, France (June 2002)
- *New York University*, New York, New York (March 2002)
- *Institute for Personality and Social Research*, Psychology Dept., U.C. Berkeley (Feb 2002)
- *University of Southern California Winter Camp*, Los Angeles, California (January 2002)
- *University of Wisconsin, Madison*, Madison, Wisconsin (September 2001)

"The Process and Content of Research"

- *University of Vienna*, Vienna, Austria, December 2016
- *University of Paris at Dauphine*, Paris, France (June 2002)

"Consumer Psychology and Health",

- *University Health Services Department*, U.C. Berkeley, November 14th, 2001.

"Depressed or Feeling Blue? Effects of Response Formats in a Self-Diagnosis Inventory," (with Geeta Menon) at:

- *European Congress of Psychology*, London, UK, July 2001, as part of a symposium on the psychology of self-reports (Norbert Schwarz: Chair)

"Non-Conscious Processes in Choice," participant at:

- *The Choice Symposium*, Pacific Grove, CA, June 2001.

"The Information Effects of Price Promotions,"

- *University of Paris at Dauphine*, Paris, France (June 2002)
 - *Social Lab at the Department of Psychology, Stanford University*, January 2001.
- "Visual Saliency Biases in Spatial Judgments," at
- *Hong Kong University of Science and Technology*, HK, China SAR (March 2004).
 - *New York University*, PhD Seminar, NY, NY (March 2002)
 - *The Young Scholar program, Marketing Science Institute*, Park City, Utah, (Jan 2001)
- "Memory and Context Effects in Judgments of Self and Others,"
- *University of Paris at Dauphine*, Paris, France (June 2002)
 - *Behavioral Research Lab, Stanford*, Palo Alto, California, December 2000 (with Geeta Menon)
- "The Psychology of Financial Decision Making: Theory and Early Empirical Evidence," with Sanjiv R. Das
- *Finance Q Group* meetings, California, October, 1999.
- "Free Gifts: Promoting or Discounting the Brand?" presented at
- *The Columbia University Summer Camp*, New York (June 2001)
 - *INSEAD Summer Camp*, Fontainebleau, France (June 2001)
 - *UCLA*, Los Angeles, California (March 2000)
 - *University of Florida Spring Camp*, Gainesville, Florida (February 2000)
 - *M.I.T.*, Boston, Massachusetts (April 1999),
 - *Harvard Business School*, Boston, Massachusetts (April 1999),
 - *The Wharton School* at the University of Pennsylvania, Philadelphia, Pennsylvania (April 1999),
 - *Dartmouth College*, New Hampshire (March 1999),
 - *University of Toronto*, Toronto, Canada (February 1999).
- "Processing Price Promotions: Informative and Affective Aspects,"
- *University of Houston*, Houston, Texas (October 1998).
- "When Automatic Accessibility Meets Conscious Content: Implications for Judgment Formation,"
- *University of Chicago*, Chicago, Illinois (Feb 1998).
- "Vital Dimensions: Antecedents and Consequences of Biases in Volume Perception,"
- *Behavioral Decision Theory Conference, Univ. of Colorado, Boulder*, CO: Oct 1997,
 - *Bay Area Symposium* (Berkeley, Davis, Santa Clara and Stanford), May 1998.
- "The Three Faces of Sales Promotions: Economic, Informative, and Affective," with J. Jeffrey Inman,
- *Pricing Camp, University of Illinois at Urbana-Champaign*, September 1997.
- "AIDS and Me, Never the Twain Shall Meet: Factors affecting Judgments of Risk" (with Geeta Menon),
- *University of California at Berkeley*, October 1995.
- "When do Price Promotions Signal Quality? The Effect of Dealing on Perceived Service Quality,"
- *Hong Kong University of Science and Technology*, Hong Kong (Fall 1993)
 - *Texas A&M University*, Texas (Fall 1993)
 - *Boston University*, Texas (Fall 1993)

Invited Students' Talks

- Shirly Bluvstein and Priya Raghurir (2021; Job Market Talk), "Nothing Matters: The Effect of an Explicit Zero Tip Option in a Choice Set,
- Tel Aviv University, Originally scheduled March 2020; rescheduled March 2021, rescheduled Dec 2021.
 - IESE, Sept 2021
 - UT-Austin, Oct 2021
 - Yeshiva University, Oct 2021

Engeler, Isabelle and Priya Raghbir (2015), “Leveraging Projection to Improve the Validity of Consumption Motives” (Job-Market talks)

- IESE, Barcelona, October 2015
- ESMT, Berlin, October 2015
- INSEAD, Paris, October 2015
- UTS, October 2015
- UC-Dublin, Dublin, November 2015
- HEC-Lausanne, December 2015
- University of Zurich, December 2015

Conference Presentations (by paper, in reverse chronological order)

Roundtable Organized

“How payment mode affects consumer behavior” (summer, 2021).

Roundtable Attended

“Consumer Health and Medical Decision Making,” ACR Knowledge Forum: ACR, Virtually in Paris, October 2020.

“Beyond p-hacking: Combatting academic misconduct at the theoretical level” 2018 ACR conference, Dallas, Oct 2018

“Using Multi-Methods in Behavioral Pricing Research” 2018 ACR conference, Dallas, Oct 2018.

Special Sessions Organized

Subjective Value of Money, European ACR, Ghent, June 2018.

Presentations made by co-authors

Shirley Bluvstein Netter and Priya Raghbir (2023), ““Nothing Matters”: A “0%” Option Increases Consumers’ Voluntary Payments” competitive paper submission, SCP Conference, Mar, Puerto Rico.

Shirley Bluvstein Netter and Priya Raghbir (2022), ““Nothing Matters”: A “0%” Option Increases Consumers’ Voluntary Payments” as part of a special session, ACR Conference, Oct, Denver, CO.

Priya Raghbir and Shelle Santana (2021), “Second Order Effects of Monopoly Money: A Malleable Monopoly Money Phenomenon,” at the *Numerical Markers Conference*, Sept 2021, Tucson, Arizona.

Shirley Bluvstein Netter and Priya Raghbir (2021), “Tip to Show Off: Impression Management Motivations Increase Consumers’ Generosity” at a webinar for the *Journal of the Association of Consumer Research*, special issue on Behavioral Pricing, Feb 17, 2021.

Johann Melzner and Priya Raghbir, “The Sound of Music: The Influence of Instrumental Timbre on Product Perceptions” ACR, Atlanta, Oct. 2019

Raghbir, Priya, Ana Valenzuela, and Ajay Abraham, “Does Random Placement in Central Positions Improve Performance? Salience Effects of Central Position in the Classroom and Olympics,” ACR, Atlanta, Oct. 2019

Reutskaja, Elena, Jeremiah Iyamabo, Iñigo Gallo, and Priya Raghbir “Denomination Choice: An Investigation of How Price Information Affects Spending Behaviour,” EMAC conference, May 2019, Hamburg, Germany.

Shelle Santana and Priya Raghbir, “What’s the Point of Points? How Consumers Perceive, Save, and Spend Loyalty Points,” AMA Consumer Behavior SIG Conference, July 2019, Bern,

Switzerland.

- Shelle Santana and Priya Raghbir, "Malleable Monopoly Money: The Effect of the Form of the Source of Money on its Subjective Value," *Society for Consumer Psychology Conference*, Feb-Mar 2019, Savannah, Georgia.
- Shirly Bluvstein and Priya Raghbir (2018), "Framing Effects in Tipping Behavior," Poster presentation at the *SJDM* conference, New Orleans, Nov 17-19, 2018.
- Priya Raghbir and Shelle Santana, "Malleable Monopoly Money: Does How You Pay for a Gift Card affect How You Spend it?" *Boston Judgment and Decision Making Day Conference*, Nov 2, 2018, Boston College, Boston, MA, USA.
- Priya Raghbir, Ana Valenzuela, and Ajay Abraham, "Does Random Placement to Central Positions Improve Performance? Centre Effects in the Classroom and the Olympics," *EACR* conference, June 2018, Ghent, Belgium.
- Priya Raghbir and Shelle Santana, "Malleable Monopoly Money: Does How You Pay for a Gift Card affect How You Spend it?" *EACR* conference, June 2018, Ghent, Belgium.
- Elena Reutskaja, Jeremiah Iyamabo, Iñigo Gallo, and Priya Raghbir "Denomination Anchors: Demonstrating the Contingent Nature of the Denomination Effect as a Function of Price Level," *EACR* conference, June 2018, Ghent, Belgium.
- Elena Reutskaja, Jeremiah Iyamabo, Iñigo Gallo, and Priya Raghbir "Denomination Anchors: Demonstrating the Contingent Nature of the Denomination Effect as a Function of Price Level," *EMAC* conference, May 2018, Glasgow, Scotland.
- Shirly Bluvstein and Priya Raghbir, "How Much Tip Would You Leave: Framing Effects of Tipping Behavior," *Society for Consumer Psychology Conference*, Dallas, Feb 2018.
- **SCP best working paper award**
- Raghbir, Priya, Kirk Wakefield, and J Jeffrey Inman, "The Art of Framing a Deal" at the *Association for Consumer Research Meetings*, San Diego, Oct 2017.
- Santana, Shelle and Priya Raghbir (2017), "What's the Point of Points? How Consumers Perceive, Save, and Spend Loyalty Points," at the 2017 *Yale Customer Insights Conference*, May 12-13, 2017.
- Santana, Shelle and Priya Raghbir (2017), "What's the Point of Points? How Consumers Perceive, Save, and Spend Loyalty Points," at the *2017 Numerical Markers Conference*, South Carolina, April, 2017.
- Engeler, Isabelle and Priya Raghbir (2016), "How Real is the Bias in Cross-Sex Judgments of Dating Behaviors: Do Men Really Overpredict Women's Sexual Intentions?" *Society for Judgment and Decision Making*, Boston, November 2016 (Poster Session).
- Munz, Kurt and Priya Raghbir (2016), "Toward a Deeper Understanding of Sorting Tools in E-Commerce," *Society for Consumer Psychology (SCP)*, February 25-27, St. Petersburg Beach, Florida, US.
- Engeler, Isabelle and Priya Raghbir (2015), "Leveraging Projection to Increase the Predictive Validity of Self-Reports: Four Experiments in the Domain of Consumption Motives," *Society for Consumer Psychology (SCP) International Conference*, June 25-27, Vienna, Austria.
- Engeler, Isabelle and Priya Raghbir (2015), "Leveraging Projection to Increase the Predictive Validity of Self-Reports: Four Experiments in the Domain of Consumption Motives," *Society for Consumer Psychology (SCP)*, February 26-28, Phoenix, US.
- Engeler, Isabelle and Priya Raghbir (2014), "I Purchase for Quality, Others for Status": Delineating, Attenuating, and Leveraging Biases in Comparative Self-reports," *Society for Judgment and Decision Making (SJDM)*, Poster Session, November 21-24, Long Beach, USA.
- Robert Latimer and Priya Raghbir, (2014) "The Impact of Distinctiveness When Judging Experiences as Wholes or Parts Special Session: "Consumer Experiences" *ACR*, October 25, 2014
- Engeler, Isabelle and Priya Raghbir (2013), "I Run to be Fit, You Run for Fame: Context Effects Affecting Self-Positivity in Judgments on Consumption Motives and Emotions," *Advances in*

Consumer Research, Vol. 41, eds. Simona Botti and Aparna Labroo, Duluth, MN: Association for Consumer Research, Oct 2013.

Robert Latimer and Priya Raghurir," (2013), "Motivated Recall and The "Rosy View" in Retrospective Evaluations," *ACR*, October, 2013

Raghurir, Priya, Meir Statman, and Isabelle Engeler (2012), "Personalities of Financial Products," in Symposium Session on Consumer Psychology and Financial Decision Making, *Society for Consumer Psychology (SCP) International Conference*, June 29-July 1, Florence, Italy.

Raghurir, Priya, Isabelle Engeler, and Meir Statman (2012), "The Interplay of Hope and Fear on Investment Choices," in Special Interest Group on Consumer Financial Decision Making, *41st European Marketing Academy (EMAC) Conference*, May 22-25, Lisbon, Portugal.

Priya Raghurir, Vicki Morwitz, and Shelle Santana," (2010), "Europoly Money," *SCP conference*, St. Petersburg, FL February 2010.

Presentations made by me

"When You Charge Less Than a Jackson, Greens Should Be Your Tipping Action: The Effect of Frame of Alternatives on Consumers' Tipping Behavior," Shirley Netter Bluvstein and Priya Raghurir, at a special session, *SCP Conference*, Huntington Beach, CA, Mar 5-7, 2020.

"Source, Form, and Form of the Source of Money: A Malleable Monopoly Money Phenomena" Priya Raghurir and Shelle Santana, *Association for Consumer Research*, Atlanta, Oct 2019

"Web Wizard or Internet Addict? How Consumers Interpret, Identify and Integrate Causal Symptoms to Assess Health Risk" with Ling, I-Ling and Geeta Menon, *SCP-Boutique Conference on Addiction*, Seattle, August 2019.

Kirk Wakefield, Priya Raghurir, and J. Jeffrey Inman, "The Art of Framing the Deal: Restrictions, Rewards, and the Role of Presentation Order," *EACR conference*, June 2018, Ghent, Belgium.

"Issues in Financial Decision Making," special session

- *Choice Conference*, Lake Louise, Canada, May 2016

"Personalities of Financial Products," (with Meir Statman)

- at a special session of the *EMACS* conference, Copenhagen, Denmark, June 2010
- at a special session of the *ACR* conference, Pittsburgh, PA, October 2009

"Psychophysics of Perception of Health Risk,"

- at a special session of the *ACR* conference, Pittsburgh, PA, October 2009

"Promoting Promotions: Why Does Increasing the Visual Size of the Free Gift Backfire?"

- *La Londe Conference*, June 2009

"Biases in Processing Graphical Information" with Sanjiv Das

- *SJDM*, Long Beach, CA, Nov 2007.
- *ACR*, Memphis, Tennessee, October 2007

"Geometry in the Marketplace" with Eric Greenleaf

- at a special session of the *SCP* conference, Las Vegas, February 2007

"The Denomination Effect" at:

- At a special session of *ACR Europe* conference, Gothenburg, Sweden, June 2005

"Biases in Perception of Time," with Vicki Morwitz:

- at a special session of the *ACR* conference, Portland, Oregon, October 2004
- at a special session of the *SCP* conference, St. Petersburg, Florida, February 2005.

"Betrayal or Benefit of Doubt?" with Meg Campbell:

- at a special session of the *ACR* conference, San Antonio, Texas, October 2005
- at a special session of the *SCP* conference, St. Petersburg, Florida, February 2005.

"Spatial Positioning: The Value of Center-Stage" with Ana Valenzuela:

- at the *SCP* conference, San Francisco, February 2004
- at the *ACR* conference, Portland, Oregon, October 2004

"A Little Something for Me and Maybe for You Too: Promotions that Relieve Guilt" with S.N. Lee and

Kim P. Corfman

- at a special session of the *SCP* conference, San Francisco, February 2004
- "Avoiding Anxiety, Being in Denial or Simply Stroking Self-Esteem: Why Self-Positivity?" (with Ying Ching Lin and Chien-Huang Lin), special session for the *ACR* conference, Toronto, October 2003.
- "Depressed or Feeling Blue? Effects of Response Formats in a Self-Diagnosis Inventory," (with Geeta Menon)
- at a special session for the *ACR* conference, Atlanta Georgia, October 2002.
 - at a special session for the *SCP* conference, New Orleans, February 2003
- "The Subjective Value of Money," (with Joydeep Srivastava),
- at a special session for the *ACR* conference, Atlanta Georgia, October 2002.
 - at the *Behavioral Decision Research in Management* conference, Chicago, May 2002.
- "The Weakest Link in Perception of Performance," (with Ana Valenzuela),
- *Society for Consumer Psychology* Conference, Austin, February 2002.
- "Can Bottles Speak Volumes? The Effect of Package Shape on How Much to Buy," (with Sha Yang)
- special session for the *ACR* conference, Atlanta Georgia, October 2002.
 - *Marketing Science* Conference, Germany, July 2001.
- "Money, Money, Money: Not the same by another name ... shape ... or form," (with Joydeep Srivastava),
- *ACR* conference, Salt Lake City, Utah, October 2000.
- "Consumers' Perceptions of Financial Risk and Return" (with Sanjiv Das)
- *ACR* conference, Columbus, Ohio, October 1999.
- "Free Gifts: Promoting or Discounting the Brand?"
- *Society for Consumer Psychology* Conference, Austin, February 2002,
 - *ACR* Europe conference, Berlin, Germany, June 2001,
 - *ACR* conference, Columbus, Ohio, October 1999.
- "Hong Kong 1997 in Context" (with Gita V. Johar), at
- *Association for Consumer Research* conference, Columbus, Ohio, October 1999,
 - *European Association for Consumer Research* conference, Paris, June 1999.
- "When Automatic Accessibility Meets Conscious Content: Implications for Consumer Judgments," (with Geeta Menon), at
- *Society for Consumer Psychology* conference, Univ of Texas-Austin, Feb, 1998
 - at a special session, *ACR* Conference, Denver, CO: Oct 1997.
- "The Diagnosticity of Coupon Value as a Price Signal: Moderators of the Coupon Value Effect,"
- Special session at the *ACR* Conference, Denver, CO: Oct 1997.
- "Coupon Value: A Signal for Price?"
- *Marketing Science* Conference, Berkeley, CA: March 1997.
- "Pizza: π or Squared?" (with Robert E. Krider and Aradhna Krishna),
- *Marketing Science* Conference, Berkeley, CA: March 1997.
- "Framing the Deal: The Role of Restrictions in Accentuating Deal Value," (with J. Jeffrey Inman, and Anil C. Peter),
- *ACR* Conference, Tucson, AZ: Oct 1996.
- "AIDS and Me, Never the Twain Shall Meet: Factors affecting Judgments of Risk" (with Geeta Menon),
- Working paper poster presentation at the *ACR* Conference, Tucson, AZ: Oct 1996.
- "How Much Will I Spend? Factors affecting Consumers' Estimates of Future Expense," (with Geeta Menon and Norbert Schwarz),
- Working paper poster presentation at the *ACR* Conference, Minneapolis, MN: Oct 1995.
- "Biases in Distance Estimation" (with Aradhna Krishna),
- Annual Convention of the *APA (Div. 23): Society for Consumer Psychology*, New York, Aug 1995.

- "When the Accessibility of Memory-based Information is itself Diagnostic: or It isn't just What you Remember but how Easy it is to Remember it," (with Geeta Menon),
- *TIMS Marketing Science Conference*, Sydney, Australia, July 1995.
- "Response Categories: Method of Measurement or Means of Bias,"
- 1995 *Hong Kong Statistical Conference*: HKSTAT, January 1995.
- "When do Price Promotions Signal Quality? The Effect of Dealing on Perceived Service Quality" (with Kim Corfman),
- at a special session, *ACR Conference*, Boston, October 1994.
- "Purchase Intentions: Predicting the Future or Reflecting the Past?" (with Geeta Menon),
- *Asia Pacific Association for Consumer Research Conference*, Singapore, June 1994.
- "The Use of Response Alternatives vs. Rates-of-Occurrence in Behavioral Frequency Judgments: Sources of Information or Bias?" (with Geeta Menon and Norbert Schwarz),
- *Marketing Science Conference*, Tucson, Arizona, March 1994.
- "Judgments of Behavioral Frequencies of Self and Others: The Impact of One on the Other," (with Geeta Menon and Norbert Schwarz),
- *ACR Conference*, Nashville, October 1993.
- "The Effect of Visual Cues on Perceptions of Lengths of Waiting Lines and Mall Routes," (with A. Krishna),
- *Columbia-NYU-Yale Colloquium*, May 1993.
- "Semantic Cues and Buyer Evaluation of Promotional Communication,"
- *American Marketing Association Summer Educators Conference*, Chicago, August 1992.
- "Effects of Response Scales on Frequency Judgments: The Moderating Role of Nature of the Behavior," (with Geeta Menon),
- *American Association for Public Opinion Research*, St. Petersburg, May 1992.
- "What is Internal Marketing?" (with Priscilla LaBarbera),
- *AMA/ U. of Ill. at Chicago Symposium on Marketing & Entrepreneurship*, San Diego, Aug 1991.
- Organized special sessions at *ACR*, 1999 (Columbus, Ohio)
- "Money Matters: The Psychology of Investing"
 - "Context Effects in Questionnaire Design"

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

Journals

Editor: *Journal of Consumer Psychology*, (joint with Anirban Mukhopadhyay and Christian Wheeler), Jan 1, 2018 - Dec 31, 2020 (accepting all revisions submitted till March 31, 2021).

Associate Editor: *IJRM* (2022-), *Management Science* (2010-2015), *Journal of Consumer Psychology* (2011 – Dec 31, 2017), *Journal of Retailing* (2013-2015).

Editorial Boards: *Journal of Marketing Research* (resigned 2018), *Journal of Consumer Research* (resigned 2018), *Marketing Letters* (till 2018), *IJRM* (2021-2022), *Journal of Consumer Psychology* (before 2011, and starting 2021 again).

Journal and award Ad Hoc Reviewing: *Nature Scientific Reports*, *American Economic Review*, *Journal of Business Research*, *Journal of Decision Making*, *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*, *Psychology and Marketing*).

Conferences

Co-chair ACR-Seattle: 2023 (with Keith Wilcox and Lan Nguyen Chaplin)

Invited Doctoral Consortium:

- SCP 2015, 2016
- Association for Consumer Research Conferences 2004, 2006, 2013, 2014, 2015
- AMA Doctoral Consortium: 2002, 2005, 2006, 2013, 2017, 2018, 2019, 2020 (cancelled), 2021, 2022.

Co-chair ACR Doctoral Consortium: 2010.

Co-Organizer, Author Development Workshop, *Society for Consumer Psychology*, Savannah, GA, Feb 2019.

Conference and Award Program Committees: ACR Early Career Award (2012), Association for Consumer Research Conferences 2004, 2006, 2013, 2015, 2017, International ACR conference (2013), International Society for Consumer Psychology Conference (2012), MSI Dissertation Proposal award (2012, 2022), SCP doctoral dissertation competition (2014, 2015), Society for Consumer Psychology Conference (2022).

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

- MSI Alden G. Clayton Doctoral Dissertation Proposal Competition, 2022
- Swiss National Science Foundation, 2015, 2016
- Netherlands Organisation for Scientific Research
- National Science Foundation (NSF), USA
- Research Grants Council (RGC), Hong Kong, 2015, 2016, 2017, 2021, 2022
- Canadian Social Sciences Humanities Research (SSHRC), Canada
- Israel Science Foundation (ISF), Israel, 2016, 2017
- Marketing Science Institute, USA

University, School, and Department External Assessment

- *Research Grants Commission* of the University Grants Committee, Hong Kong, Research Assessment Exercise, 2020, Member of Business & Economics Panel
- *London School of Economics*, Department of Management Review Panel, 2014.

Faculty Mentoring

- Callen Anthony, Assistant Professor, Department of Management, Stern School of Business, NYU.
- Marie Bragg, Assistant Professor, Department of Population Health, NYU School of Medicine, NYU College of Global Public Health

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.

External Expert Committee, Government Funded Research

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

PhD Student Advising

Chair, PhD Dissertation Committee

- Shirley Bluvstein Netter (Co-Chair with Vicki Morwitz), Stern School, NYU, expected 2022. 1st placement: Yeshiva University.
- Johann Melzner (Co-chair with Andrea Bonezzi), Stern School, NYU, 2022.
 - Winner of the **2020 MSI Alden G. Clayton Doctoral Dissertation Proposal Competition**, for the submission, "*Entering the Auditory Era: Implications for Audio Branding, Online Information Disclosure, and Information Usage.*"

- Winner of the **2021-22 SCP Schuman Dissertation Proposal Award**
- 1st placement: University of Miami.
- Robert Latimer, Summer 2014, Stern School, NYU, 1st placement: Post-doc, University of Toronto.
- Heather Honea, Haas School of Business (Marketing), Summer 2000. Dissertation: “Affect and Consumer Response to Promotions” 1st placement: San Diego State University.

Member, PhD Dissertation Committee

- Steven Dallas, Dissertation Proposal Fall 2016, Stern School, NYU, Dissertation, March 2018, NYU, 1st placement: Duke Law School (Student).
- Shelle Santana, Summer 2014, Stern School, NYU, 1st placement: Assistant Prof., Harvard Bus. School.

External Member, PhD Dissertation Committee

- Jay Zenkić, Schulich School of Business, York University (1st position: University of Melbourne), 2021.
- 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”

External Member, PhD Dissertation Proposal Committee

- Junha Kim, Ohio State University (May 2022), “Essays on Pricing.”

Member, PhD Orals Committee

- Johann Melzner, Stern School, NYU, Fall 2018.
- 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

- Gianluca Scheidegger, University of St. Gallen, Switzerland, 2020-2021.
- Isabelle Engeler, University of St. Gallen, Switzerland, 2010-2011, 2014-2016; 1st Placement: Asst Prof, IESE.
- Michelle (Ying Ching) Lin, National Central University, Taiwan, 2002-2003.

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

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; Brand Management

Teaching Experience

PhD

- *Data Analysis workshop*, Indian School of Business, Hyderabad, Feb 3, 2018.
- *PhD Consumer Behavior Workshop* (with Ana Valenzuela) at the 11th Great Lakes NASMEI Marketing conference, Dec 19-21, 2017.
- Webinars, IIM (Ahmedabad) PhD students,
 - Context Effects, Sept 2017
 - Visual Information Processing, Oct 2017
- *Research Methods*, Stern School, NYU, Fall 2022 (scheduled), Fall 2021 (Instr. = 5.0, Course = 4.8), Fall 2020 (Instr. = 5.0, Course = 4.8), Fall 2019 (Scale changed to 5-points; Instr. = 4.7, Course = 4.7), Fall 2018 (Scale changed to 5-points; Instr. = 4.6, Course = 4.2), Fall 2016 (Instr. = 7, Course = 6.8), Fall 2015 (Instr. = 7, Course = 6.8), Fall 2014 (Instr. = 7, Course = 7), Fall 2013 (Instr. = 7, Course = 7), Fall 2012 (Instr. = 6, Course = 6).
- *Consumer Behavior*, Stern School, NYU, Fall 2011 (Instr. = 7, Course = 7).
- *Consumer Behavior*, UC Berkeley, Fall 1997 (Median = 6 on 7, "**Club 6**"), Spring 2006 (Median = 6 on 7, "**Club 6**").

Executive MBA

- *Marketing Management*
 - Stern School, NYU: Summer 2019 (Scale changed to 5-points; Instr. = 4.5, Course = 4.4), Spring 2017 (Instr. = 6.4, Course = 6.4), Fall 2015 (Instr. = 5.2, Course = 5.1), Spring 2015 (Instr. = 5.8, Course = 5.6), Spring 2014 (Instr. = 6.5, Course = 6.4), Spring 2013 (Instr. = 6.7, Course = 6.5); Spring 2012 (Instr. = 6.4, Course = 6.4); Spring 2011 (Instr. = 6.4, Course = 6.3), Spring 2010 (Instr. = 6.8, Course = 6.7), Voted "**Great Professor**."
- *Customer Insights*
 - Stern School, NYU: Fall 2010 (Instr. = 6.2, Course = 6.0).

Langone MBA

- *Customer Insights*, Stern School, NYU, Fall 2015 (Instr. = 5.4, Course = 5.3), Spring 2015 (Instr. = 5.9, Course = 6.1), Fall 2013 (Instr. = 4.5, Course = 4.6), Fall 2012 (Instr. = 5.8, Course = 5.3).
- *Marketing Management*
 - Stern School, NYU: Fall 2022 (scheduled), Fall 2021 (Instr. = 4.7, Course = 4.6), Fall 2020 (Instr. = 4.8, Course = 4.6), Fall 2019 (Scale changed to 5-points; Instr. = 4.5, Course = 4.0); Fall 2011 (Instr. = 5.7 and 5.5, Course = 5.6 and 5.4), Spring 2011 (Instr. = 5.9, Course = 5.7); Fall 2010 (Instr. = 4.8, and 4.8, Course = 4.7 and 4.7); Spring 2010 (Instr. = 6.1, Course = 5.8)
- *Marketing Research*, UC Berkeley, Fall 2002 (Median = 5 on 7)

Full-time MBA

- *Marketing Management*
 - Stern School, NYU: Fall 2022 (scheduled), Spring 2010 (Instr. = 4.7, 5.3, and 5.9, Course = 4.7, 5.1 and 5.6); Spring 2009 (Instr. = 4.5, 5.4, Course = 4.4 and 5.3).
 - UC Berkeley, Fall 2006 (Median = 6 on 7; “**Club 6**”¹); Spring 2002 (Median = 6 on 7, **Teaching Award**), Spring 2001 (Median = 5, 6 on 7), Spring 2000 (Median = 2, 3 on 7)
- *Marketing Research*,
 - UC Berkeley, Fall 2005 (Median = 6 on 7, “**Club 6**”) Fall 2003 (Median = 5 on 7), Fall 2002 (Median = 5 on 7)

Undergraduate

- *Marketing Research*,
 - Stern School, NYU, Fall 2013 (Instr. = 3.5, Course = 3.5).
 - UC Berkeley, Fall 2002 (Median = 6 on 7, “**Club 6**”), Fall 2003 (Median = 7 on 7, “**Club 6**”).
 - Hong Kong Univ. of Science & Technology, Spr. 1997 (Means=52.6-64.3 on 100)
- *Consumer Behavior*, UC Berkeley, Fall 1998; (Median = 6 on 7, “**Club 6**”)
- *Retail Management: A Consumer Behavior Perspective*, UC Berkeley: Fall 1997; (Median = 5 on 7)
- *Marketing Management (Core)*
 - UC Berkeley, Fall 1998; (Median = 6 on 7, “**Club 6**”)
 - Hong Kong University of Science and Technology, Fall 1995 (Mean = 69.8-77.4 on 100), Fall 1994 (Mean = 63.5-64.0 on 100)
 - Stern School, NYU, Spring 1994; (Mean = 6.3 on 7, **Teaching award**)

SPUR Mentor: NYU-Stern

- 2016: Ying Cao, David Abaev, Rohan Deorah, Stern-School, New York University

Gallatin Student Advisor

- Carmela Lopez, New York University

Undergraduate Thesis Supervisor

- Natalie Engelhardt, Stern School, NYU, 2009

Masters Thesis Reader

- Yijing Chen, New York University, 2021

UNIVERSITY, SCHOOL AND DEPARTMENT SERVICE

Service: University Level

NYU

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

¹ Teaching Honor at the Haas School of Business, University of California at Berkeley.

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

- Honorifics Committee (nominated), 2022 – 2025.
- Senior Faculty Peer Review Committee (2018-2021), Chair, 2018-2019.
- 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

- Senior Search Committee, Chair (2022-2023)
- Henry Assael Faculty-PhD Student Grant Proposal Committee (2021-2022)
- Subject Pool committee, 2019
- Doctoral Consortium Committee, 2018-2019
- Chair, Marketing Department, Sept 2014-Aug 2017
- PhD Coordinator, Jan 2012-2014.
- Review committees for junior faculty: annual review (2008-2009, 2018-2019), promotion with or without tenure (2008-2009, 2019-2020, 2020-2021, 2021-2022), promotion to Full (2009-2010, 2013-2014).
- Recruitment for junior faculty at AMA: 2008, 2009, 2015, 2017, 2021.

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, 2017, 2022), Brand Management (Jan-Feb 2018, 2019, 2020, 2021, 2022), Marketing Research (2022).
- 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.