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Associate Professor of Marketing  
Leonard N. Stern School of Business, New York University

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## EDUCATION

Ph.D., Marketing  
University of Florida, 2002

M.B.A  
Indian Institute of Foreign Trade (IIFT), New Delhi, India, 1997

M.A. (Part-I), Economics  
Department of Economics, University of Bombay, India, 1995

B.A. (Hons.), Economics  
Elphinstone College, University of Bombay, India, 1994

## ACADEMIC POSITIONS

2008-present Associate Professor of Marketing, Leonard N. Stern School of Business, New York University

2002-2007 Assistant Professor of Marketing, Leonard N. Stern School of Business, New York University

2000 Instructor, Warrington College of Business Administration, University of Florida

## HONORS AND AWARDS

2010 Co-Chair, Society for Consumer Psychology (SCP) Conference (Las Vegas, 2012)

2009 Google-WPP Marketing Research Award (unrestricted research grant of \$50,000)

2008 Winner, Best Paper Award, American Marketing Association's ART (Advanced Research Techniques) Forum Conference

2007 Marketing Science Institute (MSI), Young Scholars Program (MSI identifies faculty members who are "likely leaders of the next generation of marketing academics")

2001 AMA-Sheth Doctoral Consortium Candidate

1998-2001 Grinter Fellowship, University of Florida

1999-2001	Certificate of Academic Excellence, University of Florida (4.0 GPA)
1996	Academic Assistantship to the Dean (Research), IIFT
1995	University Department Merit Scholarship (M.A. Part-I)
1994	Government of India Daxina Fellowship, for the highest marks in Economics at College (Third Year Bachelor of Arts degree examination)
1992-93	College Open Merit Scholarship (First Year, B.A., and Second Year, B.A.)

## RESEARCH INTERESTS

Categorization and decision making, Pre-choice screening and consideration sets, Multi-stage decisions, Consumer decision making journey, Generic advertising, Similarity and cognition, Consumer behavior in high-uncertainty markets, Corporate Social Responsibility, and Effects of physical environments on behavior.

## PUBLICATIONS

Chakravarti, Amitav, Fang, Christina, and Zur Shapira, “Detecting and Reacting to Change: The Effect of Exposure to Narrow Categorizations,” *Journal of Experimental Psychology: Learning, Memory, and Cognition*, forthcoming.

Mehta, Ravi, JoAndrea Hoegg, and Amitav Chakravarti, “Knowing Too Much: Expertise Induced False Recall Effects in Product Comparison,” *Journal of Consumer Research*, forthcoming.

Raghubir, Priya, Morwitz, Vicki, and Amitav Chakravarti (2011), “Spatial Categorization and Time Perception: Does it Take Less Time to Go Home?” *Journal of Consumer Psychology*, forthcoming. (equal authorship)

Tang, Jane, Grenville, Andrew, Morwitz, Vicki G., Chakravarti, Amitav, and Gülden Ülkümen (2009), “Influencing Feature Price Tradeoff Decisions in CBC Experiments,” 2009 Sawtooth Software Conference Proceedings, 247-262. (equal authorship)

Ülkümen, Gülden, Chakravarti, Amitav, and Vicki Morwitz (2010), “The Effect of Exposure to Narrow versus Broad Categorizations on Subsequent Decision Making and Information Processing,” *Journal of Marketing Research*, 47 (August), 659-671. (equal authorship)

- Winner, Best Paper Award, American Marketing Association’s ART (Advanced Research Techniques) Forum Conference, 2008.

Chakravarti, Amitav, Janiszewski, Chris, and Gülden Ülkümen (2006), “The Neglect of Prescreening Information,” *Journal of Marketing Research*, 43 (November), 642-653.

- Winner, Google-WPP Marketing Research Award, 2009 (unrestricted grant of \$50,000 for investigating offline and online media interactions).

Chakravarti, Amitav and Jinhong Xie (2006), “Standards Competition and Effectiveness of Advertising Formats in New Product Introduction,” *Journal of Marketing Research*, 43 (May), 224-236.

Chakravarti, Amitav and Chris Janiszewski (2004), “The Influence of Generic Advertising on Brand Preferences,” *Journal of Consumer Research*, 30 (March), 487-502.

Chakravarti, Amitav and Chris Janiszewski (2003), “The Influence of Macro-Level Motives on Consideration Set Composition in Novel Purchase Situations,” *Journal of Consumer Research*, 30 (September), 244-258.

## PAPERS UNDER REVIEW

Chakravarti, Amitav and Suzanne A. Nasco, “When Unique (Nonalignable) Features Acquire Greater Importance: The Role of Noncomparison-Based Choice Processes and a Global Processing Orientation,” *revise and resubmit* (being revised for 2<sup>nd</sup> round of review) at *Journal of Marketing Research* (Working paper available on request).

Aspara, Jaakko and Amitav Chakravarti, “Product-Featuring Investor Ads vs. Brand Goodwill: Effects on Individual Investors’ Interest to Invest in Companies,” *revise and resubmit* (being revised for 2<sup>nd</sup> round of review) at *International Journal of Research in Marketing* (Working paper available on request).

Chakravarti, Amitav, Ülkümen, Gülden, Morwitz, Vicki, Tang, Jane, and Andrew Grenville, “Malleable Conjoint Partworths: How Fine-grained Screening Questions Diminish Price Sensitivity,” at *Journal of Marketing Research* (Working paper available on request).

## WORKING PAPERS

Raghubir, Priya, Chakravarti, Amitav, and Tom Meyvis, “The Water Conjecture: Does the Presence of Water Increase the Blue Vote?” (Working paper available on request) target: *Psychological Science*.

Aspara, Jaakko, Hoffman, Arvid O. I., and Amitav Chakravarti, “Focal versus Background Goals in the Choice of Investment Products: Trading Off Financial Returns for Self Expression?” (Working paper available on request) target: *Journal of Marketing*.

Chakravarti, Amitav, “The Effect of Horizontal vs. Vertical Orientations on Perceived Variety,” (Working paper available on request), target: *Psychological Science*.

Chakravarti, Amitav, “Why Activating a Global Processing Orientation Reduces the Dominance of Alignable Attributes,” (Working paper available on request) target: *Journal of Experimental Psychology: Learning, Memory, and Cognition*.

Bennett, Aronte and Amitav Chakravarti, “Self and Social Signaling Explanations for Consumption of CSR-Oriented Products,” (Working paper available on request), target: *Journal of Consumer Psychology*.

Chakravarti, Amitav, Fishbach, Ayelet, Ülkümen, Gülden, and Chris Janiszewski, “The Licensing Effects of Screening on Choices between Relative Virtues and Vices,” (Working paper available on request), target: *Journal of Marketing Research*.

Chakravarti, Amitav, Gülden Ülkümen, and Chris Janiszewski, “Task and Goal Progress as a Determinant of the Screening Effect,” (Working paper available on request), target: *Journal of Consumer Research*.

Chakravarti, Amitav, da Cunha, Jr., Marcus V.M., and Barton Weitz, “Internet Search Behavior: Antecedents, Experiences and Outcomes,” (Working paper available on request), target: *Journal of Marketing*.

## **WORKS IN PROGRESS**

Chakravarti, Amitav, “The Ironic Effects of Two-Stage Decisions: Implications for Hiring, Beauty Pageant, and Olympic Venue Selection Decisions.”

Chakravarti, Amitav and Geeta Menon, “Does it Help or Hurt to Categorize Emotions?”  
Chakravarti, Amitav, “Impact of Anticipated Regret on the Importance of Shared (Alignable) versus Unique (Nonalignable) Features.”

Guha, Abhijit, Bhargave, Rajesh, and Amitav Chakravarti, “The Effect of Screening and Consideration Set Formation on Choice Among Hedonic and Utilitarian Alternatives.”

Desai, Kalpesh. K, Desai, Minakshi, and Amitav Chakravarti, “The Ironic Effects of an Economic Downturn on Consumption Behavior.”

Chakravarti, Amitav, Ülkümen, Gülden, and Vicki Morwitz, “The Effect of Category Exposure on Affective Forecasting Errors.”

Chakravarti, Amitav and Swati Bhargava, “Empowered Consumers= Benevolent Consumers? The Effects of Priming Power on the Appeal of Socially Responsible Products.”

Bertini, Marco and Amitav Chakravarti, “Price Categorization and the Resulting Spillover Effects: Effects of Value by Category Association.”

Chakravarti, Amitav, Morwitz, Vicki, and Eesha Sharma, “Multi-Stage Decision Making and the Effectiveness of Partitioned Prices.”

Chakravarti, Amitav and Anne-Laure Sellier, “The Effect of Mere Categorization on Goal Pursuit and Achievement.”

Chakravarti, Amitav and Anne-Laure Sellier, “The Effect of Asking Political Affiliation Questions on Subsequent Charitable Acts.”

Chakravarti, Amitav and Henry Assael, “Affective and Cognitive Predictors of TV Viewing.”

Chakravarti, Amitav, Chen, Yuxin, and Henry Assael, “The Internet as a Situational Moderator of Cross-Cultural Dimensions and Orientations.”

Chakravarti, Amitav, “Elemental and Configural Cognitive Structures as an Explanation of Suppression and Salience based Advertising Effects.”

Galak, Jeff and Amitav Chakravarti, “Dip and Savor: Strategic Expectations Management in Hedonic Experiences,” study 1 in progress.

Chakravarti, Amitav and Suzanne A. Nasco, “The Role of the Type of Non Alignable Difference on the Relative Impact of Alignable and Non Alignable Information.”

Aribag, Anocha, Zhang, Natasha F., and Amitav Chakravarti, “Nonalignability in Consumer Consideration versus Choice.”

Chakravarti, Amitav and Gülden Ülkümen, “Optimal Variety Seeking in Consideration Sets.”

Chakravarti, Amitav and Gülden Ülkümen, “Categorization Tension and Subsequent Decisions.”

## **CONFERENCE & INVITED PRESENTATIONS**

- 2011 “Prior Exposure to Unrelated Categorizations Affects Decision Making & Reactions to Change,” invited presentation at Dartmouth College, February 04, 2011.
- 2010 “When Seeing Many Types of Wine Makes You More Sensitive to Technological Change: Unrelated, Prior Categorizations & Reactions to Change,” invited presentation at Arizona State University, October 22.
- 2010 “Self and Social Signaling Explanations for Consumption of CSR-Associated Products,” with Aronte Bennett, special session presentation at the Association for Consumer Research, Jacksonville, October 09.
- 2010 “When Seeing Many Types of Wine Makes You More Sensitive to Technological Change: Unrelated, Prior Categorizations & Reactions to Change,” competitive session presentation at the Association for Consumer Research, Jacksonville, October 09.
- 2010 “When Seeing Many Types of Wine Makes You More Sensitive to Technological Change: Unrelated, Prior Categorizations & Reactions to Change,” invited presentation at Boston University, September 17.
- 2010 “When Seeing Many Types of Wine Makes You More Sensitive to Technological Change: Unrelated, Prior Categorizations & Reactions to Change,” invited presentation at Texas A&M University, May 11.
- 2010 “When Seeing Many Types of Wine Makes You More Sensitive to Technological Change: Unrelated, Prior Categorizations & Reactions to Change,” invited presentation at University of Miami, March 05.

- 2010 “Knowing Too Much: False Recall Effects in Product Comparisons and Choice,” with Ravi Mehta and JoAndrea Hoegg, invited presentation at the SCP (Society for Consumer Psychology) Conference, St. Petersburg, FL, February 25-27.
- 2010 “Licensing Effects in Green Consumption: How Token Green Acts Licenses Incongruent Green-Behaviors,” with Aronte Bennett and Karen Becker-Olson, special session presentation at the SCP (Society for Consumer Psychology) Conference, St. Petersburg, FL, February 25-27.
- 2010 “Self and Social Signaling Explanations for Consumption of CSR-Associated Products,” with Aronte Bennett and Karen Becker-Olson, special session presentation at the SCP (Society for Consumer Psychology) Conference, St. Petersburg, FL, February 25-27.
- 2010 “When Seeing Many Types of Wine Makes You More Sensitive to Technological Change: Unrelated, Prior Categorizations & Reactions to Change,” invited presentation at Washington University, St. Louis, February 12.
- 2009 “How Prior Exposure to Unrelated Categorizations Affects Consumer Decision Making & Reactions to Change,” invited presentation at HKUST (Hong Kong University of Science & Technology), December 04.
- 2009 “Categories and Consequences: Categorization-Related Effects in Consumer Information Processing,” invited presentation at LSE (London School of Economics), December 01.
- 2009 “When Seeing Many Types of Wine Makes You More Sensitive to Technological Threats: Unrelated, Prior Categorizations and Reactions to Change,” invited presentation at the SJDM (Society for Judgment and Decision Making) Annual Conference, Boston, November 21-23.
- 2009 “When Unique (Nonalignable) Features Acquire Greater Importance than Shared (Alignable) Ones: The Role of Non-Comparative Mindsets & Global Processing Orientation,” competitive session presentation at the Association for Consumer Research Conference, Pittsburgh, October 23-25.
- 2009 “Categories and Consequences: Categorization-Related Effects in Consumer Information Processing,” invited presentation at Johns Hopkins University, August 17.
- 2009 “Categories and Consequences: The Effect of Exposure to Narrow versus Broad Categorizations on Subsequent and Unrelated Decisions,” invited presentation at London Business School, Summer Camp, July 5-7.
- 2009 “Categories and Consequences: Categorization-Related Effects in Consumer Information Processing,” invited presentation at Indiana University, March 27.
- 2009 “Categories and Consequences: Categorization-Related Effects in Consumer Information Processing,” invited presentation at University of California San Diego, March 09.

- 2009 “Categories and Consequences: Categorization-Related Effects in Consumer Information Processing,” invited presentation at University of Southern California, March 06.
- 2008 “Self and Social Signaling Explanations for Consumption of CSR-Associated Products,” with Aronte Bennett, special session presentation at the Association for Consumer Research, San Francisco, October 22-25.
- 2008 “What Motivates Consumers to Buy CSR-Associated Products?” invited presentation at Google Faculty Conference, Mountain View, July 28-29.
- 2008 “The Effect of Exposure to Narrow versus Broad Categorizations on Subsequent Decision Making and Information Processing,” invited presentation at Conference on Collaborative & Multidisciplinary Research, Center for Customer Insights, Yale University, May 9-10.
- 2008 “Categories and Consequences: Categorization-Related Effects in Consumer Information Processing,” invited presentation at University of Michigan, Ann Arbor, March 14.
- 2007 “Categories and Consequences: Categorization-Related Effects in Consumer Information Processing,” invited presentation at Koç University, Istanbul, December 26.
- 2007 “The Effect of Exposure to Narrow versus Broad Categorizations on Subsequent Decision Making and Information Processing,” with Gülden Ülkümen and Vicki Morwitz, Society for Judgment and Decision Making, Long Beach, November 17-19.
- 2007 “Self and Social Signaling Explanations for Consumption of CSR-Associated Products,” with Aronte Bennett, Association for Consumer Research, Memphis, October 26-28.
- 2007 “The Effect of Exposure to Narrow versus Broad Categorizations on Subsequent Decision Making and Information Processing,” with Gülden Ülkümen and Vicki Morwitz, Association for Consumer Research, Memphis, October 26-28.
- 2007 “The Neglect of Prescreening Information in Two-Stage Decision Tasks,” with Chris Janiszewski and Gülden Ülkümen, invited presentation at Erasmus University Rotterdam, Spring Seminar Series, March 12.
- 2007 “The Licensing Effect of Two-Stage Decisions on Choices Between Virtues and Vices,” with Gülden Ülkümen, Chris Janiszewski, and Ayelet Fishbach, Society for Consumer Psychology, Las Vegas, February 22-24.
- 2007 “Categories and Consequences: Categorization-Related Effects in Consumer Information Processing,” Marketing Science Young Scholars Program, Park City, January 4-6.
- 2006 “Flexibility of Categorization: Situational Determinants of Category Width,” with Gülden Ülkümen and Vicki Morwitz, Small Group Meeting in Consumer Psychology, University of Twente, Enschede (Netherlands), November 13-14.

- 2006 “Categorization Effects in Consumer Decision Making,” invited guest lecture at the PhD Seminar in Consumer Behavior by Prof. Deborah Small, Wharton School, University of Pennsylvania, October 30.
- 2006 “Flexibility of Categorization: Situational Determinants of Category Width,” with Gülden Ülkümen and Vicki Morwitz, Society for Consumer Psychology, Miami, February 8-14.
- 2005 “The Neglect of Prescreening Information in Two-Stage Decision Tasks,” with Chris Janiszewski and Gülden Ülkümen, invited presentation at the Advertising Research Foundation (ARF), Marketing Modelers Group’s meeting, November 10.
- 2005 “Preference Reversals Induced by Screening: Biasing Effects of a Two-Stage Decision Task,” with Chris Janiszewski and Gülden Ülkümen, invited presentation at London Business School, Spring Seminar Series, June 24.
- 2005 “Preference Reversals Induced by Screening: Biasing Effects of a Two-Stage Decision Task,” with Chris Janiszewski and Gülden Ülkümen, Four-School Seminar Series 2005 hosted by Yale University, April 22.
- 2005 “Preference Reversals Induced by Screening: Biasing Effects of a Two-Stage Decision Task,” with Chris Janiszewski and Gülden Ülkümen, invited presentation at University of Chicago, Spring Seminar Series 2005, April 4.
- 2004 “Preference Reversals Induced by Screening: Biasing Effects of a Two-Stage Decision Task,” with Chris Janiszewski and Gülden Ülkümen, special session presentation at the Association for Consumer Research, Portland, October 7-10.
- 2004 “When Non-Alignable Differences Acquire Greater Importance: The Role of Non-Comparison Based Choice Processes,” with Suzanne A. Nasco, Association for Consumer Research, Portland, October 7-10.
- 2001 “Factors Determining Consideration Set Composition in Novel Purchase Situations,” invited presentations at New York University, Northwestern University, University of Maryland, INSEAD, HKUST (Hong Kong University of Science and Technology), University of Toronto, Indiana University, University of Colorado, Rutgers University, University of Miami, and SMU (Singapore Management University), September 26-November 28.
- 2000 “Efficacy of Advertising Formats: The Moderating Role of Network Externalities,” with Jinhong Xie, Marketing Science Conference, June 22-25.
- 2000 “Search Behavior on the Internet: A Measurement Model Development,” with Barton Weitz and Marcus Cunha, XXIV Enanpad Congress, Sao Paulo, Brazil.

## **TEACHING INTERESTS**

Marketing Core, Consumer Behavior, Advertising, Marketing Research, International Marketing, Pricing, and Marketing Strategy.

## TEACHING EXPERIENCE

- 2007-present Marketing, MBA (Full-time) Core Course, Stern School of Business (NYU)  
Recent Mean Evaluations: 6.0/7.0 & 6.0/7.0 (Spring 2007), 6.3/7.0 & 6.0/7.0 (Spring 2010)
- 2002-05 Marketing, Undergraduate Core Course, Stern School of Business (NYU)  
Recent Mean Evaluations: 6.3/7.0, 6.3/7.0, & 6.2/7.0 (Fall 2005)
- 2005 Invited to speak at the CITL (Center for Interactive Teaching and Learning) organized workshop on “Facilitating Interactive Learning in Classrooms,” Nov 01.
- 2000 International Marketing, MBA Elective, Fall 2000, University of Florida.  
Evaluations: Mean = 4.6/5.0 (College Mean = 4.2; Department Mean = 4.1).
- 1999 MarkStrat Module Administrator, MBA Strategy Elective, University of Florida.

## PROFESSIONAL SERVICE

-Ad-hoc Reviewer:

- *Psychological Science*
- *Cognitive Science*
- *Journal of Consumer Research*
- *Journal of Marketing Research*
- *Marketing Science*
- *Journal of Consumer Psychology*
- *Marketing Letters*
- *Journal of Academy of Marketing Science*
- *Journal of Interactive Marketing*
- Association for Consumer Research (ACR), Society for Consumer Psychology (SCP), American Marketing Association (AMA), European Marketing Academy (EMAC)

-Co-Chair, Society for Consumer Psychology (SCP) Conference (2012, Las Vegas).

-Program Committee, Association for Consumer Research Conference, St. Louis, 2011.

-AE (Action Editor) for Association for Consumer Research Conference, Jacksonville, 2010

-Program Committee, Society for Consumer Psychology Conference, St. Petersburg, Florida, 2010.

-Program Committee, Association for Consumer Research Conference, Portland, 2004.

-PhD Dissertation Committee Member:

- Ellie Kyung (NYU Stern, Marketing)
- Jeff Galak (NYU Stern, Marketing)
- Aronte Bennett (NYU Stern, Marketing)
- Manoj Thomas (NYU Stern, Marketing)
- Marlene Henderson (NYU Psychology)
- Gülden Ülkümen (NYU Stern, Marketing)
- Cenk Bülbül (NYU Stern, Marketing)

-NYU Marketing Department, Subject Pool Coordinator and Behavioral Lab Manager (2003-2007)

-NYU Speaker Series, Summer Camp, and Four-School Conference Coordinator (2006-07, 2008-09)

## PROFESSIONAL AFFILIATIONS

Member: American Marketing Association (AMA), Association for Consumer Research (ACR), American Psychological Association (APA), American Psychonomic Society (APS), and Society for Consumer Psychology (SCP).

## WORK EXPERIENCE

*Management Trainee, J Walter Thompson (JWT), India. (1997-1998)* Assigned to the marketing research and consultancy division (Indian Market Research Bureau). Principal clients and projects handled:

- BAT (British American Tobacco): Building and testing models of customer satisfaction.
- ConAgra: Brand equity evaluation of potential FMCG (fast moving consumer goods) rivals to facilitate mergers and acquisitions.
- ConAgra & Millward Brown Inc.: Advertising tracking project set up to evaluate the efficacy of ads as per standard Millward Brown Inc.'s AI (Advertising Impact) performance metrics.
- ConAgra: Setting up a price-monitoring panel to build a price-sales forecasting model.
- ConAgra: Market mapping and strategy formulation for market entry into the Indian food-processing sector.

*Trainee, Unilever (India) Ltd. (1996)* The primary work involved designing a Critical Path Monitoring (CPM) system for Unilever's footwear division in India.