

## GEETA MENON

Dean, Undergraduate College  
Abraham Krasnoff Professor of Global Business  
Leonard N. Stern School of Business, New York University  
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Website: <http://w4.stern.nyu.edu/faculty/facultyindex.cgi?id=202>

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### EDUCATION

- Ph.D. in Business Administration (minor, Social Psychology), University of Illinois at Urbana-Champaign, 1991.
  - M.A. in Economics, Madras Christian College, Madras University, India, 1983.
  - B.A. in Economics, Stella Maris College, Madras University, India, 1981.
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### PROFESSIONAL EXPERIENCE

- Leonard N. Stern School of Business, New York University:
    - Dean, Undergraduate College, 2011-present
    - Abraham Krasnoff Professor of Global Business, 2010-present.
    - Professor of Marketing, 2004-2008; on leave 2008-2010.
    - Chair, Marketing Department, 2004-2008.
    - Acting Chair, Marketing Department, Spring 2004.
    - Associate Professor of Marketing, 1998-2004.
    - Assistant Professor of Marketing, 1990-98.
  - Visiting Professor, Indian School of Business, Hyderabad, Nov-Dec 2009, Feb-March 2011.
  - Laura and John J. Pomerantz Professor of Marketing, the Wharton School, University of Pennsylvania, 2008-2010.
  - Visiting Scholar, Marketing Department, Graduate School of Business, Stanford University, Fall 2000.
  - Visiting Scholar, Indian Institute of Management, Bangalore, Spring and Summer, 2000.
  - Instructor, Department of Business Administration, University of Illinois at Urbana-Champaign, 1988-90.
  - Indian Market Research Bureau:
    - Senior Research Executive, IMRB-Delhi, 1985-86.
    - Research Executive, IMRB-Bombay, 1983-85.
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### HONORS AND AWARDS

- Abraham Krasnoff Professor of Global Business, 2010-present.
- President (elected), Association for Consumer Research, 2010.
- Associate Editor, *Journal of Marketing Research* (April 2009-2011).
- Associate Editor, *Journal of Consumer Research* (February 2007-2011).
- Laura and John J. Pomerantz Professor of Marketing, the Wharton School, University of Pennsylvania, 2008-10.

- Harold MacDowell Faculty Research Fellow, Leonard N. Stern School of Business, New York University, 2001-04; 2004-07.
  - Treasurer (elected), Association for Consumer Research, 2006.
  - Invited as Doctoral Consortium Faculty, ACR 2002, AMA 2003, ACR 2004, AMA 2005, ACR 2006, AMA 2007, ACR 2009, SCP 2010, AMA 2010, ACR 2010.
  - Co-chair, Association for Consumer Research annual conference, 2004, Portland, Oregon.
  - Leonard N. Stern School Competitive Summer Research Grants, New York University, 1997, 2000, 2001.
  - Citibank Award for Excellence in Teaching, Leonard N. Stern School of Business, New York University, 1995.
  - Finalist - Robert Ferber Award (for *JCR* article based on dissertation), 1994.
  - Honorable Mention - AMA Doctoral Dissertation Competition, 1991.
  - Included in the "List of Teachers Ranked as Excellent by Students," University of Illinois, 1990.
  - Albert Haring Symposium representative, University of Illinois, 1989.
  - Walter A. Stellner Fellowship in Marketing, University of Illinois, 1988-90.
  - College First Rank in Economics, Madras Christian College, 1983.
  - Merit Scholar, University of Madras, 1981-83.
  - University 8<sup>th</sup> Rank in Economics, University of Madras, 1981.
  - Annual College Proficiency Awards in Economics, 1979, 1981-83.
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## RESEARCH

### A. RESEARCH INTERESTS

#### Theoretical:

- Consumer memory and information processing
- Emotions and consumer choice
- Judgments of risk and perceptions of control

#### Substantive:

- Questionnaire construction and survey methodology
- Advertising of health-related information

### B. REFEREED JOURNAL PUBLICATIONS

Bülbül, Cenk and Geeta Menon (2010), "The Power of Emotional Appeals in Advertising: Influence of Concrete versus Abstract Affect on Time-Dependent Decisions," *Journal of Advertising Research*, June, 169-180.

Kyung, Ellie, Geeta Menon and Yaacov Trope (2010), "Reconstruction of Things Past: Why Do Some Memories Seem So Close and Others So Far Away?" *Journal of Experimental Social Psychology* 46, 217-220.

Menon, Geeta, Ellie Kyung and Nidhi Agrawal (2009), "Biases in Social Comparisons: Optimism or Pessimism?" *Organizational Behavior and Human Decision Processes*, 108 (1), 39-52.

- Thomas, Manoj and Geeta Menon (2007), "When Internal Reference Prices and Price Expectations Diverge: The Role of Confidence," *Journal of Marketing Research*, 44 (August), 401-409.
- Agrawal, Nidhi, Geeta Menon and Jennifer Aaker (2007), "Getting Emotional about Health," *Journal of Marketing Research*, 44 (February), 100-113.
- Ramanathan, Suresh and Geeta Menon (2006), "Time-Varying Effects of Chronic Hedonic Goals on Impulsive Behavior," *Journal of Marketing Research*, 43 (November), 628-641.
- Raghubir, 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.
- Raghubir, Priya and Geeta Menon (2005), "When and Why is Ease of Retrieval Informative?" *Memory & Cognition*, 33 (July) 5, 821-832.
- Chandran, Sucharita and Geeta Menon (2004), "When a Day Means More Than a Year: Effects of Temporal Framing on Judgments of Health Risk," *Journal of Consumer Research*, 31 (September), 375-389.
- Yorkston, Eric A. and Geeta Menon (2004), "A Sound Idea: Phonetic Effects of Brand Names on Consumer Judgments," *Journal of Consumer Research*, 31 (June), 43-51.
- Menon, Geeta and Priya Raghubir (2003), "Ease-of-Retrieval as an Automatic Input in Judgments: A Mere-Accessibility Framework?" *Journal of Consumer Research*, 30 (September), 230-243.
- Fitzsimons, Gavan, Wesley J. Hutchinson, Patti Williams, Joseph W. Alba, Tanya L. Chartrand, Joel Huber, Frank R. Kardes, Geeta Menon, Priya Raghubir, J. Edward Russo, Baba Shiv, Nader T. Tavasolli (2002), "Non-Conscious Influences on Consumer Choice," *Marketing Letters*, 13 (August), 269-279.
- Menon, Geeta, Lauren Block and Suresh Ramanathan (2002), "We're at as Much Risk as We're Led to Believe: Effects of Message Cues On Judgments of Health Risk," *Journal of Consumer Research*, 28 (March), 533-549.
- Raghubir, Priya and Geeta Menon (2001), "Framing Effects in Risk Perceptions of AIDS," *Marketing Letters*, 12 (May), 145-156.
- Raghubir, Priya and Geeta Menon (1998), "AIDS and Me, Never the Twain Shall Meet: The Effects of Information Accessibility on Judgments of Risk and Advertising Effectiveness," *Journal of Consumer Research*, 25 (June), 52-63.
- Menon, Geeta and Gita Venkataramani Johar (1997), "Antecedents of Positivity Effects in Social versus Nonsocial Judgments," *Journal of Consumer Psychology*, 6 (4), 313-337.
- Menon, Geeta, Priya Raghubir and Norbert Schwarz (1997), "How Much Will I Spend? Factors Affecting Consumers' Estimates of Future Expenses," *Journal of Consumer Psychology*, 6 (2), 141-164.

Menon, Geeta (1997), "Are the Parts Better than the Whole? The Effects of Decompositional Questions on Judgments of Frequent Behaviors," *Journal of Marketing Research*, 32 (August), 335-346.

Raghubir, Priya and Geeta Menon (1996), "Asking Sensitive Questions: The Effects of Type of Referent and Frequency Wording in Counterbiasing Method," *Psychology and Marketing*, 13 (October), 1-20.

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

Menon, Geeta, Barbara Bickart, Seymour Sudman and Johnny Blair (1995), "How Well Do You Know Your Partner? Strategies for Formulating Proxy-Reports and Their Effects on Convergence to Self-Reports," *Journal of Marketing Research*, 22 (February), 75-84.

Bickart, Barbara, Geeta Menon, Norbert Schwarz and Johnny Blair (1994), "The Use of Anchoring Strategies in the Construction of Proxy Reports of Attitudes," *International Journal of Public Opinion Research*, 6 (4), 375-379.

Menon, Geeta (1993), "The Effects of Accessibility of Information in Memory on Judgments of Behavioral Frequencies," *Journal of Consumer Research*, 20 (December), 431-440.

#### **B. EDITED VOLUME**

Menon, Geeta and Akshay Rao (2005), *Advances in Consumer Research*, Volume XXXII, Duluth, MN: Association for Consumer Research.

#### **C. BOOK REVIEW**

Menon, Geeta (2006), "Asking Questions," by Norman Bradburn, Seymour Sudman and Brian Wansink, 2004, John Wiley and Sons, Inc., CA: San Francisco, *Journal of Marketing Research*, 43 (November), 703-704.

#### **D. INVITED BOOK CHAPTERS**

Agrawal, Nidhi and Geeta Menon (forthcoming), "Perceptions of Health Risks," in *Consumer Insights: Findings from Behavioral Research*, Alba, Joe, editor, Marketing Science Institute.

Menon, Geeta, Priya Raghubir and Nidhi Agrawal (2008), "Health Risk Perceptions and Consumer Psychology," in *The Handbook of Consumer Psychology*, Curtis Haugtvedt, Paul Herr and Frank Kardes, eds., Lawrence Erlbaum and Associates, 981-1010.

Menon, Geeta (2004), "Accessibility, Diagnosticity and the Lynch Vision," in *16<sup>th</sup> Paul D. Converse Symposium*, Abbie Griffin, ed., American Marketing Association, 134-141.

Menon, Geeta and Eric A. Yorkston (2000), "The Use of Memory and Contextual Cues in the Formation of Behavioral Frequency Judgments," in *The Science of Self-Reports: Implications for Research and Practice*, Arthur Stone et al., eds., Lawrence Erlbaum Associates, Inc., 63-79.

Menon, Geeta (1994), "Judgments of Behavioral Frequencies: Memory Search and Retrieval Strategies," in ***Autobiographical Memory and the Validity of Retrospective Reports***, Norbert Schwarz and Seymour Sudman, eds., Springer-Verlag, 161-172.

Sudman, Seymour, Barbara A. Bickart, Johnny Blair and Geeta Menon (1994), "The Effect of Level of Participation on Reports of Behavior and Attitudes by Proxy Reporters," in ***Autobiographical Memory and the Validity of Retrospective Reports***, Norbert Schwarz and Seymour Sudman, eds., Springer-Verlag, 251-265.

Blair, Johnny, Geeta Menon and Barbara A. Bickart (1991), "Measurement Effects in Self versus Proxy Responses to Survey Questions: An Information Processing Perspective," in ***Measurement Errors in Surveys***, Paul B. Beimer, Robert M. Groves, Lars E. Lyberg, Nancy A. Mathiowetz, Seymour Sudman and Gosta Forsman, eds., John Wiley Press, 145-166.

#### E. OTHER PUBLICATIONS

Menon, Geeta (2010), "Navigating the PhD Waters: The Role of Advisors," Presidential Address, Association for Consumer Research.

Kyung, Ellie J., Geeta Menon, and Yaacov Trope (2007), "Reconstructing History: Construing Past Events to Influence Judgments of Recency and Culpability," ***Advances in Consumer Research***, Vol. XXXV, 150-151.

Ramanathan, Suresh and Geeta Menon (2002), "Revise and Resubmit: Biases in Perception of Health Risk," ***Advances in Consumer Research***, Vol. XXIX, 182.

Sen, Sankar and Geeta Menon (1998), "The Impressionable Self: Micro and Macro Social Influences on Consumer Judgments," ***Advances in Consumer Research***, Vol. XXV, 10-11.

Menon, Geeta and Michaela Wanke (1998), "Accessibility Revisited: When and How it is Diagnostic for Consumer Judgments," ***Advances in Consumer Research***, Vol. XXV, 264-265.

Johar, Gita V. and Geeta Menon (1996), "When You're Happy and You Know It...: Self-Referencing, Memory, and Affect," ***Advances in Consumer Research***, Vol. XXIII, 80.

Menon, Geeta and Vicki G. Morwitz (1994), "Biases in Social Comparison: If You are One in a Million, There are 4,000 People Just Like You," ***Advances in Consumer Research***, Vol. XXI, 379.

Menon, Geeta and Gita Johar (1993), "Yes, I Remember it Well...: The Role of Autobiographical Memory in Consumer Information Processing," ***Advances in Consumer Research***, Vol. XX, 108.

Bickart, Barbara A., Geeta Menon, Seymour Sudman and Johnny Blair (1992), "Context Effects in Proxy Judgments," ***Advances in Consumer Research***, Vol. XIX, 64-71.

Bickart, Barbara A., Geeta Menon, Seymour Sudman and Johnny Blair (1991), "An Experimental Study of the Effects of Level of Participation on Proxy Reports of Vacation Planning," in ***The***

*Proceedings of the American Statistical Association: Section on Survey Research Methods*, 397-401.

Bickart, Barbara A., Johnny Blair, Geeta Menon and Seymour Sudman (1990), "Cognitive Aspects of Proxy Reporting of Behavior," *Advances in Consumer Research*, Vol. XVII, 198-206.

Seymour Sudman, Geeta Menon, Johnny Blair and Bickart, Barbara A., (1990), "The Effect of Level of Participation on Proxy Reporting," in *The Proceedings of the American Statistical Association: Section on Survey Research Methods*, 81-84.

Menon, Geeta (1989) "Cognitive Biases in Key Informant Reports," *Marketing Positioning for the 1990's*, Robert L. King, ed., Charleston, SC: Southern Marketing Association, 452-455.

#### **F. PAPERS UNDER REVIEW/WORKING PAPERS**

Agrawal, Nidhi and Geeta Menon, "Harnessing Hope and Avoiding Anxiety: The Role of Uncertain Emotions in Health Message Effectiveness."

Bhattacharjee, Amit, Jonah Berger and Geeta Menon, "Escaping the Crosshairs: Reactance to Identity Marketing."

Kyung, Ellie, Geeta Menon and Yaacov Trope, "Malleable Memories: The Role of Mindsets in Reconstructing History."

Phillips, Joan, Barbara A. Bickart, and Geeta Menon, "Judgments about Others' Behavior: The Effects of Episodic Information versus Implicit Theories on Accuracy."

Yang, Sha, Ellie Kyung and Geeta Menon, "The Social and Marketing Influences on and the Behavioral Consequences of Alcohol Consumption on U.S. College Campuses: An Empirical Investigation."

#### **G. SELECTED RESEARCH IN PROGRESS**

"Affective Antecedents to Judgments of Behavioral Frequencies," with Nidhi Agrawal.

"Does it Help or Hurt to Categorize Emotions?" with Amitav Chakravarti.

"Emotional Uncertainty as a Cue in Consumer Judgments," with Nidhi Agrawal.

"Neural Correlates of Anti-Drug Advertising," with Eric Greenleaf, Uri Hasson, David Heeger, Tom Meyvis, and Vicki Morwitz.

"Numerical Ambiguity in Consumer Judgments," with Priya Raghubir.

"Targeting Adherence to Cholesterol-lowering Treatment to Improve Control Study [TACTICS]" with Sundar Natarajan.

"Temporal Distance as a Provider of Information or of Goals?" with Nidhi Agrawal.

“Thinking Beyond Price: Estimating Usage under Flat Rate Pricing Schedules,” with Tom Meyvis.

“Web Wizard or Internet Addict? How Consumers Interpret, Identify and Integrate Causal Symptoms to Assess Health Risk,” with I-Ling Ling and Priya Raghuram.

#### H. SELECTED INVITED PRESENTATIONS

- Koc University, Istanbul, Turkey (Dec 7, 2011)
- Kellogg School, Northwestern University, Chicago, IL (Apr 27, 2011)
- Tulane University, New Orleans, LO (Jan 28, 2011)
- University of Utah, Salt Lake City, UT (Oct 29, 2010)
- ACR Presidential Address, “Navigating the PhD Waters: The Role of Advisors,” Jacksonville, FL (Oct 8, 2010)
- London Business School, London, Marketing Research Seminar Series (June 28, 2010)
- Southern Ontario Behaviour Decision Research (SOBDR) Conference, Toronto, ON, Keynote Speaker (May 6, 2010)
- Columbia Business School, New York (March 2, 2010)
- Sasin Graduate Institute of Business Administration, Bangkok, Thailand (Dec 14, 2009)
- Hong Kong University of Science and Technology, Hong Kong, Marketing Camp, (Dec 10-11, 2009)
- S.C. Johnson Graduate School of Management, Cornell University, Marketing Workshop (April 6, 2007)
- University of British Columbia, Vancouver, Canada, Distinguished Speaker Series (Feb 24, 2006)
- INSEAD, Singapore, Marketing Speaker Series (August 25, 2005)
- Warrington School of Business, University of Florida, Marketing Camp (March 10-11, 2005)
- *Converse Symposium*, University of Illinois, discussant for John Lynch, winner of the Converse Award (April 30-May 2, 2004)
- Graduate School of Business, University of Chicago, Marketing Speaker Series (January 19, 2004)
- Fuqua School of Business, Duke University, Marketing Speaker Series (November 11, 2003)
- Leonard N. Stern School of Business, NYU, Marketing Research Camp (May 30-31, 2003)
- Zicklin School of Business, Baruch College, Marketing Speaker Series (April 3, 2003)
- Boston University, School of Management, Marketing Speaker Series (March 21, 2003)
- School of Management, Yale University, Speaker Series (Nov 30, 2001)
- The Wharton School, University of Pennsylvania, Marketing Speaker Series (April 5, 2001)
- University of Southern California, Marketing Camp (Jan 20, 2001)
- *Choice Conference*, Asilomar, CA, panel member (June 1-5, 2001)
- *Seymour Sudman Symposium*, University of Illinois at Urbana-Champaign (May 4-6, 2001)
- Stanford University, Behavioral Lab Speaker Series (Dec 14, 2000)
- Haas School of Business, University of California, Berkeley, Marketing Speaker Series (Nov 13, 2000)
- Indian Institute of Management, Bangalore, India (Jan. 24, 2000)
- *Advertising, Consumer Psychology and Health Conference, Society of Consumer Psychology*, Columbus, OH (May 8-10, 1997)
- *The Science of Self-Report Conference*, National Institutes of Health, Washington D.C (1996)
- Columbia University, Doctoral Seminar Series (1995)

- University of Michigan, Institute for Social Research and Department of Psychology Speaker Series (1994)

## G. CONFERENCE PRESENTATIONS

Over 60 presentations at the annual conferences of AAPOR, ACR, SCP, and SJDM.

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## TEACHING

### A. TEACHING INTERESTS

- Marketing Core
- Marketing Research, Survey Methods and Questionnaire Design
- Consumer Behavior and Information Processing

### B. COURSES TAUGHT

- *Doctoral* Behavioral Applications in Marketing (Stern and Wharton)
- *Graduate (MBA)* Marketing Core (Stern and Wharton)  
Marketing Research (Stern)  
Consumer Behavior (Indian School of Business)
- *Undergraduate* Marketing Core (Stern)  
Marketing Research (Stern and University of Illinois)
- *Executive Education* Marketing Core (Stern)  
Marketing Research (Stern)

### C. SHORT COURSES TAUGHT

- Asking Questions About Past Behaviors: Design and Evaluation  
⇒ Two-day PhD workshop, The Joint Program in Survey Methodology, Universities of Maryland and Michigan (1999)
  - Answering Autobiographical Questions  
⇒ Two-day PhD-level workshops co-taught with Robert F. Belli conducted at:
    - General Accounting Office (1997)
    - Joint Program in Survey Methodology, University of Maryland (1997)
  - Obtaining Autobiographical Data in Survey Research  
⇒ One-week PhD workshop, Summer Institute for Social Research, University of Michigan, and the Joint Program in Survey Methodology, University of Maryland (1995)
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## GRANTS

- Co-investigator, "The Neural Correlates of Effective Drug Prevention Messages," NIH /National Institute of Drug Abuse, #1 R21 DA024423-01, 2009-2011, \$1,100,000, (with Eric Greenleaf, Uri Hasson, David Heeger, Tom Meyvis and Vicki Morwitz from New York University's Stern School of Business, Department of Psychology and Center for Neural Science)

- Collaborator, “Targeting Adherence to Cholesterol-lowering Treatment to Improve Control Study [TACTICS],” American Diabetes Association, #7-08-CR-68, 2008-2011, \$599,000, (PI: Sundar Natarajan, VA New York Healthcare System and NYU Medical Center)
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## PROFESSIONAL SERVICE

### A. SERVICE TO THE PROFESSIONAL COMMUNITY:

- Editorships:
  - Associate Editor
    - ⇒ *Journal of Marketing Research* (2009-2011)
    - ⇒ *Journal of Consumer Research* (2007-2011)
  - Ad hoc Guest Editor, *Journal of Marketing Research*
- Journal Board Memberships:
  - Editorial Review Boards:
    - ⇒ *Journal of Consumer Psychology* (2002-10)
    - ⇒ *Journal of Consumer Research* (2003-07; 2011-present)
    - ⇒ *Journal of Marketing Research* (2003-09)
    - ⇒ *Journal of Public Policy and Marketing* (1998-present)
  - Advisory Board, *Journal of Consumer Psychology* (2010-present)
  - Policy Board, *Journal of Consumer Research*  
(Representing the American Association for Public Opinion Researchers - AAPOR)
    - ⇒ Member (2004-2007)
    - ⇒ Vice-President (elected for 2007, but resigned to serve as Associate Editor of *JCR*)
- Service to the Association for Consumer Research:
  - ⇒ Member (as President-Elect, President and Past President), Board of Directors, 2009-11
  - ⇒ Chair, Officer Nominating Committee 2011
  - ⇒ President, 2010
  - ⇒ Member, Officer Nominating Committee, 2009
  - ⇒ Treasurer and member, Board of Directors, 2006
  - ⇒ Co-chair of annual conference (with Akshay Rao, University of Minnesota), 2004, Portland, OR
  - ⇒ Program Committee, 1994, 1999, 2002, 2003, 2008
  - ⇒ Special Session organizer: ACR 2002, ACR 2001, ACR 1999, European ACR 1997, ACR 1997, ACR 1995, Asia Pacific ACR 1994, ACR 1993, ACR 1992, ACR 1991
- Marketing Academia Labor Market Annual Reports, 2009, 2010 and 2011  
(Conducted survey, compiled data and wrote the report with Chris Janiszewski)

- Invited Faculty Representative, Doctoral Consortium/Symposium
  - Association for Consumer Research, 2010, Jacksonville, FL.
  - American Marketing Association, 2010, Texas Christian University, TX.
  - Society for Consumer Psychology, 2010, St. Pete, FL.
  - Association for Consumer Research, 2009, Pittsburgh, PA
  - American Marketing Association, 2007, Arizona State University, AZ
  - Association for Consumer Research, 2006, Orlando, FL
  - American Marketing Association, 2005, University of Connecticut, CT
  - Association for Consumer Research, 2004, Portland, OR
  - American Marketing Association, 2003, University of Minnesota, Minneapolis, MN
  - Association for Consumer Research, 2002, Atlanta, GA
  
- Committee Chair, External Review of the PhD program, Fuqua School of Business, Duke University (November 2008)

## **B. UNIVERSITY, SCHOOL AND DEPARTMENT SERVICE**

- To Stern and NYU:
  - Dean, Undergraduate College, Stern School of Business, 2011-present.
  - Chair, Stern PhD Taskforce, 2010-2011.
  - Stern Faculty Council, 2010-13.
  - Chair, Marketing Department, July 2004-08.
  - Stern School Strategic Planning Committee, 2006-07.
  - Acting Chair, Marketing Department, January 1-June 30, 2004.
  - MBA Curriculum Committee and Marketing Core Course Champion, 2003-04.
  - Faculty, Undergraduate Honors Program, 2002-03, 2003-04, 2005-06.
  - Undergraduate Honors Thesis Chair for Kathleen D. Clark, Stern School of Business, 2005-06.
  - Faculty Advisory Committee to Dean Cooley, 2002-04.
  - Stern Research Resources Committee, 2001-04.
  - Chair, Women's Advisory Committee to Dean Daly, appointed by the Dean's office, 2001-02.
  - Committee on the Status of Women, appointed by Dean Daly, 1999-2001.
  - Conducted Stern Student Satisfaction Survey (with Vicki Morwitz) for Deputy Dean Ghosh, 1998-99.
  - Undergraduate Program Committee, Stern School of Business; two separate terms: 1993-96 and 1996-99.
  - Ad-hoc committee appointed by Dean Choi to review Undergraduate Honors Program, 1999.
  - Stern MBA publicity video, 1997, and NYU publicity bulletin photo shoot, 2001.
  - Solicited and obtained a project from Morgan Stanley for the MBA Global Consulting group: Winter 1997.
  - Undergraduate Core Pilot Course Committee, Stern School of Business, 1993-94.
  - Ad hoc speaker, Sunday at the Square series, 1990-94.

- To Stern-Marketing:
  - Teaching mentor to several assistant professors and PhD students, 2001-08.
  - Master's Thesis Chair for Jeff Green, Gallatin School, 2002-05.
  - Coordinator, recruiting of senior behavioral faculty, 2003-04.
  - Doctoral Program Committee, 1997-2004.
  - Human Subjects Approval Committee, 2001-04.
  - Executive Committee, Marketing Department, 2001-04.
  - Subject Pool Coordinator, 1992-93, 1998-99, 2001-02, 2002-03.
  - American Marketing Association faculty recruitment, 1992-2007; Faculty recruitment chair, 1999.
  - Piloted undergraduate Introduction to Marketing under the new curriculum, Spring 1994.
  
- To Wharton and University of Pennsylvania
  - Consultative Review Committee for Dean Renewal, Annenberg School for Communication, appointed by President Gutmann, 2009-10.
  - Wharton Community Consultants, Faculty Advisor, Fall 2009.
  - Panel participant, New Faculty Orientation, Sept 2009.
  - Q-review committee for the Center for Human Resources, 2008-09.
  - Knowledge@Wharton, "The Crowded, Caffeinated Soft Drink Sector: Who Will Bubble Up to the Top?" (9/2/2009)
  
- To Wharton-Marketing:
  - Non-rookie Recruitment Committee, Spring 2010.
  - Compensation Committee, Fall 2009.
  - Chair, entry-level faculty recruitment committee, 2009-10.
  - Department PhD Committee, 2008-10.

### C. DOCTORAL STUDENT MENTORSHIP

- Dissertation chair:
  - Amit Bhattacharjee (2012, expected; co-chair, Americus Reed), Wharton-Marketing
  - Ellie Kyung (2010), Stern-Marketing
    - Initial placement: Tuck School of Business, Dartmouth College
  - Manoj Thomas (2006; co-chair, Vicki Morwitz), Stern-Marketing
    - Initial placement: S.C. Johnson Graduate School of Management, Cornell University
  - Nidhi Agrawal (2006; co-chair, Durairaj Maheswaran), Stern-Marketing
    - Initial placement: Kellogg School, Northwestern University
    - Winner, Harold MacDowell Award, Best Dissertation from Stern, 2006
  - Suresh Ramanathan (2002), Stern-Marketing
    - Initial placement: Booth School of Business, University of Chicago
    - Winner, SCP-Sheth Dissertation Proposal Award, 2002
  - Eric A. Yorkston (2000), Stern-Marketing
    - Initial placement: Marshall School of Business, University of Southern California
    - Winner, Herbert Koos Award, Best Dissertation from Stern, 2000

- Dissertation committee member (Stern-Marketing, unless other specified):
    - Robert Latimer (2014, expected)
    - Eesha Sharma (2013, expected)
    - Shelle Santana (2013, expected)
    - Steve Chan (2012, expected)
    - Edith Scope Shalev (2010)
    - Cenk Bülbül (2007)
    - Gráinne Fitzsimons, NYU-Psychology (2004)
    - Nikki Lee (2004)
    - Sucharita Chandran (2003)
    - Lance-Michael Erickson (2003)
    - Daniel Forbes, Stern-Management (2000)
    - Rajagopal Raghunathan (2000)
    - Yogesh Sharma, Indian Institute of Management, Bangalore, India (2000)
    - Priya Raghubir (1995)
- 

#### **PROFESSIONAL AFFILIATIONS**

- American Association for Public Opinion Research (AAPOR)
  - American Marketing Association (AMA)
  - Association for Consumer Research (ACR)
  - Society for Consumer Psychology (SCP)
  - Society for Judgment and Decision Making (SJDM)
-