

Priya Raghbir

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

OFFICE : TISCH #809 ; (212) 998-0727; EMAIL: RAGHUBIR@STERN.NYU.EDU

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 Management, 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 (on leave)</i>
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>

Honors and Awards

- Mary C. Jacoby Fellow, New York University, 2008
- Chaired Full Professorship, University of California at Berkeley, 2007.
- Presidential Chair Fellow, University of California at Berkeley, 2003-2004
- Cheit Award of Teaching Excellence, Honorable Mention, 2001-2002
- Invited Faculty, AMA Doctoral Consortium: 2002, 2005, 2006.
- Invited Faculty, ACR Doctoral Consortium: 2004, 2006.
- Invited Faculty: Marketing Science Institute Young Scholar program, Jan 2001, 2006.
- Hellman Family Fund Grant, University of California at Berkeley, 2000.
- Schwabacher Fellow, University of California at Berkeley, 2000-2001.
- Stern School Outstanding Teacher Award, New York University, 1994
- Beta Gamma Sigma, 1993
- George Burton Hotchkiss Fellowship, New York University, 1993
- Doctoral Fellowship in Marketing, New York University, 1991 - 1993
- Industry Scholarship at the Indian Institute of Management, Ahmedabad, 1985
- Delhi University Gold Medal for Economics, 1983
- Gold Medal for Ranking 1st in the All India Senior School Examination, 1980
- National Talent Scholarship, 1978 – 1985 (awarded to 150 students per year in India)

RESEARCH

Interests: Visual Perception, Memory and Health Risk; Subjective Value of Prices and Money.

Journal Papers (In Reverse Chronological Order)

1. Raghbir, Priya and Sanjiv Das "The Long and Short of it: Why are Stocks with Shorter Runs preferred?" conditionally accepted, *Journal of Consumer Research*.

2. Raghurir, Priya and Joydeep Srivastava (2009) "The Denomination Effect," **Journal of Consumer Research**, December.
3. Valenzuela, Ana and Priya Raghurir (2009), "Position Based Schemas: The Center-Stage Effect," **Journal of Consumer Psychology**, April.
4. 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.
5. 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.
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. 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.
8. 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.
9. 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.
10. Raghurir, Priya and Geeta Menon (2005) "When and Why is Ease-of-Retrieval Informative," **Memory and Cognition**, 33(July), 5, 821-832.
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. 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.
13. 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.
14. Raghurir, Priya (2004) "Free Gift with Purchase: Promoting or Discounting the Brand?" **Journal of Consumer Psychology**, 14(1&2), January, 181-185.
15. 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.
16. 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.
17. 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.

18. 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.
19. 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.
20. Raghurir, Priya, and Geeta Menon (2001), "Framing Effects in Risk Perceptions of AIDS," *Marketing Letters*, 12 (May), 145-156.
21. Raghurir, Priya, and Gita Venkataramani Johar (1999), "Hong Kong 1997 in Context," *Public Opinion Quarterly*, 63, Winter, 543-565.
22. Raghurir, Priya, and Aradhna Krishna, (1999), "Vital Dimensions: Biases in Volume Estimates," *Journal of Marketing Research*, 36 (3), August, 313-326.
23. Raghurir, Priya, and Kim P. Corfman, (1999), "When do Price Promotions Affect Brand Evaluations?" *Journal of Marketing Research*, 36 (2), May, 211-222.
24. Raghurir, Priya (1998), "Coupon Value: A Signal for Price?" *Journal of Marketing Research*, 35(3), August, 316-324.
25. 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.
26. 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.
27. Krishna, Aradhna, and Priya Raghurir (1997), "The Effect of Euclidean Length Between the End-Points of a Line on Perceived Numerosity of the Line," *Memory and Cognition*, 25 (July), 492-507.
28. 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.
29. 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.
30. 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.
31. Menon, Geeta, Priya Raghurir, and Norbert Schwarz (1995), "Behavioral Frequency Judgments: An Accessibility-Diagnosticity Framework," *Journal of Consumer Research*, 22 (2), September, 212-228.

Special Issues and/ or Invited Journal Papers (Refereed)

32. Raghurir, Priya, John Roberts, Katherine Lemon, and Russell Winer (2009) "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)
33. 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), based on the Thought Leaders Conference, Babson College, April 2008.

34. Raghurir, Priya (2008), "Is $1/10 > 10/100$? The Effect of Denominator Saliency 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.
35. Raghurir, Priya (2006), "An Information Processing Review of the Subjective Value of Money and Prices," **Journal of Business Research**, 59, 10-11, 1053-1062.
36. 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.
37. Raghurir, Priya, J. Jeffrey Inman, and Hans Grande (2004), "The Three Faces of Price Promotions: Economic, Informative and Affective," **California Management Review**, 46 (4), Summer, 1-19. *Nominated for the Accenture Award.*
38. 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.
39. 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.

Book Chapters

40. Raghurir, Priya (2009) "Visual Perception: An Overview," in Krishna, Aradhna (Ed.), **Sensory Marketing**, Psychology Press.
41. Raghurir, Priya (2008), "Are Visual Perception Biases Hard-Wired?" in **Visual Marketing**, editors Michel Wedel and Rik Pieters, Lawrence Erlbaum Associates, 143-166.
42. Greenleaf, Eric and Priya Raghurir (2008), "Geometry in the Marketplace" in **Visual Marketing**, editors Michel Wedel and Rik Pieters, Lawrence Erlbaum Associates, 113-142.
43. Menon, Geeta, Priya Raghurir, and Nidhi Agrawal (2007), "Health Risk Perceptions and Consumer Behavior," **The Handbook of Consumer Psychology**, 981-1010.
44. Raghurir, Priya (2007) "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.

Conference Proceedings

45. Raghurir, Priya, (2009) "Factors Moderating Free Gift Offers: Does the Size of the Gift Matter?" La Londe Conference proceedings.
46. 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

47. 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.
48. 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.
49. 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 Sujun, Eds. Provo, UT: Association for Consumer Research, 58-61.
50. 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.
51. 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.

Work in Progress: Articles Under Review

52. Raghurir, Priya and Ana Valenzuela "Center of Orientation: Effect of Vertical and Horizontal Shelf Space Product Position," (being revised for resubmission to *Journal of Marketing Research*)
53. Raghurir, Priya and Ana Valenzuela "Gender Dynamics in Groups: A Field Study of the television show "The Weakest Link" (3rd revision requested by *Small Group Research*)
54. Raghurir, Priya and Vicki Morwitz "Europoly Money" (Revision requested by *Journal of Experimental Psychology: Applied*)
55. Raghurir, Priya, Tyzoon T. Tyebjee, and Ying Ching Lin, "The Sense and Nonsense of Consumer Product Testing: How to Identify whether Consumers are Blindly Loyal?" (Under review for *Foundations and Trends in Marketing*, Eds, Mary Frances Luce, Joshua Eliashberg, and Teck Ho.)

Work in Progress: Articles to be completed

56. Raghurir, Priya and Vicki G. Morwitz " Spatial Categorization and Time Perception: Does it Take Less Time to Get Home?"
57. Raghurir, Priya and Ying-Ching Lin, "Do You or Someone You Know ...: The Effect of Experience on Risk Perceptions"
58. Gaston-Bretton, Charlotte, and Priya Raghurir "Shoppers' Memory for Prices expressed in an Unfamiliar Currency"
59. Ling, I-Ling, Priya Raghurir, and Geeta Menon "Web Wizard or Internet Addict? How Consumers Interpret, Identify and Integrate Causal Symptoms to Assess Health Risk."
60. Raghurir, Priya, and Mario Capizzani, "Psychophysical Biases in the Estimation of Money."
61. Lee, Chan Jean, and Priya Raghurir, "Psychological Value of On-line Ratings."
62. Raghurir, Priya, "Psychophysical Biases in the Estimation of Health Risk."

63. Raghurir, Priya, "Visual Biases in the Perception of Financial Risk: A Graph \neq A Thousand Numbers."
64. Statman, Meir, and Priya Raghurir "Personalities of Financial Products"
65. Raghurir, Priya "Visual Information Processing," for *Foundations and Trends in Marketing*, Eds, Mary Frances Luce, Joshua Eliashberg, and Teck Ho.
66. Raghurir, Priya, Amitav Chakravarti, and Tom Meyvis, "The Water Conjecture"
67. Raghurir, Priya and Ajay Abraham, "Does Position Affect Performance? A Study of Classroom Seating and Examination Grades."
68. Raghurir, Priya and Ana Valenzuela, "The Effect of Sequential Position and Lane Assignment on Olympic Performance: An Analysis of Beijing 2008."
69. Raghurir, Priya and Margaret C. Campbell, "Benefit of Doubt or Betrayal? The Effect of Priors and Reasons on Attributions for Price Increases"
70. Raghurir, Priya and Geeta Menon, "When Did I Last ...? Disambiguating Time and Frequency using Ease-of-Retrieval of Information"
71. Raghurir, Priya and Geeta Menon, "Numerical Ambiguity in Product Description: The Information Value of the Width of a Range."

Other (Non-Refereed) Publications

- "The Pink Dollar" Case Study prepared for the "Reaching Out" conference, San Francisco, Oct. 2007.
- "Advertising Lessons for Survey Design" ICFAl press, India, 2005.

Work in Progress: Book

Raghurir, Priya "Marketing Research for Decision Makers" McGraw Hill.

Citations

SSCI: 400+.

PRESENTATIONS

Invited

"Position Effects"

- *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, May 21, 2008.

"Consumer Behavior Roundtable" (participant).

- *Babson College*, April 24-26, 2008.

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

- *University of Paris at Dauphine*, March 21, 2008.

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

- *University of California at Riverside*, 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* (September 2007)

"Visual Information Processing"

- *HKUST* (December 2007)
- *Rice University* (October 2007)
- *IPSR, U.C. Berkeley* (Sept 2007)

- *University Of Houston* (February 2007)
 - *French Marketing Association, Paris* (March 2007)
 - *University of Michigan at Ann Arbor* (April 2007).
 - *Cornell University* (April 2007).
- "Writing a Paper for an Academic Journal"
- *University of Paris at Dauphine* (March 2007)
- "Three Routes by Which Sales Promotions Promote Sales"
- *University of Paris at Dauphine* (June 2005)
- "Experimental Design"
- *University of Paris at Dauphine* (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* (March 2004)
 - *University of Texas at Austin Marketing Camp* (April 2004).
 - *London Business School* (May 2004)
 - *University of Paris at Dauphine* (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), at:
- *San Francisco State University* (April 2003)
- "The Subjective Value of Money," (with Joydeep Srivastava), presented at:
- *University of Paris at Dauphine* (June 2002)
 - *New York University* (March 2002)
 - *Institute for Personality and Social Research, Psychology Department, U.C. Berkeley* (Feb 2002)
 - *University of Southern California Winter Camp* (January 2002)
 - *University of Wisconsin, Madison* (September 2001)
- "The Process and Content of Research"
- *University of Paris at Dauphine* (June 2002)
- "Consumer Psychology and Health",
- *University Health Services Department, University of California at Berkeley, November 14th, 2001.*
- "Depressed or Feeling Blue? Effects of Response Formats in a Self-Diagnosis Inventory," (with Geeta Menon) as part of a symposium on the psychology of self-reports (Norbert Schwarz: Chair) at
- *European Congress of Psychology, London, July 2001.*
- "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* (June 2002)
 - *Social Lab at the Department of Psychology, Stanford University, January 2001.*
- "Visual Salience Biases in Spatial Judgments," at
- *Hong Kong University of Science and Technology* (March 2004).
 - *New York University, PhD Seminar* (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* (June 2002)
 - *Behavioral Research Lab, Stanford, December 2000* (with Geeta Menon)
- "The Psychology of Financial Decision Making: Theory and Early Empirical Evidence," with Sanjiv R. Das
- *Finance Q Group meetings, October, 1999.*
- "Free Gifts: Promoting or Discounting the Brand?" presented at
- *The Columbia University Summer Camp* (June 2001)
 - *INSEAD Summer Camp* (June 2001)

- *UCLA* (March 2000)
 - *University of Florida Spring Camp* (February 2000)
 - *M.I.T.* (April 1999),
 - *Harvard Business School* (April 1999),
 - *The Wharton School* at the University of Pennsylvania (April 1999),
 - *Dartmouth College* (March 1999),
 - *University of Toronto* (February 1999).
- "Processing Price Promotions: Informative and Affective Aspects,"
- *University of Houston* (October 1998).
- "When Automatic Accessibility Meets Conscious Content: Implications for Judgment Formation,"
- *University of Chicago*, (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* (Fall 1993)
 - *Texas A&M University* (Fall 1993)
 - *Boston University* (Fall 1993)

Conference Presentations (by paper, in reverse chronological order)

- "Promoting Promotions: Why Does Increasing the Visual Size of the Free Gift Backfire?"
- La Londe Conference, 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, Gotenburg, 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 K.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.J. Inman, and A.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 G. Menon and N. 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 K 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

- 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 (≅ US \$6,500); November 1995.
 - Direct Allocation Grant 94/95.BM56; HK\$ 49,000 (≅ US \$6,000); November 1994.
 - HKUST532/95H; HK\$ 403,000 (≅ 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

Editorial Boards: *Journal of Marketing Research, Journal of Consumer Research, Journal of Consumer Psychology, Marketing Letters, Journal of Retailing, California Management Review.*

Journal Ad Hoc Reviewing: *American Economic Review, Journal of Marketing, Marketing Science, Management Science, International Journal of Research in Marketing, Personality and Social Psychology Bulletin, Psychology and Marketing, Journal of Experimental Psychology-Applied.*

Conference Program Committees: Association for Consumer Research Conferences (2004, 2006), Co-chair ACR Doctoral Consortium, 2010.

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:

- National Science Foundation (NSF), USA,
- Research Grants Council (RGC), Hong Kong;
- Canadian Social Sciences Humanities Research (SSHRC), Canada.

Professional Affiliations

- Association for Consumer Research
- American Marketing Association
- American Association for Public Opinion Research
- INFORMS.

TEACHING

Teaching Interests

Undergraduate and MBA levels: Marketing Research; Marketing Management

Teaching Experience

Full-time MBA

- *Marketing Management (Core MBA)*, University of California at 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*, University of California at Berkeley, Fall 2005 (Median = 6 on 7, “**Club 6**”) Fall 2003 (Median = 5 on 7), Fall 2002 (Median = 5 on 7)

Evening MBA

- *Marketing Research*, University of California at Berkeley, Fall 2002 (Median = 5 on 7)

Undergraduate

- *Consumer Behavior*, University of California at Berkeley, Fall 1998; (Median = 6 on 7, “**Club 6**”)
- *Retail Management: A Consumer Behavior Perspective*, University of California at Berkeley: Fall 1997; (Median = 5 on 7)
- *Marketing Research*,
 - University of California at 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)
- *Marketing Management (Core)*
 - University of California at 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

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

- New York University, Spring 1994; (Mean = 6.3 on 7, **Teaching award**)

PhD.

- *Consumer Behavior (PhD Seminar)*, University of California at Berkeley, Fall 1997 (Median = 6 on 7, "**Club 6**"), Spring 2006 (Median = 6 on 7, "**Club 6**").

Doctoral Student Advising

Chair, PhD Dissertation Committee

- Heather Honea, Haas School of Business (Marketing), Summer 2000. Dissertation: "Affect and Consumer Response to Promotions"

External Member, PhD Dissertation Committee

- Charlotte Gaston-Breton, University Paris IX (Dauphine) June 2003. Dissertation: "Judgmental Biases Relative to Price: Application to the Case of the Monetary Changeover from French Francs to Euros"

Member, PhD Orals Committee

- Eric Hallstein, Fall 2007.
- Francis Flynn, Haas School of Business (Organizational Behavior), Summer 1999.
- Nicholas Lurie, Haas School of Business (Marketing), Summer 1998.
- Sandra Spataro, Haas School of Business (Organizational Behavior), Fall 1998.

SERVICE

Service: University Level

University of California at Berkeley

- Hellman Family Fund Award Committee, 2007.
- Senate Service: Committee on Courses of Instruction, 2006 - 2007.
- Faculty Athletic Fellow, Men's Basketball, U.C. Berkeley, 2004 - 2008.
- Advisory Committee, Institute of Personality and Social Research, U.C. 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

- PhD Admissions Oversight Committee
- PhD Research Funding Committee
- Marketing-Marketing initiative

Haas School of Business

- 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, Haas School, 2001, 2002, 2003, 2007, 2008.
- Faculty Panel, Days at Haas, Haas School, UC Berkeley, Spring 2001, 2002, 2003, 2004, 2007.
- Junior Faculty Representative, Haas School, UC Berkeley, Spring 2000.
- Faculty Mentor, Business Plan Competition, UC Berkeley, Spring 2000.
- Faculty Advisor for Haas student teams for a variety of case competitions

Service: Marketing Department/ Group Level

Stern, NYU

- Review committees for junior faculty: annual review and promotion to tenure.

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

- 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 of Business, 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) 2002, 2003.

Industry: Business Consultancies and Executive Education

- Consumer Behavior, Indian School of Business, Nov-Dec 2008.
- Marketing Research through Center for Executive Education at Haas, Berkeley, Oct 2003, Dec 2003, June 2004, April 2006, Sept-Oct 2007, April 2008.
- Marketing Research, IIPM-India, Workshops in Delhi, Pune, Mumbai, Ahmedabad (India), August 2007
- Product Management through Executive Education at Haas, Berkeley (Spring and Fall 2004-onwards)
- Marketing Management for Young Executives, CEIBS, Beijing, China, October 2000, October 2001
- Strategic Marketing Management (MBA), IIS Institute of Management, ENPC, Kochi, India, Summer 2000
- Consultant for: Acufocus, Adobe, Bio-Rad, Boston Scientific, Daimler-Chrysler, Google, LiveComplete (internet start up), PayCycle, UC-Berkeley, UC-San Francisco.
- Judge, Webby Business Awards, 2003 onwards