

MANOJ THOMAS

Tata Innovation Center 219, 11 E Loop Rd, New York, NY 10014
S. C. Johnson College of Business, Cornell University
Email: manojthomas@cornell.edu

OVERVIEW

I am a behavioral scientist studying minds, markets, money, and morals. My early research focused on behavioral pricing. My ongoing research examines how moral judgments and ideology shape consumer behavior.

ACADEMIC ROLES

- Sabancı Professor of Management & Marketing, 2024 onwards
- Professor of Marketing, 2020 onwards
- Nakashimoto Professor, 2019–2024
- OSIM Visiting Professor, National University of Singapore, February 2024
- Visiting Professor, INSEAD France, Fall 2019
- Associate Professor of Marketing, 2012–2020
- Assistant Professor of Marketing, 2006–2012

ADMINISTRATIVE ROLES

- Associate Dean of NYC Initiatives, 2024 onwards
- Senior Director of Executive MBA, 2022 onwards
- Area Coordinator for Marketing & Communication, College of Business, 2020–2022
- Area Coordinator for Marketing, Johnson School, 2013–2014
- Director of Business Simulation Laboratory, 2012–2019

EDITORIAL ROLES

- Co-Editor
 - Journal of Marketing Research (2026 - 2029)
 - Journal of Association for Consumer Research (2025 issue on Morality and Consumption)
- Associate Editor
 - Journal of Consumer Research (2020 onwards)
 - Journal of Marketing Research (2019 - 2023)
 - Journal of Consumer Psychology (2013 - 2020)
- Editorial Review Board:
 - Journal of Consumer Psychology (2020 onwards)
 - Journal of Consumer Research (2010 - 2020)
 - Journal of Marketing Research (2014 - 2019)
 - Journal of Academy of Marketing Science (2015 onwards)

INDUSTRY EXPERIENCE

- June 1994 – August 2001: Worked in several leadership roles - Product Manager, Area Sales Manager, and Regional Sales Manager – in consumer product companies Marico, ICI Paints (ICI plc.) and International Bestfoods (Unilever plc.). Hands-on experience in product marketing and in leading large teams.

EDUCATION

- PhD in Marketing, 2006
New York University, Stern School of Business
- Master of Business Administration, 1994
Indian Institute of Management, Calcutta, India
- Bachelor of Engineering (Electronics), 1992
National Institute of Technology (MANIT), Bhopal, India

HONORS/AWARDS

- Marketing Science Institute Scholar, 2020
- Outstanding Reviewer Award, Journal of Consumer Research, 2016
- Stephen Russell Teaching Award based on vote by students who graduated 5 years ago, 2016
- Apple Award for Excellence in Teaching based on vote by graduating MBA class, 2010
- Half Century Research Fellowship, 2010
- Marketing Science Institute Young Scholar, 2009
- Clifford H. Whitcomb Faculty Fellow, 2008
- Johnson School Teaching Honor Roll, 2006 - 2011
- Stern Award for PhD Teaching Excellence, 2005, 2006
- Nadler Fellowship, Stern school-wide competitive funding, 2005
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2004
- HMM Award for Excellence in Marketing, IIM Calcutta, 1994

PUBLICATIONS

(*invited publications)

Book

- 1) Chakravarti, Amitav and Manoj Thomas (2015), *Why Consumer (Don't) Buy: The GO and STOP Signals*, Palgrave Macmillan

Research Articles

- 2) Kyung, Ellie, Manoj Thomas and Aradhna Krishna (forthcoming), “The Scale Orientation Effect: How the Spatial and Magnitude Orientation of Scales Shapes Survey Responses,” *Journal of Consumer Research*.
- 3) Pan, Archer and Manoj Thomas (2025) “Who Negotiates? The Political Psychology of Price Negotiations,” *Personality and Social Psychology Bulletin*
- 4) Deepak Sirwani, Srishti Kumar, and Manoj Thomas (2025), “Overestimating Stars, Underestimating Numbers: The Hidden Impact of Rating Formats,” *Journal of Marketing Research*

- 5) Shreyans Goenka, Sankar Sen, and Manoj Thomas (2025), "Moral Motives in Consumption," *Journal of the Association for Consumer Research**
- 6) Goenka, Shreyans and Manoj Thomas (2024), "Moral Foundations Theory and Consumer Behavior," *Journal of Consumer Psychology**
- 7) Thomas, Manoj, Yu Ma, and Dinesh Gauri (2024), "Food Craving Increases Unhealthy Consumption: A Study of SNAP Households," *Journal of Marketing Research*
- 8) Thomas Manoj (2023), "Heuristic Price Theory: A Model of Pluralistic Price Evaluations," *Consumer Psychology Review*
- 9) Goenka, Shreyans and Manoj Thomas (2022), "When is Sensory Consumption Immoral?" *Journal of Personality and Social Psychology*
- 10) Monnier, Arnaud and Manoj Thomas (2022), "Experiential and Analytical Price Evaluations: How Experiential Product Descriptions Affect Market Prices," *Journal of Consumer Research*
- 11) Goenka, Shreyans and Manoj Thomas (2022), "How Moral Values Influence SNAP Participation," *Journal of Association of Consumer Research*
- 12) Kyung, Ellie, Manoj Thomas and Aradhna Krishna (2021), "How Political Identity Affects Risk Perceptions," *Journal of Association of Consumer Research*
- 13) Sokolova, Tatiana, Satheesh Seenivasan, and Manoj Thomas (2020), "The Left-Digit Bias: When Are Consumers Penny Wise and Pound Foolish," *Journal of Marketing Research*.
- 14) Park, Joowon, Clarence Lee, and Manoj Thomas (2020) "Why Do Cashless Payments Increase Unhealthy Consumption? The Decision-Risk Inattention Hypothesis," *Journal of Association for Consumer Research*
- 15) Goenka, Shreyans and Manoj Thomas (2020), "The Malleable Morality of Conspicuous Consumption," *Journal of Personality and Social Psychology*
- 16) Santana, Shelle, Manoj Thomas, and Vicki G. Morwitz (2019). "The Role of Numbers in the Customer Journey." *Journal of Retailing**
- 17) Chun, Helen, Joowon Park, and Manoj Thomas (2019), "Cold Anticipated Regret vs. Hot Experienced Regret: Why Consumers Fail to Regret Unhealthy Consumption," *Journal of Association of Consumer Research*
- 18) Thomas, Manoj and Ellie Kyung (2018), "Slider Scales or Text Box: Does Response Format Matter?" *Journal of Consumer Research*
- 19) Kyung, Ellie, Manoj Thomas and Aradhna Krishna (2017), "When Bigger is Better (and When it is Not): Implicit Bias in Numeric Judgments," *Journal of Consumer Research*
- 20) Spann, Martin, Robert Zeithammer, Marco Bertini, Ernan Haruvy, Sandy D. Jap, Oded Koenigsberg, Vincent Mak, Peter Popkowski Leszczyc, Bernd Skiera and Manoj Thomas (2017), "Beyond Posted Prices: the Past, Present, and Future of Participative Pricing Mechanisms," *Customer Needs and Solutions**

21) Kyung, Ellie and Manoj Thomas (2016), "When Remembering Disrupts Knowing: Blocking Implicit Price Memory," *Journal of Marketing Research*

22) Hamilton, Rebecca W.; Thompson, Debora V.; Arens, Zachary G.; Blanchard, Simon J.; Haubl, Gerald; Kannan, P.K.; Khan, Uzma; Lehmann, Donald R.; Meloy, Margaret G.; Roesel, Neal J.; Thomas, Manoj (2014) "Consumer Substitution Decisions: An Integrative Framework" *Marketing Letters*

23) Thomas, Manoj (2013), "Commentary on Behavioral Price Research: The Role of Subjective Experiences in Price Cognition," *Academy of Marketing Science Review**

24) Ülkümen, Gülden and Manoj Thomas (2013), "Personal Relevance and Mental Simulation Amplify Duration Framing Effect," *Journal of Marketing Research*

25) Thomas, Manoj and Claire I. Tsai (2012) "Distancing from Subjective Experience: How Psychological Distance Reduces Feeling of Difficulty," *Journal of Consumer Research*

26) Thomas, Manoj, Kalpesh Desai and Satheeshkumar Seenivasan (2011), "How Credit Card Payments Increase Unhealthy Food Purchases: Visceral Regulation of Vices," *Journal of Consumer Research*

- This paper was covered in media outlets such as *ABC News*, *Time*, *Scientific American*, *The Atlantic*, etc.

27) Tsai, Claire I. and Manoj Thomas (2011), "When Do Feelings of Fluency Matter? How Abstract and Concrete Thinking Influence Fluency Effects," *Psychological Science*

28) Thomas, Manoj, Daniel Simon and Vrinda Kadiyali (2010), "The Price Precision Effect: Evidence from Laboratory and Market Data," *Marketing Science*

- This paper was covered in the *NPR*, *Wall Street Journal*, *Washington Post*, etc.

29) Thomas, Manoj and Vicki G. Morwitz (2009), "The Ease of Computation Effect: The Interplay of Metacognitive Experiences and Naïve Theories in Judgments of Price Difference," *Journal of Marketing Research*

30) Ülkümen, Gülden, Manoj Thomas and Vicki G. Morwitz (2008), "Budgeting Bias: The Effect of Temporal Frames on Budget Estimates," *Journal of Consumer Research*

31) Thomas, Manoj and Geeta Menon (2007), "When Internal Reference Prices and Price Expectations Diverge: The Role of Confidence," *Journal of Marketing Research*

32) Thomas, Manoj and Vicki G. Morwitz (2005), "Penny Wise and Pound Foolish: The Left Digit Effect in Price Cognition," *Journal of Consumer Research*

WORKING PAPERS **

33) Pan, Archer and Manoj Thomas. "How Culture Influences AI Receptivity," revision invited at *Journal of Consumer Research*.

34) Cho, Suyeon, Deepak Sirwani, and Manoj Thomas. "Do 10 Stars Win Over 5 stars? The Rating Range Effect," data collection.

** Only projects close to the manuscript stage are listed here. Several early-stage research projects in the data-collection stage are not listed here.

Book Chapters & Other Invited Publications

35) Thomas, Manoj, Vicki Morwitz, and Deepak Sirwani (2025). "Numerical Cognition and Behavioral Pricing: The AC-ME Framework," book chapter submitted to editors of *Handbook of Research in Pricing, 2nd Edition*.

36) Thomas, Manoj and Arnaud Monnier (2024), "Affective Price Evaluations: How Pain, Pleasure, and Metacognitive Feelings Influence Price Evaluations," in *New Directions in Behavioral Pricing*, Chezy Ofir Ed., 2023, World Scientific Publishing Company.*

37) Thomas, Manoj, Helen Chun, Sachin Gupta, Jura Liaukonyte, Suzanne Shu & Kaitlin Woolley (2022), "Authentically Cornell: The Evolution of Marketing at Cornell," *Customer Needs and Solutions**

38) Thomas, Manoj; Park, Joowon (2014), "The Precision Effect: How Numerical Precision Influences Everyday Judgments," in *Neuroeconomics, Judgment, and Decision Making*, eds Evan A. Wilhelms, Valerie F. Reyna, Psychology Press*

39) Thomas, Manoj and Vicki G. Morwitz (2009), "Heuristics in Numerical Cognition: Implications for Pricing," in *Handbook of Research in Pricing**
 ▪ This paper was the basis of an article on numerical cognition effects in pricing in the *Wall Street Journal*.

REFEREED CONFERENCE PROCEEDINGS

- Jeffrey Kang, Manoj Thomas, and Dinesh Gauri (2021), "How Attentional Overload Affects Consumer Preferences", in NA - Advances in Consumer Research Volume 49, eds. Tonya Williams Bradford, Anat Keinan, and Matthew Thomson, Duluth, MN: Association for Consumer Research, Pages: 431-432.
- Arnaud Monnier and Manoj Thomas (2020), "Experiential Versus Analytical Price Evaluations", in NA - Advances in Consumer Research Volume 48, eds. Jennifer Argo, Tina M. Lowrey, and Hope Jensen Schau, Duluth, MN: Association for Consumer Research, Pages: 550-551.
- Ellie Kyung, Manoj Thomas, and Aradhna Krishna (2019), "Left-Right Or Top-Down? the Effect of Horizontal Versus Vertical Scale Orientation on Consumer Judgments", in NA - Advances in Consumer Research Volume 47, eds. Rajesh Bagchi, Lauren Block, and Leonard Lee, Duluth, MN: Association for Consumer Research, Pages: 222-226.
- Dinesh Gauri, Yu Ma, and Manoj Thomas (2017), "Shopping Behavior of Food Stamps Users: The Role of Decision Conflict", in NA - *Advances in Consumer Research* Volume 45, eds. Ayelet Gneezy, Vladas Griskevicius, and Patti Williams, Duluth, MN: Association for Consumer Research.
- Ellie Kyung, Manoj Thomas, and Aradhna Krishna (2015), "The Rating Polarity Effect: Overcoming the Surreptitious Influence of Implicit Numerical Associations on Consumer Judgments", in NA - *Advances in Consumer Research*, Volume 43, eds. Kristin Diehl and Carolyn Yoon, Duluth, MN : Association for Consumer Research, Pages: 282-286.
- Tatiana Sokolova and Manoj Thomas (2014), "Focusing on the Left Digit: an Encoding Or an Estimation Bias?", in NA - *Advances in Consumer Research*, Volume 42, eds. June Cotte and Stacy Wood, Duluth, MN : Association for Consumer Research, Pages: 690-691.
- Manoj Thomas and Ellie Kyung (2011), "When Recall Disrupts Memory: Evidence For Implicit Reference Prices", in NA - *Advances in Consumer Research*, Volume 39, eds. Rohini Ahluwalia, Tanya L.

Chartrand, and Rebecca K. Ratner, Duluth, MN:Association for Consumer Research, Pages: 251.

- Manoj Thomas, Kalpesh Kaushik Desai, and Satheesh Kumar (2011) , "The Cost of Convenience: How Credit Cards Weaken Impulse Control and Increase Unhealthy Food Purchases", in E - *European Advances in Consumer Research* Volume 9, eds. Alan Bradshaw, Chris Hackley, and Pauline Maclaran, Duluth, MN : Association for Consumer Research, Pages: 462-463.
- Manoj Thomas and Joowon Park (2011) , "Habitually Consistent, Contextually Inconsistent: Dispositional and Contextual Determinants of Financial Decisions ", in NA - *Advances in Consumer Research*, Volume 39, eds. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca K. Ratner, Duluth, MN : Association for Consumer Research, Pages: 148-149.
- Thomas Manoj, Vicki Morwitz, Len Lodish and Jin Soek Pyone (2010) "When Does Expensive Food Taste Better? Top-Down And Bottom-Up Processing In Price-Quality Inferences", in *Advances in Consumer Research*, Vol 38, Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN : Association for Consumer Research.
- Tsai, Claire and Manoj Thomas (2010), "When Does Metacognitive Experience Influence Preference? The Moderating Role Of Construal Mindset," in *Advances in Consumer Research*, Vol 38, eds. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN: Association for Consumer Research.
- Thomas, Manoj and Thibault Maitre (2009), "The Brevity Effect In New Product Labels: When Does Linguistic Fluency Affect Consumers' Responses To New Products" in *Advances in Consumer Research*, Vol 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN: Association for Consumer Research.
- Gülden Ülkümen, Manoj Thomas, Vicki Morwitz (2009), "When 12 Months Is Not The Same As One Year: Antecedents Of Confidence In Consumer Budgets" in *Advances in Consumer Research*, Vol 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN: Association for Consumer Research.
- Manoj Thomas, Vicki Morwitz, Jin Seok Pyone (2009), "The Precision Effect In Numbers: How Processing Fluency Of Numbers Influence Response Confidence", in *Advances in Consumer Research* Vol 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN: Association for Consumer Research.
- Manoj Thomas, Daniel Simon, Vrinda Kadiyali (2009), "Do Consumers Perceive Precise Prices to be Lower than Round Prices? Evidence From Laboratory And Market Data" in *Advances in Consumer Research*, Vol 36, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research,184-87.
- Thomas, Manoj (2006), "The Role of Metacognition in Consumers' Judgments," in *Advances in Consumer Research*, Vol 34, eds. Gavan Fitzsimons and Vicki Morwitz, Duluth, MN: Association for Consumer Research, 28-30.
- Thomas, Manoj and Vicki G. Morwitz (2005), "A Penny Saved," *Stern Business*, Fall/Winter, 20-23.
- Thomas, Manoj, Sucharita Chandran and Yaacov Trope (2005), "Distance Lends Structure to the View: Temporal Construal and Value Perceptions," in *Advances in Consumer Research*, Vol 32, eds. Geeta Menon and Akshay R. Rao, Duluth, MN: Association for Consumer Research, 182-184.

- Thomas, Manoj and Geeta Menon (2005), “Effects of Repetition on Price Comparison Process,” in *Advances in Consumer Research*, Vol 32, eds. Geeta Menon and Akshay R. Rao, Duluth, MN: Association for Consumer Research, 72-74.
- Thomas, Manoj and Vicki G. Morwitz (2005), “Holistic Versus Digital Models of Multi-Digit Numerical Comparison,” in *Advances in Consumer Research*, Vol 32, eds. Geeta Menon and Akshay R. Rao, Duluth, MN: Association for Consumer Research, 445-448.
- Thomas, Manoj and Vicki G. Morwitz (2004), “Effects of Framing on Magnitude Perceptions of Prices,” in *Advances in Consumer Research*, Vol 31, eds. Barbara E. Kahn and Mary Frances Luce, Valdosta, GA: Association for Consumer Research, 454-456.

RESEARCH PRESENTATIONS

(*invited presentations)

- “How Culture Influences AI Receptivity,” Rajagiri Business School, Kochi, India, 2025*
- “How Culture Influences AI Receptivity,” Carey Business School, Johns Hopkins, 2025*
- “How Culture Influences AI Receptivity,” Rutgers Business School, New Jersey, 2025*
- “How Culture Influences AI Receptivity,” Foster School, University of Washington, 2025*
- “Moralization and Negotiation Propensity,” Carlson School, Minnesota, 2025*
- “The Psychology of Pricing,” Unreasonable Conference, Indiana, 2025*
- “Moralization and Negotiation Propensity,” Pricing Symposium, LMU Munich, 2024*
- “Numerical Cognition and Consumer Behavior,” Rice University Research Camp, 2024*
- “Moral Psychology and Consumer Behavior,” Moral Psychology Speaker Series, Cornell 2024*
- “Moralization and Negotiation Propensity,” NUS, Singapore, 2024*
- “Political Ideology Predicts Negotiation Propensity,” Rotman, University of Toronto, 2023*
- “SNAP Households’ Puzzling Behaviors,” 12th Invitational Choice Symposium, INSEAD, 2023*
- “Political Ideology Predicts Negotiation Propensity,” Korea University Business School, 2023*
- “Political Ideology Predicts Negotiation Propensity,” Kellogg, Northwestern University, 2023*
- “Political Ideology Predicts Negotiation Propensity,” Stern School, New York University, 2022*
- “Political Ideology Predicts Negotiation Propensity,” NEMC at MIT, 2022*
- “How Quantity Description Affects Prices,” Hong Kong Polytechnic University, 2022*
- “How Quantity Description Affects Prices,” Rotterdam School of Mgmt., Erasmus University, 2021*
- “How Quantity Description Affects Prices,” Johns Hopkins University, 2021*
- “The Morality of Conspicuous Consumption,” Tel Aviv University, Marketing-in-Israel, 2019*
- “The Psychology of Cashless Payments,” ICM group, Sorbonne University, 2019*
- “The Morality of Conspicuous Consumption,” INSEAD, 2019*
- “The Morality of Conspicuous Consumption,” Cambridge University, 2019*
- “The Morality of Conspicuous Consumption,” London School of Economics, 2019*
- “The Morality of Conspicuous Consumption,” Tilburg University, 2019*
- “How Unit Visualization Alters Price Evaluations” ESADE Pricing Symposium Barcelona, 2019*
- “The Morality of Conspicuous Consumption” HEC Paris, 2019*
- “Financial Decision Making,” 11th Invitational Choice Symposium, Chesapeake Bay, 2019*
- “The Psychology of Cashless Payments,” Lehigh University, 2019*
- “Heuristics in Price Cognition,” LMU Munich School of Management, Munich, 2018*
- “How Response Formats Affect Consumer Spending,” European ACR Conference, Ghent, 2018
- “How Consumers Process Price Information,” Duke-Ipsos Board Meeting, New York, 2018*
- “How Mode of Payment Affects Unhealthy Consumption,” Pricing Camp, Babson College, 2018*
- “How Response Formats Affect Consumer Spending,” Cornell University Marketing Seminar, 2018

- "How Response Formats Affect Consumer Spending," Texas A&M University, 2018*
- "How Mode of Payment Affects Unhealthy Consumption," University of Cologne, 2017*
- "How Mode of Payment Affects Unhealthy Consumption," Association for Consumer Research, San Diego, 2017
- "Implicit Memory in Consumer Judgments," University of South Carolina, Columbia 2017*
- "When Remembering Blocks Knowing," University of Utah 2016*
- "Participative Pricing Mechanisms," 10th Invitational Choice Symposium, Lake Louise, Canada 2016*
- "Construal Mindset & Memory-Based Judgments," BCCRST Rochester University 2016
- "Construal Mindset & Memory-Based Judgments," National University of Singapore, Singapore 2016*
- "Prospective and Retrospective Regret," Oklahoma State University 2014*
- "Consumer Insight: GO and STOP signals," PBCSF, Tsinghua University, Beijing 2014
- "Spontaneous Regret Regulation," HEC Paris Research Camp 2013*
- "When Consumption Rate Estimation Backfires," SUNY Binghamton 2012*
- "When Consumption Rate Estimation Backfires," NEMC, Harvard Business School 2012
- "Failing to Anticipate Regret," Harvard Business School Marketing Seminar, 2012*
- "Visceral Regulation of Vices: How Pain of Payment Affects Unhealthy Food Purchases," Society for Consumer Psychology, Atlanta, 2011
- "Regret Modulation Effects in Impulsive Consumption," Nutrition Sciences Group, Cornell University 2011*
- "The Role of Emotion in Cognitive Restraint," University of Michigan, 2011*
- "The Role of Emotion in Cognitive Restraint," Indian Institute of Management Bangalore, 2011.
- "Fluency Effects and Consumer Behavior," Syracuse University, 2011*
- "Visceral Regulation of Vices," Boston University, 2011*
- "When Does Expensive Food Taste Better? Top-Down And Bottom-Up Processing In Price-Quality Inferences," Association for Consumer Research, Jacksonville, 2010.
- "When a Year feels different from 12 months: On Intuitive Confidence," Society for Consumer Psychology, St. Pete's Beach, 2010.
- "The Price Precision Effect," Society for Consumer Psychology, San Diego, 2009.
- "The Role of Metacognitive Experiences in Consumers' Responses to Prices and New Products," BCCRST, 2009.
- "The Precision Effect: The Role of Metacognitive Experiences in Consumer Behavior," University of Texas at Austin, 2009*
- "Nonconscious Price Cognition & Metacognitive Experiences," MSI Young Scholars Conference, 2009*
- "Encoding, Remembering, and Using Numeric Information: Implications for Pricing," Association for Consumer Research, San Francisco, 2008.
- "Does Price Precision Affect Magnitude Judgment? Evidence from Laboratory and Market Data," Pricing Conference at Drexel University, Philadelphia, 2008.
- "The Left-Digit Effect: Is it Volitional or Unintended," AMA Summer Educators' Conference, Washington D.C., 2007.
- "The Nonconscious Nature of Everyday Consumer Behavior," Society for Consumer Psychology, Las Vegas, 2007.
- "Delineating the Influence of Metacognition in Judgments," Society for Consumer Psychology, Las Vegas, 2007.
- "The Conjunction Effect in Product Quality Judgments," University of Illinois Pricing Camp, 2007*
- "The Ease of Computation Effect: The Interplay of Metacognitive Experiences and Naïve Theories in Numerical Judgments." NEMC, MIT, 2006.
- "The Role of Metacognition in Consumers' Judgments," Association for Consumer Research, Orlando, 2006.
- "Metacognitive Experiences & Consumers' Responses to Prices," Cornell University, 2005*
- "Metacognitive Experiences & Consumers' Responses to Prices," Dartmouth College, 2005*

- “Metacognitive Experiences & Consumers’ Responses to Prices,” University of Chicago, 2005*
- “Metacognitive Experiences & Consumers’ Responses to Prices,” University of Delaware, 2005*
- “Metacognitive Experiences & Consumers’ Responses to Prices,” University of Georgetown, 2005*
- “Metacognitive Experiences & Consumers’ Responses to Prices,” University of Illinois at Urbana-Champaign, 2005*
- “Metacognitive Experiences & Consumers’ Responses to Prices,” University of South Carolina, 2005*
- “Metacognitive Experiences & Consumers’ Responses to Prices,” University of Toronto, 2005*
- “When 1.00 is Larger than 1.01: The Effects of Computation Fluency,” University of Illinois Pricing Camp, 2005*
- “Analog vs. Digital Models of Numerical Comparison: Evidence for a Two-Stage Model,” Association for Consumer Research, Portland, 2004*
- “Price Comparison as a Cognitive Skill: Effects of Repetition on Price Knowledge,” Association for Consumer Research, Portland, 2004*
- “Distance Lends Structure to View: The Effect of Temporal Construal on Price and Discount Cognitions,” Association for Consumer Research, Portland, 2004.
- “The Left Digit Effect in Price Cognition,” Society for Consumer Psychology, San Francisco, 2004.
- “A Cognitive Account of Price Ending Effects,” University of Illinois Pricing Camp, 2003.
- “Penny Wise and Pound Foolish: The Left Digit Effect in Price Cognition,” Association for Consumer Research, Toronto, 2003.
- “Reference Prices and 9-Ending Effects,” Fordham Pricing Conference, New York, 2002.

TEACHING EXPERIENCE

- Johnson Graduate School of Management, Cornell University
 - MBA & EMBA:
 - Marketing Core
 - Behavioral Science for Marketing
 - Behavioral Science for Product Management
 - Strategic Brand Management (Marketing Immersion)
 - Product Management
 - Consumer Behavior
 - MSBA:
 - PhD:
 - Consumer Psychology Seminar (Cornell, NUS Singapore)
 - Guest lecture sessions (NYU, Tilburg, Columbia)
- Stern School of Business, NYU: Marketing Core
- Executive Training/Consulting:
 - Osram Sylvania
 - Welch Allyn
 - S C Johnson/BEESYS
 - eCornell Rethinking Brands & Retail
 - Kuwaiti Promising Leaders Program
 - Mashreq Bank (UAE)
 - SP Jain Marketing Immersion (Co-director)
 - Microsoft
 - Amorepacific USA
 - Baker Hughes
 - Nagarro
- eCornell:
 - Six online courses leading to a certificate in [Consumer Behavior](#)

PROFESSIONAL SERVICE - EXTERNAL

- Chair, Society for Consumer Psychology Excellence in Doctoral Mentoring Award Committee, 2024
- Co-chair, Society for Consumer Psychology Conference 2022
- Co-chair, Society for Consumer Psychology Doctoral Consortium 2016
- Program Committee Member/AE/Reviewer for the following conferences:
 - Association for Consumer Research (2004 to 2013, 2019)
 - Society for Consumer Psychology (2005 to 2012, 2018)
 - Academy of Marketing Science
 - European Marketing Academy

PROFESSIONAL SERVICE – INTERNAL

- Chair, Executive MBA Committee (2016-2019)
- Area Coordinator for Marketing (2013-2014, 2020-2022)
- Director of Business Simulation Laboratory (2011-2019)
- Committee Work:
 - EMBA program committee chair
 - Faculty Policy Committee (2012-2013, 2016-2017, 2018-2019)
 - Weill-Johnson Review Committee 2015
 - JGSM Branding Committee 2015
 - Curriculum Review Committee 2011-2013
 - Marketing Recruiting Committees (several)
- Workshop Coordinator (2009-2012)
- Inaugural Behavioral Marketing Journal club coordinator (2006 – 2010)

PHD ADVISING

*student name (PhD committee role, placement where applicable)

- Suyeon Cho (Chair)
- Archer Pan (Chair, Wayne State University)
- Deepak Sirwani (Chair, University of British Columbia)
- Jeffrey Kang (Committee Member)
- Professor Maria Langlois (INSEAD PhD student, Committee Member, Southern Methodist University)
- Professor Arnaud Monnier (Chair, Nova Portugal)
- Professor Shreyans Goenka (Chair, Virginia Tech)
- Professor Joowon Park (Chair, Utah University)
- Professor Tatiana Sokolova (HEC PhD student, Committee Member, Tilburg)
- Professor Anne-Sophie Chaxel (Committee Member, HEC Paris)