

## MANOJ THOMAS

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### OVERVIEW

I study consumer psychology. Most of my published work is on how heuristics and biases surreptitiously influence consumer behaviors. My ongoing research projects are on *the psychology of price evaluations* (how psychological factors influence consumers' price evaluations) and *the morality of consumption* (how intuitive moral judgments shape consumption decisions).

### ACADEMIC APPOINTMENTS

- Professor of Marketing, 2020 onwards
- Area Coordinator for Marketing, College of Business, 2020 onwards
- Visiting Professor, INSEAD France, Fall 2019
- Nakashimoto Professor, 2019 onwards
- Breazzano Family Term Professorship of Management, 2017–2019
- S.C. Johnson Professor of Marketing, 2013–2016
- Area Coordinator for Marketing, Johnson School, 2013–2014
- Director of Business Simulation Laboratory, 2012–2019
- Associate Professor of Marketing, Cornell University, 2012–2020
- Assistant Professor of Marketing, Cornell University, 2006–2012

### 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

- 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

## EDITORIAL SERVICE

- Associate Editor
  - Journal of Marketing Research (2019 onwards)
  - Journal of Consumer Research (2020 onwards)
  - 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)
- Ad hoc reviewer for the following journals:
  - International Journal of Research in Marketing
  - Journal of Association for Consumer Research
  - Journal of Experimental Social Psychology
  - Journal of Experimental Psychology: General
  - Journal of Marketing
  - Journal of Retailing
  - Management Science
  - Marketing Science
  - Marketing Letters
  - Psychological Science

## 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) Sokolova, Tatiana, Satheesh Seenivasan, and Manoj Thomas (2020), "The Left-Digit Bias: When Are Consumers Penny Wise and Pound Foolish," *Journal of Marketing Research*.
- 3) 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*
- 4) Goenka, Shreyans and Manoj Thomas (2020), "The Malleable Morality of Conspicuous Consumption," *Journal of Personality and Social Psychology*
- 5) Santana, Shelle, Manoj Thomas, and Vicki G. Morwitz (2019). "The Role of Numbers in the Customer Journey." *Journal of Retailing\**

- 6) 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*
- 7) Thomas, Manoj and Ellie Kyung (2018), "Slider Scales or Text Box: Does Response Format Matter?" *Journal of Consumer Research*
- 8) 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*
- 9) 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\**
- 10) Kyung, Ellie and Manoj Thomas (2016), "When Remembering Disrupts Knowing: Blocking Implicit Price Memory," *Journal of Marketing Research*
- 11) 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.; Roese, Neal J.; Thomas, Manoj (2014) "Consumer Substitution Decisions: An Integrative Framework" *Marketing Letters\**
- 12) Thomas, Manoj (2013), "Commentary on Behavioral Price Research: The Role of Subjective Experiences in Price Cognition," *Academy of Marketing Science Review\**
- 11) Ülkümen, Gülden and Manoj Thomas (2013), "Personal Relevance and Mental Simulation Amplify Duration Framing Effect," *Journal of Marketing Research*
- 12) Thomas, Manoj and Claire I. Tsai (2012) "Distancing from Subjective Experience: How Psychological Distance Reduces Feeling of Difficulty," *Journal of Consumer Research*
- 13) 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.*
- 14) Tsai, Claire I. and Manoj Thomas (2011), "When Do Feelings of Fluency Matter? How Abstract and Concrete Thinking Influence Fluency Effects," *Psychological Science*
- 15) 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.
- 16) 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*
- 17) Ülkümen, Gülden, Manoj Thomas and Vicki G. Morwitz (2008), "Budgeting Bias: The Effect of Temporal Frames on Budget Estimates," *Journal of Consumer Research*
- 18) Thomas, Manoj and Geeta Menon (2007), "When Internal Reference Prices and Price Expectations Diverge: The Role of Confidence," *Journal of Marketing Research*

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

### **Book Chapters**

- 20) 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\*
- 21) 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*.

### **WORKING PAPERS/UNDER REVIEW**

- 22) Thomas, Manoj, Yu Ma, and Dinesh Gauri, "Does SNAP Increase Unhealthy Consumption: A Multi-Method Study," being revised for *Journal of Marketing Research*.
- 23) Lee, Leonard and Manoj Thomas, "Music and Preference: How Background Music Changes Preferences" being revised for *Journal of Consumer Research*.
- 24) Monnier, Arnaud and Manoj Thomas, "Visual Grounding of Quantity," being revised for *Journal of Consumer Research*.
- 25) Goenka, Shreyans and Manoj Thomas "How Moral Values Influence SNAP Participation," under review.
- 26) Anand, Piyush, Manoj Thomas, Kishore G., and Yue Meng, "Linguistic Analysis of Psychological Distance: Reading Between the Lines for Unexpressed Detachment," manuscript under preparation.
- 27) Goenka, Shreyans and Manoj Thomas, "Substituting Sensory Pleasure with Social Pleasure," manuscript under preparation.
- 28) Sirwani, Deepak, Shreyans Goenka, and Manoj Thomas, "How Moral Values Can Reduce Retirement Saving," manuscript under preparation.
- 29) Kang, Jeffrey, Manoj Thomas and Dinesh Gauri, "Why Do Shoppers Buy Extended Warranty Products: The Role of Heuristic Risk Evaluation," manuscript under preparation.

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

### **REFEREED CONFERENCE PROCEEDINGS & OTHER PUBLICATIONS**

- 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, Vlaslas 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)

- “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 Camp Barcelona, 2019\*
- “The Morality of Conspicuous Consumption” HEC Paris, 2019\*
- “Financial Decision Making,” 10th 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,” BCRST Rochester University 2016
- “Construal Mindset & Memory-Based Judgments,” National University of 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,” Special session organized by Kent Monroe at 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.
- “The Role of Metacognitive Experiences in Consumers’ Responses to Prices,” Cornell University, 2005\*
- “The Role of Metacognitive Experiences in Consumers’ Responses to Prices,” Dartmouth College, 2005\*
- “The Role of Metacognitive Experiences in Consumers’ Responses to Prices,” University of Chicago, 2005\*
- “The Role of Metacognitive Experiences in Consumers’ Responses to Prices,” University of Delaware, 2005\*
- “The Role of Metacognitive Experiences in Consumers’ Responses to Prices,” University of Georgetown, 2005\*

- “The Role of Metacognitive Experiences in Consumers’ Responses to Prices,” University of Illinois at Urbana-Champaign, 2005\*
- “The Role of Metacognitive Experiences in Consumers’ Responses to Prices,” University of South Carolina, 2005\*
- “The Role of Metacognitive Experiences in 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:	Strategic Brand Management (Marketing Immersion) Product Marketing Insights Marketing Core Customer Insights for Marketing Strategy
PhD:	Consumer Psychology Seminar (Cornell) Guest lecture sessions (NYU, Tilburg)
Customized Executive Education:	Osram Sylvania (Co-director) SP Jain Marketing Immersion (Co-director) Bennett Immersion (Co-director) Welch Allyn Kuwaiti Promising Leaders Program S C Johnson/BEESYS Mashreq Bank (UAE)
- Stern School of Business, NYU
 

Undergraduates:	Marketing Core
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## **INDUSTRY EXPERIENCE**

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

## **PROFESSIONAL SERVICE - EXTERNAL**

- Co-chair, Society for Consumer Psychology Conference 2022 (agreed)
- Co-chair, Society for Consumer Psychology Doctoral Consortium 2016
- Participant, Society for Consumer Psychology Doctoral Consortium 2015, 2017
- 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 onwards)
- Director of Business Simulation Laboratory (2011-2019)
- Committee Work:
  - EMBA program committee 2015, 2016, 2020
  - Faculty Policy Committee (member 2012-2013, 2016-2017, 2018-2019)
  - Weill-Johnson Review Committee 2015
  - JGSM Branding Committee 2015
  - Non-Tenure Recruiting Committee 2015
  - Curriculum Review Committee 2011-2013
  - Marketing Recruiting Committee (member 2007, 2009; chair 2013)
- Workshop Coordinator (2009-2012)
- Inaugural Behavioral Marketing Journal club coordinator (2006 – 2010)

## **PHD ADVISING**

- Jeffrey Kang (Chair)
- Deepak Sirwani (Chair)
- Arnaud Monnier (Chair)
- Professor Shreyans Goenka, Virginia Tech (Chair)
- Professor Joowon Park, Utah University (Chair)
- Professor Tatiana Sokolova, Tilburg (Committee Member)
- Professor Anne-Sophie Chaxel, HEC Paris (Committee Member)