

MANOJ THOMAS

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OVERVIEW

I study consumer behavior. Much of my early research focused on numerical cognition and the psychology of consumers' price evaluations. My ongoing research examines how moral judgments and ideology influence consumer behavior.

ACADEMIC ROLES

- Professor of Marketing, 2020 onwards
- Nakashimoto Professor, 2019 onwards
- OSIM Visiting Professor, National University of Singapore, February 2024
- Visiting Professor, INSEAD France, Fall 2019
- Breazzano Family Term Professorship of Management, 2017–2019
- S.C. Johnson Professor of Marketing, 2013–2016
- 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 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 in marketing - Product Manager, Area Sales Manager, and Regional Sales Manager – with consumer products companies Marico, ICI Paints (ICI plc.) and International Bestfoods (Unilever plc.). Hands-on experience in product management, channel, and promotions management, 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) Goenka, Shreyans and Manoj Thomas (forthcoming), "Moral Foundations Theory and Consumer Behavior," *Journal of Consumer Psychology*.
- 3) Thomas, Manoj, Yu Ma, and Dinesh Gauri (2024), "Food Craving Increases Unhealthy Consumption: A Study of SNAP Households," *Journal of Marketing Research*.
- 4) Thomas Manoj (2023), "Heuristic Price Theory: A Model of Pluralistic Price Evaluations," *Consumer Psychology Review*.
- 5) Goenka, Shreyans and Manoj Thomas (2022), "When is Sensory Consumption Immoral?" *Journal of Personality and Social Psychology*.
- 6) Monnier, Arnaud and Manoj Thomas (2022), "Experiential and Analytical Price Evaluations: How Experiential Product Descriptions Affect Market Prices," *Journal of Consumer Research*.

- 7) Goenka, Shreyans and Manoj Thomas (2022), "How Moral Values Influence SNAP Participation," *Journal of Association of Consumer Research*.
- 8) Kyung, Ellie, Manoj Thomas and Aradhna Krishna (2021), "How Political Identity Affects Risk Perceptions," *Journal of Association of Consumer Research*.
- 9) Sokolova, Tatiana, Satheesh Seenivasan, and Manoj Thomas (2020), "The Left-Digit Bias: When Are Consumers Penny Wise and Pound Foolish," *Journal of Marketing Research*.
- 10) 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*
- 11) Goenka, Shreyans and Manoj Thomas (2020), "The Malleable Morality of Conspicuous Consumption," *Journal of Personality and Social Psychology*
- 12) Santana, Shelle, Manoj Thomas, and Vicki G. Morwitz (2019). "The Role of Numbers in the Customer Journey." *Journal of Retailing**
- 13) 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*
- 14) Thomas, Manoj and Ellie Kyung (2018), "Slider Scales or Text Box: Does Response Format Matter?" *Journal of Consumer Research*
- 15) 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*
- 16) 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**
- 17) Kyung, Ellie and Manoj Thomas (2016), "When Remembering Disrupts Knowing: Blocking Implicit Price Memory," *Journal of Marketing Research*
- 18) 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*
- 19) Thomas, Manoj (2013), "Commentary on Behavioral Price Research: The Role of Subjective Experiences in Price Cognition," *Academy of Marketing Science Review**
- 20) Ülkümen, Gülden and Manoj Thomas (2013), "Personal Relevance and Mental Simulation Amplify Duration Framing Effect," *Journal of Marketing Research*
- 21) Thomas, Manoj and Claire I. Tsai (2012) "Distancing from Subjective Experience: How Psychological Distance Reduces Feeling of Difficulty," *Journal of Consumer Research*
- 22) 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.
- 23) Tsai, Claire I. and Manoj Thomas (2011), “When Do Feelings of Fluency Matter? How Abstract and Concrete Thinking Influence Fluency Effects,” *Psychological Science*
 - 24) 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.
 - 25) 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*
 - 26) Ülkümen, Gülden, Manoj Thomas and Vicki G. Morwitz (2008), “Budgeting Bias: The Effect of Temporal Frames on Budget Estimates,” *Journal of Consumer Research*
 - 27) Thomas, Manoj and Geeta Menon (2007), "When Internal Reference Prices and Price Expectations Diverge: The Role of Confidence," *Journal of Marketing Research*
 - 28) 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 & Other Invited Publications

- 29) 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.*
- 30) 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**
- 31) 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*
- 32) 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 **

- 33) Kyung, Ellie, Manoj Thomas and Aradhna Krishna, “Coherent and Incoherent Scales: How Scale Orientation Biases Responses,” being revised for *Journal of Consumer Research*.
- 34) Sirwani, Deepak, Srishti Kumar, and Manoj Thomas, “Fooled by Stars: Perceptual Biases in Judgments of Numeric Ratings,” being revised for *Journal of Marketing Research*.
- 35) Pan, Archer and Manoj Thomas. “Political Ideology Predicts Price Negotiations,” under review at *Journal of Consumer Research*.

- 36) Sirwani, Deepak, and Manoj Thomas, "The Store-Product Match Effect," manuscript being written.
- 37) Goenka, Shreyans, Manoj Thomas, et al. "Price-Induced Attentional Bias: How Delaying Price Information Can Boost Sales for Financially Constrained Consumers," manuscript being written.

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

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 Soek 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)

- “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 Camp 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,” BBCRST 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,” BBCRST, 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
 - MSBA: Consumer Behavior
 - PhD: Consumer Psychology Seminar (Cornell, NUS Singapore)
Guest lecture sessions (NYU, Tilburg)

- Stern School of Business, NYU: Marketing Core

- Executive Training/Consulting: Osram Sylvania
Welch Allyn
S C Johnson/BEE SYS
Phillips Van Heusen (Executive coaching)
eCornell Rethinking Brands & Retail
Kuwaiti Promising Leaders Program
Mashreq Bank (UAE)
SP Jain Marketing Immersion (Co-director)
Bennett Immersion (Co-director)

- eCornell: Six online courses leading to a certificate in [Consumer Behavior](#)

PROFESSIONAL SERVICE - EXTERNAL

- 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 onwards)
- Director of Business Simulation Laboratory (2011-2019)
- Committee Work:
 - EMBA program committee
 - 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 (placement where applicable and PhD committee role)

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