*(Revised: January 2025)*

MANOJ THOMAS

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**Overview**

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

**Academic Roles**

* Sabanci Professor of Management & Marketing, 2024 onwards
* Professor of Marketing, 2020 onwards
* Nakashimato Professor, 2019 onwards
* 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 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 products 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*

1. Shreyans Goenka, Sankar Sen, and Manoj Thomas (2025), “Moral Motives in Consumption,” *Journal of the Association for Consumer Research.\**
2. Goenka, Shreyans and Manoj Thomas (2024), “Moral Foundations Theory and Consumer Behavior,” *Journal of Consumer Psychology*.\*

1. Thomas, Manoj, Yu Ma, and Dinesh Gauri (2024), “Food Craving Increases Unhealthy Consumption: A Study of SNAP Households,” *Journal of Marketing Research*.
2. Thomas Manoj (2023), “Heuristic Price Theory: A Model of Pluralistic Price Evaluations,” *Consumer Psychology Review*.
3. Goenka, Shreyans and Manoj Thomas (2022), “When is Sensory Consumption Immoral?” *Journal of Personality and Social Psychology*.
4. Monnier, Arnaud and Manoj Thomas (2022), “Experiential and Analytical Price Evaluations: How Experiential Product Descriptions Affect Market Prices,” *Journal of Consumer Research*.
5. Goenka, Shreyans and Manoj Thomas (2022), “How Moral Values Influence SNAP Participation,” *Journal of Association of Consumer Research*.
6. Kyung, Ellie, Manoj Thomas and Aradhna Krishna (2021), "How Political Identity Affects Risk Perceptions," *Journal of Association of Consumer Research*.
7. Sokolova, Tatiana, Satheesh Seenivasan, and Manoj Thomas (2020), “The Left-Digit Bias: When Are Consumers Penny Wise and Pound Foolish,” *Journal of Marketing Research*.
8. 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*
9. Goenka, Shreyans and Manoj Thomas (2020), “The Malleable Morality of Conspicuous Consumption,” *Journal of Personality and Social Psychology*
10. Santana, Shelle, Manoj Thomas, and Vicki G. Morwitz (2019). "The Role of Numbers in the Customer Journey." *Journal of Retailing\**
11. 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*
12. Thomas, Manoj and Ellie Kyung (2018), “Slider Scales or Text Box: Does Response Format Matter?” *Journal of Consumer Research*
13. 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*
14. 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\**
15. Kyung, Ellie and Manoj Thomas (2016), “When Remembering Disrupts Knowing: Blocking Implicit Price Memory,” *Journal of Marketing Research*
16. 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*
17. Thomas, Manoj (2013), "Commentary on Behavioral Price Research: The Role of Subjective Experiences in Price Cognition," *Academy of Marketing Science Review\**
18. Ülkümen, Gülden and Manoj Thomas (2013), “Personal Relevance and Mental Simulation Amplify Duration Framing Effect,” *Journal of Marketing Research*
19. Thomas, Manoj and Claire I. Tsai (2012) “Distancing from Subjective Experience: How Psychological Distance Reduces Feeling of Difficulty,” *Journal of Consumer Research*
20. 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*.

1. Tsai, Claire I. and Manoj Thomas (2011), “When Do Feelings of Fluency Matter? How Abstract and Concrete Thinking Influence Fluency Effects,” *Psychological Science*
2. 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.

1. 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*
2. Ülkümen, Gülden, Manoj Thomas and Vicki G. Morwitz (2008), “Budgeting Bias: The Effect of Temporal Frames on Budget Estimates,” *Journal of Consumer Research*
3. Thomas, Manoj and Geeta Menon (2007), "When Internal Reference Prices and Price Expectations Diverge: The Role of Confidence," *Journal of Marketing Research*
4. 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 \*\*

1. Sirwani, Deepak, Srishti Kumar, and Manoj Thomas, “Overestimating Stars, Underestimating Numbers: The Hidden Impact of Rating Formats,” conditionally accepted at *Journal of Marketing Research*.
2. Kyung, Ellie, Manoj Thomas and Aradhna Krishna, “Coherent and Incoherent Scales: How Scale Orientation Biases Responses,” revision invited at *Journal of Consumer Research*.
3. Pan, Archer and Manoj Thomas. “Political Ideology Predicts Price Negotiations,” revision invited at *Personality and Social Psychology Bulletin*.
4. Pan, Archer and Manoj Thomas. “How Collectivism Influences the Adoption of AI Products,” 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.

### *Book Chapters & Other Invited Publications*

1. Thomas, Manoj, Vicki Morwitz, and Manoj Thomas (2025). “Numerical Cognition and Behavioral Pricing: The AC-ME Framework,” book chapter submitted to editors of *Handbook of Research in Pricing, 2nd Edition*.
2. 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.\*
3. Thomas, Manoj, Helen Chun, Sachin Gupta, Jura Liaukonyte, Suzanne Shu & Kaitlin Woolley (2022), “Authentically Cornell: The Evolution of Marketing at Cornell,” *Customer Needs and Solution*s\*
4. 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\*
5. 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)

* “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 Loiuse, 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/BEESYS

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](https://ecornell.cornell.edu/certificates/marketing/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 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 (Wayne State University, 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)