

GEETA MENON

Professor of Marketing and Harold MacDowell Faculty Research Fellow
Chair, Marketing Department
Leonard N. Stern School of Business, New York University
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EDUCATION

- Ph.D. in Business Administration (minor, Social Psychology), University of Illinois at Urbana-Champaign, 1991.
- M.A. in Economics, Madras Christian College, Madras University, India, 1983.
- B.A. in Economics, Stella Maris College, Madras University, India, 1981.

PROFESSIONAL EXPERIENCE

- Leonard N. Stern School of Business, New York University:
 - Chair, Marketing Department, 2004-present.
 - Professor of Marketing, 2004-present.
 - Acting Chair, Marketing Department, Spring 2004.
 - Associate Professor of Marketing, 1998-2004.
 - Assistant Professor of Marketing, 1990-98.
- Visiting Scholar, Marketing Department, Graduate School of Business, Stanford University, Fall 2000.
- Visiting Scholar, Indian Institute of Management, Bangalore, India, Spring and Summer, 2000.
- Instructor, Department of Business Administration, University of Illinois at Urbana-Champaign, 1988-90.
- Indian Market Research Bureau:
 - Senior Research Executive, IMRB-Delhi, 1985-86.
 - Research Executive, IMRB-Bombay, 1983-85.

HONORS AND AWARDS

- Associate Editor, *Journal of Consumer Research*, February 2007-present.
- Treasurer (elected) and member, Board of Directors, Association for Consumer Research, 2006.
- Harold MacDowell Faculty Research Fellow, Leonard N. Stern School of Business, New York University, 2001-04; 2004-07.
- Doctoral Consortium Faculty, ACR 2002, AMA 2003, ACR 2004, AMA 2005, ACR 2006, AMA 2007.
- Co-chair, Association for Consumer Research annual conference, 2004, Portland, Oregon.
- Leonard N. Stern School Competitive Summer Research Grants, New York University, 1997, 2000, 2001.
- Citibank Award for Excellence in Teaching, Leonard N. Stern School of Business, New York University, 1995.
- Finalist - Robert Ferber Award (for *JCR* article based on dissertation), 1994.
- Honorable Mention - AMA Doctoral Dissertation Competition, 1991.
- Included in the "List of Teachers Ranked as Excellent by Students," University of Illinois, 1990.
- Albert Haring Symposium representative, University of Illinois, 1989.
- Walter A. Stellner Fellowship in Marketing, University of Illinois, 1988-90.
- College First Rank in Economics, Madras Christian College, 1983.
- Merit Scholar, University of Madras, 1981-83.
- University 8th Rank in Economics, University of Madras, 1981.
- Annual College Proficiency Awards in Economics, 1979, 1981-83.

RESEARCH

A. RESEARCH INTERESTS

- Consumer memory and information processing
- Questionnaire construction and survey design
- Judgments of risk and perceptions of control
- Advertising of health-related information

B. REFEREED JOURNAL PUBLICATIONS

Thomas, Manoj and Geeta Menon (2007), “When Internal Reference Prices and Price Expectations Diverge: The Role of Confidence,” *Journal of Marketing Research*, 44 (August), 401-409.

Agrawal, Nidhi, Geeta Menon and Jennifer Aaker (2007), “Getting Emotional about Health,” *Journal of Marketing Research*, 44 (February), 100-113.

Ramanathan, Suresh and Geeta Menon (2006), “Time-Varying Effects of Chronic Hedonic Goals on Impulsive Behavior,” *Journal of Marketing Research*, 43 (November), 628-641.

Raghubir, Priya and Geeta Menon (2005), “Depressed or Just Blue? The Persuasive Effects of a Self-Diagnosis Inventory,” *Journal of Applied Social Psychology*, 35 (12), 2535-2559.

Raghubir, Priya and Geeta Menon (2005), “When and Why is Ease of Retrieval Informative?” *Memory & Cognition*, 33 (July) 5, 821-832.

Chandran, Sucharita and Geeta Menon (2004), “When a Day Means More Than a Year: Effects of Temporal Framing on Judgments of Health Risk,” *Journal of Consumer Research*, 31 (September), 375-389.

Yorkston, Eric A. and Geeta Menon (2004), “A Sound Idea: Phonetic Effects of Brand Names on Consumer Judgments,” *Journal of Consumer Research*, 31 (June), 43-51.

Menon, Geeta and Priya Raghubir (2003), “Ease-of-Retrieval as an Automatic Input in Judgments: A Mere-Accessibility Framework?” *Journal of Consumer Research*, 30 (September), 230-243.

Fitzsimons, Gavan, Wesley J. Hutchinson, Patti Williams, Joseph W. Alba, Tanya L. Chartrand, Joel Huber, Frank R. Kardes, Geeta Menon, Priya Raghubir, J. Edward Russo, Baba Shiv, Nader T. Tavasoli (2002), “Non-Conscious Influences on Consumer Choice,” *Marketing Letters*, 13 (August), 269-279.

Menon, Geeta, Lauren Block and Suresh Ramanathan (2002), “We’re at as Much Risk as We’re Led to Believe: Effects of Message Cues On Judgments of Health Risk,” *Journal of Consumer Research*, 28 (March), 533-549.

Raghubir, Priya and Geeta Menon (2001), “Framing Effects in Risk Perceptions of AIDS,” *Marketing Letters*, 12 (May), 145-156.

Raghubir, Priya and Geeta Menon (1998), “AIDS and Me, Never the Twain Shall Meet: The Effects of Information Accessibility on Judgments of Risk and Advertising Effectiveness,” *Journal of Consumer Research*, 25 (June), 52-63.

Menon, Geeta and Gita Venkataramani Johar (1997), “Antecedents of Positivity Effects in Social versus Nonsocial Judgments,” *Journal of Consumer Psychology*, 6 (4), 313-337.

Menon, Geeta, Priya Raghubir and Norbert Schwarz (1997), “How Much Will I Spend? Factors Affecting Consumers' Estimates of Future Expenses,” *Journal of Consumer Psychology*, 6 (2), 141-164.

- Menon, Geeta (1997), “Are the Parts Better than the Whole? The Effects of Decompositional Questions on Judgments of Frequent Behaviors,” *Journal of Marketing Research*, 32 (August), 335-346.
- Raghubir, Priya and Geeta Menon (1996), “Asking Sensitive Questions: The Effects of Type of Referent and Frequency Wording in Counterbiasing Method,” *Psychology and Marketing*, 13 (October), 1-20.
- Menon, Geeta, Priya Raghubir and Norbert Schwarz (1995), “Behavioral Frequency Judgments: An Accessibility-Diagnosticity Framework,” *Journal of Consumer Research*, 22 (September), 212-228.
- Menon, Geeta, Barbara Bickart, Seymour Sudman and Johnny Blair (1995), “How Well Do You Know Your Partner? Strategies for Formulating Proxy-Reports and Their Effects on Convergence to Self-Reports,” *Journal of Marketing Research*, 22 (February), 75-84.
- Bickart, Barbara, Geeta Menon, Norbert Schwarz and Johnny Blair (1994), “The Use of Anchoring Strategies in the Construction of Proxy Reports of Attitudes,” *International Journal of Public Opinion Research*, 6 (4), 375-379.
- Menon, Geeta (1993), “The Effects of Accessibility of Information in Memory on Judgments of Behavioral Frequencies,” *Journal of Consumer Research*, 20 (December), 431-440.

B. EDITED BOOK

- Menon, Geeta and Akshay Rao (2005), *Advances in Consumer Research*, Volume XXXII, Duluth, MN: Association for Consumer Research.

C. BOOK REVIEW

- Menon, Geeta (2006), “Asking Questions,” by Norman Bradburn, Seymour Sudman and Brian Wansink, 2004, John Wiley and Sons, Inc., CA: San Francisco, *Journal of Marketing Research*, 43 (November), 703-704.

D. INVITED BOOK CHAPTERS

- Menon, Geeta, Priya Raghubir and Nidhi Agrawal (2007), “Health Risk Perceptions and Consumer Psychology,” in *The Handbook of Consumer Psychology*, Curtis Haugtvedt, Paul Herr and Frank Kardes, eds., Lawrence Erlbaum and Associates, 981-1010.
- Menon, Geeta (2004), “Accessibility, Diagnosticity and the Lynch Vision,” in *16th Paul D. Converse Symposium*, Abbie Griffin, ed., American Marketing Association, 134-141.
- Menon, Geeta and Eric A. Yorkston (2000), “The Use of Memory and Contextual Cues in the Formation of Behavioral Frequency Judgments,” in *The Science of Self-Reports: Implications for Research and Practice*, Arthur Stone et al., eds., Lawrence Erlbaum Associates, Inc., 63-79.
- Menon, Geeta (1994), “Judgments of Behavioral Frequencies: Memory Search and Retrieval Strategies,” in *Autobiographical Memory and the Validity of Retrospective Reports*, Norbert Schwarz and Seymour Sudman, eds., Springer-Verlag, 161-172.
- Sudman, Seymour, Barbara A. Bickart, Johnny Blair and Geeta Menon (1994), “The Effect of Level of Participation on Reports of Behavior and Attitudes by Proxy Reporters,” in *Autobiographical Memory and the Validity of Retrospective Reports*, Norbert Schwarz and Seymour Sudman, eds., Springer-Verlag, 251-265.

Blair, Johnny, Geeta Menon and Barbara A. Bickart (1991), "Measurement Effects in Self versus Proxy Responses to Survey Questions: An Information Processing Perspective," in *Measurement Errors in Surveys*, Paul B. Beimer, Robert M. Groves, Lars E. Lyberg, Nancy A. Mathiowetz, Seymour Sudman and Gosta Forsman, eds., John Wiley Press, 145-166.

E. CONFERENCE PROCEEDINGS

Ramanathan, Suresh and Geeta Menon (2002), "Revise and Resubmit: Biases in Perception of Health Risk," *Advances in Consumer Research*, Vol. XXIX, 182.

Sen, Sankar and Geeta Menon (1998), "The Impressionable Self: Micro and Macro Social Influences on Consumer Judgments," *Advances in Consumer Research*, Vol. XXV, 10-11.

Menon, Geeta and Michaela Wanke (1998), "Accessibility Revisited: When and How it is Diagnostic for Consumer Judgments," *Advances in Consumer Research*, Vol. XXV, 264-265.

Johar, Gita V. and Geeta Menon (1996), "When You're Happy and You Know It...: Self-Referencing, Memory, and Affect," *Advances in Consumer Research*, Vol. XXIII, 80.

Menon, Geeta and Vicki G. Morwitz (1994), "Biases in Social Comparison: If You are One in a Million, There are 4,000 People Just Like You," *Advances in Consumer Research*, Vol. XXI, 379.

Menon, Geeta and Gita Johar (1993), "Yes, I Remember it Well...: The Role of Autobiographical Memory in Consumer Information Processing," *Advances in Consumer Research*, Vol. XX, 108.

Bickart, Barbara A., Geeta Menon, Seymour Sudman and Johnny Blair (1992), "Context Effects in Proxy Judgments," *Advances in Consumer Research*, Vol. XIX, 64-71.

Bickart, Barbara A., Geeta Menon, Seymour Sudman and Johnny Blair (1991), "An Experimental Study of the Effects of Level of Participation on Proxy Reports of Vacation Planning," in *The Proceedings of the American Statistical Association: Section on Survey Research Methods*, 397-401.

Bickart, Barbara A., Johnny Blair, Geeta Menon and Seymour Sudman (1990), "Cognitive Aspects of Proxy Reporting of Behavior," *Advances in Consumer Research*, Vol. XVII, 198-206.

Seymour Sudman, Geeta Menon, Johnny Blair and Bickart, Barbara A., (1990), "The Effect of Level of Participation on Proxy Reporting," in *The Proceedings of the American Statistical Association: Section on Survey Research Methods*, 81-84.

Menon, Geeta (1989) "Cognitive Biases in Key Informant Reports," *Marketing Positioning for the 1990's*, Robert L. King, ed., Charleston, SC: Southern Marketing Association, 452-455.

F. PAPERS UNDER REVIEW/WORKING PAPERS

Agrawal, Nidhi and Geeta Menon, "Harboring Hope and Avoiding Anxiety: The Role of Uncertain Emotions in Judgments of Health Risk and Message Processing."

Bülbül, Cenk and Geeta Menon, "When Does Affect Influence Inter-temporal Consumer Judgments?"

Ling, I-Ling, Priya Raghuram, and Geeta Menon, "Web Wizard or Internet Addict? How Consumers Interpret, Identify and Integrate Causal Symptoms to Assess Health Risk."

Menon, Geeta, Ellie Kyung and Nidhi Agrawal, "Biases in Social Comparisons: Optimism or Pessimism?"

Phillips, Joan, Barbara A. Bickart, and Geeta Menon, “Judgments about Others' Behavior: The Effects of Episodic Information versus Implicit Theories on Accuracy.”

Yang, Sha, Ellie Kyung and Geeta Menon, “The Social and Marketing Influences on and the Behavioral Consequences of Alcohol Consumption on U.S. College Campuses: An Empirical Investigation.”

G. SELECTED RESEARCH IN PROGRESS

“Automatic versus Conscious Components of Impulsive Behavior,” with Suresh Ramanathan.

“Emotional Uncertainty and Judgments of Behavioral Frequencies,” with Nidhi Agrawal.

“Emotional Uncertainty as a Cue in Consumer Judgments,” with Nidhi Agrawal.

“Numerical Ambiguity in Consumer Judgments: Vanity Sizing,” with Priya Raghurir.

“Numerical Ambiguity: Using Base-Rates to Assess Risk,” with Priya Raghurir.

“Perceptions of Time: Using Construal Level Theory to Explain Recency Judgments of Past Behavior,” with Priya Raghurir.

“Reconstructing History: How Construal of Events Past Influences Judgments of Recency and Culpability,” with Ellie Kyung and Yaacov Trope.

“Temporal Distance as a Provider of Information or of Goals?” with Nidhi Agrawal.

“Thinking Beyond Price: Estimating Usage under Flat Rate Pricing Schedules,” with Tom Meyvis.

H. INVITED PRESENTATIONS

- S.C. Johnson Graduate School of Management, Cornell University, Marketing Workshop (April 6, 2007)
- The Wharton School, University of Pennsylvania, Marketing Department PhD Seminar Series (November 6, 2006)
- University of British Columbia, Vancouver, Canada, Distinguished Speaker Series (February 24, 2006)
- INSEAD, Singapore, Marketing Speaker Series (August 25, 2005)
- Warrington School of Business, University of Florida, Marketing Camp (March 10-11, 2005)
- *Converse Symposium*, University of Illinois, discussant for John Lynch, winner of the Converse Award (April 30-May 2, 2004)
- Graduate School of Business, University of Chicago, Marketing Speaker Series (January 19, 2004)
- Fuqua School of Business, Duke University, Marketing Speaker Series (November 11, 2003)
- Leonard N. Stern School of Business, NYU, Marketing Research Camp (May 30-31, 2003)
- Zicklin School of Business, Baruch College, Marketing Speaker Series (April 3, 2003)
- Boston University, School of Management, Marketing Speaker Series (March 21, 2003)
- School of Management, Yale University, Speaker Series (Nov 30, 2001)
- The Wharton School, University of Pennsylvania, Marketing Speaker Series (April 5, 2001)
- University of Southern California, Marketing Camp (Jan 20, 2001)
- *Choice Conference*, Asilomar, CA, panel member (June 1-5, 2001)
- *Seymour Sudman Symposium*, University of Illinois at Urbana-Champaign (May 4-6, 2001)
- Stanford University, Behavioral Lab Speaker Series (Dec 14, 2000)
- Haas School of Business, University of California, Berkeley, Marketing Speaker Series (Nov 13, 2000)
- Indian Institute of Management, Bangalore, India (Jan. 24, 2000)

- *Advertising, Consumer Psychology and Health Conference, Society of Consumer Psychology*, Columbus, OH (May 8-10, 1997)
- *The Science of Self-Report Conference*, National Institutes of Health, Washington D.C (1996)
- Columbia University, Doctoral Seminar Series (1995)
- University of Michigan, Institute for Social Research and Department of Psychology Speaker Series (1994)
- Advertising Research Foundation, 9th Annual Research Workshop, "Tradeoffs in Research Quality" (1991)

I. CONFERENCE PRESENTATIONS

(Organized by conference in reverse chronological order)

- *Association for Consumer Research*, Memphis, TN (2007)
 - ⇒ "Harboring Hope and Avoiding Anxiety," with Nidhi Agrawal
 - ⇒ "Reconstructing History," with Ellie Kyung and Yaacov Trope
- *Society for Consumer Psychology*, Las Vegas, NV (2007)
 - ⇒ Discussant for session on "Fluency Effects"
- *Association for Consumer Research*, Orlando, FL (2006)
 - ⇒ "Getting Emotional About Health," with Nidhi Agrawal and Jennifer Aaker
- *Association for Consumer Research*, San Antonio, TX (2005)
 - ⇒ "Moment-to-Moment Pursuit of Hedonic Goals," with Suresh Ramanathan
- *Association for Consumer Research*, Portland, OR (2004)
 - ⇒ "Augmenting versus Discounting Affective Value Over Time," with Cenk Bulbul
 - ⇒ "Memory-Based Comparison Standards for Prices," with Manoj Thomas
- *Association for Consumer Research*, Toronto, Canada (2003)
 - ⇒ "Judging Health Risk Through Emotions," with Nidhi Agrawal
 - ⇒ "Hedonic Goals in Impulsive Behaviors," with Suresh Ramanathan
 - ⇒ "Automatic versus Conscious Components of Impulsive Behavior," with Suresh Ramanathan
- *Society for Consumer Psychology*, New Orleans, LO (2003)
 - ⇒ "Depressed or Just Blue?" with Priya Raghurir
 - ⇒ "When a Day Means More than a Year: Effects of Temporal Frames on Perceptions of Health Risk," with Sucharita Chandran
- *Behavioral and Decision Research in Management*, Chicago, IL (2002)
 - ⇒ "When a Day Means More than a Year: Effects of Temporal Frames on Perceptions of Health Risk," with Sucharita Chandran
- *Association for Consumer Research*, Atlanta, GA (2002)
 - ⇒ "Should it be About Them or Me? Effects of Ad Focus on Judgments of Health Risk," with Nidhi Agrawal and Jennifer Aaker
 - ⇒ "When a Day Means More than a Year: Effects of Temporal Frames on Perceptions of Health Risk," with Sucharita Chandran
 - ⇒ "Depressed or Just Blue?" with Priya Raghurir
- *European Congress of Psychology*, London (2001)
 - ⇒ "Depressed or Just Blue?" with Priya Raghurir
 - ⇒ "Anchoring Processes in Frequency Estimation," with Lance-Michael Erickson and Eric Yorkston
- *Association for Consumer Research*, Berlin, Germany (2001)
- *Association for Consumer Research*, Austin, TX (2001)
- *Society for Consumer Psychology*, Scottsdale, AZ (2001)
- *INFORMS*, Philadelphia, PN (1999)
 - ⇒ "Judgments of Health Risk," with Lauren Block and Suresh Ramanathan
- *Association for Consumer Research*, Salt Lake City, Utah (2000)
 - ⇒ "Automaticity and Consumer Decisions," panel member
- *Association for Consumer Research*, Columbus, OH (1999)

- ⇒ “A Sound Idea: Phonetic Effects of Brand Names on Consumer Judgments,” with Eric A. Yorkston
- ⇒ “When it Taxes the Mind: The Moderating Effects of Cognitive Capacity on Judgments of Behavioral Frequencies,” with Gavan Fitzsimmons
- *Association for Consumer Research*, Paris, France (1999)
- *American Marketing Association*, Chicago, IL (1999)
 - ⇒ “When it Taxes the Mind: The Moderating Effects of Cognitive Capacity on Judgments of Behavioral Frequencies,” with Gavan Fitzsimmons
- *Marketing Science Conference*, Paris, France (1998)
 - ⇒ “The Advertising Value of Coupons: Diagnosticity of Contextual Information in Consumers’ Evaluations of Brands,” with Kapil Bawa
- *Society for Consumer Psychology* 1998, Austin, TX (1997)
 - ⇒ “When Automatic Accessibility Meets Conscious Content: Implications for Consumer Judgments,” with Priya Raghbir
- *Association for Consumer Research*, Denver, CO (1997)
 - ⇒ “I Like You, Do You Like Me? Persuasive Power of Personals,” with Sankar Sen
 - ⇒ “When Automatic Accessibility Meets Conscious Content: Implications for Consumer Judgments,” with Priya Raghbir
- *European Association for Consumer Research*, Stockholm, Sweden (1997)
- *Marketing Science Conference*, University of California, Berkeley, CA (1997)
 - ⇒ “Are the Parts Better than the Whole? The Effects of Decompositional Questions on Judgments of Frequent Behaviors”
- *Society for Consumer Psychology Conference*, St. Petersburg, FL (1997)
 - ⇒ “The Effects of Level of Discussion and Question Wording on Proxy Response Processes and Reporting Accuracy,” with Barbara A. Bickart, Seymour Sudman and Johnny Blair
- *Association for Consumer Research*, Tucson, AZ (1996)
 - ⇒ “AIDS and Me, Never the Twain Shall Meet: Factors Affecting Judgments of Risk,” with Priya Raghbir
- *Marketing Science Conference*, Gainesville, FL (1996)
- *American Association for Public Opinion Research*, Chicago, IL (1993)
 - ⇒ “The Effects of Dispersion on Survey Responses and Data Analysis,” with Eric Greenleaf and Barbara Bickart
- *Association for Consumer Research*, Minneapolis, MN (1995)
 - ⇒ “Valence of Personal vs. Product Experiences: What Do You Remember When You Are Feeling Blue?” with Gita Venkataramini Johar
 - ⇒ “How Much Will I Spend? Factors Affecting Consumer Expenditure Estimates,” with Priya Raghbir
- *Marketing Science Conference*, Sydney, Australia (1995)
 - ⇒ “When the Accessibility of Information is Itself Diagnostic...” with Priya Raghbir
 - ⇒ “A Framework for Assessing the Accuracy of Recall Data: The NBD is ‘No Big Deal’... NOT!,” with Barbara A. Bickart and Don Morrisson
- *Association for Consumer Research*, Asia-Pacific conference, Singapore (1994)
 - ⇒ “Purchase Intent: Predicting the Future or Reflecting the Past?” with Priya Raghbir
- *Marketing Science Conference*, Tucson, AZ (1994)
- *Association for Consumer Research*, Nashville, TN (1993)
- *American Association for Public Opinion Research*, St. Petersburg, FL (1992)
 - ⇒ “The Use of Response Alternatives vs. Rates-of-Occurrence in Behavioral Frequency Judgments: Sources of Information or Bias?” with Priya Raghbir and Norbert Schwarz
- *Association for Consumer Research*, Vancouver, British Columbia (1992)
 - ⇒ “Valence of Autobiographical Memory versus Reported Memory for Products and its Impact on Ad Processing,” with Gita Johar
- *American Association for Public Opinion Research* (1992)
- *American Statistical Association*, Atlanta, GA (1991)

- *Association for Consumer Research*, Chicago, IL (1991)
⇒ “Accuracy of Proxy Judgments,” with Barbara A. Bickart, Seymour Sudman and Johnny Blair
- *American Association for Public Opinion Research*, Phoenix, AZ (1991)
⇒ “Gender Effects in Proxy Reporting,” with Barbara A. Bickart, Norbert Schwarz, Seymour Sudman and Johnny Blair
- *International Conference on Measurement Errors in Surveys*, Tucson, AZ (1990)
⇒ “Measurement Effects in Self versus Proxy Responses to Survey Questions: An Information Processing Perspective,” with Johnny Blair and Barbara A. Bickart
- *Autobiographical Memory and the Validity of Self-Reports*, Allerton Park, IL (1990)
- *Albert Haring Symposium*, Bloomington, IN (1989)
⇒ “Judgments of Behavioral Frequencies: Memory Search and Retrieval Strategies”
- *American Statistical Association Meetings*, Anaheim, CA (1990)
- *American Association for Public Opinion Research*, Lancaster, PA (1990)
- *Association for Consumer Research*, New Orleans, LA (1989)
⇒ “Cognitive Aspects of Proxy Reporting of Behavior,” with Seymour Sudman, Johnny Blair and Barbara A. Bickart
- *American Association for Public Opinion Research*, St. Petersburg, FL (1989)
⇒ “Increasing Accuracy of Respondents' Estimates of Behavioral Frequency Reports,” with Seymour Sudman

TEACHING

A. TEACHING INTERESTS

- Marketing Core
- Marketing Research, Survey Methods and Questionnaire Design
- Consumer Behavior and Information Processing

B. RECENT COURSES TAUGHT AT STERN (Last 12 Years)

- *Doctoral* Behavioral Applications in Marketing (Required seminar for PhD students)
⇒ 1998-2002, 4 sections, average enrollment = 5
⇒ Weighted mean instructor evaluation = 6.8/7.0
- *Graduate* Marketing (MBA Core for full time students)
⇒ 2001-2007, 12 sections, average enrollment = 60.8
⇒ Weighted mean instructor evaluation = 6.2/7.0
Marketing Research (MBA elective)
⇒ 1994-2001, 5 sections, average enrollment = 38.3
⇒ Weighted mean instructor evaluation = 6.5/7.0
- *Undergraduate* Marketing Research (Undergraduate required elective)
⇒ 1996-1999, 6 sections, average enrollment = 42.5
⇒ Weighted mean instructor evaluation = 6.5/7.0
- *Executive Education* Marketing Concepts and Strategy (Core)
⇒ 2006 Spring, 1 section, enrollment = 24, no course evaluations
⇒ 2007 Spring, 1 section, enrollment = 25, mean instructor evaluation = 6.4/7.0
E-commerce: Research, Communication and Promotion in Cyberspace
⇒ 2000, 1 section, no course evaluations

C. OTHER COURSES TAUGHT

- Asking Questions About Past Behaviors: Design and Evaluation
 - ⇒ Two-day PhD workshop, The Joint Program in Survey Methodology, Universities of Maryland and Michigan (1999)
- Answering Autobiographical Questions
 - ⇒ Two-day PhD-level workshops co-taught with Robert F. Belli conducted at:
 - General Accounting Office (1997)
 - Joint Program in Survey Methodology, University of Maryland (1997)
- Obtaining Autobiographical Data in Survey Research
 - ⇒ One-week PhD workshop, Summer Institute for Social Research, University of Michigan, and the Joint Program in Survey Methodology, University of Maryland (1995)
- Introduction to Marketing
 - ⇒ Undergraduate core, Stern School of Business, New York University (1990-1994)
- Marketing Research
 - ⇒ Undergraduate elective, Department of Business Administration, University of Illinois at Urbana-Champaign (1988-1990)

PROFESSIONAL SERVICE

A. SERVICE TO THE PROFESSIONAL COMMUNITY:

- Associate Editor, *Journal of Consumer Research* (February 2007-present)
- Policy Board, *Journal of Consumer Research*
(Representing the American Association for Public Opinion Researchers - AAPOR)
 - ⇒ Member (2004-2007)
 - ⇒ Vice-President (elected for 2007, but resigned to serve as Associate Editor of *JCR*)
- Editorial Review Board membership:
 - ⇒ *Journal of Consumer Psychology* (2002-present)
 - ⇒ *Journal of Consumer Research* (2003-present)
 - ⇒ *Journal of Marketing Research* (2003-present)
 - ⇒ *Journal of Public Policy and Marketing* (1998-present)
- Ad hoc Reviewer:
 - ⇒ *Applied Cognitive Psychology*
 - ⇒ *Journal of Marketing*
 - ⇒ *Marketing Letters*
 - ⇒ *Psychological Science*
 - ⇒ *Public Opinion Quarterly*

- Service to the Association for Consumer Research:
 - ⇒ Treasurer and member, Board of Directors, 2006.
 - ⇒ Co-chair of annual conference (with Akshay Rao, University of Minnesota), 2004, Portland, OR.
 - ⇒ Program Committee, 1994, 1999, 2002, 2003, 2008.
 - ⇒ Special Session organizer:
 - ACR 2002, ACR 2001, ACR 1999, European ACR 1997, ACR 1997 (2 sessions), ACR 1995, Asia Pacific ACR 1994, ACR 1993, ACR 1992, ACR 1991.
- Invited Faculty Representative, Doctoral Consortium
 - ⇒ American Marketing Association, 2007, Arizona State University, AZ.
 - ⇒ Association for Consumer Research, 2006, Orlando, FL.
 - ⇒ American Marketing Association, 2005, University of Connecticut, CT.
 - ⇒ Association for Consumer Research, 2004, Portland, OR.
 - ⇒ American Marketing Association, 2003, University of Minnesota, Minneapolis, MN.
 - ⇒ Association for Consumer Research, 2002, Atlanta, GA.

B. SERVICE TO STERN AND NYU

- Chair, Marketing Department, July 2004-present.
- Stern School Strategic Planning Committee, 2006-07.
- Acting Chair, Marketing Department, January 1-June 30, 2004.
- MBA Curriculum Committee and Marketing Core Course Champion, 2003-04.
- Faculty, Undergraduate Honors Program, 2002-03, 2003-04, 2005-06.
 - ⇒ Undergraduate Honors Thesis Chair for Kathleen D. Clark, Stern School of Business, 2005-06.
- Faculty Advisory Committee to Dean Cooley, 2002-04.
- Stern Research Resources Committee, 2001-04.
- Chair, Women's Advisory Committee to Dean Daly, appointed by the Dean's office, 2001-02.
- Committee on the Status of Women, appointed by Dean Daly, 1999-2001.
- Conducted Stern Student Satisfaction Survey (with Vicki Morwitz) for Deputy Dean Ghosh, 1998-99.
- Undergraduate Program Committee, Stern School of Business; two separate terms: 1993-96 and 1996-99.
- Ad-hoc committee appointed by Dean Choi to review Undergraduate Honors Program, 1999.
- Stern MBA publicity video, 1997, and NYU publicity bulletin photo shoot, 2001.
- Solicited and obtained a project from Morgan Stanley for the MBA Global Consulting group: Winter 1997.
- Undergraduate Core Pilot Course Committee, Stern School of Business, 1993-94.
- Ad hoc Speaker, Sunday at the Square series, 1990-94.

C. SERVICE TO THE MARKETING DEPARTMENT AT STERN

- Doctoral students (in reverse chronological order):
 - ⇒ *Dissertation chair*:
 - Ellie Kyung (third year student)
 - Manoj Thomas (2006; co-chair, Vicki Morwitz)
 - Assistant Professor, S.C. Johnson Graduate School of Management, Cornell University, 2006
 - Nidhi Agrawal (2006; co-chair, Durairaj Maheswaran)
 - Donald P. Jacobs Scholar in Marketing and Assistant Professor, Kellogg School, Northwestern University, 2005
 - Winner, Harold MacDowell Award, Best Dissertation from Stern, 2006
 - Suresh Ramanathan (2002)
 - Assistant Professor, University of Chicago, 2002
 - Associate Professor, University of Chicago, 2006

- Winner, SCP-Sheth Dissertation Proposal Award, 2002
- Eric A. Yorkston (2000)
 - Assistant Professor, Texas Christian University, 2005
 - Initial placement: Assistant Professor, University of Southern California, 2000
 - Winner, Herbert Koos Award, Best Dissertation from Stern, 2000

⇒ *Dissertation committee member:*

- Cenk Bülbül (2007)
 - Gráinne Fitzsimons, Psychology Department (2004)
 - Nikki Lee (2004)
 - Sucharita Chandran (2003)
 - Lance-Michael Erickson (2003)
 - Daniel Forbes, Management Department (2000)
 - Rajagopal Raghunathan (2000)
 - Yogesh Sharma, Indian Institute of Management, Bangalore, India (2000)
 - Priya Raghbir (1995)
-
- Masters Thesis Chair for Jeff Green, Gallatin School, 2002-2005.
 - Coordinator, recruiting of senior behavioral faculty, 2003-04.
 - Doctoral Program Committee, 1997-2004.
 - Human Subjects Approval Committee, 2001-04.
 - Executive Committee, Marketing Department, 2001-04.
 - Subject pool coordinator, 1992-93, 1998-99, 2001-02, 2002-03.
 - American Marketing Association faculty recruitment, 1992-present; Faculty recruitment chair, 1999.
 - Piloted undergraduate Introduction to Marketing under the new curriculum, Spring 1994.

PROFESSIONAL AFFILIATIONS

- American Association for Public Opinion Research (AAPOR)
- American Marketing Association (AMA)
- Association for Consumer Research (ACR)
- Society for Consumer Psychology (SCP)

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