

# Anirban Mukhopadhyay

*Curriculum Vitae – August 2021*

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## Academic Positions

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| Sept 2020 – Aug 2023  | Associate Provost (Teaching & Learning),<br>Hong Kong University of Science and Technology                                      |
| Dec 2015 – Aug 2020   | Associate Dean (Undergraduate Studies),<br>School of Business and Management,<br>Hong Kong University of Science and Technology |
| July 2019 – present   | Lifestyle International Professor of Business,<br>Hong Kong University of Science and Technology                                |
| July 2019 – present   | Chair Professor of Marketing,<br>Hong Kong University of Science and Technology   |
| July 2015 – June 2019 | Professor of Marketing,<br>Hong Kong University of Science and Technology   |
| July 2009 – June 2015 | Associate Professor of Marketing,<br>Hong Kong University of Science and Technology   |
| July 2007 – June 2009 | Assistant Professor of Marketing,<br>University of Michigan at Ann Arbor  |
| July 2004 – June 2009 | Assistant Professor of Marketing,<br>Hong Kong University of Science and Technology   |
| Sept 1999 – June 2004 | Research and Teaching Assistant,<br>Columbia University   |

## Editorial Positions

- Editor-in-Chief, *Journal of Consumer Psychology*, Jan 2018 – Dec 2020.  
Co-Editor, *Journal of Consumer Psychology*, Jan 2016 – Dec 2017.  
Associate Editor, *Journal of Marketing Research*, July 2014 – June 2016.  
Area Editor, *Journal of Consumer Psychology*, June 2013 – Dec 2014.

## Education

- Ph.D., Marketing, Columbia University, June 2004  
Dissertation: *“Unintended Purchase Opportunities: Conflict, Choice, and Consequence”*  
Advisor: Gita Johar  
Committee: Andy Gershoff, Ran Kivetz, Don Lehmann, Eldar Shafir, Klaus Wertebroch  
M.Phil., Marketing, Columbia University, October 2001

MBA (Major in Marketing), Indian Institute of Management, Bangalore, March 1997  
B.Sc. (Hons.), Physics, St. Stephen's College, Delhi University, July 1995

## Research Interests

Consumer motivation and self-regulation  
Lay theories  
Emotions  
Behavioral experimentation in laboratory and field settings  
Multi-method inquiries  
Food psychology and marketing

## Peer-reviewed Publications

1. Oh, Grace G., Young E. Huh, and Anirban Mukhopadhyay (2022), "Inducing Consumers to Use Calorie Information: A Multinational Investigation," forthcoming at *Psychology and Health*.
2. Oh, Grace G., Young E. Huh, and Anirban Mukhopadhyay (2021), "Informed Indulgence: The Effects of Nutrition Information Provision and Dietary Restraint on Consecutive Food Consumption Decisions," forthcoming at *Psychology and Health*.
3. Hamilton, Ryan, Rosellina Ferraro, Kelly L. Haws, and Anirban Mukhopadhyay (2021), "Traveling with Companions: The Social Customer Journey," *Journal of Marketing* 85, 1 (January), 68-92.
4. Briers, Barbara, Young E. Huh, Elaine Y. L. Chan, and Anirban Mukhopadhyay (2020), "How the Unhealthy = Tasty Belief is Associated with BMI through Reduced Consumption of Vegetables: A Cross-National and Mediation Analysis," *Appetite*, 150 (July), 104639.
5. Cheng, Yimin, Anirban Mukhopadhyay, and Patti Williams (2020), "Smiling Signals Intrinsic Motivation," *Journal of Consumer Research*, 46, 5 (February), 915-935.
6. Wang, Tingting, Anirban Mukhopadhyay, and Vanessa M. Patrick (2017), "Getting Consumers to Recycle NOW!: When and Why Cuteness Appeals influence Prosocial and Sustainable Behavior," *Journal of Public Policy and Marketing*, 36 (Fall), 269-283.
7. Chao, Melody M., Sujata Visaria, Anirban Mukhopadhyay, and Rajeev Dehejia (2017), "Do Rewards Reinforce the Growth Mindset?: Joint Effects of the Growth Mindset and Incentive Schemes in a Field Intervention," *Journal of Experimental Psychology: General*, 146, 10 (October), 1402-1419.
8. Cheng, Yimin, Anirban Mukhopadhyay, and Rom Y. Schrift (2017), "Do Costly Options Lead to Better Outcomes? How the Protestant Work Ethic Influences the Cost-Benefit Heuristic in Goal Pursuit," *Journal of Marketing Research*, 54, 4 (August), 636-649.
9. Visaria, Sujata, Rajeev Dehejia, Melody M. Chao, and Anirban Mukhopadhyay (2016), "Unintended Consequences of Rewards for Student Attendance: Results from a Field Experiment in Indian Classrooms," *Economics of Education Review*, 54 (October), 173-

184.

10. Karnani, Aneel, Brent McFerran, and Anirban Mukhopadhyay (2016), "The Obesity Crisis as Market Failure: An Analysis of Systemic Causes and Corrective Mechanisms," *Journal of the Association for Consumer Research*, 1, 3 (July), 445-470.
11. Karnani, Aneel, Brent McFerran, and Anirban Mukhopadhyay (2014), "Leanwashing: A Hidden Factor in the Obesity Crisis," *California Management Review*, 56, 4 (Summer), 1-26. Lead article.
12. Labroo, Aparna A., Anirban Mukhopadhyay, and Ping Dong (2014), "Not Always the Best Medicine: Why Frequent Smiling can Reduce Well-Being," *Journal of Experimental Social Psychology*, 53 (July), 156-162.
13. McFerran, Brent and Anirban Mukhopadhyay (2013), "Lay Theories of Obesity Predict Actual Body Mass," *Psychological Science*, 24, 8 (August), 1428-1436.
14. Chan, Elaine, Jaideep Sengupta, and Anirban Mukhopadhyay (2013), "The Antecedents of Anticipatory Purchase: Reconciling the Two Routes to Optimism," *Journal of Consumer Psychology*, 23, 1 (January), 90-105.
15. Hung, Iris W. and Anirban Mukhopadhyay (2012), "Lenses of the Heart: How Actors' and Observers' Perspectives Influence Emotional Experiences," *Journal of Consumer Research* 38, 6 (April), 1103-1115.
  - Featured in Research Curation on "Emotions and Consumer Behavior", Patti Williams (ed.), *Journal of Consumer Research*, 2013, 40, 4 (December), vi-viii, Lead article.
16. Wang, Chen and Anirban Mukhopadhyay (2012), "The Dynamics of Goal Revision: A Cybernetic Multi-Period Test-Operate-Test-Adjust-Loop (TOTAL) Model of Self-Regulation," *Journal of Consumer Research*, 38, 5 (February), 815-833.
  - Featured in Research Curation on "Consumer Goal Pursuit", Rebecca Ratner (ed.), *Journal of Consumer Research*, 2013, 40, 2 (August), vi-viii, Lead article.
17. Chan, Elaine and Anirban Mukhopadhyay (2010), "When Choosing Makes a Good Thing Better: Temporal Variations in the Valuation of Hedonic Consumption," *Journal of Marketing Research*, 47, 3 (June), 497-507.
18. Mukhopadhyay, Anirban and Catherine W. M. Yeung (2010), "Building Character: Effects of Lay Theories of Self-Control on the Selection of Products for Children," *Journal of Marketing Research*, 47, 2 (April), 240-250.
19. Labroo, Aparna A. and Anirban Mukhopadhyay (2009), "Lay Theories of Emotion Transience and the Search for Happiness: A Fresh Perspective on Affect Regulation," *Journal of Consumer Research*, 36, 2 (August), 242-254.
20. Mukhopadhyay, Anirban and Gita V. Johar (2009), "Indulgence as Self-reward for Prior Shopping Restraint: A Justification-Based Mechanism," *Journal of Consumer Psychology*, 19, 3 (July), 334-345.
21. Mukhopadhyay, Anirban, Jaideep Sengupta, and Suresh Ramanathan (2008), "Recalling

Past Temptations: An Information-Processing Perspective on the Dynamics of Self-Control," *Journal of Consumer Research*, 35, 4 (December), 586-599.

22. Gershoff, Andrew D., Ashesh Mukherjee, and Anirban Mukhopadhyay (2008), "What's Not to Like? Preference Asymmetry in the False Consensus Effect," *Journal of Consumer Research*, 34, 1 (June), 119-125.
23. Gershoff, Andrew D., Ashesh Mukherjee, and Anirban Mukhopadhyay (2007), "Few Ways to Love, but Many Ways to Hate: Attribute Ambiguity and the Positivity Effect in Agent Evaluation," *Journal of Consumer Research*, 33, 4 (March), 499-505.
24. Mukhopadhyay, Anirban and Gita V. Johar (2007), "Tempted or Not? The Effect of Recent Purchase History on Responses to Affective Advertising," *Journal of Consumer Research*, 33, 4 (March), 445-453.
25. Gershoff, Andrew D., Ashesh Mukherjee, and Anirban Mukhopadhyay (2006), "'I Love It' or 'I Hate It'? The Positivity Effect in Stated Preferences for Agent Evaluation," *Marketing Letters*, 17 (April), 103-117.
26. Mukhopadhyay, Anirban and Gita V. Johar (2005), "Where There Is a Will, Is There a Way? Effects of Lay Theories of Self-Control on Setting and Keeping Resolutions," *Journal of Consumer Research*, 31, 4 (March), 779-786.
27. Gershoff, Andrew D., Ashesh Mukherjee, and Anirban Mukhopadhyay (2003), "Consumer Acceptance of Online Agent Advice: Extremity and Positivity Effects," *Journal of Consumer Psychology*, 13 (1&2), 161-170.

### **Book chapters**

1. Wang, Tingting and Anirban Mukhopadhyay (2015), "How Consumers Respond to Cute Products," in *The Psychology of Design: Creating Consumer Appeal*, Rajeev Batra, Diann Brei, and Colleen Seifert (ed.), M. E. Sharpe: Armonk, NY, 149-167.
2. Mukhopadhyay, Anirban (2011), "An Ounce of Prevention, An Apple a Day: Effects of Consumers' Lay Theories on Health-Related Behaviors," in *Leveraging Consumer Psychology for Effective Health Communications: The Obesity Challenge*, Rajeev Batra, Punam A. Keller, and Victor A. Strecher, (ed.), M. E. Sharpe: Armonk, NY, 87-103.

### **Other publications**

1. Mukhopadhyay, Anirban, Priya Raghubir, and S. Christian Wheeler (2020), "An Appreciation of Journal Service," *Journal of Consumer Psychology*, 30, 4 (October), 575-578. Editorial.
2. Block. Lauren G. and Anirban Mukhopadhyay (2020), "Introduction to the Virtual Special Issue on 'Consumer Psychology for a Pandemic: Insights into Finances, Scarcity, and Wellbeing,'" *Journal of Consumer Psychology*, Virtual Special Issue, August 25, 2020.

3. Mukhopadhyay, Anirban, Priya Raghuram, and S. Christian Wheeler (2018), "Judgments of Taste and Judgments of Quality," *Journal of Consumer Psychology*, 28, 1 (January), 1-4. Editorial.
4. Karnani, Aneel, Brent McFerran, and Anirban Mukhopadhyay (2017), "Corporate Leanwashing and Consumer Beliefs about Obesity," *Current Nutrition Reports*, 6, 3 (September), 206-211.

### **Manuscripts in preparation and under review**

1. Cheng, Yimin, and Anirban Mukhopadhyay, "Physician, Heal Thyself (Without External Intervention): How the Protestant Work Ethic Affects Preferences for Natural Healthcare," Revising for third review.
2. Cheng, Yimin, Yuansi Hou, and Anirban Mukhopadhyay, "The Protestant Work Ethic Qualifies the Sunk Cost Effect," Manuscript in preparation.
3. Oh, Grace G., Ralf van der Lans, and Grace G. Oh, "Choice Architecture Effects on Indulgent Consumption: Evidence from Field Experiments at an Ice Cream Store," Revising for second review.
4. Wang, Tingting and Anirban Mukhopadhyay, "The Cuteness Paradox: How Approach Motivation Enhances Responses to Cute Products but Worsens Reactions if they Malfunction," Revising for third review.
5. Wang, Tingting and Anirban Mukhopadhyay, "The Vulnerability of Cuteness: Differential Effects of Cute Designs and Appeals for Hedonic and Utilitarian Products," Manuscript in preparation.
6. Sun, Yixia, Tingting Wang, and Anirban Mukhopadhyay, "Finding 'The One': Effects of Brand Dominance and Type Dominance on Condom Switching Behavior", Manuscript in preparation.
7. Oh, Grace G. and Anirban Mukhopadhyay, "Choice and Quantity in Conflict: Misleading Inferences of Self-Control from Observed Behavior," Manuscript in preparation.
8. Liu, Joyce J., Amy N. Dalton, and Anirban Mukhopadhyay, "Income Inequality and the Protective Effect of Favorite Possessions on Subjective Wellbeing," Revising for second review.
9. Moore, Sarah G., Gopal Das, and Anirban Mukhopadhyay, "Emotional Echo Chambers: How Observed Emoji Affect Users' Emotions and Responses to Social Media," Manuscript in preparation.
10. Karnani, Aneel, Brent McFerran, Gopal Das, and Anirban Mukhopadhyay, "Generically Modified: Health Effects of Consumers' Beliefs about GMOs and Organic Foods," Manuscript in preparation.
11. Briers, Barbara, Young E. Huh, Elaine Y. L. Chan, and Anirban Mukhopadhyay, "Intergenerational Effects of Parents' Unhealthy = Tasty Intuition: An Exploration of

Parenting Beliefs and Practices,” Under review.

12. Karnani, Aneel, Brent McFerran, Gopal Das, and Anirban Mukhopadhyay, “Consumer Responses to the Regulation of Sugary Drinks: A Multi-Country Investigation,” Manuscript in preparation.
13. Liu, Joyce J., Catherine Yeung, and Anirban Mukhopadhyay, Psychological and Behavioral Responses to the Declaration of COVID-19 as a Pandemic: A Comparative Study of Hong Kong, Singapore, and the U.S.,” Under review.

### **Selected Research in Progress**

1. Cheng, Yimin and Anirban Mukhopadhyay, “A Sense of Entitlement: The Protestant Work Ethic and Service Recovery,” Three experiments completed.
2. Hung, Iris W., Anirban Mukhopadhyay, and Tingting Wang, “Chasing Pride,” Four studies completed.
3. Liu, Joyce J., Amy N. Dalton, and Anirban Mukhopadhyay, “Social Media and Favorite Possessions,” Three studies completed.

### **Conference Activity**

1. Sun, Yixia, Tingting Wang, and Anirban Mukhopadhyay, “Finding ‘The One’: Effects of Brand Dominance and Type Dominance on Condom Switching Behavior”, To be presented at the *Annual Conference for the Association of Consumer Research*, online, 2021.
2. Briers, Barbara, Young E. Huh, Elaine Y. L. Chan, and Anirban Mukhopadhyay, “Intergenerational Effects of the Unhealthy = Tasty Intuition on BMI: An Exploration of Food Practices and Outcomes,” *Annual Conference for the Association of Consumer Research*, online, 2020.
3. Moore, Sarah G., Gopal Das, and Anirban Mukhopadhyay, “Emotional Echo Chambers: Observed Emoji Clarify Individuals’ Emotions and Responses to Social Media Posts,” *Annual Conference for the Association of Consumer Research*, online, 2020.
4. “Research and Interpersonal Culture of ACR,” *Annual Conference of the Association for Consumer Research* (Knowledge Forum panelist), online, 2020.
5. “Consumer Health and Medical Decision Making: 2020 and Beyond,” *Annual Conference of the Association for Consumer Research* (Knowledge Forum panelist), online, 2020.
6. Cheng, Yimin\*, Yuansi Hou, and Anirban Mukhopadhyay, “The Protestant Work Ethic Qualifies the Sunk Cost Effect,” *ANZMAC Conference*, Wellington, New Zealand, 2019.
7. Saluja, Geetanjali\*, Jiewen Hong, and Anirban Mukhopadhyay, “Silver Linings on Darkened Endorsers: The Ironic Effect of Culpability in Celebrity Scandals,” *ANZMAC Conference*, Wellington, New Zealand, 2019.

8. Cheng, Yimin\*, Yuansi Hou, and Anirban Mukhopadhyay, "Qualifying the Sunk Cost Effect: How the Protestant Work Ethic Influences Overconsumption under Flat-Rate Pricing," *Annual Conference of the Association for Consumer Research*, Atlanta, GA, 2019.
9. Hamilton, Ryan, Rosellina Ferraro\*, Kelly L. Haws, and Anirban Mukhopadhyay, "The Social Customer Journey," *INFORMS Marketing Science Conference*, Rome, Italy, 2019
10. Oh, Grace G.\*, Young E. Huh, and Anirban Mukhopadhyay, "A Last Mile Intervention: How to Help Consumers to Use Calorie Information for Daily Calorie Intake Regulation," *INFORMS Marketing Science Conference*, Rome, Italy, 2019.
11. Briers, Barbara\*, Young E. Huh, Elaine Y. L. Chan, and Anirban Mukhopadhyay, "Intergenerational Effects of Parents' Unhealthy = Tasty Intuition on Children's BMI: An Exploration of Food Parenting Beliefs and Practices," *Marketing Communications and Consumer Behavior Conference*, La Londe, France, 2019.
12. Saluja, Geetanjali\*, Jiewen Hong, and Anirban Mukhopadhyay, "Silver Linings on Darkened Endorsers: The Ironic Effect of Culpability in Celebrity Scandals," *EMAC 48th Annual Conference*, Hamburg, Germany, 2019.
13. Das, Gopal\*, Sarah G. Moore, and Anirban Mukhopadhyay, "Emotional Echo Chambers: How Emoji Affect Consumers' Emotions and Responses to Social Media," *Asia Pacific Association for Consumer Research Conference*, poster session, Ahmedabad, India, 2019.
14. Liu, (Joyce) Jingshi\*, Amy N. Dalton, and Anirban Mukhopadhyay, "Remind Me of What I Have: Thinking about a Favorite Possession Mitigates the Negative Impact of Inequality on Subjective Well-being," *Annual Conference of the Association for Consumer Research*, Dallas, TX, 2018.
15. Chao, Melody M., Sujata Visaria, Anirban Mukhopadhyay\*, and Rajeev Dehejia, "Do Rewards Reinforce the Growth Mindset?: Joint Effects of the Growth Mindset and Incentive Schemes in a Field Intervention," *Annual Conference of the Society for Consumer Psychology*, Dallas, TX, 2018.
16. Moore, Sarah G. \*, Gopal Das, and Anirban Mukhopadhyay, "Textual Paralanguage and Emotional Contagion: Social Proof in the Online Transmission of Emotion," *Annual Conference of the Society for Consumer Psychology*, Dallas, TX, 2018.
17. Oh, Grace G. and Anirban Mukhopadhyay\*, "Choice and Quantity in Conflict: Misleading Inferences of Self-Control from Observed Behavior," *Society for Consumer Psychology Boutique Conference on Vice and Virtue*, Sydney, Australia, 2018.
18. Cheng, Yimin\*, Yuansi Hou, and Anirban Mukhopadhyay, "When Virtuosity Leads to Vice: The Protestant Work Ethic and Fairness-induced Overconsumption," *Society for Consumer Psychology Boutique Conference on Vice and Virtue*, Sydney, Australia, 2018.
19. Liu, (Joyce) Jingshi\*, Amy N. Dalton, and Anirban Mukhopadhyay, "My Favorite Thing: How Special Possessions can Increase Subjective Wellbeing," *Annual Conference of the*

*Association for Consumer Research*, San Diego, CA, 2017.

20. Cheng, Yimin\* and Anirban Mukhopadhyay, "The Protestant Work Ethic and Preferences for Natural Healthcare," *Annual Conference of the Association for Consumer Research*, San Diego, CA, 2017.
21. Cheng, Yimin, Anirban Mukhopadhyay\*, and Patti Williams, "Smiling Signals Intrinsic Motivation," *Society for Consumer Psychology Boutique Conference on Motivation and Emotion*, New York, NY, 2017.
22. Cheng, Yimin\*, Anirban Mukhopadhyay, and Patti Williams, "Smiling Signals Intrinsic Motivation: Observers Infer Motivation from Expressed Emotion," *Annual Conference of the Society for Consumer Psychology*, San Francisco, CA, 2017
23. Cheng, Yimin\* and Anirban Mukhopadhyay, "The Protestant Work Ethic and Preferences for Natural Healthcare," *Annual Conference of the Society for Consumer Psychology*, San Francisco, CA, 2017.
24. Oh, Grace G\*. and Anirban Mukhopadhyay, "Choice and Quantity in Conflict: Post-Taste Food Consumption and Inferences of Self-Control," *Annual Conference of the Association for Consumer Research*, Berlin, Germany, 2016.
25. Oh, Grace G.\*, Young E. Huh, and Anirban Mukhopadhyay, "The Mental Budgeting of Calories: How Nutrition Information Influences Food Consumption Day by Day," *Annual Conference of the Association for Consumer Research*, Berlin, Germany, 2016.
26. Cheng, Yimin\*, Anirban Mukhopadhyay, and Patti Williams, "Smiling Signals Intrinsic Motivation: Observers Infer Motivation from Expressed Emotion," *Annual Conference of the Association for Consumer Research*, Berlin, Germany, 2016.
27. Karnani, Aneel\*, Brent McFerran, and Anirban Mukhopadhyay, "Correcting Market Failures to Address the Obesity Crisis," *Academy of Management Meeting*, Divisional Paper Session, Anaheim, August 2016.
28. Karnani, Aneel, Brent McFerran\*, and Anirban Mukhopadhyay, "Correcting Market Failures to Address the Obesity Crisis," *The 19<sup>th</sup> International Symposium on Ethics, Business, and Society*, Barcelona, June 2016.
29. Visaria, Sujata\*, Rajeev Dehejia, Melody M. Chao, and Anirban Mukhopadhyay, "Unintended Negative Consequences of Rewards for Student Attendance: Results from a Field Experiment in Indian Classrooms," *11th Annual Conference on Economic Growth and Development*, Indian Statistical Institute, New Delhi, December 2015.
30. Cheng, Yimin\*, Anirban Mukhopadhyay, and Rom Y. Schrift, "The Protestant Work Ethic and Its Role in Outcome Prediction Based on Cost of Means," *Annual Conference of the Association for Consumer Research*, New Orleans, LA, 2015.
31. Oh, Grace G.\*, Young E. Huh, and Anirban Mukhopadhyay, "The Influence of Nutrition Information on Sequential Consumption Decisions for Indulgent Food", *Annual Conference of the Association for Consumer Research*, New Orleans, LA, 2015.



32. Oh, Grace G.\*, Young E. Huh, and Anirban Mukhopadhyay, "The Influence of Belief-Consistent Nutrition Information Disclosure on Sequential Food Consumption Decisions," *Association for Consumer Research Asia-Pacific Conference*, Hong Kong, 2015.
33. Wang, Tingting\*, Anirban Mukhopadhyay, and Vanessa M. Patrick, "Getting Consumers to Recycle NOW!: Positive Effects of Cuteness in Conservation Appeals," *Marketing and Communication Conference*, La Londe, France, 2015.
34. Cheng, Yimin\*, Anirban Mukhopadhyay, and Rom Schrift, "The Protestant Work Ethic and Its Role in Outcome Prediction Based on Cost of Means," *Annual Conference of the Society for Consumer Psychology*, Phoenix, AZ, 2015.
35. Cheng, Yimin\*, and Anirban Mukhopadhyay, "C-Sections are the Easy Way Out: How the Protestant Work Ethic Affects Preferences for Natural Healthcare," *Annual Conference of the Society for Consumer Psychology* (poster session), Phoenix, AZ, 2015.
36. Visaria, Sujata\*, Melody M. Chao, Rajeev Dehejia, and Anirban Mukhopadhyay, "Effects of Lay Theories and Incentive Mechanisms on the Formation of Human Capital: Evidence from a Field Experiment in Non-Formal Schools in Indian Slums," *8th Asian Conference on Applied Micro-Economics/Econometrics*, Hong Kong, 2014.
37. Labroo, Aparna A., Anirban Mukhopadhyay, and Ping Dong\*, "The Facial Feedback Hypothesis Revised: Frequent Smiling Can Reduce Wellbeing," *Annual Conference of the Association for Consumer Research*, Baltimore, MD, 2014.
38. Cheng, Yimin\*, Anirban Mukhopadhyay, and Rom Schrift, "The Protestant Work Ethic and Its Role in Outcome Prediction Based on Cost of Means," *Annual Conference of the Association for Consumer Research* (poster session), Baltimore, MD, 2014.
39. Oh, Grace G.\*, Young E. Huh, and Anirban Mukhopadhyay, "The Influence of Belief-Consistent Nutrition Information on Food Choice," *Annual Conference of the Association for Consumer Research* (poster session), Baltimore, MD, 2014.
40. Wang, Tingting\* and Anirban Mukhopadhyay, "Motivational Antecedents and Inferential Consequences of Cuteness in Product Design," *Advertising and Consumer Psychology Conference: The Psychology of Design*, Ann Arbor, MI, 2014.
41. Labroo, Aparna A., Anirban Mukhopadhyay, and Ping Dong\*, "Not the Best Medicine: Frequent Smiling Can Reduce Well-Being," *Annual Conference of the Society for Consumer Psychology*, Miami, FL, 2014.
42. Huang, Xun (Irene)\*, Ping Dong, and Anirban Mukhopadhyay, "Proud to Belong or Proudly Different? Contrasting Effects of Incidental Pride on Conformity," *Annual Conference of the Association for Consumer Research*, Chicago, IL, 2013.
43. van der Lans, Ralf, Anirban Mukhopadhyay, and Ashley Y. To\*, "The Effects of Assortment Organization and Labeling on Healthy Choice: The Scoop from an Ice Cream Store Experiment," *Annual Conference of the Association for Consumer Research* (poster session), Chicago, IL, 2013.

44. McFerran, Brent\* and Anirban Mukhopadhyay, "Beliefs about the Cause of Obesity Predict Actual Body Mass," *Annual Conference of the Society for Consumer Psychology*, San Antonio, TX, 2013.
45. Hung, Iris W.\* and Anirban Mukhopadhyay, "Putting the Customer in the Picture: Visual Perspectives and Emotional Advertising," *Annual Conference of the Association for Consumer Research*, Vancouver, BC, 2012.
46. Roggeveen, Anne L.\*, Anirban Mukhopadhyay, and Dhruv Grewal, "Corporate Communications in Uncertain Times: Messages of Hope or Pride?" *Annual Conference of the Association for Consumer Research* (poster session), Vancouver, BC, 2012.
47. Saluja, Geetanjali\*, Jiewen Hong, and Anirban Mukhopadhyay, "Silver Linings on Darkened Endorsers: The Ironic Effect of Schadenfreude in Celebrity Scandals," *Annual Conference of the Society for Consumer Psychology* (poster session), Las Vegas, NV, 2012.
48. Jiang, Yuwei\* and Anirban Mukhopadhyay, "Delay and Gratification: How Waiting for Service can Spur Compensatory Consumption," *Annual Conference of the Society for Consumer Psychology*, Las Vegas, NV, 2012.
49. Chan, Elaine\*, Anirban Mukhopadhyay, and Jaideep Sengupta, "The Dual Effects of Optimism on Post-Purchase Goal Pursuit," *Annual Conference of the Association for Consumer Research*, St. Louis, MO, 2011.
50. Jiang, Yuwei\* and Anirban Mukhopadhyay, "Delay and Gratification: How Consumers Compensate for the Psychological Cost of Waiting," *Association for Consumer Research Asia-Pacific*, Beijing, 2011. Presented at session titled "Please Stay on the Line: Waiting Experiences and Their Effects on Consumer Behavior" (Discussion Leader).
51. Chen, Fangyuan\*, Hao Shen, and Anirban Mukhopadhyay, "Beyond Valence: Motivational Orientations and Mixed Emotions," *Annual Conference of the Society for Consumer Psychology* (poster session), Atlanta, GA, 2011.
52. McFerran, Brent\* and Anirban Mukhopadhyay, "Lay Theories of Obesity," *Annual Conference of the Association for Consumer Research*, Jacksonville, FL, 2010.
53. Wang, Chen\* and Anirban Mukhopadhyay, "The Dynamics of Goal Revision: Updating the Discrepancy-Reducing Model of Self-Regulation," *Annual Conference of the Association for Consumer Research*, Jacksonville, FL, 2010.
54. Hung, Iris W.\* and Anirban Mukhopadhyay, "Effects of Perspective-Taking on the Experience and Influence of Multiple Mixed Emotions," *Annual Conference of the Association for Consumer Research*, St. Pete Beach, FL, 2010. Presented at session titled, "Layers of Feeling: Exploring the Complexity of Emotions" (session co-chair).
55. Huang, Li\* and Anirban Mukhopadhyay, "Is a Diamond Really Forever? Effects of Lay Theories of Love on Responses to Romance Appeals in Advertising," *Annual Conference of the Association for Consumer Research* (poster session), Jacksonville, FL, 2010.

56. Wang, Chen\* and Anirban Mukhopadhyay, "The Dynamics of Goal Revision: Updating the Discrepancy-Reducing Model of Self-Regulation," *Annual Conference of the Society for Consumer Psychology*, St. Pete Beach, FL, 2010.
57. Stornelli, Jason\*, Anirban Mukhopadhyay, and Andrew D. Gershoff, "Consumer Knowledge as a Moderator of Specificity-Based Product Selection," *Annual Conference of the Society for Consumer Psychology* (poster session), St. Pete Beach, FL, 2010.
58. Chan, Elaine\*, Anirban Mukhopadhyay, and Jaideep Sengupta, "Understanding Optimism: Buying What You Can't Use Today but Hope to Use Tomorrow," *Annual Conference of the Association for Consumer Research*, Pittsburgh, PA, 2009.
59. Wang, Chen\* and Anirban Mukhopadhyay, "The Dynamics of Goal Revision: Updating the Discrepancy-Reducing Model of Self-Regulation," *Annual Conference of the Association for Consumer Research* (poster session), Pittsburgh, PA, 2009.
60. Stornelli, Jason\*, Anirban Mukhopadhyay, and Andrew D. Gershoff, "Consumer Knowledge as a Moderator of Specificity-Based Product Selection," *Annual Conference of the Association for Consumer Research* (poster session), Pittsburgh, PA, 2009.
61. Mukhopadhyay, Anirban\* and Nidhi Agrawal, "Planning For Which Future? Lay Theories of Self-Control and the Temporal Framing of Goal Pursuit," *Advertising and Consumer Psychology Conference: Leveraging Consumer Psychology for Effective Health Communications*, Ann Arbor, MI, 2009.
62. Chan, Elaine\*, Anirban Mukhopadhyay, and Jaideep Sengupta, "Understanding Optimism: The Antecedents of Anticipatory Purchase," *Annual Conference of the Society for Consumer Psychology* (poster session), San Diego CA, 2009.
63. Chan, Elaine\* and Anirban Mukhopadhyay, "The Anticipation of Chosen Pleasures: Temporal Variations in the Valuation of Delayed Consumption," *Annual Conference of the Association for Consumer Research*, San Francisco, CA, 2008.
64. Mukhopadhyay, Anirban and Catherine W. M. Yeung\*, "Building Character: Effects of Lay Theories of Self-Control on the Selection of Products for Children," *INFORMS Marketing Science Conference*, Vancouver, BC, 2008.
65. Mukhopadhyay, Anirban\* and Gita V. Johar, "Never Give Up Givin' It Up: How Lay Theories of Self-control and Recent Success or Failure Affect Goal-Directed Behavior," *Annual Conference of the Society for Consumer Psychology*, New Orleans, LA, February 2008.
66. Labroo, Aparna A. and Anirban Mukhopadhyay\*, "The Effect of Mood and Lay Theories of Emotion Transience on Self-Regulation," *Annual Conference of the Association for Consumer Research*, Memphis, TN, 2007.
67. Mukhopadhyay, Anirban\* and Catherine W. M. Yeung, "Building Character: Effects of Lay Theories of Self-Control on the Selection of Products for Children," *Annual Conference of the Association for Consumer Research*, Memphis, TN, 2007.

68. Gershoff, Andrew D.\*, Ashesh Mukherjee, and Anirban Mukhopadhyay, "What's Not to Like? Preference Asymmetry in the False Consensus Effect," *Annual Conference of the Association for Consumer Research*, Memphis, TN, 2007.
69. Chan, Elaine\* and Anirban Mukhopadhyay, "Discounting Pleasure? Lay Intuitions about the Value of Deferred Hedonic Experience," *Annual Conference of the Association for Consumer Research* (Working Paper session), Memphis, TN, 2007.
70. Mukhopadhyay, Anirban, Jaideep Sengupta, and Suresh Ramanathan\*, "Behavioral Consistency versus Switching Effects of Recalling Past Temptations: An Information-Processing Perspective on the Dynamics of Self-Control," *Conference on Transformative Consumer Research*, Dartmouth College, NH, 2007.
71. Chan, Elaine\* and Anirban Mukhopadhyay, "Discounting Pleasure? Lay Intuitions about the Value of Deferred Hedonic Experience," *INFORMS Marketing Science Conference*, Singapore, 2007.
72. Chan, Elaine\* and Anirban Mukhopadhyay, "The Anticipation of Chosen Pleasures: Temporal Variations in the Valuation of Delayed Consumption," *INFORMS Marketing Science Conference*, Singapore, 2007.
73. Mukherjee, Ashesh, Andrew D. Gershoff\*, and Anirban Mukhopadhyay, "Love and the World Loves with You? Asymmetry in the False Consensus Effect," *Annual Conference of the Society for Consumer Psychology*, Las Vegas, NV, 2007.
74. Mukhopadhyay, Anirban\*, and Nidhi Agrawal, "Planning For Which Future? Lay Theories of Self-Control and the Temporal Framing of Goal-Directed Behavior," *Annual Conference of the Association for Consumer Research*, Orlando, FL, 2006.
75. Mukhopadhyay, Anirban\*, Jaideep Sengupta, and Suresh Ramanathan, "Inoculations of Self-Control: Switching versus Reinforcement Effects of Recalling Past Behavior," *Annual Conference of the Association for Consumer Research*, Orlando, FL, 2006.
76. Mukherjee, Ashesh, Andrew D. Gershoff\*, and Anirban Mukhopadhyay, "How Do We Love This, Let Me Count the Ways: Attribute Ambiguity and the Positivity Effect in Agent Evaluation," *Association for Consumer Research – Asia-Pacific Conference*, Sydney, Australia, 2006.
77. Gershoff, Andrew D.\*, Ashesh Mukherjee, and Anirban Mukhopadhyay, "How Do We Love It, Let Me Count the Ways: Attribute Ambiguity and the Positivity Effect in Perceptions of Interpersonal Similarity," *Annual Conference of the Society for Consumer Psychology*, Miami, FL, 2006.
78. Mukhopadhyay, Anirban\* and Gita V. Johar, "Unintended Purchase Opportunities: Goal Conflict, Mixed Emotions, and Intertemporal Effects on Persuasion," *Annual Conference of the Association for Consumer Research*, Portland, OR, 2004. Presented at special session titled: "Tracing the Daisy Chain: Purchase Decision Affect and Its Influence on Subsequent Consumption" (session chair).
79. Mukherjee, Ashesh\*, Andrew D. Gershoff, and Anirban Mukhopadhyay, "The Positivity Effect in Agent Evaluation: The Role of Attribute-Level Variance," *INFORMS Marketing*

*Science Conference*, Rotterdam, Holland, 2004.

80. Mukhopadhyay, Anirban, "Unintended Purchase Opportunities: Conflict, Choice, and Consequence," *Annual Conference of the Society for Consumer Psychology*, San Francisco, CA, 2004. Presented at SCP-Sheth Dissertation Proposal Competition awardees session.
81. Mukhopadhyay, Anirban\* and Gita V. Johar, "Lay Theories of Self-control in Others: How Do They Impact Setting and Achieving One's Own New Year's Resolutions?" *Annual Conference of the Association for Consumer Research*, Toronto, ON, 2003. Presented at special session titled: "The World According To Garp: The Influence of Lay Theories About Others on Consumer Judgment and Behavior" (session co-chair).
82. Mukhopadhyay, Anirban\* and Gita V. Johar, "When Desire Conflicts with Willpower: The Role of Justification in a Theory of Unintended Purchase," *Annual Conference of the Association for Consumer Research*, Toronto, ON, 2003.
83. Gershoff, Andrew D., Ashesh Mukherjee\*, and Anirban Mukhopadhyay, "Loves, Hates, and In-Betweens: The Role of Preference Structures in Agent Choice," *Annual Conference of the Association for Consumer Research*, Toronto, ON, 2003.
84. Gershoff, Andrew D., Ashesh Mukherjee, and Anirban Mukhopadhyay\*, "Consumer Acceptance of Online Agent Advice: Extremity and Positivity Effects," *Annual Conference of the Society for Consumer Psychology*, New Orleans, LA, 2003. Presented at special session titled "Preference Structures, Formation, and Sources of Influence on Consumer Behavior: Insights from Online Environments" (session chair).
85. "Self-Control: Issues, Methods and Directions for Consumer Research," *Annual Conference of the Association for Consumer Research* (roundtable session chair), Atlanta, GA, 2002.
86. Mukhopadhyay, Anirban\* and Gita V. Johar, "Miser or Optimizer? An Exploration of Individual Awareness of Self-control," *Annual Conference of the Society for Consumer Psychology* (poster session), Salt Lake City, UT, 2001.

\* presenter

## **Invited Presentations**

### ***Academic Research***

Spring 2021: University of Toronto

Fall 2019: China Marketing Science Conference (keynote speaker)

Spring 2019: Boston College; City, University of London

Spring 2018: INSEAD

Winter 2018: Nanyang Technological University

Fall 2016: Bocconi University

Spring 2016: Clinical Nutrition Research Center, Singapore A\*STAR (Agency for Science, Technology, and Research)

Winter 2016: Fudan University; ESSEC Marketing Camp

Fall 2015: University of Washington, University of Alberta, Nanyang Technological University

Spring 2015: Singapore Management University  
Winter 2015: Monash University; CONCORD European Doctoral Consortium (keynote speaker)  
Fall 2014: University of Maryland Consumer Behavior group brown bag  
Summer 2014: Korea University Annual Marketing Symposium; Sungkyunkwan University  
Summer 2013: Monash University; Indian School of Business  
Spring 2012: Erasmus University Rotterdam; Tilburg University  
Fall 2011: Tulane University, Dartmouth College  
Spring 2011: Chinese University of Hong Kong  
Spring 2010: National University of Singapore  
Spring 2009: University of British Columbia  
Fall 2008: University of Illinois at Urbana-Champaign  
Spring 2008: University of Chicago  
Spring 2006: National University of Singapore; University of Michigan at Ann Arbor  
Fall 2003: New York University; Rutgers University; University of Toronto; Boston College; HKUST; Northwestern University

### **Industry and Community Outreach**

Spring 2021: AACSB webinar (panelist)  
Winter 2020: HKUST Teaching & Learning Symposium  
Fall 2020: HKUST Business Faculty Research for Laypersons Series  
Fall 2020: University of Hong Kong (panelist)  
Summer 2020: Association of Asia Pacific Business Schools Webinar (panelist)  
Spring 2020: French Chamber of Commerce (panelist)  
Spring 2020: Asian Universities Alliance webinar (panelist)  
Spring 2020: HKUST experience-sharing forum on online teaching (presenter)  
Spring 2019: "National Conclave on Food", Center for Science and Environment, India  
Fall 2018: HKUST Business School Advisory Council; Co-organizer, HKUST "Mindset for Success" forum  
Spring 2018: Association for Asia-Pacific Business Schools  
Spring 2017: HKUST Institute for Emerging Market Studies  
Fall 2016: TEDx Hong Kong; VitaFoods Asia Conference 2016 (speaker and panelist); English Schools Foundation of Hong Kong (professional development consultant)  
Spring 2016: Food Vision Asia; Clear Water Bay School (parent information session speaker; teacher training session conductor)  
Winter 2016: Clear Water Bay School (parent information session speaker; EA training session conductor)  
Fall 2015: VitaFoods Asia Conference 2015 (speaker and panelist)  
Spring 2013: HKUST Great Minds Series  
Spring 2012: HKUST Business Teaching Series  
Winter 2010: HKUST Business Insights Series  
Spring 2006: University of the West Indies in St. Augustine, Trinidad

### **Honors and Awards**

Marketing Science Institute Scholar, 2018  
Faculty Fellow, AMA-Sheth Foundation Doctoral Consortium, 2013, 2018, 2019  
Early Career Award for Distinguished Scientific Contribution to Consumer Psychology, Society for Consumer Psychology, 2011  
Marketing Science Institute Young Scholar, 2009

Arnold M. & Linda T. Jacob Faculty Scholar, University of Michigan, 2008  
Winner, Franklin Prize for Teaching Excellence, HKUST, Winter 2004 / Spring 2005, 2013;  
Nominee, 2010, 2011, 20112.  
Dean's Recognition of Excellent Teaching Performance, HKUST, Spring 2005, Spring 2006,  
Spring 2007, Spring 2010, Spring 2011, Spring 2012, Spring 2013, Spring 2014, Fall  
2014, Spring 2015, Spring 2016, Fall 2017, Fall 2018.  
Wei Lun Fellow, HKUST, 2004-2007  
Valedictorian, Doctoral Convocation for Professional Schools, Columbia University, 2005  
Runner-up, SCP-Sheth Dissertation Proposal Competition, 2003  
Rudolph Fellow, Columbia Business School, 2001-2002  
AMA-Sheth Foundation Doctoral Consortium Fellow, Miami, FL, 2001  
Columbia University Graduate Fellowship, 1999-2001 and 2002-2003  
Tushar Nagia Memorial Award for all-round excellence, St. Stephen's College, 1995

## Research Grants

"Income Inequality and The Effects of Recalled Purchase and Consumption on Wellbeing,"  
with Amy N. Dalton, Hong Kong Research Grants Council Competitive Earmarked Research  
Grant 16507119, 2019-22, HK\$690,640, Principal Investigator.

"Material Possessions as Coping Resources Under Income Inequality," with Amy N. Dalton,  
HKUST Institute for Emerging Markets, Research Grant IEMS19BM01 2019-21,  
HK\$116,287, Joint Principal Investigator.

"Signaling Happiness on Social Media: A Cross-cultural Comparison," with Amy N. Dalton,  
HKUST Institute for Emerging Markets, Research Grant IEMS17BM04 2017-19,  
HK\$290,300, Joint Principal Investigator.

"The Value of a Smile: In Transactions and for Life," with Aparna A. Labroo, Hong Kong  
Research Grants Council Competitive Earmarked Research Grant 16502816, 2016-18,  
HK\$688,550, Principal Investigator.

"Generically Modified: Effects of Consumer Beliefs about Food Constituents on Health,"  
HKUST Institute for Emerging Markets, Research Grant 2016-18, HK\$124,700, Principal  
Investigator.

"The Effect of Container Design on Recycling," HKUST Business School Research Grant  
2014-15, HK\$23,362, Principal Investigator.

"Consumer Responses to Food Assortments, Menus, and Nutrition Information," with Ralf  
van der Lans, Hong Kong Research Grants Council Competitive Earmarked Research Grant  
HKUST692413, 2013-15, HK\$390,000, Principal Investigator.

"Some Like it Unnatural: Lay Inferences about Additives in Food Products," HKUST  
Business School Research Grant 2012-14, HK\$30,000, Principal Investigator.

"Consumers' Lay Theories as Determinants of Normatively Inappropriate Behavior," with  
Jaideep Sengupta, Hong Kong Research Grants Council Competitive Earmarked Research  
Grant HKUST642810, 2010-13, HK\$614,848, Principal Investigator.

"Effects of Lay Theories, Segregation, and Incentive Mechanisms on Human Capital

Formation,” with Sujata Visaria, HKUST Research Project Competition Grant 2010-12, HK\$140,000, Co-Investigator.

“The Dynamics of Goal-Directed Behavior,” HKUST Direct Allocation Grant S09/10.BM06, HK\$100,000, Principal Investigator.

“Managerial Beliefs and Ethical Decision Making: A Cross-Cultural Perspective,” with Gita V. Johar and Jaideep Sengupta, Center for International Business and Research, Columbia University, US\$2,500, Co-Investigator.

“Determinants of Consumers’ Responses to Sequences of Unintended Purchase Opportunities,” with Gita V. Johar and Jaideep Sengupta, Hong Kong Research Grants Council Competitive Earmarked Research Grant HKUST6463/05H 2005-07, HK\$562,976, Principal Investigator.

“Antecedents and Consequences of Valence Effects in the Informativeness of Stated Preferences,” Hong Kong Research Grants Council Direct Allocation Grant DAG04/05.BM44 2004-05, HK\$86,000, Principal Investigator.

## Teaching

Marketing Management (HKUST undergraduate core)

- Fall 2018: One section, adjusted mean evaluation 89.7%
- Fall 2017: One section, adjusted mean evaluation 89.3%
- Fall 2016: One section, adjusted mean evaluation 94.6%
- Spring 2016: One section, adjusted mean evaluation 96.2%
- Spring 2015: One section, mean evaluation 88.6%
- Spring 2014: One section, mean evaluation 92.9%
- Spring 2013: Three sections, mean evaluation 94.1%
- Spring 2012: Two sections, mean evaluation 89.3%
- Spring 2011: Three sections, mean evaluation 89.4%
- Spring 2010: Three sections, mean evaluation 91.5%

Marketing Strategy and Policy (HKUST MSc in Global Management core)

- Summer 2016: One section, adjusted mean evaluation 96.3%

Marketing and Behavioral Economics for Public Policy (HKUST MSc elective)

- Spring 2016: One section, adjusted mean evaluation 94.2%
- Fall 2014: One section, mean evaluation 95.2%

Marketing Strategy and Policy (HKUST SZ-MBA core)

- Spring 2015: One section, mean evaluation 9.6/10
- Spring 2014: One section, mean evaluation 8.4/10

The World of Marketing (HKUST Summer Institute for high school students)

- Summer 2014: One section, mean evaluation 90.2%
- Summer 2013: One section, mean evaluation 92.3%
- Summer 2012: One section, mean evaluation 91.7%
- Summer 2011: One section, mean evaluation 100.0%

Consumer Decision Processes (HKUST PhD seminar)



Spring 2014: Mean evaluation 87.5%  
Spring 2012: Mean evaluation 100.0%  
Spring 2006: Mean evaluation 93.3%

Consumer Behavior (Michigan undergraduate elective)  
Fall 2008: One section, mean evaluation 4.8/5  
Winter 2008: One section, mean evaluation 4.8/5

Consumer Behavior (Michigan MBA elective)  
Fall 2008: Three sections, mean evaluation 4.5/5  
Winter 2008: Two sections, mean evaluation 4.3/5

Consumer Decision Processes (Michigan PhD seminar)  
Fall 2008: Mean evaluation 5.0/5

Consumer Behavior (HKUST undergraduate core)  
Spring 2007: Three sections, mean evaluation 89.1%  
Spring 2006: Two sections, mean evaluation 87.9%  
Spring 2005: Two sections, mean evaluation 88.7%

Invited PhD tutorial: "Lay Theories"  
Harvard Business School, February 2019  
Nanyang Technological University, January 2018  
University of Washington, October 2015  
Tilburg University, April 2012

Invited PhD tutorial: "Behavioral Experimentation in Lab and Field"  
IIM Bangalore, June 2020  
Bocconi University, December 2016  
Nanyang Technological University, October 2015

Invited PhD and early career workshop: "JCP Editor's Perspective"  
IIM Ahmedabad, January 2020  
Northwestern University, October 2019  
City, University of London, February 2019

Session on "Culture and Consumer Behavior", Seoul National University Global MBA Study  
Tour, November 2014; November 2013; November 2012

Session on "Global Marketing Management", SK Group Executive Education program  
October 2013; mean evaluation 4.1/5  
November 2012; mean evaluation 4.6/5

## **Service**

### ***Field***

Editorial:  
Special Guest Editor, *Journal of Consumer Psychology*, 2021-2023.  
Editor-in-Chief, *Journal of Consumer Psychology*, 2018-2020.

Co-Editor, *Journal of Consumer Psychology*, 2016-2017.

Area / Associate Editorial:

Associate Editor, *Journal of Marketing Research*, 2014-2016.

Area Editor, *Journal of Consumer Psychology* (Research Articles), 2013-2014.

Editorial Board memberships:

*Foundations and Trends in Marketing*, 2021-2024

*Journal of Consumer Psychology*, 2012-2013, 2015, 2021-2023

*Journal of Consumer Research*, 2011-2015

*International Journal of Research in Marketing*, 2012-2015 (also served as Guest Area Editor)

Ad-hoc reviewing:

Journals: *Journal of Consumer Research*, *Journal of Marketing Research*, *Marketing Science*, *Journal of Consumer Psychology*, *Journal of Marketing*, *Journal of the Association for Consumer Research*, *Journal of Economic Psychology*, *Journal of Advertising*, *Marketing Letters*, *Asian Case Research Journal*

Conferences: Association for Consumer Research, Society for Consumer Psychology, American Marketing Association, European Association for Consumer Research, Association for Consumer Research Asia-Pacific, the La Londe Conference

Others: Israel Science Foundation; Social Sciences and Humanities Research Council of Canada; John A. Howard/AMA Doctoral Dissertation Award; MSI Clayton Dissertation Proposal Competition; SCP Doctoral Dissertation Proposal Competition; Hong Kong Research Grants Council; Research Council K.U. Leuven; Research Foundation Flanders; Netherlands Organisation for Scientific Research (NWO); University Grants Research Awards, City University of New York

Conferences:

Working Paper Track Co-chair, Association for Consumer Research, 2015

Forums' Co-chair, Association for Consumer Research, 2013

Conference Co-chair: Society for Consumer Psychology, 2012

Program committee member: Association for Consumer Research, 2009, 2011, 2012, 2016

Program committee member: Society for Consumer Psychology, 2009, 2010, 2014

Program committee member: Association for Consumer Research - Europe, 2013

Program committee member: Society for Consumer Psychology - International, 2012

Program committee member: Advertising and Consumer Psychology, 2012

Program committee member: Association for Consumer Research - Asia-Pacific, 2009, 2015

Faculty panelist:

ACR Mid-Career Mentoring Workshop, 2014, 2021

AMA-Sheth Doctoral Consortium, 2013, 2018, 2019

ACR Doctoral Symposium, 2009, 2011, 2012, 2013, 2014, 2016, 2018, 2019

SCP Doctoral Symposium, 2012, 2014, 2015, 2016, 2017, 2019

SCP Pre-Conference, 2018

SCP Plenary Panel, 2020

NASMEI Doctoral Consortium, 2020

Editors' Panel, ACR Asia-Pacific 2019

Editors' Panel, JMS China Marketing Science Doctoral Consortium 2019

Editors' Panel, ANZMAC 2019

Member, Society for Consumer Psychology Publications Committee, 2021-23.  
Member, Society for Consumer Psychology Executive Director Search Committee, 2018.  
Member, *Journal of Consumer Psychology* Dissemination Taskforce, 2014-15.

**University**

Associate Provost (Teaching & Learning), HKUST (2020-present)  
Secretary, Senate Committee on Undergraduate Studies, HKUST (2020-present; Member, 2016-2020)  
Secretary, Senate Committee on Teaching and Learning Quality, HKUST (2020-present)  
Chair, Search Committee for Director of Center for Education Innovation, HKUST (2021-2022)  
Chair, Search Committee for Director of Library Services, HKUST (2020-2021)  
Chair, Committee on Faculty Diversity and Early Career Support, HKUST (2019-present)  
Associate Director, Institute for Emerging Market Studies, HKUST (2019-2020)  
Member, University Court, HKUST (2019-2022)  
Member, University Administrative Committee, HKUST (2019-present)  
Chair, Steering Committee on Review of the Undergraduate Common Core, HKUST (2020-2021; member, 2019-2020)  
Member, Working Group to Review the Terms of Reference and Membership Composition of Senate Committees, HKUST (2019-2021)  
Member, Sustainable Smart Campus Steering Committee, HKUST (2018-present)  
Member, Amenities & Support Facilities Sub-Board, HKUST Guangzhou (2019-present)  
Member, Organizing Committee, HKUST Teaching and Learning Symposium (2018, 2019)  
Member, University Honorary Awards Committee, HKUST (2017-2018)  
Member, University Senate, HKUST (2017-present)  
Member, Sustainability Education Community – Core Group, HKUST (2017-2019)  
Member, Interdisciplinary Undergraduate Studies Committee (2016-2020)  
Member, Standing List of Potential Hearing Committee Members for Staff Grievances, HKUST (2014-2017)  
Member, Taskforce on Research Post-Graduate Education, HKUST (2014-2016)  
Member, Working Group on Research Post-Graduate Education, HKUST (2012-2014)

**School**

Associate Dean of Undergraduate Studies, HKUST Business School (2015-2020)  
Director of Undergraduate Programs, HKUST Business School (2017-2020)  
Chair, Selection Committee, Franklin Prize for Teaching Excellence, HKUST Business School (2016-2019)  
Chair, Selection Committee, Dean's Faculty Service Award, HKUST Business School (2016-2019)  
Member, HKUST Business School Quality Assurance Committee (2016-2020)  
Associate Director of PhD/MPhil Programs, HKUST Business School (2012-2015); Acting Director (2014-2015).  
Selection panelist, Hong Kong Research Grants Council PhD Fellowship Scheme (2011, 2015, 2016)  
Dissertation defense chair, Hanny Kusnadi, Department of Accounting (2019)  
Dissertation defense chair, Sichuang Xu, Department of Economics (2019)

Dissertation defense chair, Shen Zhao, Department of Finance (2016)  
Dissertation defense chair, Yu Han, Department of Physics (2015)  
Dissertation defense chair, Yijun Kim Wu, Department of Management (2014)  
Dissertation defense chair, Yixin Zhang, Department of ISOM (2013)  
Dissertation defense chair, Song Zheng, Department of IELM (2012)  
Dissertation defense chair, Cuili Qian, Department of Management (2010)  
HKUST Marketing department representative for 4-year transition strategy (2009-10)

### ***Department***

HKUST Marketing department:

Committee for faculty recruitment (member 2009-2014; coordinator 2010-2014)  
Behavioral lab coordinator (2009-2011, 2012-2017)  
Subject pool coordinator (2009-11)  
PhD committee (2010-2012)  
Undergraduate committee (2010-2015)  
Academic review committee (2009-2018)  
Department Head search committee (2009-10, 2012-14, 2020)  
Committee on 4-year program transition strategy (2006-07, 2009-10)

University of Michigan Marketing department:

Strategic planning committee (2007-09)

### ***Doctoral advising***

#### PhD chair or co-chair

Jingshi (Joyce) Liu, HKUST Marketing (City, University of London), Dissertation co-chair, 2020  
Ga-Eun (Grace) Oh, HKUST Marketing (Open University of Hong Kong), Dissertation co-chair, 2017; First and second year paper advisor, 2013, 2014  
Yimin Cheng, HKUST Marketing (Monash University), Dissertation chair, 2016; First and second year paper advisor, 2012, 2013.  
*Runner-Up, SCP-Sheth Dissertation Proposal Competition, 2015-16.*  
Tingting Wang, HKUST Marketing (Sun Yat Sen University), Dissertation chair, 2014  
Elaine Chan, HKUST Marketing (Tilburg University), Dissertation co-chair, 2009

#### PhD committee member or other

Lu Fang, HKUST Marketing, First year paper advisor, 2021  
Lulu Shi, HKUST Marketing, MPhil defense chair, 2020  
In Seong Jeong, HKUST Management (Lingnan University), expected 2019  
Shi (Sherry) Wang, HKUST Marketing (Ohio State University), MPhil committee member, 2015; PhD committee member, 2018  
Suhaz Vijayakumar, HKUST Marketing, MPhil advisor, 2018  
Ruixue Zhang, HKUST Management, 2018  
Marloes Heijink, Hong Kong Polytechnic University Marketing, 2018  
Abed Abedniya, Monash Marketing, External examiner, 2016  
Gilad Feldman, HKUST Management (post-doc, UIUC), 2014  
Chen Wang, University of British Columbia Marketing (Drexel University), 2014  
Fangyuan Chen, HKUST Marketing, First year paper advisor, 2010

Li Huang, HKUST Marketing, First year paper advisor, 2010  
Rajiv Kozhikode, HKUST Management (University of Groningen), 2010  
Thales Teixeira, University of Michigan Marketing (Harvard Business School), 2008

### ***Undergraduate advising***

#### Undergraduate Research Opportunity Program (UROP)

Rina L. Jio, Spring 2016, Fall 2016  
Christina W. Chen, Spring 2016  
Prudence P. K. Chow, Benjamin Huber, Summer 2013  
Eugenie K. T. Tang, Summer 2012-Spring 2013  
Lily Y. Liu, Summer 2011-Fall 2011, Summer 2012  
Alexis Y. Yang, Tonney R. Yu, Summer 2011-Spring 2012  
Ashley Y. Xu, Summer 2011-Fall 2011  
Adrian Chao, Clara Jiang, Chester Leung, Daisy Li, Angie Lo, Carmen Tsai, Annie Tsang, Shu Kit Tse, Nina Yeung, Jin Zhang, Summer 2010

#### HKUST Global Business Final Year Project (equivalent of honors thesis)

Ruby Ho, Mi Jeong Koh, Calvin Kwok, Eamon Suen, Spring 2019  
Allen Chen, Isaac Cheng, Rachel Huang, Hillary Juan, Jaeook Lee, Barron Tsai, Spring 2018.  
Louise Austin, Jack Chan, Varidhi Kejriwal, Jessie Kim, Hin Tang, Spring 2017.  
Jeremy Choi, Joshua Fan, Alvin Lo, Laurie Lam, Fall 2015.  
Diana Chung, Clara Jang, Benjamin Tsang, Evan Wong, Tiffany Yue, Fall 2014.  
Cherrie C.L. Leung, Bonnie K.M. Ng, Karen K.Y. To, Wryane W.O. Wong, Fall 2013.  
Phraveen Arikiah, Freeman Ho, Michael Ng, Jeremie Plane, Theresa Wong, 2012-13.  
Sara M. C. Fung, Chester C. Y. Leung, Gloria O.K. Pak, Annie W.P. Tsang, 2011-12.  
Priscilla Y. H. Chok, Candy Y.F. Poon, Hermione H. M. Tang, Michelle H. Y. Yuen, 2007.

#### SIGHT (Student Innovation for Global Health and Technology)

Yan Yan Li, Dawn Lo, Catherine Marchio, Nikareka Muniyasamy, Jacqueline Cheryl Sabrina, Bala Sharma, Spring 2019  
Irene Gianni, Alvin Kusuma, Devi Nadjaja, Mario Purnama, Spring 2018.  
Bernice Fan, Issei Haruta, Irene Huang, Ishan Jain, Tanay Rohatgi, Spring 2017.

### **Professional Affiliations**

Association for Consumer Research (2000-present)  
Society for Consumer Psychology (2001-present)  
Association for Psychological Science (2013-2016)  
Beta Gamma Sigma (2007-present)  
Faculty Associate, HKUST Institute for Emerging Market Studies (2016-present)

### **Industry Experience**

Brand Manager, Consumer Banking, Standard Chartered Bank India, 1998-1999  
Product Manager, Consumer Banking Assets, Standard Chartered Bank India, 1997-1998

### **Selected Corporate and Pro-Bono Engagements**

6Waves, Bibini, English Schools Foundation of Hong Kong, Gyan Shala, Hong Kong  
Maxim's Group, IBM Hong Kong, L'Oreal, Ocean Park Hong Kong, One2One Charitable  
Trust, Reinsurance Group of America, Sogo

## Selected Media Mentions

- "Coronavirus: from China to the US, consumer behaviour radically altered as world retreats into 'survival mode'," *South China Morning Post*, April 1, 2020.
- "Journal Must-reads," *Marketing Science Institute monthly curation*, December 3, 2018
- "If You Stop Thinking Of Exercise As A Way To Lose Weight, You May Actually Enjoy It," *fivethirtyeight.com*, January 30, 2018
- "Food delivery apps 'threaten Hong Kong's food culture and peoples' health'," *South China Morning Post*, City section, February 11, 2017.
- "Guilt-Free Snacks?" *TVB Pearl*, Money Magazine, June 10, 2016.
- "Hands off those buns: Hongkongers mistakenly believe poor diet is not the primary cause of obesity," *South China Morning Post*, Health section, February 29, 2016.
- "How Do You Motivate Kids To Stop Skipping School?," *National Public Radio* ([www.npr.org](http://www.npr.org)), May 22, 2015
- "How Smiling Can Backfire," *Scientific American*, Mind Matters section, September 16, 2014
- "Why Smiling Too Much May Be Bad For You," *Huffington Post*, August 11, 2014.
- "Lenses of the heart': The influence of perspectives on emotions," *South China Morning Post*, Education Post section, June 13, 2014.
- "Moving targets: The dynamics of consumer goal revision," *South China Morning Post*, Education Post section, February 7, 2014.
- "Can Our Beliefs About Exercise Make Us Fat?," *Huffington Post*, March 22, 2013
- "Advertising Corporate Social Responsibility", *Hong Kong Economic Journal*, May 24, 2010.
- "How to avoid mood-induced over-indulgence", *The Times of India*, February 25, 2009.
- "The Happy Buyer and the Proud Buyer", *The New York Times*, December 18, 2006.

## Selected Non-academic Publications

- "#Favoritethings: Social Media Posts and Consumer Happiness," HKUST Institute for Emerging Markets Thought Leadership Brief (with Jingshi Liu and Amy Dalton), #53, Summer 2021
- "The Value of Education", *South China Morning Post*, May 5, 2020, Business section. Reprinted on [quartz.com](http://quartz.com), [msn.com](http://msn.com), [yahoo.com](http://yahoo.com)
- "Let's not bottle it with plastic recycling," *The Standard*, April 3, 2019
- "Should students be rewarded for attending school regularly?," *Ideas For India*, January 25, 2019
- "Making Consumer Behaviour Change 'Stick'", *Vitafoods Insights*, August 10, 2016
- "Leanwashing: A Hidden Factor in the Obesity Crisis", *The European Financial Review*, Oct-Nov 2014
- "Muddled thinking is fuelling obesity epidemic", *South China Morning Post*, March 10, 2013, Lifestyle section.
- "The journey of a lifetime" (text and photographs), *JetWings magazine*, February 2009, Globetrotting section, 62-68.
- "IEG days: Life as play", in *IEG at Fifty: Recollections, Retrospect and Prospect*, ed. T.N. Madan and N. S. Siddharthan, Academic Foundation, Delhi, 2008, 217-222.
- "History decapitated in a reign of terror: The Cambodian landscape is littered with the artifacts of its destroyed cultural heritage" (text and photographs), *The Hindustan Times*,

*Bombay, July 10, 2007, op-ed page.*