

A. V. MUTHUKRISHNAN

Professor and Head
Department of Marketing
HKUST
Clearwater Bay,
Hong Kong

Contact: (852)-2358-7715; mkmuthu@ust.hk

Education

Ph.D. in Marketing, 1993
University of Florida

PhD in Organizational Behavior,
IIT Bombay, India

M.A (Personnel Management)
Loyola College, University of Madras, Madras, India

Professional Experience

Professor (since 2009) [Head, Department of Marketing since August 2014; Acting Head, Department of Marketing (Jan 2009 to June 2010 and July 2012 to June 2013); PhD Program Coordinator (Dec 2012 to June 2013)]

Visiting Scholar (July 2013-June 2014), Indian School of Business, Hyderabad, India

Associate Professor (Marketing), HKUST, (2001-2008), [PhD Program Coordinator June 2006-February 2009]

Assistant Professor (Marketing), HKUST, (1995-2001), [PhD Program Coordinator June 1999-August 2002]

Assistant Professor (Marketing), Fairleigh Dickinson University, Teaneck, NJ (Sept 1993-May 1995)

Visiting Assistant Professor (Marketing), Florida International University, Miami (Jan 1993-June 1993)

RESEARCH

Research Interests

Behavioral Decision Theory, Consumer Judgment and Decision Making, Branding, Promotion

Honors and Awards

- Winner of the American Marketing Association's John Howard Award for the Best Dissertation in Marketing, 1993
- Honorable Mention in the Robert Ferber Award competition of the Journal of Consumer Research for the best article based on a dissertation, 1996
- Among the top 75 researchers in the world in terms of the number of articles published at Journal of Marketing Research, Journal of Consumer Research, and Marketing Science during the ten year period of 1999-2008 (Source: Web of Science). Joint 2nd rank in Asia during this ten year period (1999-2008) and Joint 1st rank in Asia between 2001 and 2008.

Publications

Muthukrishnan, A.V. (2015), "Persistent Preferences in Marketplace Choices: Brand Loyalty, Inertia and Something in-between," *Foundation and Trends in Marketing*, Vol. 9:1.

Muthukrishnan, A.V, and Robin Chark (2015), "Choice Set Induced Conflict, Deliberation, and Persistent Preference," *Marketing Letters*, Vol. 26(4), December,437-448.

Yan, Dengfeng and A.V. Muthukrishnan (2014), "Killing Hope with Good Intentions: The Effects of Consolation Prizes on Lottery Preference," *Journal of Marketing Research*, 51(2), 198-204.

Chark, Robin, and A.V. Muthukrishnan (2013), "The Effect of Physical Possession on Preference for Product Warranty," *International Journal for Research in Marketing*, 30,424-25.

Muthukrishnan, A.V., Luc Wathieu, and Alison Jing Xu (2009), "Ambiguity Aversion and Preference for the Established Brands." *Management Science*, 55 (December), 1933-41.

Muthukrishnan, A. V. and Amitava Chattopadhyay (2007), "Just Give Me Another Chance: The Strategies for Brand Recovery from a Bad First Impression," *Journal of Marketing Research*, XLIV (May), 334-345.

Muthukrishnan, A. V. and Luc Wathieu (2007), "Superfluous Choices and Persistence of Preferences," *Journal of Consumer Research*, 33(4), 454-460.

Wathieu, Luc, A. V. Muthukrishnan, and Bart Bronnenberg (2004),"Asymmetric Effects of Promotion Retraction," *Journal of Consumer Research*, 31(3), 652-657.

Zwick, Rami, Amnon Rapoport, Alison Lo, and A. V. Muthukrishnan (2003), "Consumer Sequential Search: Not Enough or Too Much?" *Marketing Science*, Vol. 22 (4), 503-519.

Wathieu, Luc, Lyle Brenner, Ziv Carmon, Amitava Chattopadhyay, Aimee Drolet, John Gourville, A. V. Muthukrishnan, Nathan Novemsky, Rebecca Ratner, Klaus Wertebroch, and George Wu (2002), "Consumer Control and Empowerment: A Primer," *Marketing Letters* (Special Issue on Berkeley Choice Symposium), Vol. 13 (3), 297-305.

Pham, Michel T. and A. V. Muthukrishnan (2002), "Search, Alignment, and Judgment Revision: Implications for Positioning," *Journal of Marketing Research*, Vol. 39 (February), 18-30.

Nedungadi, Prakash, Amitava Chattopadhyay, and A. V. Muthukrishnan (2001), "Category Structure, Recall, and Choice," *International Journal of Research in Marketing*, Vol.18, 191-202.

Muthukrishnan, A.V. and Frank R. Kardes (2001), "Persistent Preferences for Product Attributes: The Effects of Initial Choice Context and Uninformative Experience," *Journal of Consumer Research*, Vol. 28 (June), 89-104.

Muthukrishnan, A. V., Michel T. Pham, and Amitabh Mungale (2001), "Does Greater Amount of Information always Bolster Attitudinal Resistance?" *Marketing Letters*, Vol. 12 (May), 131-144.

Muthukrishnan, A.V., Luk Warlop, and Joseph W. Alba (2001), "The Piecemeal Approach to Comparative Advertising," *Marketing Letters*, 12 (February), 63-73.

Muthukrishnan, A. V., Michel T. Pham, and Amitabh Mungale (1999), " Comparison Opportunity and Judgment Revision," *Organizational Behavior and Human Decision Processes*, Vol. 80 (3), 228-251.

Muthukrishnan, A. V. and S. Ramaswami (1999), "Contextual Effects on the Revision of Evaluative Judgments," *Journal of Consumer Research* , Vol. 26 (June), 70-84 .

Muthukrishnan, A. V. (1995), "Decision Ambiguity and Incumbent Brand Advantage," *Journal of Consumer Research*, Vol. 22 (June), 98-109.

Muthukrishnan, A.V. and Barton A. Weitz (1991), "The Role of Product Knowledge in the Evaluation of Brand Extensions," *Advances in Consumer Research*, Vol. 18 (competitive papers section), 407-413.

Kardes, Frank, A. V. Muthukrishnan, and Vladimir Pashkevich, (2005) "On the Conditions under which Experience and Motivation Accentuate Bias in Intuitive Judgment," in T. Betsch and S. Haberstroch (eds.) *The Routines of Decision-Making*, Lawrence-Erlbaum, 139-156."

Working Papers

Chark, Robin and Muthukrishnan, A.V. (2017) "Can Extended Warranty Preferences Differ across Brands of Equal Value?"

Chark, Robin, Vincent Mak, and A.V. Muthukrishnan (2017), "Consumer Curse in Product Insurance Decisions"

Chark, Robin and Muthukrishnan (2016)," Exchange Rate Neglect and Double Decking in Investment Decisions"

Research in Progress

“The Strength of Choice Sets Induced Preference” (Supported by Hong Kong RGC – GRF grant for HK\$ 602970)

“The Effect of Extended Warranty Purchase on Long Term Brand Preferences,” with R. Chark

“Factors Influencing Farmers’ Decision Making: The Biases in Dynamic Decision Making with Feedback in an Indian Agriculture Context,” with M. Swami

Conference Presentations (including presentations by Coauthors) and the Most Recent Invited Talks

“Experimental Research in Marketing,” Research Presentation at Indian School of Business, May 2014.

“Persistent Brand Preferences,” invited research talk, Indian Institute of Management, Bangalore, India, 2014, January.

“Biases in Consumer Judgments and Choices,” invited talk, ICFAI Management Institute, Hyderabad, India, 2013, October.

“Cursed Consumers and Bounded Rationality in insurance Decision Making: Some Experimental and Field Evidence,” Royal Economic Society Conference, Royal Holloway, London, UK, April 2013.

“Source Dependent Preference in Consumers’ Insurance Decisions,” First Annual Conference on Financial Decision Making,” Boulder, Colorado, June 2010.

“Ambiguity Aversion and the Established Brand Preference” ESE Conference on Behavioral Economics, Rotterdam, the Netherland, November 5 2009.

“Sticky Choices in Unfiltered Choice Sets,” NASMEI Conference, Chennai, India December 2008

“Ambiguity Aversion and the Power of the Established Brands,” Marketing Science Conference, Vancouver, Canada, June 2008

“Gift versus Coupons: The Differential Effects of Promotional Tools,” Marketing Science Conference, Singapore, June 2007

“Superfluous Choices and the Persistence of Preference,” BDRM Conference, UCLA, June 2006

“Asymmetric Effects of Promotion Retraction,” BDRM Conference, Duke University, April 2004

“Sequential Search with Relative Ranks,” JDM conference, Orlando, FL, Nov 2001.

“Bundling Free Gift Alternatives,” JDM conference, New Orleans, LA, November 2000.

“Effects of Bundle Framing,” American Marketing Association, San Francisco, August 1999.

“Sequential Search with Relative Ranks,” Marketing Science conference, Syracuse, NY, May 1999.

“Differential Weighting of Costs and Benefits over Time,” JDM Conference, Dallas, TX, Nov 1998.

“Information Format and Judgment Updating,” Marketing Science Conference, Paris, June 1998.

“A Judgment Reconstruction Perspective of Post-challenge Brand Evaluations,” Association for Consumer Research Conference, Denver, CO, October 1997.

"Comparability and Preference Persistence," Marketing Science Conference, Berkeley, CA, March 1997.

“Decision Ambiguity and Incumbency Advantage,” Invited Presentation at the special session by the Ferber Award winners, Association for Consumer Research Conference, Tucson, AZ, October 1996.

"Amount and Type of Information and Attitudinal Resistance," Marketing Science Conference, Gainesville, FL, March 1996.

"Accountability and Carryover Biases in Survey Research," Academy of Marketing Science Conference, Phoenix, AZ, May 1996.

"Piecemeal Comparison in Advertising," Marketing Science Conference, Tucson, AZ, March 1994.

"Ambiguity and Decision Biases," American Psychological Association Conference (Consumer Psychology Track), Toronto, Canada, August 1993.

PhD Dissertation Chair

Robin Chark (Graduated in 2010; Working at University of Macau)

Li Zhang (Expected to graduate in 2018)

PhD Dissertation Committee Member

Member, Ph.D Dissertation Committee, Vincent Mak (Graduated November 2008, Working at Judge Business School, Cambridge University)

Member, PhD Dissertation Committee, Yi Zhao (Graduated November 2009, Working at Georgia State University)

Member, PhD Dissertation Committee, Seunghee Han (Carnegie Melon University, Dept. of Social and Decision Sciences) (Graduated August 2009)

Member, PhD Dissertation Committee, Alison Jing Xu (Graduated from University of Illinois, 2010, Working at University of Minnesota)

MPhil Dissertation Committee

Maggie Chan (Chair)

Fatemah Kazempore (Chair)

Alison Lo (Member)

Wang Jing (Member)

Competitive Earmarked Grants Received from Research Grant Council, Hong Kong

GRF Project # 16500315 – HK\$ 602970 –“Strength of Choice Set Induced Preferences,” – August 2015 -

GRF Project # 642209 – HK \$ 609,098 – “Ambiguity Aversion and Established Brand Preference,” September 2009- August 2011 (Principal Investigator)

Grant # HKUST 6191/04H – HK \$ 500,220- “The Effects of the Valence of the Initial Information and Challenge Characteristics on the Magnitude of Evaluation Revision,” September 2004 – August 2007 (Principal Investigator)

Grant # HKUST 6020/00H –HK \$ 453,817-“The Effects of Framing Product Bundles,” September 2000 to December 2003, (Principal Investigator).

Grant # HKUST 6238/97H -HK \$ 242,890- “Amount of Information, Elaboration, and Attitudinal Resistance,” July 1997 to June 2000, (Principal Investigator).

Also obtained totally around HK\$ 800,000 as the Direct Allocation Grants and the Research Project Competition Grants (1995-2015)

Professional Membership

American Marketing Association

Association for Consumer Research

Society for Judgment and Decision Making

Society for Consumer Psychology

TEACHING

Courses Taught at HKUST

PhD Courses

Seminar on Consumer Decision Making –Several years since 1997
Seminar on Behavioral Decision Theory–Fall 2010, Fall 2012, Fall 2015
Trends in Consumer Research (Reading Seminar) – Fall 2015
Experimental Designs for Behavioral Research – Fall 2014
Independent Study on Behavioral Decision Theory topics for PhD students (Fall/Spring 1998, 2002, 2006, 2008 and 2009, 2012, 2014)

MBA Courses

Consumer Judgment and Decision Making for MBAs – Fall 1997, Fall 2001, Fall 2003

Under Graduate Courses

Judgment and Decision Making for Marketers
Introduction to Marketing
Products Management and Analytic Techniques

New Courses Developed

Seminar on Consumer Decision Making for MPhil and PhD
Behavioral Decision Theory for PhD
Experimental Designs for PhD
Consumer Judgment and Decision Making for MBAs
Judgment and Decision Making in Marketing for Undergraduates
Products Management and Analytic Techniques for Undergraduates

Teaching Interests

Consumer Judgment and Decision Making (Undergraduate, MBA, PhD levels),
Behavioral Decision Theory (PhD level),
Experimental Designs (PhD level),
Behavioral Research Methods and Analysis (PhD level)
Behavioral Economics (Masters/PhD level)
Advanced Marketing Research (undergraduate/MBA levels),
Analytical Techniques for Product Management (Undergraduate/MBA levels)

SERVICE

Reviewer for

Journal of Marketing Research
Journal of Consumer Research
Marketing Science

Journal of Marketing (Editorial Review Board Member 2002-2005)
Journal of Consumer Psychology
Journal of Retailing
Journal of Behavioral Decision Making
Organizational Behavior & Human Decision Processes
Marketing Letters
Journal of Business Research
ACR Proceedings (Program Committee Member 2004; 2009)
Society for Consumer Psychology Conference (Program Committee Member 1999)

Also served as reviewer for RGC competitive grants

PhD External Examiner

University of Cambridge
Indian Institute of Management, Bangalore

Service at the Department Level

Head since August 2014
Acting Head – July 2012-June 2013
Acting Head – January 1, 2009 to June 30, 2010
Chair, Ph.D Programs Committee – June 1999 – August 2002 & June 2006 – February 2009 & Dec 2012-June 2013
Member, Ph.D Programs Committee – 1997 - 2002 and 2006-2010
Chair Academic Review Committee -2010-2012
Member, Academic Review Committee – 2001-2008 & 2010-12
Co-organizer of the Seminar Series - 1997 - 2000
Member, Recruitment Committee (Several Years)
Mentor to Undergraduate Students – 2014, 2016
UG Interviewing and Meeting Prospective Students -2015, 2016

School and University Level Service

Co-director, Centre for Marketing and Supply Chain Management, School of Business (From June 2010-June2012)
Chair, Committee for Economics Head Search, HKUST (2012-13)
Member, School Academic Review Committee, School of Business (From July 2010-June 2012)
Member, President's Task Group on International Positioning of HKUST, 2009
Member, SBM Research Grants Committee, August 2003- July 2006
Member, Staff Grievance Committee, August 2002 –2009
Chairman, Ph.D Examinations Committee at an External Department - 2003 (Electrical and Electronics Engineering), 2005 (Civil Engineering), 2007 (Physics), 2009 (Management), 2010 (Operations Management), 2012 (industrial Engineering), 2014 (Industrial Engineering)