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POSITIONS HELD

August 1996 – June 2002	Assistant Professor, Dept. of Marketing, HKUST
July 2002 – May 2006	Associate Professor, Dept. of Marketing, HKUST
June 2006 – July 2010	Professor, Dept. of Marketing, HKUST
Spring, 2009	Visiting Professor, Columbia University
July 2010 –	Chair Professor, Dept of Marketing, HKUST
July 2010 –	Head, Dept. of Marketing, HKUST

ACADEMIC BACKGROUND

PhD Anderson Graduate School of Management, UCLA, May 1996
MBA Indian Institute of Management, Calcutta, 1991
BTech Indian Institute of Technology, Madras, 1989 (Electrical Engineering)

RESEARCH INTERESTS

Consumer information processing; Persuasion and attitude strength; Effects of marketing communications; Impulsivity and self-control.

PUBLICATIONS

- Yan, Dengfeng and Jaideep Sengupta (2011), "Effects of Construal Level on the Price-Quality Relationship," forthcoming, *Journal of Consumer Research*.
- Chan, Elaine and Jaideep Sengupta (2010) "Insincere Flattery Actually Works: A Dual Attitudes Perspective," *Journal of Marketing Research*, 47 (February), 122-133.
- Dahl, Darren, Jaideep Sengupta and Kathleen Vohs (2009) "Sex in Advertising: Gender Differences and the Role of Relationship Commitment," *Journal of Consumer Research*, 36 (2), 215-231.
- 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), 586-599.
- Sengupta, Jaideep and Darren W. Dahl (2008), "Gender-Related Reactions to Gratuitous Sex Appeals in Advertising," *Journal of Consumer Psychology* 18 (1), 62-78.
- Sengupta, Jaideep and Rongrong Zhou (2006), "Understanding Impulsives' Choice Behaviors: The Motivational Influences of Regulatory Focus," *Journal of Marketing Research*, 24(May), 297- 308
- Johar, Gita V., Jaideep Sengupta and Jennifer Aaker (2005), "Two Roads to Updating Brand Personality Impressions: Trait versus Evaluative Inferencing," *Journal of Marketing Research*, November, 458-469.

- Goodstein, Ronald C., Deborah A. Cours, Brian K. Jorgensen, and Jaideep Sengupta (2005), "The Positive Effect of Negative Advertising: It's a Matter of Time," in *Applying Social Cognition to Consumer-Focused Strategy*, F. Kardes, P. Herr, and J. Nantel, eds., Mahwah, NJ: LEA, pg. 319-330.
- Sengupta, Jaideep and Gavan J. Fitzsimons (2004), "The Effects of Analyzing Reasons on the Stability of Brand Attitudes," *Journal of Consumer Research*, 31 (December), 705-711.
- Gorn, Gerald J., Amitava Chattopadhyay, Jaideep Sengupta and Shashank Tripathi (2004), "Download Times on the Internet: Does Being Relaxed Make Time go Faster?," *Journal of Marketing Research*, 41 (May), 215-225.
- Johar, Gita V. and Jaideep Sengupta (2002), "The Effects of Dissimulation on the Accessibility and Predictive Power of Weakly Held Attitudes," *Social Cognition*, 20(4), 257-294.
- Sengupta, Jaideep and Gerald J. Gorn (2002), "Absence Makes the Mind Grow Sharper: The Effect of Element Omission on Subsequent Recall," *Journal of Marketing Research*, 39 (May), 186-201.
- Sengupta, Jaideep and Gita V. Johar (2002), "Effects of Inconsistent Information on the Predictive Value of Product Attitudes: Towards A Resolution of Opposing Perspectives," *Journal of Consumer Research*, 29 (June), 39-56.
- Sengupta, Jaideep, Darren W. Dahl, and Gerald J. Gorn (2002), "Misrepresentation in the Consumer Context," *Journal of Consumer Psychology*, 12 (2), 69-79 (*lead article*).
- Sengupta, Jaideep and Gita V. Johar (2001), "Contingent Effects of Anxiety on Message Elaboration and Persuasion," *Personality and Social Psychology Bulletin*, 27 (2), 139-150 (*lead article*).
- Sengupta, Jaideep and Gavan Fitzsimons (2000), "Disruption Vs. Reinforcement: The Effects of Analyzing Reasons for Brand Preferences," *Journal of Marketing Research*, 37 (3), 318-330.
- Aaker, Jennifer and Jaideep Sengupta (2000), "Additivity versus Attenuation: The Role of Culture in the Resolution of Information Incongruity," *Journal of Consumer Psychology*, 9 (2), 67-82 (*lead article*).
- Sengupta, Jaideep, Ronald C. Goodstein and David S. Boninger (1997), "All Cues Are Not Created Equal: Obtaining Attitude Persistence under Low Involvement Conditions," *Journal of Consumer Research*, Vol. 4 (March), 351-361.

WORKING PAPERS

- "Defensive Mechanisms Against Social Identity Threat: The Role of Self-Construal" (with Katherine White and Jennifer Argo); *being revised for resubmission, JCR*.
- "Self-Positivity versus Self-Negativity: Consumers' Reliance on Base Rate and Case Information in Perceptions of Health Risk," (with Dengfeng Yan); *under review, JCR*.
- "Care Enough to Cheat? Lay Beliefs of Self-Mastery and Response to Ethical Dilemmas in Decision-Making" (with Gita Johar and Anirban Mukhopadhyay); *under review, SPPS*.
- "It Won't Grab You if You Can't Grab It: The Effect of Dominant Hand Restriction on Target Evaluations" (with Hao Shen); *to be submitted to Psychological Science*.
- "Does Size Matter or is it All About Money? The Size-Quality Relationship and the Intervening Role of Price" (with Dengfeng Yan and Bob Wyer); *to be submitted to Journal of Marketing*.

OTHER ONGOING RESEARCH

“Understanding Optimism: The Antecedents of Anticipatory Purchase,” (with Elaine Chan and Anirban Mukhopadhyay). Consumers often behave optimistically, purchasing products that they are unable to use at the time of purchase, but anticipate being able to use in the future. This research investigates such anticipatory purchase behavior, and demonstrates that optimism exerts its influence on anticipatory purchase via two distinct routes. One is driven by the perceived ease of the process required to achieve a given outcome and prevails when sufficient cognitive resources are available, while the other is driven directly by the perceived favorability of the outcome itself and holds when cognitive resources are constrained. Within each route, the focus of thought (process vs. outcome-focus) moderates the influence of optimism, and the two routes converge on enhanced goal motivation. Multiple experiments provide support for predictions derived from this framework, illuminating the substantive domain of anticipatory purchasing and providing theoretical insights into the nature of optimism.

“What Next? The Consequences of Optimistic Purchasing” (with Elaine Chan and Anirban Mukhopadhyay). This project follows up on our earlier work on optimism, to examine how consumers behave *after* making an “optimistic” purchase – e.g., buying a pair of jeans that is too small for them. In particular, we look at how such a decision affects their likelihood of engaging in behavior – such as exercising – that would enable them to use the first product. Across five studies, we find that the type of mental simulation (outcome vs. process-focus) in which individuals rely on when making their initial decision lead optimists vs. pessimists to infer either progress or commitment towards the goal, which then drives different consequences. Specifically, these factors determine when consumers engage in consistent behavior (e.g., greater likelihood of buying exercise equipment after buying the jeans) vs. self-defeating behavior (lower likelihood of buying exercise equipment after buying the jeans).

“The Bearer of Bad News: Opposing Effects of Negative Information on Attitude Strength” (with Gita Johar and Matthias Birk). Consumers are frequently confronted with negative brand information (e.g. in the form of product reviews or consumer reports) without a clear understanding of how credible the information actually is. This research investigates how source credibility and timing of credibility information (before or after the message) together moderate the influence of negative brand news on consumers’ attitude strength. Drawing on a Gricean norms perspective, two studies find that message elaboration is heightened when participants receive the source credibility information *after* the message. The effect on attitude strength is twofold: When the source is deemed credible, heightened elaboration results in a weakening effect; in contrast, when the source is deemed non-credible, increased elaboration produces strengthening. A third study shows that this pattern can be explained by accounting for the type of elaboration (not just the amount of elaboration) that is induced by a credible vs. a non-credible source.

“The Jealousy Effect: Dual Attitudes Evoked in Observers of Flattery” (with Elaine Chan). This project enhances our understanding of flattery effects by investigating how observers feel when they see someone else being given a flattering, but genuine, compliment. Since the flattery is perceived to be genuine, observers will not react negatively to the flatterer – in their deliberative, explicit attitudes. However, a spontaneous process of comparing oneself with the target will lead the observer to experience an implicit negative reaction. We find support for this automatic jealousy effect in a scenario study which examines reactions to flattering comments from salespeople in a retail store. Two subsequent studies then provide insights into the underlying process by showing that the jealousy effect depends upon the relationship between the observer and the target (greater jealousy when targets are peers vs. non-peers) and also upon the observer’s current level of self-esteem with regard to others (lower jealousy effects when observers are induced to think well of themselves in comparison to others). A final study builds upon these insights to show when and why the jealousy effect might induce observers to act in a manner desired by the flatterer (e.g., buying more from a store after observing a salesperson flatter another consumer).

SELECTED CONFERENCE PROCEEDINGS

White, Katherine, Jennifer Argo and Jaideep Sengupta (*forthcoming*) "When do Consumers Bolster their Preferences In the Face of Threat? The Role of Self-Construal and Collective Identity Activation," in *Advances in Consumer Research* Vol. 38, eds. Darren Dahl, Gita Johar and Stijn van Osselaer, Duluth: MN.

Yan, Dengfeng and Jaideep Sengupta (*forthcoming*) "You Get what you Pay for but I Don't: Effect of Construal Level on the Price-Quality Relationship," in *Advances in Consumer Research* Vol. 38, eds. Darren Dahl, Gita Johar and Stijn van Osselaer, Duluth: MN.

Chan, Elaine, Anirban Mukhopadhyay and Jaideep Sengupta (*forthcoming*), "Understanding Optimism: Buying What You Can't Use Today But Hope To Use Tomorrow", in *Advances in Consumer Research* Vol. 37, eds. Margaret C. Campbell, Jeff Inman and Rik Pieters, Duluth, MN.

Birk, Matthias, Gita Johar, Jaideep Sengupta (2009), "When Bad News Sticks: The Effect of Valence and the Timing of Source Credibility on Attitude Strength", in *Advances in Consumer Research* Volume 36, 198-201, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN.

Chan, Elaine and Jaideep Sengupta (2008), "Flattery and Persuasion: A Dual Attitudes Perspective", in *Advances in Consumer Research* Volume 35, eds. Angela Y. Lee and Dilip Soman, Duluth, MN : Association for Consumer Research, 778-779.

SELECTED CONFERENCE PRESENTATIONS

"When do Consumers Bolster their Preferences In the Face of Threat? The Role of Self-Construal and Collective Identity Activation," *Association for Consumer Research Annual Conference*, Jacksonville, Florida (2010; collaborators: Jennifer Argo and Kate White).

"You Get what you Pay for but I Don't: Effect of Construal Level on the Price-Quality Relationship," *Association for Consumer Research Annual Conference*, Jacksonville, Florida (2010; collaborator: Dengfeng Yan).

"Understanding Optimism: Buying what You can't use Today but Hope to Use Tomorrow", *Association for Consumer Research Annual Conference*, Pittsburgh, PA (2009; collaborators: Elaine Chan and Anirban Mukhopadhyay).

"When Bad News Sticks: The Effect of Valence and the Timing of Source Credibility on Attitude Strength", *Association for Consumer Research Annual Conference*, San Francisco, CA (2008; collaborators: Matthias Birk and Gita Johar).

"Flattery And Persuasion: A Dual Attitudes Perspective", *Association for Consumer Research Annual Conference*, Memphis, TN (2007; collaborator: Elaine Chan).

"Gender-Related Reactions To Inappropriate Sex Appeals In Advertising", *Association for Consumer Research Annual Conference*, Memphis, TN (2007; collaborators: Darren Dahl and Kathleen Vohs).

"Inoculations of Self-Control: Switching vs. Reinforcement Effects of Past Behavior," *Association for Consumer Research Annual Conference*, Orlando, Florida (2006; collaborators: Anirban Mukhopadhyay and Suresh Ramanathan).

"Two Roads to Updating Brand Personality Impressions," *Association for Consumer Research Conference*, San Antonio, Texas (2005; collaborators: Jennifer Aaker and Gita Johar).

"The Mediating Role of Regulatory Focus in Impulsive Eating," *Association for Consumer Research Conference*, San Antonio, Texas (2005; collaborator: Rongrong Zhou).

SELECTED INVITED SEMINARS

“Gender Differences in Reactions to Gratuitous Sex in Advertising”, *U. Michigan*, March 2009

“Gender Differences in Reactions to Gratuitous Sex in Advertising”, *NUS*, November 2008

“The Mediating Role of Regulatory Focus in Impulsive Eating,” *University of Chicago*, Spring 2005

“The Mediating Role of Regulatory Focus in Impulsive Eating,” *Columbia University*, Spring 2005.

“The Effects of Analyzing Reasons on the Stability of Brand Attitudes,” *University of British Columbia*, Summer 2004

“Analyzing Reasons for Preferences: Disruption or Reinforcement,” *London Business School*, Summer 2000

TEACHING INTERESTS: Consumer Behavior; Advertising.

<u>COURSES TAUGHT (at HKUST unless specified)</u>	<u>RECENT EVALUATIONS (on 100 unless otherwise mentioned)</u>
Consumer Behavior (PhD course)	100.0 (Spring 2010)
Consumer Behavior (Undergraduate)	90.0 Dept. mean = 71.1 (Spring 2008)
Understanding Consumers (MBA) (An integrated elective covering facets of advertising, consumer behavior and market research)	92.5 Dept. Mean = 69.6 (Fall 2010) 100.0 Dept. mean = 78.7 (Fall 2009)
Advertising: MBA program <i>Indian School of Business</i>	Jan-Feb 2010 6.63 on a scale of 7 (program mean = 5.71) Jan-Feb 2009 6.62 (program mean = 5.48)
Consumer Behavior: MBA program, <i>Columbia University</i> ,	Spring 2009 4.8/5 (program mean unavailable)
Consumer Behavior: EMBA program <i>Moscow School of Management</i> ,	Nov 2010 4.9/5 (program mean unavailable)
Consumer Psychology and Advertising: <i>HKUST E-MBA for Chinese executives</i> , (translated program),	Sept 2010 8.82/10 (program mean N/A)
Marketing in China & ASEAN: <i>Global Immersion Module for McIntire MSc in Commerce</i> ,	June 2010 4.8/5 (program mean N/A)
Understanding Consumers: <i>HKUST MBA program in Shenzhen, China</i> ,	Summer 2004 95.5 (program mean N/A)
“eAdvertising and ePromotion”, Fall 2002 <i>Master’s program in E-commerce, HKUST</i>	91.7 (program mean = 71.2)
Understanding Consumers: <i>Kellogg-HKUST EMBA</i> Including students from partner programs: Schulich (Toronto), EMP (Miami), and WHU (Germany)	Nov 2009 9.46/10 (program mean N/A)

HONORS AND AWARDS

- Invited to the Marketing Science Institute Young Scholars Program, March 2003. This conference brought together 20 scholars identified by MSI as “potential leaders of the next generation of marketing academics.”
- Faculty invitee to the AMA-Sheth Doctoral Consortium, Fort Worth, TX (June 2010).
- Selected Best Faculty for the Kellogg-HKUST EMBA program, 2005-2006.
- American Marketing Association Doctoral Consortium Fellow (UCLA representative), 1994.
- Faculty invitee to the EMAC doctoral colloquium, summer 2006
- Faculty invitee to the Annual Doctoral Symposium; ACR 2007, ACR 2008.
- Outstanding Reviewer Award, *Journal of Consumer Research*, 2009-10
- Best Ten Reviewers, *Journal of Consumer Psychology*, 2008-09; 2009-10
- Wei Lun Fellow, HKUST, 1996-1997; 2000-2001.
- Honoree at the Hong Kong UGC event celebrating excellent teachers across all HK universities, Sept 2010
- Awarded Franklin Prize for Teaching, School of Business&Management (Spring 2002; 2009)
- Nominated for Franklin Prize for Teaching, SBM (2001, 2003, 2004, 2005, 2006, 2007, 2008).
Note: not eligible for the award in those years since I served on the voting committee (SASC).
- Nominated for the University-wide Michael G. Gale Medal for Teaching, 2010
- Received Dean’s Letter of Recognition for Excellence in Teaching, 1998-2008.
- Research Projects Competition (RPC) grant award for research project entitled “How Social Identity Threat Can Help (Not Just Hurt): An Interdisciplinary Investigation,” with Elizabeth George. Funding level: 18,000 USD. Period: 30/6/2010-31/8/2012.
- RPC grant award for project entitled “Flattery and Its Consequences: A New Look”. Funding level: 22,600 USD. Period: June 2008-Dec 2010.
- Hong Kong Research Grants Council (RGC) Competitive Earmarked Grant award for research project entitled “Consumers’ Lay Theories as Determinants of Normatively Inappropriate Behavior,” with Anirban Mukhopadhyay. Funding level: 79,000 USD. Period: 1/9/2010-31/8/2012.
- RGC CERG award for research project entitled “The Interplay Between Consumption and Self-Esteem Maintenance,” with Amy Dalton. Funding level: 80,000 USD. Period: 1/1/2011-31/12/2012.
- RGC CERG award for research project entitled “Understanding Impulsive Consumption Behavior: The Role of Regulatory Focus,” with Rongrong Zhou. Funding level: 89,000 USD. Period: 5/8/2006-4/8/2009.

- RGC CERG award for research project entitled “Determinants of Consumers’ Responses to Sequences of Unintended Purchase Opportunities”, with Anirban Mukhopadhyay and Gita Johar. Funding Level: 72,000 USD. Period: 1/8/2005-31/1/2008.
- RGC CERG award for research project entitled “The Formation and Malleability of Brand Personality Inferences”, with Jennifer Aaker and Gerry Gorn. Funding Level: 67,000 USD. Period: 1/11/2004-31/10/2007.
- RGC CERG award for research project entitled “An Investigation of Factors that Influence Perceptions of Website Download Time”, with Gerry Gorn. Funding Level: 73,000 USD. Period: 15/8/2002-14/8/2005.
- RGC CERG award for research project entitled “Cultural Universals and Differences in Color Preferences Among Consumers and Among Marketing Managers”, with Gerry Gorn. Funding Level: 800,000 HKD (approximately 100,000 USD).
- RGC CERG award for research project entitled “Attributes vs. Social Norms: Examining the Impact of Culture on the Formation of Purchase Intentions”, with Jennifer Aaker. Funding Level: 246,100 HKD (approximately 30,000 USD).

CURRENT EDITORSHIP AND EDITORIAL BOARD DUTIES

<i>Journal of Consumer Research:</i>	Associate Editor
<i>Journal of Marketing Research:</i>	Editorial Board Member
<i>Journal of Consumer Psychology:</i>	Editorial Board Member

OTHER SERVICE

Co-Chair (with Zeynep Gurhan) of the Working Papers track for the ACR annual conference, 2011
 Current Chapter Secretary and President-Elect, Beta Gamma Sigma (HKUST chapter)
 Substantive Member of Senate Standing Committee for Academic Review Procedures
 Member, School Administrative Committee (Fall 2010-current)
 Ex-Officio Member, University Senate
 Member of School Appointment and Substantiation committee (Promotion and Tenure) in the Business School, 2003-Spring 2008; Fall 2009-current
 Member of Business School Dean Search Committee, 2007-2008.
 Chair, Department Academic Review Committee 2008, 2010
 Chair, Department Annual Appraisal Review Committee, 2008, 2010
 PhD dissertation Chair (ongoing) for Dengfeng Yan; graduation expected summer 2012.
 PhD dissertation Co-Chair (with Anirban Mukhopadhyay) for Dr. Elaine Chan (graduated, 2009).
 PhD dissertation committee member: Hao Shen (graduated, 2008)
 Member of Mphil Thesis Committee for Allen Zhang, 1998.
 Member of Mphil Thesis Committee for Shashank Tripathi, 1999.
 Member of four-person senior faculty panel invited to speak in the “Dialogue with Journal Editors” held for junior faculty and PhD student development, SBM, March 2011.
 Member of Marketing Department Head Search Committee, 2007-2008.
 Member, SBM committee for executive education for AACSB accreditation, 2009
 Member of MBA curriculum committee, Business School, 2007
 Teaching mentor for Marketing Department junior faculty, 2006-current
 Member of Marketing Department committee for Teaching and Learning Processes Quality Review.
 Served on faculty recruiting panel at the summer AMA conference, 1997-2005.