

A. V. MUTHUKRISHNAN

July 2009

Professor &
Acting Head
Department of Marketing
Hong Kong University of Science and Technology
Clearwater Bay, Kowloon,
Hong Kong
Phone: 852-2358-7715
Fax: 852-2358-2429
e-mail: mkmuthu@ust.hk

Education

Ph.D. in Marketing, May 1993
University of Florida

Professional Experience

Associate Professor and Acting Head (Marketing), HKUST (January 2009- June 2009)

Associate Professor (Marketing) (2001-2008)

Assistant Professor (Marketing), HKUST, (1995-2001)

Assistant Professor (Marketing), Fairleigh Dickinson University, New Jersey (1993-1995)

Visiting Assistant Professor (Marketing), Florida International University, Miami, Florida
(January to May 1993)

Research Interest

Consumer and Managerial Judgment and Decision Making

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.

Winner of the Best in-Track Paper award in the Research Methodology Track of Academy of Marketing Sciences conference, 1996.

Publications

Articles

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

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.

Book Chapter

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

Muthukrishnan, A.V., Luc Wathieu and Alison Jing Xu, "Ambiguity Aversion Persistent Preference for the Established Brands. "

(Listed on SSRN's *Top Ten Download List for Behavioral and Experimental Economics* for the two months period of August 20, 2008 to October 19 2008)

Yan, Dengfeng and A.V. Muthukrishnan (2009)," Worse than Nothing: Effects of Consolation Prize on Lottery Expectation and Participation Intention," to be submitted to *Organizational Behavior and Human Decision Processes*

Research in Progress

"The Influence of Price Differences on Quality versus Value," with Sridhar Moorthy and Robin Chark

"Sticky Choices in Unfiltered Sets" with Luc Wathieu

"Retail Environment and the Evaluation of Brand Extension," with Sharon Ng

"Gifts versus Coupons: The Differential Effects of the Two Promotional tools" with "Alison" Jing Xu

“Feeling of Elaboration and Persistent Brand Preferences” with Dengfeng Yan

“An Investigation of the Role of Different Types of Choice Conflict in the Status-quo Preference”

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

“Negative Effects of Consolation Prizes in Promotional Lotteries” with Dengfeng Yan

Conference Presentations (including presentations by Coauthors)

“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.

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

Marketing Letters

Journal of Business Research

ACR Proceedings (Program Committee Member 2004; accepted the invitation to be on the Program Committee for 2009)

Society for Consumer Psychology Conference (Program Committee Member 1999)

Professional Membership

Association for Consumer Research

Society for Judgment and Decision Making

Society for Consumer Psychology

American Psychological Association (Division 3 – Experimental Psychology)

Courses Taught at HKUST

Marketing Management for Undergraduates – Fall 1995 and Fall 1996

Seminar on Consumer Decision Making for MPhil/PhD – Fall 1997, Fall 1999, Fall 2000, Fall 2005, and Fall 2007.

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

Judgment and Decision Making for Marketers for Undergraduates- Fall 1998, Fall 1999, and Fall 2000, Fall 2001, Fall 2003, Fall 2004, Fall 2005, Fall 2006, Fall 2007, and Fall 2008.

Independent Study on Judgment and Decision Making topics (Spring 1998, 2002, 2006, and 2008)

New Courses Developed

Seminar on Consumer Decision Making for MPhil and PhD

Consumer Judgment and Decision Making for MBAs
Consumer Judgment and Decision Making for Undergraduates

Teaching Interests

Judgment and Decision Making (UG, MBA, MPhil/PhD levels), Marketing Research (undergraduates and MBA), Pricing (undergraduates), Experimental Design (MPhil/PhD level)

M. Phil Committee Assignments

Member of the M.Phil Thesis Committee for Alison Lo (1998-99)
Member of the M.Phil Thesis Committee for Wang Jing (1999-2000)
Chair of the M.Phil Thesis Examination Committee for Wang Jing (June 2000)
Chair and Supervisor, M.Phil Thesis Committee of Maggie Chan (2005)

PhD Committee Assignments

Member, Ph.D Committee, Vincent Mak,
Member, PhD Committee, Seunghee Han (Carnegie Mellon University, Dept. of Social and Decision Sciences)
Chair, PhD Committee, Robin Chark

Service for the Department

Acting Head – Since January 1, 2009
Academic Review Committee – 1995-96 & 2001-2008
Co-organizer of the Seminar Series - 1997 to 2000
Recruitment Committee (Several Years)
Member, Ph.D Programs Committee – 1997 to 1999
Chair, Ph.D Programs Committee – June 1999 – August 2002 & August 2006 – February 2009

School and University Level Service

Member, SBM Research Grants Committee, August 2003- July 2006
Member, Staff Grievance Committee, August 2002 –
Chairman, Ph.D Examinations Committee at an External Department - 2003 (Electrical and Electronics Engineering), 2005 (Civil Engineering), and 2007 (Physics)

Competitive Earmarked Grants Received from Research Grant Council, Hong Kong

GRF Project # 642209 – HK\$ 529,650 “Ambiguity Aversion and Established Brand Preference,”
Aug 2009 – July 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 – Aug 2007 (Principal Investigator)

Grant # HKUST 6020/00H –HK \$ 453,817-“The Effects of Framing Product Bundles,” Sept 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).
Applied as a Principal Investigator for a Grant of \$ HK 650,000 (2009-2011).