

Anirban Mukhopadhyay

Curriculum Vitae – June 2017

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Academic Positions

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| Dec 2015 – present | Associate Dean (Undergraduate Studies),
School of Business and Management,
Hong Kong University of Science and Technology |
| July 2015 – present | Professor of Marketing,
Hong Kong University of Science and Technology |
| July 2009 – June 2015 | Associate Professor of Marketing,
Hong Kong University of Science and Technology |
| July 2007 – June 2009 | Assistant Professor of Marketing,
University of Michigan at Ann Arbor |
| July 2004 – June 2009 | Assistant Professor of Marketing,
Hong Kong University of Science and Technology |
| Sept 1999 – June 2004 | Research and Teaching Assistant,
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 Wertenbroch
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

Publications

1. Chao, Melody M., Sujata Visaria, Anirban Mukhopadhyay, and Rajeev Dehejia (2018), "Do Rewards Reinforce the Growth Mindset?: Joint Effects of the Growth Mindset and Incentive Schemes in a Field Intervention," Forthcoming at the *Journal of Experimental Psychology: General*.
2. Wang, Tingting, Anirban Mukhopadhyay, and Vanessa M. Patrick (2017), "Getting Consumers to Recycle NOW!: When and Why Cuteness Appeals influence Prosocial and Sustainable Behavior," Forthcoming at the *Journal of Public Policy and Marketing*.
3. Karnani, Aneel, Brent McFerran, and Anirban Mukhopadhyay (2017), "Corporate Leanwashing and Consumer Beliefs about Obesity," Forthcoming at *Current Nutrition Reports*.
4. 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," Forthcoming at the *Journal of Marketing Research*.
5. 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.
6. 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.
7. 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.
8. Huang, Xun (Irene), Ping Dong, and Anirban Mukhopadhyay (2014), "Proud to Belong or Proudly Different? Lay Theories Determine Contrasting Effects of Incidental Pride on Uniqueness Seeking," *Journal of Consumer Research*, 49 (October), 697-712.
9. 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.
10. 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.
11. McFerran, Brent and Anirban Mukhopadhyay (2013), "Lay Theories of Obesity Predict Actual Body Mass," *Psychological Science*, 24, 8 (August), 1428-1436.

12. 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.
13. 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.
14. 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.
15. 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.
16. 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.
17. 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.
18. 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.
19. 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.
20. 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.
21. 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.
22. 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.

23. 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.
24. 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.
25. 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.
26. 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.

Manuscripts in preparation and under review

1. Cheng, Yimin, and Anirban Mukhopadhyay, "C-Sections are the Easy Way Out: How the Protestant Work Ethic Affects Preferences for Natural Healthcare," Manuscript in preparation.
2. Cheng, Yimin, Yuansi Hou, and Anirban Mukhopadhyay, "How Virtuosity Leads to Vice: The Protestant Work Ethic and Fairness-induced Overconsumption," Manuscript in preparation.
3. 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.
4. Oh, Grace G. and Anirban Mukhopadhyay, "Choice and Quantity in Conflict: Misleading Inferences of Self-Control from Observed Behavior," Under review.
5. Dong, Ping, Xun (Irene) Huang, and Anirban Mukhopadhyay, "Service with a Smirk: Should Service Providers Smile in Embarrassing Situations?" Under review.
6. Dong, Ping, Xun (Irene) Huang, and Anirban Mukhopadhyay, "Make-Up Drives the Stakes Up: The Effect of Self-Beautification on Risk-Seeking," Under review.
7. Ralf van der Lans, Anirban Mukhopadhyay, and Grace G. Oh, "Choice Architecture Effects on Indulgent Consumption: Evidence from Field Experiments at an Ice Cream Store," Under review.
8. Cheng, Yimin, Anirban Mukhopadhyay, and Patti Williams, "Smiling Signals Intrinsic Motivation: How Observers Infer Motivation from Expressed Emotion," Revising for second review.
9. Saluja, Geetanjali, Jiewen Hong, and Anirban Mukhopadhyay, "Silver Linings on Darkened Endorsers: The Ironic Effect of Culpability in Celebrity Scandals," Manuscript in preparation.

Selected Research in Progress

1. van der Lans, Ralf and Anirban Mukhopadhyay, "The Competing Effects of Freshness and Social Proof in a Retail Setting: Cold Evidence from an Ice Cream Store," Data analysis in process.
2. van der Lans, Ralf, Anirban Mukhopadhyay, and Grace G. Oh, "Price Promotions for Virtues and Vices: The Scoop from an Ice Cream Store Experiment," Data analysis in process.
3. Cheng, Yimin, and Anirban Mukhopadhyay, "A Sense of Entitlement: The Protestant Work Ethic and Service Recovery," Three experiments completed.
4. Hung, Iris W. and Anirban Mukhopadhyay, "Chasing Pride," Four studies completed.
5. Weihrauch, Andrea, Siegfried Dewitte, and Anirban Mukhopadhyay, "A Bad Night of Sleep, a Good Day for Indulgence?: The Role of Sleep Lay Beliefs in Consumer Self-Control," Four studies completed.
6. Liu, Joyce J., Amy N. Dalton, and Anirban Mukhopadhyay, "Favorite Possessions and Subjective Wellbeing," Four studies completed.
7. Liu, Joyce J., Amy N. Dalton, and Anirban Mukhopadhyay, "Materialism and Special Possessions," Three studies completed.
8. Huh, Young Eun, Barbara Briers, Elaine Chan and Anirban Mukhopadhyay, "The Development of Beliefs about Food," Two field studies completed, additional data collection in process.
9. Oh, Grace G., Young E. Huh, and Anirban Mukhopadhyay, "The Mental Budgeting of Calories: How Nutrition Information Influences Food Consumption across Consumption Episodes," Three studies completed.
10. Moore, Sarah G., Gopal Das, and Anirban Mukhopadhyay, "Emotional Choice Architecture," Four studies completed.
11. Kim, J. Christine, and Anirban Mukhopadhyay, "Busyness and Wellbeing," Three studies completed.
12. Karnani, Aneel, Brent McFerran, Gopal Das, and Anirban Mukhopadhyay, "Generically Modified: Health Effects of Consumers' Beliefs about GMOs and Organic Foods," Data analysis in progress.
13. Karnani, Aneel, Brent McFerran, Gopal Das, and Anirban Mukhopadhyay, "Consumer Responses to the Regulation of Sugary Drinks: A Multi-Country Investigation," Data analysis in progress.

Conference Activity

1. Liu, (Joyce) Jingshi*, Amy N. Dalton, and Anirban Mukhopadhyay, "My Favorite Thing: How Special Possessions can Increase Subjective Wellbeing," to be presented at the *Annual Conference of the Association for Consumer Research*, San Diego, CA, 2018.
2. Cheng, Yimin* and Anirban Mukhopadhyay, "The Protestant Work Ethic and Preferences for Natural Healthcare," to be presented at the *Annual Conference of the Association for Consumer Research*, San Diego, CA, 2018.
3. 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.
4. 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
5. 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.
6. 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.
7. 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.
8. 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.
9. 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.
10. Karnani, Aneel, Brent McFerran*, and Anirban Mukhopadhyay, "Correcting Market Failures to Address the Obesity Crisis," *The 19th International Symposium on Ethics, Business, and Society*, Barcelona, June 2016.
11. 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.
12. 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.

13. 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.
14. 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.
15. 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.
16. 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.
17. 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.
18. 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.
19. 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.
20. 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.
21. 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.
22. 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.
23. 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.
24. 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.

25. 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.
26. 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.
27. 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.
28. 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.
29. 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.
30. 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.
31. 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.
32. 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).
33. 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.
34. McFerran, Brent* and Anirban Mukhopadhyay, "Lay Theories of Obesity," *Annual Conference of the Association for Consumer Research*, Jacksonville, FL, 2010.
35. 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.
36. 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).

37. 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.
38. 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.
39. 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.
40. 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.
41. 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.
42. 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.
43. 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.
44. 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.
45. 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.
46. 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.
47. 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.
48. 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.

49. 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.
50. 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.
51. 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.
52. 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.
53. Chan, Elaine* and Anirban Mukhopadhyay, "Discounting Pleasure? Lay Intuitions about the Value of Deferred Hedonic Experience," *INFORMS Marketing Science Conference*, Singapore, 2007.
54. Chan, Elaine* and Anirban Mukhopadhyay, "The Anticipation of Chosen Pleasures: Temporal Variations in the Valuation of Delayed Consumption," *INFORMS Marketing Science Conference*, Singapore, 2007.
55. 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.
56. 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.
57. 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.
58. 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.
59. 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.
60. 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).

61. 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.
62. 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.
63. 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).
64. 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.
65. 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.
66. 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).
67. “Self-Control: Issues, Methods and Directions for Consumer Research,” *Annual Conference of the Association for Consumer Research* (roundtable session chair), Atlanta, GA, 2002.
68. 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

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 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

Faculty Fellow, AMA-Sheth Foundation Doctoral Consortium, 2013
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, 2012.
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.
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

“Signaling Happiness on Social Media: A Cross-cultural Comparison,” with Amy N. Dalton, HKUST Institute for Emerging Markets, Research Grant 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 2017: One section scheduled
- 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"
University of Washington, October 2015
Tilburg University, April 2012

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

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:

Editor-in-Chief nominate, *Journal of Consumer Psychology*, 2018-2020.
Co-Editor, *Journal of Consumer Psychology*, 2016-present

Area / Associate Editorial:

Associate Editor, *Journal of Marketing Research*, 2014-2016.
Area Editor, *Journal of Consumer Psychology* (Research Articles), 2013-2014.

Editorial Board memberships:

Journal of Consumer Research, 2011-2015
Journal of Consumer Psychology, 2012-2013, 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 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
AMA-Sheth Doctoral Consortium, 2013
ACR Doctoral Symposium, 2009, 2011, 2012, 2013, 2014, 2016
SCP Doctoral Consortium, 2012, 2014, 2015, 2016, 2017

Member, *Journal of Consumer Psychology* Dissemination Taskforce, 2014-15.

University

Member, University Honorary Awards Committee (2018)
Member, University Senate, HKUST (2017, 2018)
Member, Senate Committee on Undergraduate Studies, HKUST (2016-present)
Member, Interdisciplinary Undergraduate Studies Committee (2016-present)
Member, Standing List of Potential Hearing Committee Members for Staff Grievances, HKUST (2014-present)
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-present)
Chair, Selection Committee, Franklin Prize for Teaching Excellence, HKUST Business School (2016-present)
Chair, Selection Committee, Dean's Faculty Service Award, HKUST Business School (2016-present)
Member, HKUST Business School Quality Assurance Committee, 2016-present
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, 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 (2009-2014; coordinator 2010-2014)
- Behavioral lab coordinator (2009-2011, 2012-present)
- Subject pool coordinator (2009-11)
- PhD committee (2010-2012)
- Undergraduate committee (2010-2015)
- Academic review committee (2009-present)
- Department Head search committee (2009-10, 2012-14)
- Committee on 4-year program transition strategy (2006-07, 2009-10)

University of Michigan Marketing department:

- Strategic planning committee (2007-09)

Doctoral advising

Ga-Eun (Grace) Oh, HKUST Marketing, Dissertation co-chair, expected 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.

Abed Abedniya, Monash Marketing, External examiner, 2016

Shi (Sherry) Wang, HKUST Marketing, MPhil committee, 2015

Tingting Wang, HKUST Marketing (Sun Yat Sen University), Dissertation chair, 2014

Gilad Feldman, HKUST Management (post-doc, UIUC), Dissertation committee, 2014

Chen Wang, University of British Columbia Marketing (Drexel University), Dissertation committee, 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), Dissertation committee, 2010

Elaine Chan, HKUST Marketing (Tilburg University), Dissertation co-chair, 2009

Thales Teixeira, University of Michigan Marketing (Harvard Business School), Dissertation committee, 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)

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)
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, L'Oreal, Ocean Park Hong Kong, One2One Charitable Trust, Reinsurance Group of America

Selected Media Mentions

"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), 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 Proudful Buyer", *The New York Times*, December 18, 2006.

Selected Non-academic Publications

- “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.