

RAJESH BAGCHI

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Academic Position

Professor of Marketing, Virginia Tech, August 2016-Present
Richard E. Sorensen Junior Faculty Fellow, June 2015-June 2018
Associate Professor of Marketing, Virginia Tech, August 2012-2016
Assistant Professor of Marketing, Virginia Tech, August 2008-2012

Education

Ph.D., Marketing, 2008, Leeds School of Business, University of Colorado, Boulder, CO
M.S., Environmental Engineering, 2000, University of Cincinnati, Cincinnati, OH
B.Tech., Civil Engineering, 1998, Indian Institute of Technology (IIT), Bombay, India

Awards and Honors

Research Honors

Field

Co-Chair, Association for Consumer Research Conference, Atlanta, Georgia (2019)
Co-Chair, Society for Consumer Psychology Preconference, Dallas, Texas (2018)
Invitee, AMA-Sheth Doctoral Consortium, University of Iowa, Iowa (2017)
Invitee, Doctoral Consortium, Association for Consumer Research (2014, 2015, 2016, 2017)
Outstanding Reviewer Award, *Journal of Consumer Psychology* (2017)
Early Career Award, Society for Consumer Psychology (2015)
Outstanding Reviewer Award, *Journal of Consumer Research* (2014)
Faculty Mentor, Mid-Career Mentorship Program, Association for Consumer Research (2014)
Co-Chair, Retailing and Pricing Track, American Marketing Association's Summer Educator's Conference (2014)
Marketing Science Institute (MSI) Young Scholar (2013)
Invitee, Doctoral Consortium, Society for Consumer Psychology (2011)

Honors at Virginia Tech

Research Excellence Award, Pamplin College of Business, Virginia Tech (2018)
Research Excellence Award (Special Mention), Pamplin College of Business, Virginia Tech (2017)
Junior Faculty Research Excellence Award, Pamplin College of Business, Virginia Tech (2012)
Scholar of the Week, Office of the Vice President for Research, Virginia Tech (November 2010)

Honors at University of Colorado, Boulder (as a Doctoral Student)

Fellow, AMA-Sheth Foundation Doctoral Consortium, University of Maryland (2006)
Fellow, Robert A. Mittelstaedt Doctoral Symposium, University of Colorado, Boulder (2005)
Hart Fellowship Award, University of Colorado, Boulder (2004, 2005)

Journal Appointments

Journal of Consumer Research

Associate Editor: 2015-Present; Editorial Review Board: 2013-2015

Currently on Editorial Review Boards of *Customer Needs and Solutions*, *Journal of Consumer Psychology*, *Journal of Marketing*, *Journal of Marketing Research*, and *Journal of Retailing*

Teaching and Mentoring Honors

Honors at Virginia Tech

Outstanding Faculty in Doctoral Education, Pamplin College of Business, Virginia Tech (2016)

Teaching Excellence Award, Pamplin College of Business, Virginia Tech (2015)

Delta Sigma Pi Faculty Advisor (2009-Present; one of 10 advisors selected by the Brothers)

Honors at University of Colorado, Boulder (as a Doctoral Student)

Best Should Teach Silver Award, University of Colorado, Boulder (2006)

Journal Publications

Bold indicates lead author or equal contribution (footnoted in paper); Underscore indicates student collaborator (when significant portion of research was conducted);

Sevilla, Julio, Mathew Isaac, and Rajesh Bagchi (2019), "Format Neglect: How the Use of Numerical Versus Percent Rank Claims Influences Consumer Judgments," forthcoming, *Journal of Marketing*.

Zhu, Meng, Rajesh Bagchi, and Stefan Hock (2019), "The Mere Deadline Effect: Why More Time Might Sabotage Goal Pursuit, forthcoming, *Journal of Consumer Research*.

Davis, Derick F. and **Rajesh Bagchi** (2018), "How Evaluations of Multiple Percentage Price Changes are Influenced by Presentation Mode and Percentage Ordering: The Role of Anchoring and Surprise," forthcoming, *Journal of Marketing Research*.

Hock, Stefan and **Rajesh Bagchi** (2018), "The Impact of Crowding on Calorie Consumption," *Journal of Consumer Research*, 44 (5), 1123-1140.

Monga, Ashwani, Frank May, and Rajesh Bagchi (2017), "Eliciting Time versus Money: Time Scarcity Underlies Asymmetric Wage Rates," *Journal of Consumer Research*, 44 (4), 833-852.

Bagchi, Rajesh, Lauren Block, Rebecca Hamilton, and Julie L. Ozanne (2017), "A Field Guide for the Review Process: Writing and Responding to Peer Reviews," Tutorial for the *Journal of Consumer Research*, *Journal of Consumer Research*, 43 (5), 860-872.

Bagchi, Rajesh and Derick F. Davis (2016), "Numerosity and Consumer Decision Making," *Current Opinion in Psychology*, 10, 89-93.

Bagchi, Rajesh and Elise Chandon Ince (2016), "Is a 70% Prediction More Accurate than a 30% Prediction? How Level of a Forecast Affects Inferences About Forecasts and Forecasters," *Journal of Marketing Research*, 53 (1), 31-45.

Bagchi, Rajesh, Nevena Koukova, Shweta Oza, Haresh Gurnani, and Mahesh Nagarajan (2016), "Walking in My Shoes: How Expectations of Role Reversals in Future Transactions Impacts Willingness-to-Pay in Present Transactions," *Journal of Marketing Research*, 53 (3), 381-95.

Cai, Fengyan, Rajesh Bagchi, and Dinesh Gauri (2016), "Boomerang Effects of Low Price Discounts: How Low Price Discounts Affect Purchase Propensity," *Journal of Consumer Research*, 42 (5), 804-16.

Davis, Derick F., Rajesh Bagchi, and **Lauren G. Block** (2016), "Alliteration Alters: Phonetic Overlap in Promotional Messages Influences Evaluations and Choice," *Journal of Retailing*, 92 (1), 1-16 (lead article).

Bagchi, Rajesh and Amar Cheema (2013), "The Effect of Red Background Color on Willingness-to-pay: The Moderating Role of Selling Mechanism," *Journal of Consumer Research*, 39 (5), 947-60.

Bagchi, Rajesh and Derick F. Davis (2012), "\$29 for 70 items or 70 items for \$29? How Presentation Order Affects Package Perceptions," *Journal of Consumer Research*, 39 (1), 62-73.

Monga, Ashwani and Rajesh Bagchi (2012), "Years, Months, and Days Versus 1, 12, and 365: The Influence of Units Versus Numbers," *Journal of Consumer Research*, 39 (1), 185-98.

Bagchi, Rajesh and Lauren G. Block (2011), "Chocolate Cake Please! Why Do Consumers Indulge More When It Feels More Expensive?" *Journal of Public Policy and Marketing*, 30 (2), 292-304.

Bagchi, Rajesh and Xingbo Li (2011), "Illusionary Progress in Loyalty Programs: Magnitudes, Reward Distances, and Step-Size Ambiguity," *Journal of Consumer Research*, 37 (February), 888-901.

Cheema, Amar and Rajesh Bagchi (2011), "Goal Visualization and Goal Pursuit: Implications for Individuals and Managers," *Journal of Marketing*, 75 (March), 109-23.

Cheema, Amar, Peter T. L. Popkowski-Leszczyc, Rajesh Bagchi, Richard P. Bagozzi, James C. Cox, Utpal M. Dholakia, Eric A. Greenleaf, Amit Pazgal, Michael H. Rothkopf, Michael Shen, Shyam Sunder, and Robert Zeithammer (2005), "Economics, Psychology, and Social Dynamics of Consumer Bidding in Auctions," *Marketing Letters*, 16, 3/4, 401-03.

Manuscripts in Advanced Review Process (Past First Round)

Chandon Ince, Elise, Nora Moran, and **Rajesh Bagchi**, "Service Experiences and Customer Evaluations (abridged title)," invited for third round review, *Journal of Marketing*.

Hock, Stefan, Rajesh Bagchi, and Thomas M. Anderson, "Promotions and Consumer Evaluations," under second round review, *Journal of Consumer Research*.

Sinha, Jayati and Rajesh Bagchi, "Factors that Influence Willingness-To-Pay in Auctions (abridged title)," under second round review, *Journal of Marketing*.

Villanova, Daniel and Rajesh Bagchi, "Price Rates and Evaluations (abridged title)", invited for second round review, *Journal of Consumer Research*.

Villanova, Daniel, Elise Chandon Ince, and Rajesh Bagchi, "Distributions and Product Evaluations (abridged title)", invited for second round review, *Journal of Consumer Research*.

Selected Manuscripts under First Round Review or to be Submitted Shortly

Bagchi, Rajesh, Sung Ham, and Chuan He "Strategic Implications of Bias (abridged title)," working manuscript, target: *Marketing Science*.

Cai, Fengyan, Jieru Xie, and Rajesh Bagchi, "How Ranking Information is Interpreted," working manuscript, target: *Journal of Consumer Research*.

Lee, Yong Kyu, Rajesh Bagchi, and Paul M. Herr, "Outcome or Effort: Which is Better?" working manuscript, target: *Journal of Marketing Research*.

Moran, Nora and Rajesh Bagchi, "Spreading the Benefit," under review, *Marketing Letters*.

Park, Hanyong and Rajesh Bagchi, "New Technologies and Adoption," under review, *Journal of Consumer Psychology*.

Park, Hanyong and Rajesh Bagchi, "Numbers and Purchase Decisions," working manuscript, target: *Journal of Consumer Research*.

Sevilla, Julio and Rajesh Bagchi, "Numbers and Probabilities," working manuscript, target: *Journal of Marketing Research*.

Sinha, Jayati and Rajesh Bagchi, "Factors that Influence Calorie Consumption (abridged title)," under first round review, *Journal of Marketing*.

Villanova, Daniel, Elise Chandon Ince, and Rajesh Bagchi, "Explanations and Predictions (abridged title)," working manuscript.

Ziano, Ignazio, Mario Pandelaere, and Rajesh Bagchi, "Evaluation of Bundles, (abridged title)" working manuscript, target: *Journal of Consumer Research*.

Selected Working Manuscripts

Bagchi, Rajesh, Dipankar Chakravarti, and Atanu R. Sinha, "Seller Concession Patterns and Buyer Price Expectations: The Moderating Effects of Facial Expressions," revising for resubmission to the *Journal of Marketing Research*.

Selected Projects in Progress

Bagchi, Rajesh, Dipankar Chakravarti, and Atanu R. Sinha, "Negotiating with Trustworthy Faces: Seller Concessions and Buyer Price Expectations."

Other Peer-Reviewed Scientific Publications

Lei, Li, Rajesh Bagchi, Amid P. Khodadoust, Makram T. Suidan, Henry H. Tabak, and Ron Lewis (2006), "Bioavailability Prediction of Polycyclic Aromatic Hydrocarbons in Field-Contaminated Sediment by Mild Extractions," *Journal of Environmental Engineering*, 132 (3), 384-391.

Khodadoust, Amid P., Li Lei, Jimmy E. Antia, Rajesh Bagchi, Makram T. Suidan, and Henry H. Tabak (2005), "Adsorption of Polycyclic Aromatic Hydrocarbons in Aged Harbor Sediments," *Journal of Environmental Engineering*, 131 (3), 403-409.

Tabak, Henry H., James M. Lazorchak, Li Lei, Amid P. Khodadoust, Jimmy E. Antia, Rajesh Bagchi, and Makram T. Suidan (2003), "Studies on Bioremediation of Polycyclic Aromatic Hydrocarbon-Contaminated Sediments, Bioavailability, Biodegradability, and Toxicity Issues," *Environmental Toxicology & Chemistry*, 22, 473-482.

Khodadoust, Amid P., Rajesh Bagchi, Makram T. Suidan, Richard C. Brenner, and Neil G. Sellers (2000), "Removal of Polycyclic Aromatic Hydrocarbons from Highly Contaminated Soils Found at Prior Manufactured Gas Operations," *Journal of Hazardous Materials*, B80, 159-174.

Refereed Conference Proceedings

Competitive Papers (only long abstracts published)

Chandon Ince, Rajesh Bagchi, Mario Pandelaere, and Gustavo Schneider (2018), "Do Consumers Expect Values to Increase or Decrease over Time?" in *Advances in Consumer Psychology*, 10, eds. R. Hamilton and C. Lambertson.

Ziano, Ignazio, Mario Pandelaere, and Rajesh Bagchi (2018), "Combinations: Framing Completeness" in *Advances in Consumer Psychology*, 10, eds. R. Hamilton and C. Lambertson.

Villanova, Daniel, Elise Chandon Ince, and Rajesh Bagchi (2017), "How Process Explanations Impact Assessments of Predictions of Uncertain Events," in *Advances in Consumer Research*, 45, eds. A. Gneezy, V. Griskevicius, and P. Williams, Duluth, MN: Association for Consumer Research.

Zhu, Meng, Rajesh Bagchi, and Stefan Hock (2016), "Time and Task Perceptions" (abbreviated title), in *Advances in Consumer Research*, 44, eds. P. Moreau and S. Puntoni, Duluth, MN: Association for Consumer Research.

Moran, Nora and Rajesh Bagchi (2015), "Spreading the Benefit: How Shifting Benefit Focus Encourages Giving to Groups," in *Advances in Consumer Research*, 43, eds. K. Diehl and C. Yoon, Duluth, MN: Association for Consumer Research.

Sevilla, Julio and Rajesh Bagchi (2014), "The Effect of Numeric Roundness on Probability Perceptions and Choice," in *Advances in Consumer Research*, 42, eds. J. Cotte and S. Wood, Duluth, MN: Association for Consumer Research.

Bagchi, Rajesh and Elise Chandon Ince (2013), "How do Predictions Affect Accuracy Perceptions? The Role of Depth of Information Analyses," in *Advances in Consumer Research*, 41, eds. A. Labroo and S. Botti, Duluth, MN: Association for Consumer Research.

Pierce, Meghan, David Brinberg, and Rajesh Bagchi (2013), "Facial Expression Intelligence Scale (FEIS): Recognizing and Interpreting Facial Expressions and Implications for Consumer Behavior," in *Advances in Consumer Research*, 41, eds. A. Labroo and S. Botti, Duluth, MN: Association for Consumer Research.

Davis, Derick, Rajesh Bagchi, Lauren Block (2013), "Alliteration Alters: Its Influence in Perceptions of Product Promotions and Pricing," in *Advances in Consumer Psychology*, 5, eds. T. Meyvis and R. Raghunathan.

Ince, Elise Chandon, Nora Moran, and Rajesh Bagchi (2013), "The Ironic Effect of Excuses on Consumer Perceptions," in *Advances in Consumer Psychology*, 5, eds. T. Meyvis and R. Raghunathan.

Davis, Derick, Rajesh Bagchi, Lauren Block (2012), "Alliteration Alters: Its Influence in Perceptions of Product Promotions and Pricing," in *Advances in Consumer Research*, 40, eds. Z. Gürhan-Canli, C. Otnes, and R. Zhu, Duluth, MN: Association for Consumer Research.

Ince, Elise Chandon, Nora Moran, and Rajesh Bagchi (2012), "The Ironic Effect of Excuses on Consumer Perceptions," in *Advances in Consumer Research*, 40, eds. Z. Gürhan-Canli, C. Otnes, and R. Zhu, Duluth, MN: Association for Consumer Research.

Bagchi, Rajesh and Lauren G. Block (2011), "Chocolate Cake Please! Why Do We Indulge More When it Feels More Expensive?" in *Advances in Consumer Research*, 39, eds. R. Ahluwalia, T. L. Chartrand, and R. K. Ratner, Duluth, MN: Association for Consumer Research.

Bagchi, Rajesh and Derick F. Davis (2011), "\$29 for 70 or 70 for \$29: How Presentation Order Affects Perceptions," in *Advances in Consumer Research*, 39, eds. R. Ahluwalia, T. L. Chartrand, and R. K. Ratner, Duluth, MN: Association for Consumer Research.

Bagchi, Rajesh and Derick Davis (2011), "\$125 for a Shovelful or \$12.50 for a Spoonful: Effects of Bundle Size, Computation Ease, and Presentation Order on Consumer Perceptions," in *Advances in Consumer Psychology*, 3, eds. N. Mandel and D. Silvera, 257-258.

Monga, Ashwani and Rajesh Bagchi (2011), "Days vs. Months: How Units of Time Change Duration Sensitivity," in *Advances in Consumer Psychology*, 3, eds. N. Mandel and D. Silvera, 306-307.

Bagchi, Rajesh and Amar Cheema (2010), "Coloring Decisions: The Effect of Red and Blue Colors on Consumer Behavior," in *Advances in Consumer Research*, 38, eds. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN: Association for Consumer Research.

Monga, Ashwani and Rajesh Bagchi (2010), "Effect of Temporal Units on Duration Sensitivity", in *Advances in Consumer Research*, 38, eds. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, MN: Association for Consumer Research.

Mathur, Pragya and Rajesh Bagchi (2010), "Do Not Listen to What I Say but Look at What I do: How Facial Judgments and Behavioral Intentions Differ as a Function of Implicit-Theory," in *Advances in Consumer Psychology*, 2, eds. M. Meloy and A. Duhacheck, 140-141.

Bagchi, Rajesh and Xingbo Li (2010), "Illusionary Progress in Loyalty Programs: Moderating Role of Perceived Ease of Estimation and Medium's Magnitude on Consumer Perceptions", in *Advances in Consumer Research*, 37, eds. M. C. Campbell, J. Inman and R. Pieters, Duluth, MN: Association for Consumer Research.

Bagchi, Rajesh, Dipankar Chakravarti, and Atanu R. Sinha (2009), "Reading the Seller's Facial Expressions: Moderating Effects on How Seller Concession Patterns Influence Buyer Price Expectations," in *Advances in Consumer Psychology*, 1, eds. A. Chernev, M. Herzstein, and S. P. Jain, 214-214.

Bagchi, Rajesh, Dipankar Chakravarti (2007), "The Influence of Facial Characteristics on the Interpretation of Concession Patterns in Marketing Negotiations," in *Proceedings of the Society for Consumer Psychology 2007 Winter Conference*, eds. D. Lerman and D. Luna, 83-84.

Bagchi, Rajesh and Dipankar Chakravarti (2006), "Interpreting Strategic Delay in Consumer Negotiations: (Un)trustworthy Behaviors and (Un)trustworthy Faces," in *Proceedings of the Society for Consumer Psychology 2006 Winter Conference*, eds. D. Ariely, B. Shiv, and M. Strahilevitz, 156-157.

Special sessions (long abstracts published as part of a special session)

Sevilla, Julio, Mathew S. Isaac, and Rajesh Bagchi (2018), "Is Top 10 Better than Top 10%? How Different Rank Claim Formats Generate Preference Reversals" in *Advances in Consumer Psychology*, 10, eds. R. Hamilton and C. Lamberton.

Villanova, Daniel and Rajesh Bagchi (2018), "How Consumer Price Rate Calculations Affect Deal Evaluations" in *Advances in Consumer Psychology*, 10, eds. R. Hamilton and C. Lamberton.

Hock, Stefan J. and Rajesh Bagchi (2017), "The Impact of Crowding on Calorie Consumption," in *Advances in Consumer Research*, 45, eds. A. Gneezy, V. Griskevicius, and P. Williams, Duluth, MN: Association for Consumer Research.

Davis, Derick F. and Rajesh Bagchi (2015), "Take 18% off followed by 12% or Take 12% off followed by 18%: How Consumers Evaluate Multiple Percentage Changes," in *Advances in Consumer Research*, 43, eds. K. Diehl and C. Yoon, Duluth, MN: Association for Consumer Research.

Bagchi, Rajesh, Amar Cheema, and Daniel Villanova (2015), "Efficacy and Goal Pursuit: Thinking Good Versus Bad Thoughts," in *Advances in Consumer Psychology*, 6, eds. A. Morales and P. Williams.

Davis, Derick, Rajesh Bagchi, Yong Kyu Lee (2012), "When to Put the Cart in Front of the Horse: How Presentation Order of Goal Reward and Effort Information Affects Goal Pursuit," in *Advances in Consumer Research*, 40, eds. Z. Gürhan-Canli, C. Otnes, and R. Zhu, Duluth, MN: Association for Consumer Research.

Bagchi, Rajesh and Lauren Block (2011), "Cash or Credit? Why Do We Buy the Triple Chocolate Cake When We Pay With Cash?," in *Advances in Consumer Psychology*, 3, eds. N. Mandel and D. Silvera, 316-317.

Bagchi, Rajesh and Amar Cheema (2010), "The Ironic Effect of Efficacy on Consumer Consumption", in *Advances in Consumer Research*, 37, eds. M. C. Campbell, J. Inman and R. Pieters, Duluth, MN: Association for Consumer Research.

Cheema, Amar and Rajesh Bagchi (2009), "Goal Visualization and Goal Pursuit," in *Advances in Consumer Psychology*, 1, eds. A. Chernev, M. Herzstein, and S. P. Jain, 159-160.

Bagchi, Rajesh, Dipankar Chakravarti, and Atanu R. Sinha (2009), "Seller's Face and Concession Patterns: Influence on Buyer's Price Expectations," in *Asia-Pacific Advances in Consumer Research*, 8, eds. S. Samu, R. Vaidyanathan, and D. Chakravarti, 176-176.

Refereed Conference Presentations

Bagchi, Rajesh and Elise Chandon Ince (2015), "Is a 70% Prediction More Accurate than a 30% Prediction? Inferences about Forecasts and Forecasters from Intuitive Probability Interpretation," INFORMS Marketing Science Conference, Baltimore, MD, June 2015.

Bagchi, Rajesh, Dipankar Chakravarti, and Atanu R. Sinha (2007), "Reading the Seller's Face: Buyer's Price Expectations from Seller's Concession Patterns," INFORMS Marketing Science Conference, Singapore, June 2007.

Bagchi, Rajesh and Dipankar Chakravarti (2006), "The Influence of Facial Characteristics on the Interpretation of Concession Patterns in Marketing Negotiations," INFORMS Marketing Science Conference, Pittsburgh, PA, June 2006.

Bagchi, Rajesh, Dipankar Chakravarti, and Riad Shalaby (2006), "Direct Marketing to Relocating Customers: Understanding Segmentation and Service Needs," Direct Marketing Educator's Foundation Conference, San Francisco, CA, October 2006.

Bagchi, Rajesh and Dipankar Chakravarti (2005), "Interpreting Strategic Delay in Consumer Negotiations: (Un)trustworthy Behaviors and (Un)trustworthy Faces," INFORMS Marketing Science Conference, Atlanta, GA, June 2005.

Bagchi, Rajesh, Gina Slejko, Dipankar Chakravarti, and Riad Shalaby (2005), "Direct Marketing to Relocating Customers: Researching Underlying Service Needs," Direct Marketing Educator's Foundation Conference, Atlanta, GA, October 2005.

Bagchi, Rajesh and Chuan He (2005), "Confirmatory Bias Induced Pattern of Advertising: A Strategic Analysis with Experimental Support," INFORMS Marketing Science, Atlanta, GA, June 2005.

Invited Presentations

"Price Rates and Evaluations"

Marketing Department, Johns Hopkins University, Baltimore, Maryland, October 2018.

Marketing Department, State University of New York, Buffalo, New York, May 2018.

Marketing Department, Pennsylvania State University, State College, Pennsylvania, April 2018.

Marketing Department, I. E. Business School, Madrid, Spain April 2018.

"How to do Impactful Research"

Marketing Department, I. E. Business School, Madrid, Spain April 2018.

"Biases in Estimation of Multiple Percentages"

Marketing Department, University of Illinois, Urbana Champaign, Illinois, February 2018.

Marketing & Management Department, Honk Kong Polytechnic University, Hong Kong, January 2018.

Marketing & Supply Chain Management Department, Texas Tech University, Lubbock, Texas, October 2017.

"Making an Impact in the Job Market," Doctoral Consortium, Association for Consumer Research, San Diego, California, October 2017.

"Research for Impact: What, How, Who With, and Why," Doctoral Consortium, American Marketing Association's Sheth Consortium, University of Iowa, August 2017.

"Crowding and Consumption"

Marketing Department, University of Ghent, Ghent, Belgium, July 2016.

Marketing Department's Research Camp, Alberta School of Business, University of Alberta, Alberta, Canada, June 2016.

Marketing Department's Research Camp, Tippie College of Business, University of Iowa, Iowa, May 2016.

Booth School of Business, University of Chicago, Chicago, February 2016.

"Predictions and Consumer Inferences,"

Marketing Department, University of Ghent, Ghent, Belgium, May 2015.

Marketing Department, University of Connecticut, Connecticut, April 2015.

Marketing Department, Baruch College, City University of New York, New York, April 2014.

Marketing Department, Vanderbilt University, Nashville, Tennessee, February 2014.

Marketing Department, Rotman School of Management, University of Toronto, Toronto, Canada, November 2013.

Research Retreat, University of Miami, March 2013.

"Role of Information Framing in Decision-Making," Marketing Science Institute (MSI) Young Scholar, Utah, January, 2013.

"The Influence of Order of Goal Effort and Reward Information on Goal Pursuit,"
INSEAD Marketing Camp, INSEAD, Singapore, June, 2012.
The Centre for Multidisciplinary Behavioural Business Research, Molson School of Business,
Concordia University, Montreal, Canada, April 2012.
Marketing Department, Smith School of Business, University of Maryland, Maryland, October 2011.

"Career Management I: Job Market and Transitioning into an Assistant Professor Position," with June Cotte, Doctoral Consortium, Society for Consumer Psychology, Atlanta, Georgia, February 2011.

"Color and Consumer Behavior," Brown Bag Series, Marketing Department, Moore School of Business, University of South Carolina, Columbia, South Carolina, November 2010.

Selected Media Coverage and Interviews

"The Bottom Line vs. the Waistline," *NPR*, January 8, 2016.

"There's More to a Good Deal than a Good Price," *NPR*, January 5, 2016.

"Hidden Persuaders," "Numerosity," "Large Numbers," and "Color Marketing," Four separate programs on *Pulse of the Planet*, December 2014.

"Red Backgrounds Tighten the Purse Strings," *Harvard Business Review*, December, 2012

"Subliminal Shopping. Do Certain Colors Dictate your Spending Habits?" *WDBJ-TV 7 News*, December 13, 2012.

"10 Sneaky Holiday Shopping Tricks," *Men's Health*, November 21, 2012.

"Seeing Red? VT Researchers Links Colors to Buying Habits," *WSLS-TV 10*, November 8, 2012.

"Marketing Researchers Study Effect of Red on Consumer Behavior," *Health Canal*, November 8, 2012.

"What are you doing on 10-11-12?" *FoxNews.Com*, *Houston Chronicle*, *Huffington Post*, *The Boston Globe*, *The Seattle Times*, *USA Today*, October 11, 2012.

"Chocolate Cake, Please," *Pamplin Magazine*, Fall 2012.

"Color Consumption," *Pamplin Magazine*, Fall 2012.

"The Color of Money," *Science Update*, August 22, 2012.

"When More is Less," *Science Update*, August 6, 2012.

"When eBay Bidders See Red, Bids Rise," *MSNBC.com*, July 24, 2012.

"Seeing Red on the Auction Floor," *The Boston Globe*, July 22, 2012.

"eBay Psychology: Get Higher Bids by using a Red Background," *Science Codex*, July 21, 2012.

"Seeing Red on eBay has Buyers Spending More Green," *Ars Technica*, July 20, 2012.

"Study of the Day: Using Red on eBay Pages Results in Higher Bids," *The Atlantic*, July 18, 2012.

"Keep This in Mind Next Time You Shop Online," *Cosmopolitan*, July 18, 2012.

"Revealed: What Makes Users Bid Higher on eBay?" *AOL Money*, July 18, 2012.

"Red Background Encourages eBay Shoppers To Bid Higher: Study," *The Huffington Post*, July 17, 2012.

"Selling on eBay? Get Higher Bids with a Red Background," *EurekAlert!*, *Phys.Org*, *Science Daily*, July 17, 2012.

"Seeing Red: Study Finds Crimson Backgrounds Cause eBay Shoppers to Place Higher Bids," *Daily Mail*, July 17, 2012.

"Seeing Red? That Might Explain Why You Bid Too Much On eBay," *Business Insider*, *Yahoo! Finance*, June 27, 2012.

"Wave a Red Flag in Front of eBay Bidders," *Wall Street Journal*, June 19, 2012.

"Study Looks at Influence of Time and Numbers on Consumer Behavior," *Articles about Psychotherapy, Neuroscience and Psychology*, March 30, 2012.

Brandhorst, Craig, "One Week + Seven Days \neq Two Weeks: Marketplace Research Explores Psychology of Numbers," *Free Times*, Issue #25.11, March 14-20, 2012.

"USC Study Shows Impact of Time, Numbers on Consumers," *GSA Business*, March 7, 2012.

"Two Weeks or 14 Days? Talking Time May Build a Bottom Line," *Newswise*, March 6, 2012.

"Why 'One Year' and '365 Days' Leave Different Impressions on Consumers," *Brain Mysteries*, *Newstrack India*, *India Vision*, *Sify News*, *Science NewsLine*, *WebIndia123.com*

"The consumer mindset: When is a year different than 365 days?" *Science Codex*, *EurekAlert!*, *PhysOrg.com*.

Co-written with Hans Villarcia, "Professional Help: 5 Ways You're Influenced by Numbers Psychology," *The Atlantic*, February 3, 2012.

"Do Consumers Prefer to Pay \$29 for 70 Items or Get 70 Items for \$29?" *Cowboy Economics*, *Science NewsLine*, *RedOrbit*, *PsyPost*. *Science Codex*. *EurekAlert!*, *PhysOrg.com*.

"Why Consumers Prefer 70 Items for \$29 and Not \$29 for 70 Items," *TopNews.in TruthDive*, *India Talkies*

"Reach Your Goals with This Simple Trick," *Men's Health Magazine*, August 19, 2011.

"Common Goal? Display Progress," *Research Design Connections*, August 19, 2011.

"Easy To Visualize Goal Is Powerful Motivator To Finish A Race Or A Task," *Science Daily*, *PhysOrg.com* August 17, 2011.

"Visualize Your Goal In Order To Attain It," *Psych Central News*, August 16, 2011.

"Seeing The Finish Line Can Be A Powerful Motivator," *Canadian Running Magazine*, August 16, 2011.

"Visualizing Goals Makes It Easier To Achieve Them, Say Indian Origin Scientists," *Asian News International*, *Hindustan Times*, August 16, 2011.

"Light at the End of the Tunnel?" *Synergy News*, United Kingdom, May 2, 2011.

"The Race Goes Not To The Swift ... But To Those Who Can Visualize The Finish," *Research Magazine, Virginia Tech*, Summer 2011.

"Loyalty Programs, Illusions of Progress," *Pamplin Magazine*, Fall 2010.

"Marketing Researcher Sheds New Light on Rewards Programs," *Newswise*, October 21, 2010.

"The Psychology of Loyalty Programs," *Psychology Today*, October, 2010.

"Retailer Loyalty Rewards: Are the Programs Worth Your Effort?" *Get Currency: A Service of American Express*, September 14, 2010.

"Perception Plays Big Role in Reward Program Success," *Business News Daily*, September 9, 2010.

Teaching Experience (Pamplin College of Business, Virginia Tech, Blacksburg, 2008-Present)

Undergraduate Teaching

Analytics for Marketing (MKTG 4984): Terms: Spring 2014

Marketing Research (MKTG 4154): Terms: Fall 2017; Fall/Spring 2016; Fall/Spring 2014, 2012, 2011, 2010, and 2009; **Recent Overall Evaluations: Fall 2017: 5.24; 4.88; 5.26; 6 (Out of 6);**

Fall 2016: 5.47; 5.67; 5.86 (Out of 6); Spring 2016: 5.30; 5.64; 5.83 (Out of 6)

Marketing Honors Research (4994H): Term: Spring 2012/Fall 2011

Graduate (PhD) Teaching

Judgment and Decision-Making (MKTG 6984): Terms: Fall 2016; Spring 2013;

Recent Overall Evaluations: Fall 2016: 5.75 (Out of 6)

Post-doctorate Teaching in the Bridge to Business program: This program helps those with doctorates in other fields (e.g., Economics) transition into an academic career in Marketing

Marketing Research: Terms: Summer 2010, 2011

Marketing Research: Methods and Applications: Term: Summer 2009

Teaching Experience (Leeds School of Business, University of Colorado, Boulder, 2003-2008)

Teaching Responsibility (Undergraduate Teaching)

Buyer Behavior (MKTG 3250): Term: Spring 2008.

Marketing Research (MKTG 3350): Terms: Fall/Summer/Spring 2006, Spring 2005.

Lead Graduate Teacher, Leeds School of Business, 2006 - 2007

The Lead Graduate Teacher (LGT) Program at the University of Colorado is an award-winning, nationally recognized program that provides professional development opportunities for graduate students university-wide. LGTs are selected by their school faculty and are trained and supervised by a select group of master teachers from across the university. Instruction covers pedagogical theories, applications, and immersion in actual pedagogical experiences in order to develop skills in classroom teaching, peer consultation, and evaluation of peer teaching effectiveness. As the LGT for the Leeds School of Business, I prepared, led, and organized several teaching workshops at school and university levels and served as the school's administrative liaison.

Student Advising

Dissertation/Thesis Committees

Chair/Co-Chair

Daniel Villanova (PhD, Marketing; Defended; Spring 2018)
 Yong Kyu Lee (PhD, Marketing; Defended: Spring 2015)
 Meghan Pierce (PhD, Marketing; Defended: Spring 2012)

Committee Member

Junghyun Kim (PhD, Marketing; Defended; Spring 2017)
 Rebecca Rabino (PhD, Marketing; Defended; Spring 2017)
 Christophe Lembregts (PhD, Marketing; University of Ghent; Defended: Summer 2015)
 Stefan Hock (PhD, Marketing; Virginia Tech; Defended: Spring 2015)
 Nora Moran (PhD, Marketing; Virginia Tech; Defended: Spring 2015)
 Anne Hamby (PhD, Marketing; Virginia Tech; Defended: Spring 2014)
 Sandeep Langar (PhD, Building Construction; Defended: Spring 2013)
 Yongwan Park (PhD, Marketing; Virginia Tech; Defended: Spring 2013)
 Xingbo Li (MS, Marketing, Virginia Tech; Defended: Summer 2010)

Honors Undergraduate Students Mentored (provided first-hand research experience)

Jenna Brach, Kaitlyn Horinko, April Huynh, Brooke Smith (Spring 2018); Chelsea Bartholomew, Jenna Brach, Meredith Romano, Shannon Silk (Fall 2017); Kacie Kelly, Marissa Ofir, David Qin, Maya Reddy (Spring 2016); Virginia Adamson, Viivianne Malmgren, Morgan McCauley, Ellie Obeck (Fall 2015); Ashleigh Anderson, Shannon Cabrey, Sabine Kopplin, and Frankie Yip (Spring 2015); Sydney Lenhart, Haley Slack, and Evan Turner (Fall 2014); Kelsey Blevins, Katie Flach, Kendall Hymes, Sydney Lenhart, and Travis Lucente (Spring 2014); Natalie Derajtys, Katie Flach, Kendall Hymes, and Lauren Montross (Fall 2013); Erin Bullard, Shea Lewis, Tuan Nguyen (Spring 2013); Lauren Montross (Fall 2012/Spring 2013); Alexandra Brown, Kendall Hymes (Fall 2012); Gracie Nelson (Spring 2012/Fall 2011); Morgan Denfeld, Kaitlin Longest (Spring 2012); Michael Fagan, Alicia Hertling (Fall 2011); Coleman Bacon, Alex Goodman (Spring 2011); Jessie Tobia (Spring 2011/Fall 2010); Will Hamilton, Kevin Ocampo (Fall 2010); Logan Bateman, Stephanie Wilkinson (Spring 2010); Katherine Olson (Spring 2010/Fall 2009); Catelyn Thurman, Melissa Ward (Fall 2009); Mallory Delatte (Spring 2009); Lisa Scotti (Spring 2009/Fall 2008); Caitlin Pecot (Fall 2008);

Service (Virginia Tech, Blacksburg, 2008-Present)

Service to the University

Chair, Commission on Graduate Studies and Policies (Fall 2018-Current)
 Member, University Council (Fall 2018-Current)
 Provost Search Committee (Fall 2018-Current)
 Vice-Chair, Commission on Graduate Studies and Policies (Fall 2017-Spring 2018)
 Chair, Graduate Curriculum Committee (Fall 2017-Spring 2018)
 Faculty Advisor, Indian Students Association (Spring 2017-Current)

College Representative, Commission on Graduate Studies and Policies (Fall 2016-Current)
College Representative, Faculty Design Team, Destination Area: Adaptive Brain (Summer 2016-Fall 2016)
College Representative, Envisioning Virginia Tech - Beyond Boundaries (Fall 2015-Summer 2016)
College Representative, Virginia Tech's Multicultural Diversity Committee (2011-12)
Panel Member, International Graduate Student Orientation (Fall 2009)
Panel Leader, South East Asian Students, International Graduate Student Orientation (Fall 2009)

Service to the College

Chair, Department Head Review Committee (Spring 2018)
Member, Graduate Program Director's Committee (Fall 2017-Current)
Ex-Officio Member, Graduate Studies and Policies Committee (Fall 2016-Current)
Ex-Officio Member, Research Committee (Fall 2017-Current)
Member, Strategy Committee (Spring 2016-Fall 2016)
Member, Research Committee (Fall 2015-Fall 2017)
Member, Building Learning Committee (Spring 2015-Fall 2016)
Member, Entrepreneurship Steering Committee (Fall 2013-Current)
Member, Undergraduate Awards Committee (Fall 2013-Fall 2014)
Member, Dean's Search Committee (Summer and Fall 2012)
Faculty Speaker, New Student Meeting (Fall 2012, Spring 2013)
Chair, Multicultural Diversity Committee (2011-12)
Panelist (College & University Representative), Cox Business Executive Discussion Series, Building a Workforce for Success, Roanoke, VA (July 2012)
College & University Representative, Campus Diversity and Inclusiveness Roundtable, Ernst & Young, New York, NY (January, 2012)
Faculty Speaker, Gateway Conference, Welcomed Incoming Undergraduates (Spring 2011)

Service to the Department

Proposed and Introduced two new courses (Judgment and Decision Making Research in Marketing [2016], Analytics for Marketing [2014])
Co-Chair, Faculty Search Committee (Summer 2016-Current; Fall 2012)
Director, Graduate Studies (Nov 2013-Current)
Chair, Graduate Programs and Research Committee (Nov 2013- Current)
Member, Faculty Search Committee (Fall 2013, 2014, 2015, 2016, 2017)
Member, Departmental Promotion and Tenure Committee (Spring 2015-Current)
Chair, Departmental Promotion and Tenure Committee (Fall 2013-Spring 2015)
Faculty Liaison and Secretary, Marketing Department's Advisory Board (Summer 2013-Nov 2013)
Member, Graduate Committee (2009-Present)
Behavioral Lab and Subject Pool Coordinator (Fall 2010-Spring 2011)

Service to the Field

Chair, Association for Consumer Research Conference (2019)
Co-Chair, Society for Consumer Psychology Pre-Conference (2018)
Outstanding Reviewer Award, *Journal of Consumer Psychology* (2017)
Faculty Member Invitee, AMA-Sheth Doctoral Consortium, University of Iowa, Iowa (2017)

Faculty Member Invitee, Doctoral Consortium, Association for Consumer Research (2014, 2015, 2016, 2017)
Outstanding Reviewer Award, *Journal of Consumer Research* (2014)
Faculty Mentor, Mid-Career Mentorship Program, Association for Consumer Research (2014)
Co-Chair, Retailing and Pricing Track, American Marketing Association's Summer Educator's Conference (2014)
Co-chair, Meet the Editorial Review Board Members, Association for Consumer Research (2013)
Faculty Member Invitee, Doctoral Consortium, Society for Consumer Psychology (2011)
Invited Speaker, "Career Management I: Job Market and Transitioning into an Assistant Professor Position," Doctoral Consortium, Society for Consumer Psychology, Atlanta, Georgia (2011)
Member, Research Speed Dating, Helped Doctoral Students Convert Incipient Ideas into Researchable Topics, Doctoral Consortium, Society for Consumer Psychology (2011)

Reviewer

Journals

Associate Editor: *Journal of Consumer Research* (2015-Current)

Editorial Review Boards: *Customer Needs and Solutions*, *Journal of Consumer Psychology*, *Journal of Marketing*, *Journal of Marketing Research*, and *Journal of Retailing* (Current); *Journal of Consumer Research* (2013-2015); *Marketing Letters* (2013-2017);

Ad-hoc Reviewer: *Asia Pacific Management Review*, *International Journal for Research in Marketing*, *Journal of Economic Psychology*, *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Product & Brand Management*, *Journal of Retailing*, *Judgment and Decision-Making*, *Marketing Science*, *Psychological Science*, *Social Influence*

Doctoral Dissertation Competitions

Society for Consumer Psychology (2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017)

Conferences

Association for Consumer Research (2008, 2009, 2010, 2011, 2013, 2015, 2016, 2017, 2018)
Society for Consumer Psychology (2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2019)
Asia-Pacific Association for Consumer Research (2009)

Program Committee Member

European Association for Consumer Research (2018)
Association for Consumer Research (2016, 2017)
Society for Consumer Psychology (2011, 2012, 2019)
Asia-Pacific Association for Consumer Research (2009)

Competitive Review Board Member

Association for Consumer Research (2013, 2015)

Professional Affiliations

Association for Consumer Research, American Marketing Association, Society for Consumer Psychology

Industry Experience

MWH Soft, Inc., Engineer (Broomfield, CO, 2002 – 2003, Pasadena, CA, 2001 – 2002)

MWH Soft provides infrastructure software for utilities, cities, and organizations. I supported over 700 consultants & utilities in building Water and Sewer Master Plans. I marketed MWH Soft products and services to clients generating over \$150,000 in new-sales in 2002-2003. I also trained over 300 corporate and client personnel to design and maintain water and sewer master plans.

ZL Technologies, Inc., Engineer (Mountain View, CA, 2000 – 2001)

ZL Technologies develops software solutions for email archiving, secure email, and secure file collaboration. I was part of the core team that developed their initial suite of software with responsibility for quality assurance, project scheduling, and management. I also provided high-end technical support and developed software using HTML, JavaScript, DHTML, JSP, Java, and WML.