

Anirban Mukhopadhyay

Curriculum Vitae – February 2009

University of Michigan
Ross School of Business, R5684
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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 Wertebroch

M.Phil., Marketing, Columbia University, October 2001
MBA (Major in Marketing), Indian Institute of Management, Bangalore, March 1997
B.Sc. (Honors), Physics, St. Stephen's College, Delhi University, July 1995

Academic Positions

July 2007 – present	Assistant Professor of Marketing, The University of Michigan at Ann Arbor
July 2004 – present	Assistant Professor of Marketing, The Hong Kong University of Science and Technology (on leave since August 2007)
Sept 1999 – June 2004	Research and Teaching Assistant, Columbia University

Research Interests

Consumer decision processes and their marketing implications
Self-control and intertemporal goal-directed behavior
Agents, recommendations, and preferences
Lay theories
Emotions

Publications

1. Chan, Elaine and Anirban Mukhopadhyay, "When Choosing Makes a Good Thing Better: Temporal Variations in the Valuation of Hedonic Consumption," Forthcoming at the *Journal of Marketing Research*.
2. Mukhopadhyay, Anirban and Catherine W. M. Yeung (2009), "Building Character: Effects of Lay Theories of Self-Control on the Selection of Products for Children," Forthcoming at the *Journal of Marketing Research*.

3. Mukhopadhyay, Anirban and Gita V. Johar (2009), "Indulgence as Self-reward for Prior Shopping Restraint: A Justification-Based Mechanism," Forthcoming at the *Journal of Consumer Psychology*, July.
4. Labroo, Aparna A. and Anirban Mukhopadhyay (2009), "Searching for Happiness: How Mood and Lay Theories of Emotion Transience Influence Affect Regulation," Forthcoming at the *Journal of Consumer Research*, June.
5. 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.
6. 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.
7. 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.
8. 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.
9. 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.
10. 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.
11. 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. Mukhopadhyay, Anirban and Nidhi Agrawal, "Planning For Which Future? Lay Theories of Self-Control and the Temporal Framing of Goal Pursuit," Revising for second review at the *Journal of Consumer Research*.
2. Roggeveen, Anne L. and Anirban Mukhopadhyay, "Advertising A Company's Emotions: Appraisal Theory and Messages of Corporate Social Responsibility," Manuscript in preparation.
3. Chan, Elaine and Anirban Mukhopadhyay, "Discounting Pleasure? Lay Intuitions about the Value of Deferred Hedonic Experience," Manuscript in preparation.
4. Chan, Elaine, Anirban Mukhopadhyay, and Jaideep Sengupta, "Understanding Optimism: The Antecedents of Anticipatory Purchase," Manuscript in preparation.

5. 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," Manuscript in preparation.

Research in Progress

1. Johar, Gita V., Anirban Mukhopadhyay, and Jaideep Sengupta, "Lay Theories of Self-Determination and Ethical Dilemmas in Decision-Making," Four experiments completed.
2. Chan, Elaine, Anirban Mukhopadhyay, and Jaideep Sengupta, "The Consequences of Anticipatory Purchase," Three experiments completed.
3. Mukhopadhyay, Anirban and Gita V. Johar, "Holding Back and Letting Go: Lay Theories of Self-Control and the Regulation of Responses to Unintended Purchase Opportunities," Three experiments completed.
4. Labroo, Aparna A. and Anirban Mukhopadhyay, "Lay Theories of Emotion Transience and Feelings of Subjective Well-Being," Two experiments completed.
5. Yeung, Catherine W. M. and Anirban Mukhopadhyay, "Looking Forward: The Effects of Lay Theories of Self-Control on Proactive Efforts towards Myopia Prevention," Two experiments completed.
6. Hung, Iris W. P. and Anirban Mukhopadhyay, "Effects of Perspective-Taking on the Experience and Influence of Multiple Mixed Emotions", Two experiments completed.
7. Mukhopadhyay, Anirban and Klaus Wertenbroch, "Tainted Virtues, Sainted Vices: Self-control and Asymmetries in Preferences on Mixed Choice Sets," Three experiments completed.
8. Chan, Elaine, Yuwei Jiang, Alison J. Xu, and Anirban Mukhopadhyay, "The Effects of Choosing versus Rejecting on Variety-Seeking Behaviors: Attribute and Alternative Configuration Characteristics," One experiment completed, further data collected.
9. Mukhopadhyay, Anirban, Donald R. Lehmann, and Elaine Chan, "Unintended Purchase Opportunities: Contingent Triggers of Impulsivity," One experiment completed, further data collected.
10. Mukhopadhyay, Anirban, Jaideep Sengupta, and Gita V. Johar, "Consumer Greed: Lay Theories and their Consequences," Preliminary data collected.
11. Cheema, Amar and Anirban Mukhopadhyay, "Reactions to High-Value Durable Purchases: An Investigation of the Dynamics of Spousal Decision-Making," One experiment completed.
12. Agrawal, Nidhi and Anirban Mukhopadhyay, "Strategic Procrastination," One experiment completed.

13. Kivetz, Ran and Anirban Mukhopadhyay, "Preferences towards Intertemporal Configurations of Efforts and Rewards: Maximizing the Frequency Program Experience," Pretests and one experiment completed.
14. Gershoff, Andrew D., Ashesh Mukherjee, and Anirban Mukhopadhyay, "Reputations Built and Razed: Asymmetry in Preference Agreement Effects on Evaluations of Others," Preliminary data collected.
15. Agrawal, Nidhi, and Anirban Mukhopadhyay, "Uncertainty in Future-Oriented Emotions," Preliminary data collected.
16. Lee, Leonard and Anirban Mukhopadhyay, "How the Mere Presence of Children Influences the Judgments of Parents," Preliminary data collected.
17. Cho, Cecile, Leonard Lee, and Anirban Mukhopadhyay, "Shopping as Search for Closure," Conceptualization stage.
18. Moon, Jae Yun, Anirban Mukhopadhyay, and Frank Chan, "Integrating Ratings and Verbal Recommendations Online," Conceptualization stage.

Conference Activity

1. 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.
2. 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.
3. 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.
4. 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.
5. 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.
6. 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.
7. 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.

8. Chan, Elaine* and Anirban Mukhopadhyay, "Discounting Pleasure? Lay Intuitions about the Value of Deferred Hedonic Experience," *Annual Conference of the Association for Consumer Research*, Memphis, TN, 2007, Working Paper Session.
9. 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.
10. Chan, Elaine* and Anirban Mukhopadhyay, "Discounting Pleasure? Lay Intuitions about the Value of Deferred Hedonic Experience," *INFORMS Marketing Science Conference*, Singapore, 2007.
11. Chan, Elaine* and Anirban Mukhopadhyay, "The Anticipation of Chosen Pleasures: Temporal Variations in the Valuation of Delayed Consumption," *INFORMS Marketing Science Conference*, Singapore, 2007.
12. 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.
13. 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.
14. 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.
15. 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.
16. 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.
17. 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).
18. 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.
19. 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.

20. 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).
21. 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.
22. 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.
23. 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).
24. "Self-Control: Issues, Methods and Directions for Consumer Research," *Annual Conference of the Association for Consumer Research* (roundtable session chair), Atlanta GA, 2002.
25. 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

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;
University of the West Indies in St. Augustine, Trinidad
Fall 2003: New York University; Rutgers University; University of Toronto; Boston College;
HKUST; Northwestern University

Honors and Awards

Marketing Science Institute Young Scholar, 2009
Arnold M. & Linda T. Jacob Faculty Development Award, University of Michigan, 2008
Dean's Recognition of Excellent Teaching Performance, HKUST, Spring 2005, Spring 2006,
Spring 2007
Winner, The Franklin Prize for Teaching Excellence, HKUST, Winter 2004 / Spring 2005
Student Speaker, Doctoral Convocation for Professional Schools, Columbia University, 2005

Wei Lun Fellow, HKUST, 2004-2007
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

"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

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%

Consumer Decision Processes (HKUST PhD elective seminar)
Spring 2006; Mean evaluation 93.3%

Teaching Assistantships

Managing Marketing Programs (core course, for Andrew Gershoff), Columbia University,
Spring 2004; Spring 2003; Spring 2002; Spring 2001
Marketing Research (for Andrew Gershoff), Columbia University, Spring 2004; Fall 2002;
Fall 2001; Spring 2000

Advertising and Integrated Communications (for Gita Johar), Columbia University, Fall 2003;
Fall 2002
Managing Marketing Programs (core course, for Kamel Jedidi), Columbia University,
Summer 2002
High Technology Marketing and Entrepreneurship (for Ran Kivetz), Columbia University,
Spring 2001
Marketing Research (for Purnima Ramaswamy), IIM Bangalore, Spring 1997
Introduction to Statistics for Management (core course, for V. Nagadevara), IIM Bangalore,
Fall 1996.

Service

Department-level

University of Michigan Marketing department strategic planning committee
HKUST Marketing department committee on 4-year program transition strategy

Doctoral advising

Thales Teixeira, University of Michigan (Harvard Business School), Dissertation committee
Elaine Y. L. Chan, HKUST, Dissertation co-chair, first & second year summer paper advisor

Undergraduate advising

Priscilla Y. H. Chok, Candy Y.F. Poon, Hermione H. M. Tang. Michelle H. Y. Yuen: HKUST
Final Year Project (equivalent of honors thesis) advisor

Ad-hoc reviewing

Journals: *Journal of Consumer Research*, *Journal of Marketing Research*, *Marketing Science*, *Journal of Consumer Psychology*, *Journal of Economic Psychology*, *Journal of Advertising*

Conferences: Association for Consumer Research, Society for Consumer Psychology,
American Marketing Association, European Association for Consumer Research,
Association for Consumer Research Asia-Pacific

University Grants Research Awards, City University of New York

Conference program committee membership

Society for Consumer Psychology, 2009
Association for Consumer Research, 2009
Association for Consumer Research Asia-Pacific, 2009

Industry Experience

Brand Manager, Consumer Banking, Standard Chartered Bank India, 1998-1999
Product Manager, Consumer Banking Assets, Standard Chartered Bank India, 1997-1998

Standard Chartered Bank is the largest multinational bank operating in India. Job responsibilities included designing and launching new consumer asset products

(Mortgages and Loans for Professionals), developing and implementing nationwide advertising, and generating and supervising market research.

Professional Affiliations

Association for Consumer Research
Society for Consumer Psychology

Selected Media Mentions

“The Happy Buyer and the Proudful Buyer”, The New York Times, December 18, 2006.

Selected Non-academic Publications

“History decapitated in a reign of terror: The Cambodian landscape is littered with the artifacts of its destroyed cultural heritage”, op-ed page, The Hindustan Times, Bombay, July 10, 2007.