

ARADHNA KRISHNA  
(updated April 2026)

CONTACT  
DETAILS

R6354 Ross School of Business  
University of Michigan  
701 Tappan Street  
Ann Arbor, MI 48109  
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EDUCATION

Ph.D., Marketing  
Graduate School of Business  
New York University  
Minor: Operations Research and Statistics

M.B.A., Marketing  
Indian Institute of Management  
Ahmedabad, India

B.A. (Hons.), Economics  
Lady Shri Ram College  
Delhi University, India  
Minor: Statistics

CURRENT  
RESEARCH  
INTERESTS

Sensory Perception; Sensory Marketing;  
Health and Consumption Behaviors;  
Information Processing and Interaction with Technology;  
Corporate Social Responsibility; Cause Marketing;  
Pricing and other Exchange Mechanisms.

TEACHING  
INTERESTS

BBA, MBA and Executive Teaching: Sensory Marketing, Pricing.  
Ph.D.: Sensation and Perception.

PROFESSIONAL  
EXPERIENCE

University of Michigan, Ross School of Business  
Dwight F. Benton Professor of Marketing  
Director, Sensory Marketing Lab, 2009 to current  
Executive Committee, Sensory Science Institute  
Faculty Affiliate, Michigan Institute for data Science  
Faculty Affiliate, South Asia Center

Have also spent time at Columbia University, HKUST, NUS and NYU.

MBA and BBA Courses taught:  
Sensory Marketing, Pricing, Sales Force Management,  
Introduction to Marketing, Market Research.

Doctoral courses taught: Sensation and Perception,  
Marketing Models, Experimental Economics.

HONORS,  
AWARDS, ETC.

Best paper award for article appearing in JCP 2021 (awarded in 2024)  
#9 in productivity in marketing journals; #1 among women (2014-2023),  
AMA Docsig ratings  
Nominated for the ACUM (advising council of the Univ. of Michigan)  
Outstanding Advisor Award, 2023  
Finalist, Paul Green Award for best paper in JMR published in 2022.  
#13 in productivity in marketing journals; #2 among women (2013-2022),  
AMA Docsig ratings  
Best conference paper at EMAC, Budapest, 2022, based on doctoral work –  
for work with Visiting Doctoral Student from Univ. of Lucerne.  
#12 in productivity in marketing journals; #2 among women (2012-2021),  
AMA Docsig ratings  
Society for Consumer Psychology Conference, 2021: Best competitive  
paper award.  
TedX talk at annual TedX U of M conference, 2021.  
My video on sensory persuasion is an exhibit in Media Majlis museum's  
exhibition on Unraveling Persuasion, Northwestern University,  
Qatar, August 2021 – May 2022.  
Expert interviewee on a video about silent football stadiums for the  
Bundesliga and Premier League football during Covid-19  
Co-Investigator in Funding Grant of \$4 million for VA Lung Precision  
Oncology Program (my role is in persuasion for greater lung cancer  
screening)  
Within top 2% most cited researchers in the world, Ioannidis et al., Plos  
Biology, October 16, 2020.  
#7 most productive researcher in marketing; #1 most productive woman and  
only woman in top 10 (2007-2016), Osselaer and Lin, Marketing  
Letters, 2019.  
#4 most productive researcher in marketing, #1 most productive woman and  
only woman in top 10 (2005-2015), Korkeamäkia et al., Journal of  
Business Research, 2018.  
Nominated for MBA teaching excellence award, 2016.  
#16 in productivity in marketing journals (2007-2016; AMA Docsig ratings)  
Among 50 most published authors in the history of the Journal of Consumer  
Research (2015)  
Ross Researcher of the year, 2014-2015  
#24 in productivity in marketing journals (2011-2015; AMA Docsig ratings)  
#10 most published in last decade in Journal of Consumer Research (2015)  
Nominated for Golden Apple Award, 2015 (the only student nominated  
award that recognizes outstanding university teaching)  
Chosen by outgoing MBA class to give one of the five "last lectures" to  
outgoing MBA class, 2015  
#1 most downloaded (2010-2015), #2 most downloaded

(2016-2017); #1 most cited (2010-2015), article in the Journal of Consumer Psychology, 2015 (Krishna, 2012)  
#13 most downloaded article in the Journal of Consumer Psychology 2014, 2015; #8 most cited (2016-2017) (Krishna and Schwarz, 2014)  
#2 most cited (2016-2017) (Krishna, 2016)  
#10 top rated article on social media, Journal of Consumer Psychology, 2015 (Krishna, Herd and Aydinoglu, 2015)  
#19 in productivity in marketing journals (2010-2014; AMA Docsig ratings)  
#13 in productivity in marketing journals (2008-1012; AMA Docsig ratings)  
Named a Fellow of the Society of Consumer Psychology, 2013  
Distinguished speaker, Haring-Seth Doctoral Symposium, 2012  
Among Business Week 2012's three most prominent undergraduate faculty at the Ross School of Business.  
Honorable Mention, William R. Davidson Award for best paper to appear in the Journal of Retailing, 2011 (Hall, Kopalle and Krishna).  
Finalist for Paul Green Award, 2010  
Among top 50 most prolific marketing researchers (as stated in the Journal of Marketing, 2009)  
Senior Speaker, first Stern School Doctoral Alumni Reunion Conference, New York University, 2009.  
Ross School of Business Senior Faculty Research Award 2007  
Finalist for O'Dell Award, 2006.  
Best paper award at Winter AMA conference 2005.  
Among top 10 reviewers (#6) for Marketing Science, 2003  
Outstanding reviewer award -- Journal of Consumer Research (2002-2003)  
William R. Davidson Award for best paper to appear in the Journal of Retailing in 2002 (Krishna, Briesch, Lehmann and Yuan).  
Nominated for best paper award at Summer AMA conference (1988)  
Nominated for Ph.D. teaching award 2002

Invitations to Doctoral Consortiums:

Invited to be part of ACR Doctoral Consortium Faculty  
NYC, 2026  
Seattle, 2023  
Atlanta, 2019  
Berlin, 2016  
New Orleans, 2015  
Baltimore, 2014  
Chicago, 2013  
Vancouver, 2012  
Jacksonville, Florida, 2010  
Memphis, 2007  
Invited to be part of the AMA Doctoral Consortium Faculty  
Oslo, Norway, 2023  
Austin, 2022

Indiana, 2020 (postponed to 2021 due to Covid-19)  
NYU, 2019  
University of Iowa, 2017  
London Business School, 2015  
Northwestern University, Evanston, 2014  
University of Michigan, Ann Arbor, 2013 (co-chair)  
University of Washington, Seattle, 2012  
Texas Christian Univ., Dallas, 2010  
Univ. of Arizona at Phoenix, 2007  
Univ. of Maryland, 2006  
Texas A&M, August 2004  
University of Southern California August 1999  
Invited to be part of the SCP Doctoral Consortium Faculty  
San Juan, Puerto Rico, 2023 (Panel: How to design a killer study)  
Boulder, 2022 (Talk: Mentorship: How to be a Good Mentor)  
Savannah, 2019  
Florida, 2016  
Phoenix, 2015  
Invited to be part of the Informs Doctoral Consortium Faculty  
Los Angeles, 2017  
Shanghai, 2016  
Ann Arbor, 2009  
Vancouver, 2008  
Singapore, 2007  
Rotterdam, Netherlands, 2004  
University of Maryland, June 2003  
AMA Doctoral Dissertation competition Winner, 1990  
Herman E. Kroos Award, 1990, for the best doctoral dissertation at the  
New York University Stern School of Business  
George Burton Hotchkiss Fellow Award, 1988, for outstanding  
performance in the Ph.D program  
Beta Gamma Sigma

## RESEARCH

### PAPERS IN REFEREED JOURNALS

1. Freeman Wu, Grewal, Lauren, Helen van der Suis and Aradhna Krishna, “Grid or Story: Social Media Post Placement Impacts Firms’ Perceived Commitment to Political Advocacy”, conditionally accepted at *Journal of Marketing Research*.
2. Ziqi Shang, Jun Pang, Xiuping Li and Aradhna Krishna (2025), “How Emotions Influence Mental Visualization through the Motivation to Forget”, forthcoming at *Emotion*.
3. Hyun, Na Kyong, Michael Lowe and Aradhna Krishna (2025), “Vocal Similarity, Trust,

and Persuasion in Consumer-Persuader Interactions”, forthcoming at *Journal of Marketing Research* (received AMA-CBSIG funding).

4. Ellie Kyung, Manoj Thomas and Aradhna Krishna (2025), “The Spatial Incongruence Effect: How Spatial Orientation of Scales Changes Net Promoter Scores,” forthcoming at *Journal of Consumer Research*.
5. Krishna, A., Luangrath, A. W., & Peck, J. (2024). A review of touch research in consumer psychology. *Journal of Consumer Psychology*, 34(2), 359-381. [Among top 10 most cited papers at *Journal of Consumer Psychology* in 2024]
6. Gu, Y., Chan, E., & Krishna, A. (2024). The trivial-task motivation effect: highlighting completion of an initial trivial task increases motivation for the main task. *Marketing Letters*, 35(2), 219-230.
7. Sokolova, Tatiana, Aradhna Krishna, and Tim Doering (2023), “Covering Vice with Virtue: Categorization and the Perceived Environmental Friendliness of Product packaging”, *Journal of Consumer Research* (Society for Consumer Psychology Conference, 2021, Best competitive paper award, SCP, 2021; Featured in HBR.org as the main article over the Earth Day weekend; Featured on Bloomberg news, May 13, 2023; Packaging Insights, April 27, 2023, The Australian, May 22, 2023, [green-nudges.com](https://www.green-nudges.com), [Washington Post](https://www.washingtonpost.com) May 13, 2023).
8. Praveen Kopalle, Aradhna Krishna, Uday Rajan and Yu Wang (2022). How does regulatory monitoring of cause marketing affect firm behavior and donations to charity?. *International Journal of Research in Marketing*, 39(3), 947-966.
9. Ellie Kyung, Manoj Thomas and Aradhna Krishna (2022), “How Political Identity Influences Covid-19 Risk Perceptions: Divergent Judgments of Group and Individual Risk”, *Journal of the Association of Consumer Research*, 7(3), 316-324.
10. Elder, Ryan and Aradhna Krishna (2022), “A Review of Sensory Imagery for Consumer Psychology”, *Journal of Consumer Psychology*, 32(2), 293-315.
11. Krishna, A., & Orhun, A. Y. (2022). Gender (still) matters in business school. *Journal of Marketing Research*, 59(1), 191-210. (Finalist, Paul Green Award for best paper in JMR published in 2022; Featured in HBR.org, Dec. 23, 2020)
12. Krishna, Aradhna (2021), “The need for Synergy in Academic Policies: An Introduction to the Dialogue on Pre-Registration, *Journal of Consumer Psychology*, 31(1), 146-150 (Introduction to a Research Dialogue I curated as the Dialogues Area Editor for JCP; *not refereed*).
13. Krishna, Aradhna and Ryan Elder (2021), “A Review of the Cognitive and Sensory Cues Impacting Taste Perceptions and Consumption”, *Consumer Psychology Review* (an annual publication from the Society for Consumer Psychology).

14. Scekic, Ana and Aradhna Krishna (2021), “Do Firm Cues Impact Product Perceptions? When Small is Natural”, forthcoming, *Journal of Consumer Psychology*, 31(2), 350-359.
15. Sokolova, Tatiana and Aradhna Krishna (2021), “Pick your poison: Attribute trade-offs in unattractive consideration sets”, *Journal of Consumer Psychology*, 31(2), 319-328. This paper was used to analyze the decision strategy of undecided voters for the 2020 US presidential elections in this Newsweek article about the elections: Undecided Voters Were Key to Trump's Win in 2016. Will They Deliver Again?, by Jacob Jarvis, August 24, 2020. Best paper award awarded in 2024 for article appearing in JCP 2021.
16. Krishna, Aradhna (2020), “Privacy is a Concern: An Introduction to the Dialogue on Privacy”, *Journal of Consumer Psychology*, October, 733-735 (Introduction to a Research Dialogue I curated as the Dialogues Area Editor for JCP; *not refereed*).
17. Cian, Luca, Chiara Longoni and Aradhna Krishna (2020), “Advertising a Desired Change: When Process Simulation Fosters (vs. Hinders) Credibility and Persuasion”, *Journal of Marketing Research*, 57(3), 489–508.
18. Ackerman, Josh, Jenna Goesling and Aradhna Krishna (2020), “Pain scales as placebos: Can pain scales change reported pain across measurements?”, *Journal of Experimental Social Psychology*, 88, 103961.
19. Krishna, Aradhna (2020), “It Should not take a Funeral: An Introduction to the Dialogue on the Self-Control Construct”, January (Introduction to a Research Dialogue I curated as the Dialogues Area Editor for JCP; *not refereed*), 30(1), 178-180.
20. Jia, M. L., Li, X., & Krishna, A. (2020). Contraction with Unpacking: When Unpacking Leads to Lower Calorie Budgets. *Journal of Consumer Research*, 46(5), 853-870.
21. Krishna and Aydinoglu (2019), The Power of Consumption Imagery in Communicating Retail-Store Deals, *Journal of Retailing*, December, 95(4), 116-127.
22. Krishna, Aradhna (2019), “How Brands Acquire Cultural Meaning: Introduction”, *Journal of Consumer Psychology*, Vol. 29 (3), July, 517-518 (Introduction to a Research Dialogue I curated as the Dialogues Area Editor for JCP; *not refereed*).
23. Krishna, Aradhna, Kelly Herd and Nilufer Aydinoglu (2019), “A Review of Consumer Embarrassment as a Public and Private Emotion”, Vol. 29 (3), July, *Journal of Consumer Psychology*, 492-516.
24. Lowe, Michael, Kate Loveland and Aradhna Krishna (2019), “A Quiet Disquiet: Anxiety and Risk Avoidance due to Nonconscious Auditory Priming,” *Journal of Consumer Research*, June, Vol 46, No. 1, pp. 159-179. (covered by Smart Company, Sept. 24, 2018)

25. Krishna, Aradhna (2019), "Introduction to the Research Dialogue on Children and Persuasion", *Journal of Consumer Psychology*, Vol. 29 (2), April, 306-308 (Introduction to a Research Dialogue I curated as the Dialogues Area Editor for JCP; *not refereed*).
26. Hagen, Linda, Aradhna Krishna and Brent McFerran (2019), "Outsourcing Responsibility for Indulgent Food Consumption to Prevent Negative Affect", *Journal of the Association of Consumer Research*, issue on Consumer Emotions in the Marketplace, April, Vol. 4 (2), 136-146.
27. Krishna, Aradhna and Linda Hagen (2019), "Out of Proportion? The Effect of Leftovers on Eating-Related Affect and Behavior", *Journal of Experimental Social Psychology* (special issue on Health in Context), 81, 15-26. (covered by New Zealand Herald, Sept. 11, 2018, Daily Mail Sept. 7, 2018; Fox47News Sept. 5, 2018; National Affairs, Sept. 8, 2018)
28. Krishna, A., Lee, S. W., Li, X., & Schwarz, N. (2017). Embodied cognition, sensory marketing, and the conceptualization of consumers' judgment and decision processes: introduction to the issue. *Journal of the Association for Consumer Research*, 2(4), 377-381. (not refereed)
29. Krishna, Aradhna and Tatiana Sokolova (2017), "A Focus on Partisanship: How It Impacts Voting Behaviors and Political Attitudes", *Journal of Consumer Psychology*, 27(4), 537-545.
30. Cornil, Yann, Pierre Chandon and Aradhna Krishna (2017), "Expectancy Effects of Labeling Alcohol Mixed with Energy Drink as a "Vodka-Red Bull", "Vodka", or "Fruit" Cocktail on Subjective Intoxication and General, Sexual and Driving Risk-taking", *Journal of Consumer Psychology*, 27(4), 456-465 (covered by Michigan Radio Stateside, May 24, 2017; The Atlantic, June 8, 2017; New York daily News, May 12, 2017; Science Daily, May 11, 2017; Food and Wine, May 15, 2017; The Conversation, May 10, 2017, NZ Herald, May 29, 2017).
31. Kyung, E. J., Thomas, M., & Krishna, A. (2017). When bigger is better (and when it is not): Implicit bias in numeric judgments. *Journal of Consumer Research*, 44(1), 62-79.
32. Hagen, Anna Linda, Aradhna Krishna and Brent McFerran (2017), "Rejecting Responsibility: Low Physical Involvement in Obtaining Food Promotes Unhealthy Eating", *Journal of Marketing Research*, August, Vol. 54, No. 4, pp. 589-604 (covered by Forbes, Jan. 6. 2017; Wall Street Journal, Jan. 6, 2017; Independent, UK, Jan. 16, 2017).
33. Wang, Wenbo, Aradhna Krishna and Brent McFerran (2017), "Turning off the lights: Consumers' environmental efforts depend on visible effort of firms", *Journal of Marketing Research*, June, Vol. 54, No. 3, 478-494 (Globe and Mail, September 23, 2016; CBC News August 30, 2016).

34. Krishna, Aradhna, Luca Cian and Nilufer Aydinoglu (2017), “Sensory Aspects of Package Design”, *Journal of Retailing*, March, vol. 93, no. 1, 43-54.
35. Tatiana Sokolova and Aradhna Krishna (2016), “Is it more rational to say “no”? : How choosing versus rejecting alternatives affects information processing”, *Journal of Consumer Research*, December, Vol. 43, 614-635. [an oped we wrote based on this article was picked up by The Washington Post, The Guardian, Salon, Quartz, and other newspapers].
36. Shen, Hao, Meng Zhang and Aradhna Krishna (2016), “Computer Interfaces and the “Direct-Touch” Effect: Can iPads Increase the Choice of Hedonic Food?”, *Journal of Marketing Research*, Vol. 53, No. 5, pp. 745-758. (Covered in Slate, Aug. 2, 2016).
37. Krishna, Aradhna (2016), “Another Spotlight on Spotlight”, *Journal of Consumer Psychology*, 26(3), 315-324 (Lead article).
38. Krishna, Aradhna, Luca Cian, and Tatiana Sokolova (2016), “The power of sensory marketing in advertising”, *Current Opinion in Psychology*, 10, 142-147.
39. Cian, Luca, Aradhna Krishna and Norbert Schwarz (2016), “Positioning Rationality and Emotion: Rationality Is Up and Emotion Is Down”, *Journal of Consumer Research*, 42(4), 632-651 (SSRN's Top Ten downloaded papers in 12 categories; National Affairs, September 2015).
40. Sayin, Eda, Aradhna Krishna, Caroline Ardelet, Gwenaëlle Briand, and Alain Goudey, (2015) “Sound and Safe”: The Effect of Auditory Input on Perceived Safety of Public Spaces”, *International Journal of Research in Marketing*, 32(4), 343-353 (interviewed by NPR-Michigan Radio, August 13, 2015; covered by The Atlantic-Citylab, July 31, 2015, Ross News, July 23, 2015; The News report, August 18, 2015; Big News Network, August 17, 2015; Business Standard, August 17, 2015; NDTV, August 17, 2015, The Free Press Journal, August 17, 2015, Zee News, August 17, 2015)
41. Krishna, Aradhna (2015), “A Commentary on “The Senses in Anthropological and Marketing Research: Investigating a Consumer-Brand Ritual Holistically”, *Journal of Business Anthropology*, 4(1): 31-35, Spring.
42. Krishna, Aradhna, Nilufer Aydinoglu, and Kelly Herd (2015), “Wetting the Bed at Twenty One: Embarrassment as a Private Emotion”, *Journal of Consumer Psychology*, 25(3), 473–486 (#10 top rated article on social media, 2015; cited in Glamour, August 7, 2015; New York Magazine, September 23, 2015).
43. Cian, Luca, Aradhna Krishna and Ryan Elder (2015), “A Sign of Things to Come: Behavioral Change Through Dynamic Iconography”, *Journal of Consumer Research*, 41(6), 1426-1446 (interviewed by NPR, Michigan Radio March 9, 2015; covered in Association of Psychological Science, March 5, 2015; The Atlantic, February 27, 2015; Fast Company Design, February 26, 2015; New York magazine, February 25, 2015; The

Huffington post, February 24, 2015; PBS, February 23, 2015; Also selected for the November 2015 issue of the “Journal Selections from the Marketing Science Institute”).

44. Krishna, Aradhna and Norbert Schwarz (2014), “Sensory Marketing, Embodiment, and Grounded Cognition: Implications for Consumer Behavior”, *Journal of Consumer Psychology*, 24(2), 158-298 (#13 most downloaded article in the Journal of Consumer Psychology, 2014, 2015).
45. Biswas, Dipayan, Courtney Szocs, Aradhna Krishna and Donald Lehmann (2014), “Something to Chew on: The Effects of Oral Haptics on Mastication, Orosensory Perception, and Calorie Estimation”, *Journal of Consumer Research*, 41(2), 261-273.
46. Cian, Luca, Aradhna Krishna and Ryan Elder (2014), “This Logo Moves Me: Dynamic Imagery from Static Images” (2014), *Journal of Marketing Research*, 51(2), 184-197.
47. Aradhna Krishna, Morrin Morrin and Eda Sayin (2014), “Smellizing Cookies and Salivating: A Focus on Olfactory Imagery”, *Journal of Consumer Research*, 41(1), 18-34.
48. Lynch, John, G., Joseph W. Alba, Aradhna Krishna, Vicki G. Morwitz, and Zeynep Gürhan-Canli (2012), “Knowledge Creation in Consumer Research: Multiple Routes, Multiple Criteria”, *Journal of Consumer Psychology*, 22(4), 374-485.
49. Wang, Yu and Aradhna Krishna (2012), “Enticing for me but Unfair to Her: Can Targeted Pricing Evoke Socially Conscious Behavior?”, *Journal of Consumer Psychology*, 22(3), 433-442.
50. Elder, Ryan and Aradhna Krishna (2012), “The Visual Depiction Effect: Inducing Embodied Mental Simulation that Evokes Motor Responses”, *Journal of Consumer Research*, 38(6), 988-1003 (featured on NPR Salt, on APS News page, ScienceDaily, EurekAlert)
51. Aydinoglu, Nilufer and Aradhna Krishna (2012), “Imagining Thin: Why Vanity Sizing Works”, *Journal of Consumer Psychology*, 22(4), 565-572 (featured Guest on NPR Morning Edition, Featured Guest on WGN Radio Chicago).
52. Krishna, Aradhna (2012), “An Integrative Review of Sensory Marketing: Engaging the Senses to affect Perception, Judgment and Behavior”, *Journal of Consumer Psychology*, 22(3), 332-351 (#1 most downloaded (2013-2015), #1 most cited article in the Journal of Consumer Psychology, 2015... most downloaded of any JCP article in 2019 with 6,580 downloads)
53. Krishna, Aradhna (2011), "Can Supporting a Cause Decrease Donations and Happiness?: The Cause Marketing Paradox ", *Journal of Consumer Psychology*, 21(3), 338-345. (cited in Boston Globe, LA Times, Toronto Star, Chronicle of Philanthropy; Huffington Post – April 6, 2011 and July 12, 2011; Media Post; Minneapolis Star Tribune; The Association of Fundraising Professionals Information Exchange; Psychology Today – Art Markman’s blog on July 1, 2011 and Scott Rick’s blog on October 12, 2013; the paper has gone viral

and has appeared in hundreds of blogs, tweets etc.)

54. Morrin, Maureen, Aradhna Krishna and May Lwin (2011), "Retroactive Interference from Scent Cues and the Effect on Product Recall", *Journal of Consumer Psychology*, 21(3), July, 354-361.
55. Hong Yuan and Aradhna Krishna (2011), "Price-Matching Guarantees with Endogenous Search: A Market Experiment Approach", *Journal of Retailing*, 87(2), 182-193.
56. Aydinoglu, Nilufer Z. and Aradhna Krishna (2011), "Guiltless Gluttony: The Asymmetric Effect of Size Labels on Size Perceptions and Consumption ", *Journal of Consumer Research*, April, 37(6), 1095-1112 (discussed in New York Times, Time magazine and other publications; also featured in *Journal of Consumer Research* curation of important articles on Food Decision-Making, Spring 2012).
57. Hall, Joseph, Praveen Kopalle, and Aradhna Krishna (2010), "Retailer Dynamic Pricing and Ordering Decisions: Category Management versus Brand-by-Brand Approaches", *Journal of Retailing*, 86(2), 172-183 (Honorable Mention, William Davidson award for best paper).
58. Krishna, Aradhna, Ryan S. Elder, Cindy Caldara (2010), "Feminine to smell but masculine to touch? Multisensory congruence and its effect on the aesthetic experience ", *Journal of Consumer Psychology*, 20(4), 410-418.
59. Lwin, May, Maureen Morrin, and Aradhna Krishna (2010), "Exploring the Superadditive Effects of Scent and Pictures on Verbal Recall: An Extension of Dual Coding Theory ", *Journal of Consumer Psychology*, 20(3), 317-326.
60. Ailawadi, Kusum, Jie Zhang, Aradhna Krishna and Mike Kruger (2010), "When Walmart Enters: How Incumbent Retailers React and How This Affects their Sales Outcomes", *Journal of Marketing Research*, 47(7), 577-593 (Lead article, Featured by *Insights from MSI* Spring 2009; Earlier version published as a Research Report by the Marketing Science Institute). Finalist for Paul Green award for the paper which shows or demonstrates the most potential to contribute significantly to the practice of marketing research.
61. Krishna, Aradhna, May Lwin and Maureen Morrin (2010), "Product Scent and Memory ", *Journal of Consumer Research* 37(1) 57-67 (discussed in New York Times, November 16, 2009. Also discussed in New York, Allure, and many other publications).
62. Elder, Ryan and Aradhna Krishna (2010), "The Effect of Advertising Copy on Sensory Thoughts and Perceived Taste", *Journal of Consumer Research*, February, Vol. 36(5), 748-756 (discussed in Telegraph UK, July 22, 2009, ScienceBlog, PsychOrg and other publications).

63. Krishna, Aradhna and Uday Rajan (2009), "Spillover effects of cause-related products in a product portfolio", *Management Science*, 55(9), September 2009, 1469-1485 (discussed in Boston Globe, Atlanta Journal, and other publications).
64. Wilfred Amaldoss, Teck Ho, Aradhna Krishna, Kay-Yut Chen, Preyas Desai, Ganesh Iyer, Sanjay Jain, Noah Lim, John Morgan, Ryan Oprea, and Joydeep Srivasatava (2008), "Experiments of Strategic Choice and Markets," *Marketing Letters*, 19(3-4), 417-429.
65. Krishna, Aradhna and Rohini Ahluwalia (2008), "Language Choice in Advertising to Bilinguals: Asymmetric Effects for Multinationals versus Local Firms", *Journal of Consumer Research*, 35(4), 692-70 (discussed in the New York Times, Sept. 14, 2008, Economic Times of India, Sept. 17, 2008, and many other publications).
66. Yuan, Hong and Aradhna Krishna, (2008), "Pricing of Mall Services in the Presence of sales Leakage", *Journal of Retailing*, 84, 95-117 (Honorable mention for the Best conference paper and Best paper award of the distribution channel track, Winter AMA Educators' conference, 2006).
67. Krishna, Aradhna, Rongrong Zhou and Shi Zhang (2008), "The Effect of Self-Construal on Spatial Judgments", *Journal of Consumer Research*, 35(2), 337-348 (discussed in ScientificCommons, EscienceNews and other publications).
68. Krishna, Aradhna and Utku Unver (2008), "Improving the Efficiency of Course Bidding at Business Schools: Field and Laboratory Studies", *Marketing Science*, 27(2), 262-282.
69. Krishna, Aradhna and Maureen Morrin (2008), "Does Touch Affect Taste? The Perceptual Transfer of Product Container Haptic Cues", *Journal of Consumer Research*, 34(6), 807-818. (Featured on CBC Radio's As It Happens 19 Mar. 2008, The Times (London) 22 Mar. 2008, LA Times 24 Mar. 2008, US News and World Report 10 Sep. 2008, US News and World Report 26 Oct. 2008, and other media).
70. Zhang, Jie and Aradhna Krishna (2007), "Brand-Level Effects of Stockkeeping Unit Reductions", *Journal of Marketing Research*, 44(4), 545-559.
71. Aradhna Krishna, Fred Feinberg and John Z. Zhang (2007), "Pricing Power and Selective Versus Across-the-Board Prices Increases", *Management Science*, 53(9), 1407-1423.
72. Krishna, Aradhna and Yu Wang (2007), "The Relationship Between Top Trading Cycle and Top Trading Cycle and Chains Mechanisms", *Journal of Economic Theory*, 132(1), 539-547.
73. Wang, Yu and Aradhna Krishna (2006), "Time-Share Allocations: Theory and Experiment", *Management Science*, 52(8), 1223-1238.
74. Krishna, Aradhna (2006), "The Interaction of Senses: The Effect of Vision and Touch on the Elongation Bias", *Journal of Consumer Research*, 32(4), 557-566.

75. Krishna, Aradhna, Carolyn Yoon, Mary Wagner and Rashmi Adaval (2006), "The Effect of Extreme Price Frames on Reservation Prices", *Journal of Consumer Psychology*, 16(2), 176-190.
76. Krishna, Aradhna (2005), "How Big is Tall?", Forethought, *Harvard Business Review*, 83(4), 18-19.
77. Brown, Christie and Aradhna Krishna (2005), "The Skeptical Shopper: A Metacognitive Account for the Effects of Default Options on Choice", *Journal of Consumer Research*, December, 31(3), 529-539.
78. Aradhna Krishna and Joel Slemrod (2003), "Behavioral Public Finance: Tax Design as Price Presentation", *International Tax and Public Finance, Policy Watch* section, 10(2), 189-203 (manuscript has been cited in Business Week Online June 12, 2001, Financial Times Online April 17, 2002, Dallas News, aired on Michigan Radio, NPR Marketplace April 1, 2002).
79. Fred Feinberg, Aradhna Krishna and John Z. Zhang (2002), "Do We Care What Others Get?: A Behaviorist Approach to Targeted Promotions", *Journal of Marketing Research*, 39(3), 277-291. (Lead article; Finalist for the O'Dell award granted by the *Journal of Marketing Research* for the paper with the most significant long-run contribution to marketing; Featured guest on NPR Marketplace).
80. Krishna, Aradhna, Richard Briesch, Donald Lehmann, and Hong Yuan (2002), "A Meta-Analysis of the Impact of Price Presentation on Perceived Savings", *Journal of Retailing*, 78(2), 101-118 (awarded the William R. Davidson Award for best paper to appear in the journal in 2002.)
81. Moreau, Page, Aradhna Krishna and Bari Harlam (2001), "The Manufacturer-Retailer-Consumer Triad: Differing Perceptions Regarding Price Promotions", *Journal of Retailing*, 77(4), 547-569.
82. Robert Krider, Priya Raghuram and Aradhna Krishna (2001), "Pizza - Pi or Squared?: Psychological Biases in Area Comparisons", *Marketing Science*, 20(4), 405-425.
83. Zhang, John Z., Aradhna Krishna and Sanjay Dhar (2000), "The Optimal Choice of Promotion Vehicles: Front-loaded or Rear-loaded Incentives?", *Management Science*, 46(3), 348-362.
84. Kopalle, Praveen, Aradhna Krishna, and Joao Assuncao (1999), "The Role of Market Expansion on Equilibrium Bundling Strategies", *Managerial and Decision Economics*, 20(7), 365-377.
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97. Krishna, Aradhna, Imran C. Currim, and Robert W. Shoemaker (1991), "Consumer Perceptions of Promotional Activity", *Journal of Marketing*, 55(2), 4-16.
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BOOKS, BOOK CHAPTERS, MAGAZINES AND OP-EDS

- Krishna, Aradhna (2026), “In Defence of ‘Surveillance Pricing’: Why Personalized Prices could be an unexpected force for equity”, *The Conversation*, October 14, 2025. (carried by many news outlets including San Francisco Chronicle, Seattle Post-Intelligencer, Houston Chronicle, Katie Couric Media).
- Krishna, Aradhna and Tatiana Sokolova (2023), “How Unnecessary Paper Packaging Creates the Illusion of Sustainability”, *Harvard Business Review*, April 21, lead article over Earth day weekend.
- Krishna, Aradhna and Yesim Orhun (2020), “How Business Schools can Help Close the Gender Gap”, *Harvard Business Review*, December 23.
- Krishna, Aradhna, July 6, 2020, “How did ‘White’ become a Metaphor for all Things Good?”, in *The Conversation US*, picked up by Houston Chronicle and other outlets. Also, translated to Spanish, “¿Cómo el ‘blanco’ se convirtió en una metáfora de las cosas buenas?”
- Krishna, Aradhna, Sarah Burns and Stephen Onyeiwu, December 20, 2019, “Impeachment overkill, the USMCA’s impact on jobs and the power of imagery: 3 quotes from the Democratic debate, explained”, in *The Conversation US*, picked up by Business Insider, Marketwatch, SF Chronicle, Seattle Press, among other outlets.
- Chandon, Pierre, Aradhna Krishna and Yann Cornil, May 10, 2017, “Energy drinks and alcohol, a risky mix... psychologically”, in *The Conversation US*, and also *The Conversation, France* (an open source publication by academics), picked up by Stateside, CBC TV today, Daily Mail, Vancouver Sun, Science Daily, Telematin (French national TV), SudOuest, Infodujour, Innerself, and many other outlets. Translated into French: ¿Cómo el ‘blanco’ se convirtió en una metáfora de las cosas buenas?”
- Krishna, Aradhna, December 12, 2016, “The best way to stop normalizing hate crimes is to talk more about people who act as allies”, *Atlantic’s Quartz*.
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- Krishna, Aradhna, *Customer Sense: How the 5 Senses Influence Buying Behavior*, Palgrave Macmillan, NYC, 2013 (reviewed by Kirkus Reviews, Publishers

Weekly, WGN Radio Chicago, Psychology Today, JWT Intelligence, Buyer Behavior, Shopperception, Blog Business World, Doctor Disruption). Translations 2016: Chinese, Japanese, Turkish.

- Krishna, Aradhna (2015), “Sensory Imagery for Design”, in “The Psychology of Design” (ed. Rajeev Batra).
- Elder, Ryan S. and Aradhna Krishna (2014), “Grasping the Grounded Nature of Mental Simulation,” Issue 20, In-Mind Magazine.
- Krishna, Aradhna, “Two questions to ask before buying pink”, Op-Ed in Detroit Free Press, October 30, 2012.
- Krishna, Aradhna, “Sensory Marketing: Research on the Sensuality of Consumers”, Aradhna Krishna (Ed.), Chinese edition, 2012.
- Krishna, Aradhna, “The Right Way for Companies to Mix Donations and Marketing”, Op-Ed in Detroit Free Press, October 28, 2011.
- Krishna, Aradhna, “Philanthropy and Marketing”, Op-Ed in Toronto Star, October 15, 2011.
- Krishna Aradhna, “Price Deals” in Joseph Alba edited, Consumer Insights, published by Marketing Science Institute, Boston, 2011.
- Krishna, Aradhna, “As I See it: Sensory marketing”, in *Consumer Behavior: Buying, Having and Being* (9<sup>th</sup> edition), Mike Solomon (Ed.), Pearson Higher Education, 2011.
- Krishna, Aradhna (2010), “Eulogy to a Management Guru”, Op-Ed in the Economic Times, India, 20 April 2010.
- Krishna, Aradhna, “Introduction to Sensory Marketing” in “Sensory Marketing: Research on the Sensuality of Consumers”, Aradhna Krishna (Ed.), Routledge, NYC, December 2009 (translated into Chinese in 2011).
- Krishna, Aradhna and Ryan Elder, “The Gist of Gustation: Taste, Food and Consumption”, in “Sensory Marketing: Research on the Sensuality of Consumers”, Aradhna Krishna (Ed.), Routledge, NYC, December 2009..
- Aydinoglu, Nilufer, Aradhna Krishna and Brian Wansink, “Do Size Labels have a Common Meaning across Consumers?”, in “Sensory Marketing: Research on the Sensuality of Consumers”, Aradhna Krishna (Ed.), Routledge, NYC, December 2009.
- Krishna, Aradhna (Ed.), “Sensory Marketing: Research on the Sensuality of Consumers”, Routledge, NYC, December 2009.
- Krishna, Aradhna, “Behavioral Responses to Pricing”, in “Handbook of Research in

Pricing”, Vithala Rao (Ed.), Edward Elgar Publishing, 2009.

- Krishna, Aradhna (2008), Regulate Deals to Prevent More Retail Tragedies, Op-Ed in Detroit News, December 9.
- Krishna, Aradhna, 2007, "Biases in Spatial Perception: A Review and Integrative Framework", in “Visual Marketing: From Attention to Action”, Michel Wedel and Rik Pieters, Eds., Lawrence Erlbaum Associates, Mahwah, New Jersey.

*[Conference proceedings are not listed]*

## CURRENT RESEARCH ACTIVITY

### WORKS IN PROGRESS

1. Finken, David, Marek, Reto Hofsteter and Aradhna Krishna, “The Mixed-Reality Effect: How Consumers’ Physical Reality Influences Preferences for Virtually Displayed Products, under revision for third review at *Journal of Consumer Research*.
2. Jia, Miaolei, Yining Yu, Zizhou Peng, Isabel Ding and Aradhna Krishna, “How Animal Imagery in Brand Logos Affects Perceived Brand Luxury”, under revision for second submission to *Journal of Consumer Research*.
3. Liang Shen, Aradhna Krishna and Rashmi Adaval, “Soundscapes and Perceived Biodiversity Loss”
4. Celeste Yi and Aradhna Krishna, ““Asymmetric Motivated Blindness” of Environmental Futures: Preservation versus Restoration Appeals”.
5. Fang, Lu, Aradhna Krishna and Anirban Mukhopadhyay, “Numeric versus Magnitude scales”.
6. Alican Mecit, Gu, Yangjie and Aradhna Krishna, “The Dosage Unit Effect”.
7. Kale, Vaishnavi, Eda Sayin and Aradhna Krishna, “Self-Derogation”.
8. Jia, Miaolei, Yuqing Wang, Ying Hu and Aradhna Krishna, “The Vertical Display Effect”.
9. Scekic, Ana, Alican Mecit and Aradhna Krishna, “Bias in Memory for Reviews”.
10. Scekic, Ana Tatiana Sokolova and Aradhna Krishna, “Allow or Deny: The Impact of Information Access Mode on Willingness to Share Personal Information”.
11. Fang, Lu, Aradhna Krishna and Tatiana Sokolova, “Repair versus Replace”.

12. Miaolei Jia, Linda Hagen, Xiuping Li and Aradhna Krishna, “Partitioned Plates: Nudging Healthy Eating through Prompting Variety Seeking”.
13. Aradhna Krishna and Huang, Justin, “Diversity and Performance”.
14. Shang, Ziqi, Xiuping Li, and Aradhna Krishna, “Adopting happiness: The role of animal facial expressions in adoption decisions”.
15. Huang, Justin, Akshina Banerjee and Aradhna, “ChatGPT and product placement”
16. Hyun, Na Kyong, Michael Lowe and Aradhna Krishna, “CEO Voices”
17. Shang, Ziqi, Xiuping Li, and Aradhna Krishna, “When pets are the Models: Encouraging consumers to adopt animals from shelters”.
18. Fang, Lu and Aradhna Krishna, “Age Perception”.

#### SELECTED CONFERENCE PRESENTATIONS

1. Liang Shen, Aradhna Krishna and Rashmi Adaval, “Soundscapes and Perceived Biodiversity Loss”, SCP, San Diego, March 2026.
2. Kale, Vaishnavi, Eda Sayin and Aradhna Krishna, “Self-Derogation”, SCP, San Diego, March 2026.
3. Alican Mecit, Gu, Yangjie and Aradhna Krishna, “The Dosage Unit Effect”, La Londe Conference, May 2025.
4. Mecit, Alican, Ana Scekic, and Aradhna Krishna, “The Effect of Inconsistent Reviews on Consumer Memory”, ACR, Paris, October, 2024.
5. Krishna, Aradhna, Discussant for session “Mind the Body: The Next Decade of Research on Bodily Influences in Decision Making, ACR, Seattle, October, 2023.
6. Finken, David, Reto Hofstetter, Aradhna Krishna and Florian von Wangenheim, “The Mixed-Reality Effect: How Consumers’ Physical Reality Influences Preferences for Virtually Displayed Products”, ACR, Seattle, October, 2023
7. Mecit, Alican, Ana Scekic, and Aradhna Krishna, “The Effect of Inconsistent Reviews on Consumer Memory”, ACR, Seattle, October, 2023.
8. Scekic, Ana, Tatiana Sokolova and Aradhna Krishna, “Allow or Deny: The Impact of Information Access Mode on Willingness to Share personal Information”, EACR July

2023, ACR, Seattle, October, 2023.

9. Finken, David, Reto Hofstetter, and Aradhna Krishna, "Context Even Matters in Virtuality: Perception of Object Proximity and Ownership in Augmented Reality", SCP, March 2022, EMAC May 2022, EACR July 2023.
10. Krishna, Aradhna, Discussant for session "Out of Touch? Multimethod Haptics", ACR Denver October 2022.
11. Bas, Burcak, Zachary Estes and Aradhna Krishna, "Using Benchmarks to Mitigate Overhead Aversion and Increase Donations", ACR Denver October 2022
12. Freeman Wu, Grewal, Lauren, Helen van der Suis and Aradhna Krishna, "Where Organizations Take a Stance Matters: The Role of Social Media Channels on Consumer Attributions of Firm Commitment", ACR Denver October 2022.
13. Linda Hagen, Miaolei Jia, Xiuping Li and Aradhna Krishna, "Partitioned Plates: Nudging Healthy Eating through Incompleteness Perceptions", ACR Denver October 2022.
14. Hyun, Kimberly, Michael Lowe and Aradhna Krishna, "Voice of Leadership: The Role of Vocal Characteristics as Indicators of CEO Promotion", SCP, March 2022; SCP March 2023, Puerto Rico.
15. Finken, David, Reto Hofstetter, Aradhna Krishna and Florian von Wangenheim, "Owning a Hologram: When and why augmented reality harms or benefits ownership perception", AMA Winter Academic Conference, Las Vegas, February 2022.
16. Hyun, Kimberly, Michael Lowe and Aradhna Krishna, "Vocal Similarity, Trust and Persuasion in Human-AI Agent Interactions", AMA Winter Academic Conference, Las Vegas, February 2022 (Poster).
17. Kyung, Ellie, Manoj Thomas and Aradhna Krishna, "The Scale Orientation Effect: The Intuitiveness of Horizontal and Vertical Scales", Society of Judgment and Decision Making Conference (Virtual), February 2022.
18. Bas, Burcak, Zachary Estes and Aradhna Krishna, "Perceived Charity Efficiency (Also) Drives Overhead Aversion and Charitable Donations", SJDM Conference (Virtual), February 2022 (poster).
19. Finken, David, Reto Hofstetter, and Aradhna Krishna, "Context Even Matters in Virtuality: Perception of Object Proximity and Ownership in Augmented Reality" ACR, Nov. 2021.
20. Hyun, Kimberly, Michael Lowe and Aradhna Krishna, "Measuring Objective Vocal Similarity in Human-AI Agent Interactions", ACR, Nov. 2021.

21. Session on “Learning from Highly Unstructured Data: Insight from Videos, Images and Audio”, Discussant
22. Doering, Tim, Krishna, Aradhna, and Tatiana Sokolova, “Covering Vice with Virtue: Categorization and the Perceived Environmental Friendliness of Product packaging”, Society for Consumer Psychology Conference (virtual), March 2021 (best competitive paper award at the conference).
23. Bas, Burcak, Zachary Estes and Aradhna Krishna, “What Drives Overhead Aversion”, Society for Consumer Psychology Conference (virtual), March 2021.
24. Shang, Ziqi, Xiuping Li, Aradhna Krishna and Jun Pang, “Black-and-White or Colorful? How Color Schemes Link to Emotional Valence and Impact Ad Persuasion”, Society for Consumer Psychology Conference, Huntington Beach, February 2020.
25. Hoang, Chi, Klemens Knoferle, Luk Worlop and Aradhna Krishna, “Consumers’ Attribution of Mind to Possessions as an Impediment to Sharing for inclusion”, Society for Consumer Psychology Conference, Huntington Beach, February 2020.
26. Kyung, Ellie, Manoj Thomas and Aradhna Krishna, University of Michigan, USA “Left-Right or Top-Down? The Effect of Horizontal versus Vertical Orientation on Consumer Judgments”, Association for Consumer Research Conference, Atlanta, October 2019.
27. Kelly, Herd, Nilufer Aydinoglu and Aradhna Krishna, “The Self-Conscious Consumer: Understanding and Mitigating Consumer Embarrassment”, Association for Consumer Research Conference, Atlanta, October 2019.
28. Sayin, Eda and Aradhna Krishna, “You Can’t Be Too Polite, Alexa! Implied Politeness of Mechanized Auditory Feedback and Its Impact on Perceived Performance Accuracy”, Association for Consumer Research Conference, Atlanta, October 2019.
29. Sung, Jin, Aradhna Krishna and Ryan Elder, “Now you see it, now you don’t!: How ephemeral messages impact viewing behavior”, Society of Consumer Psychology Conference, Savannah, February 2019.
30. Sayin, Eda and Aradhna Krishna, “You Can’t Be Too Polite, Alexa! Implied Politeness of Mechanized Auditory Feedback and Its Impact on Perceived Performance Accuracy”, Society of Consumer Psychology Conference, Savannah, February 2019.
31. Kyung, Ellie, Manoj Thomas and Aradhna Krishna, University of Michigan, USA “Left-Right or Top-Down? The Effect of Horizontal versus Vertical Orientation on Consumer Judgments”, Society of Consumer Psychology Conference, Savannah, February 2019.
32. Hoang, Chi, Klemens Knoferle, Luk Warlop and Aradhna Krishna, “Consumers’ Attribution of Mind to Possessions as an Impediment to Sharing”, Association for Consumer Research Conference, Dallas, October 2018.

33. Shang, Ziqi, Xiuping Li and Aradhna Krishna, "Donation versus Adoption: How the Mode of Helping Moderates the Effect of Emotions on Helping", Association for Consumer Research Conference, Dallas, October 2018 (poster).
34. Varun Sharma, Aradhna Krishna and Zachary Estes, "Round It Up: Preference Exists for Rounded Totals (PERT)", Association for Consumer Research Conference, Dallas, October 2018.
35. Lowe, Michael, Katherine Loveland and Aradhna Krishna, "Fevered Pitch: Anxiety and Risk Avoidance in Response to Low-Pitch Ambient Sounds", Association for Consumer Research Conference, San Diego, October 2017.
36. Cian, Luca, Aradhna Krishna and Chiara Longoni, "Communicating a Promise of Change: Visual Steps Enhance Process Imagery", Association for Consumer Research Conference, San Diego, October 2017; European Association for Consumer Research Conference (EACR), Ghent, June 2018; Association for Consumer Research Conference, Dallas, October 2018.
37. Jia, Miaolei, Aradhna Krishna and Xiuping Li, "The Effect of Visual Cues on the Sense of Completeness", Association for Consumer Research Conference, San Diego, October 2017; Association for Consumer Research Conference, Dallas, October 2018.
38. Consumer Aesthetics Roundtable, participant, Association for Consumer Research Conference, San Diego, October 2017.
39. Hagen, Linda, Aradhna Krishna and Brent McFerran, "Outsourcing Responsibility for Indulgences", Association of Consumer Research, October 2016, Berlin.
40. Krishna, Aradhna, and Linda Hagen, "Out of Proportion? The Effect of Leftovers on Eating-Related Affect and Behavior", Association of Consumer Research, October 2016, Berlin.
41. Sokolova, Tatiana and Aradhna Krishna, "Is it more rational to say 'no'?": How choosing versus rejecting alternatives affects information processing", Society of Consumer Psychology conference, St. Petersburg, Florida, 2016; Association of Consumer Research, October 2016, Berlin.
42. Kyung, Ellie, Manoj Thomas and Aradhna Krishna, "The Rating Polarity Effect: Overcoming the Surreptitious Influence of Implicit Numerical Associations on Consumer Judgments", Association of Consumer Research Conference, New Orleans, 2016; Society of Consumer Psychology conference, St. Petersburg, Florida, 2016.
43. Cian, Luca, Aradhna Krishna and Ryan Elder, "A sign of things to come: Dynamic Iconography", Association for Psychological Science conference, New York 2015.

44. Cornil, Yann, Pierre Chandon and Aradhna Krishna, "Expectancy Effects of Labeling Alcohol Mixed with Energy Drink as a "Vodka-Red Bull", "Vodka", or "Fruit" Cocktail on Subjective Intoxication and General, Sexual and Driving Risk-taking", Society of Consumer Psychology Conference, Phoenix 2015; EMAC 2015; Lalonde, 2015; Association of Consumer Research Conference, New Orleans, 2016.
45. Shen, Hao, Meng Zhang and Aradhna Krishna, "Effect of Computer Interface on Consumer Choice Decisions", Society of Consumer Psychology Conference, Phoenix 2015; ACR-Hong Kong 2015.
46. Aydinoglu, Nilufer and Aradhna Krishna, "Experiential Imagery through suggestive associations in message cues", in special session on "Imagined Experiences: The Impact of Experiential Imagery on Consumer Attitudes, Intentions and Food Consumption" – Society of Consumer Psychology, Miami 2014.
47. Sayin, Eda, Aradhna Krishna, Caroline Ardelet, Gwenaëlle Briand, and Alain Goudey, "Sound and Safe": The Effect of Auditory Input on Perceived Safety of Public Spaces", Association of Consumer Research Conference, Baltimore, 2014.
48. Aradhna Krishna, Brent McFerran and Wenbo Wang, "Green or Greed: Attributions of Green Consumption Behavior", Association of Consumer Research Conference, Baltimore, 2014, ACR-Hong Kong 2015.
49. Cian, Luca, Norbert Schwarz and Aradhna Krishna, "Top or bottom of screen? Vertical position as a representation of rationality and emotionality", Society of Consumer Psychology Conference, Miami, 2014; Association of Consumer Research Conference, Baltimore, 2014.
50. Cian, Luca, Aradhna Krishna and Ryan Elder, "The Evoked-Dynamism Effect: Dynamic Imagery from Static Brand Logos", Society of Consumer Psychology Conference, San Antonio, Winter 2013; Association of Consumer Research Conference, Baltimore, 2014 (in special session organized by Cian and Krishna on "Unexplored aspects of imagery").
51. Anna Linda, Aradhna Krishna and Brent McFerran, "Is Self-Serving Self-Serving? Who Serves Food Shapes Self-evaluation and Eating Decision", Judgment and Decision Making Conference, Fall 2012, ACR Chicago 2013, Society of Consumer Psychology Conference, San Antonio, Winter 2013 (poster); Association of Consumer Research Conference, Baltimore, 2014 (poster).
52. Krishna, Aradhna, David Luna and Beatriz Pereira, "Am I More Likely To Have Aids In English Or In Spanish?: The Effects Of Language On Risk Perception", Society of Consumer Psychology Conference, Florence, June 2012.
53. Krishna, Aradhna and Ryan Elder, Those Slippers Feel Furry and Warm: Haptic Comfort through Automatic versus Deliberate Imagery, Society of Consumer Psychology Conference, Florence, June 2012.

54. Elder, Ryan and Aradhna Krishna, “Mental Simulation from Product Depiction: When Visual Stimuli Facilitate Sensory Experience”, ACR St. Louis, 2011 (in special session organized by Krishna and Elder on “Experiencing the Senses”).

Discussant on special session on Reference prices and Consumer Judgments, ACR St. Louis, 2011.

55. Elder, Ryan and Aradhna Krishna, “Mental Simulation from Product Depiction: When Visual Stimuli Facilitate Sensory Experience”; Witmer, Megan, Aradhna Krishna and Norbert Schwarz, “Shifting Text can Shift Thinking: The Effect of Subtle Changes in Text Presentation on Processing Style” – both presentations in “Society for Consumer Psychology Conference, Atlanta, Feb. 2011, in special session organized by Aradhna Krishna on Grounded Cognition and Consumer Psychology.

56. Krishna, Aradhna and Ryan Elder, “Kindling Memory: Exploring the Encoding Specificity Effects of Stimuli Modality on Recall”, Society for Consumer Psychology Conference, Atlanta, Feb. 2011.

57. Krishna, Aradhna, Ryan S. Elder, Cindy Caldara, "The Semantic and Aesthetic Impact of Smell on Touch", ACR, Jacksonville, Florida, 2010 (in special session on A Broad View of the Notion of Sensory Interaction organized by Aradhna Krishna and Joann Peck)

58. Elder, Ryan and Aradhna Krishna, “Effect of Single Versus Multiple-Sense Advertisements on Taste Perceptions”, ACR San Francisco, 2008 (in special session organized by Krishna and Elder); ACR, Pittsburgh 2009.

59. Krishna, Aradhna “Spillover effects of cause-related products in a product portfolio”, Marketing Science Conference, Singapore, Summer 2007; Choice Conference, Wharton School, University of Pennsylvania, Philadelphia, July 2007; Marketing Science Conference, Ann Arbor 2009.

60. Krishna, Aradhna and Maureen Morrin, “The Perceptual Transfer of Product Container Haptic Cues”, Society for Consumer Psychology Conference, Las Vegas, Winter 2007.

61. Krishna, Aradhna, May Lwin, Maureen Morrin and Jochen Wirtz, “The Effect of Product-Embedded Smell on Memory for Product Information”, Society for Consumer Psychology Conference, Las Vegas, Winter 2007; ACR San Francisco 2008 (in special session organized by Krishna and Elder).

62. Krishna, Aradhna and Yu Wang, “Costly Punishment: Consumer Resistance to Discrimination by Firms”, Marketing Science Conference, University of Pittsburg, June 2006 in special session organized by Aradhna Krishna and Wilfred Amadoss.

63. Brown, Christie and Aradhna Krishna, “The Skeptical Shopper: A Metacognitive Account for the Effects of Default Options on Choice”, Association for Consumer Research

conference, Toronto, 2004.

64. Krishna, Aradhna and Priya Raghubir, "Are Visual Perception Biases Hard-Wired: A Re-Inquiry into The Automatic and Controlled Components of the Direct Distance Bias", Association for Consumer Research conference, Toronto, 2004.
65. Wang, Yu and Aradhna Krishna, "Time-Share Allocations: Theory and Experiment", Marketing Science Conference, Rotterdam, 2004.
66. Yuan, Hong and Aradhna Krishna, "Pricing of Mall Services when Transactions Can End Outside the Mall", Marketing Science Conference, Maryland, 2003.
67. Krishna, Aradhna, Carl Mela and Joe Urbany, "Inertia in Pricing", Marketing Science Conference, Maryland, Summer 2003.
68. Krishna, Aradhna and Michel Wedel, "Risk Aversion and Non-Linear Pricing", Marketing Science Conference, Edmonton, Summer 2002.
69. Christina L. Brown and Aradhna Krishna, "Endorsement-Based Default Effects in Choice," Conference on Behavioral Decision Research in Management, Chicago, IL, May 2002.
70. Krishna, Aradhna, Carolyn Yoon and Mary Wagner, "The Effect of Extreme Price Frames on Reservation Prices", Annual Conference of the Association of Consumer Research, Austin, October, 2001.
71. Zhang, Jie and Aradhna Krishna, "Analyzing the Impact of SKU Reduction in an On-Line Environment", Marketing Science Conference, Weisbaden, July 2001.
72. Fred Feinberg, Aradhna Krishna and John Z. Zhang, "Do We Care What Others Get? A Bounded Rationality Approach to Targeted Promotions", INFORMS, Korea, June, 2000.
73. Feinberg, Fred, Bari Harlam and Aradhna Krishna, "Promote to Switchers or Loyals: An Empirical Examination of Loyalty Programs", Marketing Science Conference, Univ. of California, Los Angeles, July 2000.
74. Krishna, Aradhna and Christie Brown, "To Fill or Not to Fill the Bubble: The Effect of Default Options on Choice", Marketing Science Conference, Syracuse, May 1999; Annual Conference of the Society for Judgment and Decision Making, New Orleans, LA, November 2000.
75. Feinberg, Fred and Aradhna Krishna, "Targeted Pricing: Do Relative Prices Matter?", Marketing Science Conference, Syracuse, May 1999.
76. Briesch, Richard, Aradhna Krishna and Donald Lehmann, "A Meta-Analysis of the Effect of Price Presentation on Deal Evaluation", American Marketing Association, Winter Educators' Conference, St. Petersburg, March 1999.

77. Dhar, Sanjay, Aradhna Krishna and Z. John Zhang, "The Optimal Choice of Promotion Incentives: Should one Front-load or Back-load Incentives?", Marketing Science Conference, Berkeley, March 1997.
78. Krishna, Aradhna, "Retailer Ordering and Pricing Decisions with Limited Trade Deal Information", Marketing Science Conference, Berkeley, March 1997.
79. Robert Krider, Priya Raghurir and Aradhna Krishna, "Pizza:  $\pi$  or Squared?", Marketing Science Conference, Berkeley, CA: March 1997.
80. Zhang J. Zhong and Aradhna Krishna, "Why Do Coupon Expiration Dates Matter?", Marketing Science Conference, Gainesville, Spring 1996.
81. Krishna, Aradhna, "A Normative Retailer Ordering and Pricing Model Incorporating Expectations of Future Deals", Marketing Science Conference, Tucson, Spring 1994, Marketing Science Conference, Gainesville, Spring 1996.
82. Krishna, Aradhna, Bari Harlam and Page Moreau, "The Triad of the Manufacturer-Retailer-Consumer: What they Perceive of Each Others' Role in Promotions", Conference of the Association for Consumer Research, Minneapolis, Spring 1995.
83. Priya Raghurir and Aradhna Krishna, "Biases in Distance Estimation", Annual Convention of the American Psych. Association (Div. 23): Society for Consumer Psychology, New York, Aug 1995.
84. Assuncao, Joao and Aradhna Krishna, "Competitive Bundling", Marketing Science Conference, Tucson, Spring 1994.
85. Harlam, Bari, Aradhna Krishna, Donald R. Lehmann and Carl Mela, "The Impact of Bundle Type, Price Framing and Familiarity on Evaluation of the Bundle", Annual Conference of the Association of Consumer Research, Nashville, Fall, 1993, Marketing Science Conference, St. Louis, Spring 1993.
86. Krishna, Aradhna and Priya Raghurir, "The Effect of Visual Cues on Perceived Length and Choice of Waiting Lines and Mall Routes", Columbia-NYU-Yale Colloquium, Summer 1993.
87. Krishna, Aradhna, "The Normative Impact of Dealing patterns on Purchase Behavior", Marketing Science Conference, St. Louis, Spring 1993.
88. Krishna, Aradhna, "Modelling the Impact of Consumer Price Expectations for Multiple Brands on Consumer Purchase Behavior", Marketing Science Conference, London, Summer 1992.
89. Krishna, Aradhna, "The Effect of Dealing Patterns on Consumer Perceptions of Deal

Frequency and Willingness to Pay”, Marketing Science Conference, Delaware, Spring 1991.

90. Krishna, Aradhna, Imran C. Currim and Robert W. Shoemaker, “Consumer Perceptions of Promotional Activity”, Marketing Science Conference, Urbana-Champaign, Spring 1990.
91. Krishna, Aradhna, “Modelling the Impact of Consumer Expectation About Time to the Next Deal and Sale Price on Consumer Purchase Behavior”, Marketing Science Conference, Urbana-Champaign, Spring 1990.
92. Krishna, Aradhna and Robert W. Shoemaker, “A Closer Look at Promotional Purchase Quantities: Do consumers Buy More Packages or Larger Package-sizes?”, ORSA/TIMS, New York, Fall 1989.
93. Krishna, Aradhna and Robert W. Shoemaker, “The Effect of a Direct Mail Coupon on Purchase Quantity and Timing”, American Marketing Association Educators' Conference, San Francisco, August, 1988.

#### SELECTED INVITED PRESENTATIONS

- Invited speaker at Bayes Business School (London), “Two projects on auditory change”, January 2026.
- Invited speaker at Luiss (Rome), “Two projects on auditory change”, November 2025.
- Invited speaker at Bocconi (Milan), “Two projects on auditory change”, October 2025.
- Invited speaker for Marketing camp, ESADE, Barcelona, “Two projects on auditory change”, June 2025.
- Hosmer Talks, Ross School of Business, “Two projects on auditory change”, April 2025.
- Invited speaker for marketing conference at SKEMA, Paris, “Two projects on auditory change”, October 2024.
- Marketing BBA Club, “Sensory Marketing”, March 2023.
- Invited panelist for SCP consortium, Puerto Rico, 2023, “Designing a Killer Study”.
- “Covering Vice with Virtue: Categorization and the Perceived Environmental Friendliness of Product packaging”, Marketing in Israel conference, December 2022; Hong Kong Polytechnic, November 2022; Florida State, November 19, 2021; University of Miami, January 21, 2022; Drexel University, January 28, 2022; Baruch University, April 2021; Northeastern University, April 2021.
- Keynote Address to Kraft Heinz, November 2021.

- “Why we should play with our food”, Invited to do a TedX talk – annual TedX U of M conference, 2021.
- “Gender (still) matters at Business Schools”, Hosmer talks, Ross School of Business, Univ. of Michigan, March 2021.
- Ph.D. Project, invited participant, SCP conference, March 2021.
- Invited speaker for AMA Doctoral Consortium, session on “Customer Experience Research”, June 2019.
- Invited speaker at SCP Doctoral Consortium, session on “Building a better paper”, February 2019.
- Keynote address for ACR, Ahmedabad, India, January 2019, “The mind body connection”.
- “Mental Imagery and Mental Simulation”, Temple University, May 2019; Bocconi, May 2019; University of Lucerne, August 2019.
- "Anxiety and Risk Avoidance Due to Imperceptible Differences in Ambient Sound", HEC Paris Marketing Camp, November 2018; Tilburg University Marketing Camp, December 2018.
- “Embodied mental simulation and other automatic imagery”, Carlson School of Business, University of Minnesota, April 2015; Copenhagen Business School, April 2015; Georgia Tech., November 2015; Marketing Hightower Lecture, Emory University, April 2016; Cornell Marketing Camp 2016; University of Washington, Seattle, March 2017; University of Cincinnati Marketing Camp, March 2017; Insead, May 2017; IE, Madrid, May 2017; Stanford June 2017; University of Florida, Gainesville, March 2018; University of Illinois at Chicago, March 2018; University of South Carolina Marketing Camp, April 2018; University of Iowa Marketing Camp, May 2018; Vienna University of Economics and Business, June 2018.
- “Visceral Sensory Responses and Food Marketing”, Keynote Speaker, Pangborn Sensory Science Symposium, Providence, Rhode Island, August 2017
- Invited speaker at Plenary session on “You are the Future”, at the Association of Consumer Research Conference Doctoral Consortium, October 2016, Berlin.
- Invited speaker for Perspectives Session on “Massive online testing and multisensory experiential events: New methods for data collection”, at the Association of Consumer Research Conference, October 2016, Berlin.
- Choice conference, Banff: “Cool new findings in my lab”, “Multiplicity in metaphorical

links”, “Real world implications of embodiment”.

- EMAC, Oslo, May 2017: Plenary Talk -- Choosing the Right Method
- Speaker at General Mills Sensory Marketing workshop, October 2016
- First Wednesday speaker, General Mills, April, 2016 (recent speakers in this series include Arianna Huffington, Editor-in-chief of The Huffington Post; Jonah Peretti, CEO of BuzzFeed; David Plouffe, former Obama campaign manager; and Martha Stewart, founder of Martha Stewart Living Omnimedia).
- Hosmer talk on “Scholar’s Journey”, Ross School of Business for winning Researcher of the Year award, March 2016.
- Guest speaker on Sensory Marketing, NYU Ph.D. class on Consumer Behavior, Fall 2015.
- “Choosing the Right Method”, invited speaker in panel on “Understanding Methods in Consumer Research”, Doctoral Consortium, Association of Consumer Research, New Orleans, October 2015.
- Keynote speaker, Inaugural Swiss Consumer Research Summit, Jungfrau, Switzerland, September, 2015.
- “Cause Marketing: Positive or Not?”, Invited speaker for Plenary session at the Positive Business Conference, Ross School of Business, May 2015.
- “The Power of Sensory Marketing in Food Ads: New Findings” Keynote address at Food for Thought (and Drink) Conference, Marketing Science Institute, Evanston, May 2015.
- The Mind-Body Connection, last lecture given to outgoing MBA class, 2015.
- “Sensory Marketing”, BBA Marketing Club, Ross School of Business, December 2014.
- Keynote address, annual marketing conference, Sauza Tequila, October 2014.
- Invited speaker, Perspectives session on Hedonic Consumption, ACR Baltimore, 2014
- Invited speaker, “Sensory Marketing”, ACR Doctoral Consortium, Baltimore, 2014
- Perspectives on Sensory Marketing –Keynote Speech at “Understanding the Customer’s Sensory Experience” conference, Temple University, Philadelphia, June 2014
- Invited speaker, “Crafting Ideas for Persuasive Impact”, AMA Doctoral Consortium, Evanston, 2014
- Perspectives on Sensory Marketing: Application to Product Design –Keynote Speech at the

“Psychology of Design” conference, University of Michigan, Ann Arbor, June 2014.

- Perspectives on Sensory Marketing –Keynote Speech at the scientific meeting on “Consumer experiences and behaviors in a multi-channel marketing environment: key points to success for manufacturers and retailers”, University of Oviedo, Spain, May 2014.
- “Automatic Imagery”, Wharton School of Business, University of Pennsylvania, May 2014; Tulane University, New Orleans, February 2014.
- Organized the AMA consortium 2013 – gave opening and closing speeches, moderated the “Meet the Editors” session and introduced the Keynote Speaker.
- Invited speaker, session on Sensations, ACR Chicago, 2013
- Invited panelist in round table on transformative research, ACR Chicago, 2013
- Fellow Address when Named a Fellow of the Society of Consumer Psychology, at the Society of Consumer Psychology Conference, San Antonio, Winter 2013.
- Distinguished Speaker, Haring Symposium, University of Indiana, Bloomington, Winter 2012.
- “Sensory Perception and Embodied Cognition”, Erasmus University, Rotterdam, Netherlands, May 2012; University of Paris, Dauphine, May 2012; Hong Kong University of Science and Technology Fall 2012; Chinese University of Hong Kong Fall 2012; University of Texas at Austin, Winter 2012; University of Alberta Marketing camp, Banff, Winter 2012; National University of Singapore Winter 2013.
- “Conversation on Sensations,” invited leading researcher panelist, Society for Consumer Psychology conference Feb. 16-18, 2012, Las Vegas, NV.
- “Embodied Mental Simulation”, Social Psychology Seminar on Embodied Cognition, University of Michigan, Fall 2011; University of Texas at Austin, January 2012.
- “Smell and Memory”, Schulich University, Toronto, February 2010; University of Dauphine at Paris, April 2010; University of Madison at Wisconsin, September 2010; Hosmer talks, University of Michigan, Winter 2011; London Business school – April 2011; Koc University, Istanbul – March 2011.
- Informs Doctoral Consortium faculty 2009, Ann Arbor; ACR Doctoral Consortium faculty, 2010; AMA Doctoral Consortium Faculty, 2010.
- Senior Speaker (of three invited speakers) at the first Stern School Doctoral Alumni Reunion Conference, New York University, 2009.
- “Spillover effects of cause-related products in a product portfolio”, Strategy group at

Univ. of Michigan Fall 2006; Marketing Group at Univ. of Michigan Winter 2007; New York University, Spring 2007; Texas A&M Marketing Camp April 2007; Marketing Consortium at the Aspen Institute, September 2007; Economic, Political and Public Sciences Group, University of Texas at Dallas, January 2009; University of Dauphine at Paris, May 2009; Ohio state university, Fall 2009; University of Houston, Fall 2009; STIET seminar series -- Computer science, Economics and Information Science, University of Michigan, Fall 2009; Hosmer talks, University of Michigan, Winter 2011.

- “Beyond the Proustian Phenomenon: The Effect of Product-Embedded Scent on Memory for Product Information”, Marketing Group at Univ. of Michigan Winter 2008; University of Dauphine at Paris, April 2008.
- INFORMS Doctoral Consortium, July 2007; AMA Doctoral Consortium, University of Arizona at Phoenix, May 2007; ACR Doctoral Consortium, Memphis, October 2007.
- “A Focus on Exchange Mechanisms”, HKUST, Fall 2004; National University of Singapore, Summer 2005; INSEAD – Singapore, Spring 2005; University of Indiana at Bloomington, Fall 2006; Washington University, St. Louis, Spring 2006; University of Minnesota, Winter 2006; University of California at Berkeley, Winter 2006; Cornell University, Winter 2006.
- AMA Doctoral Consortium Faculty, University of Maryland, Summer 2006.
- AMA Doctoral Consortium Faculty, University of Southern California, Summer 2004.
- INFORMS Doctoral Consortium Faculty, July 2004.
- “A Behaviorist Approach to Pricing and Promotion”, Distinguished Speaker Series, Leeds School of Business, University of Colorado, Boulder, Oct. 2003; INSEAD – Fontainebleau, April 2004; Hong Kong University of Science and Technology, Fall 2004; National University of Singapore, Fall 2004; Singapore Management University, Spring 2005.
- Krishna, Aradhna and Linda Salisbury, “Consumer Refund Behavior: A Waste Aversion and Responsibility Perspective”, University of Michigan Decision Consortium, February 2004.
- INFORMS Doctoral Consortium Faculty, July 2003.
- Krishna, Aradhna and Michel Wedel, “A Behaviorist Approach to Non-Linear Pricing: How Do Consumers Respond to Non-Linear Prices?”, Duke University, Spring 2003; Pricing Camp at the University of Illinois, Urbana-Champaign, Spring 2003.
- Christina L. Brown and Aradhna Krishna, "Default Effects in Choice," University of Michigan Decision Consortium, February 2002, University of Michigan Hosmer Lunch series, September 2003.

- Fred Feinberg, Aradhna Krishna and John Z. Zhang, “Do Relative Prices Matter?: A Bounded-Rationality Approach to Targeted Pricing”, University of British Columbia, Spring 2001; Hosmer Series, University of Michigan Business School, 2001.
- AMA Doctoral Consortium Faculty, University of Southern California, August 1999
- Krishna, Aradhna and Z. John Zhang, “Short- or Long-fuse Coupons: The Effect of Expiration date on Coupon Profitability”, Univ. of Michigan, University of Wisconsin at Madison, University of North Carolina at Chapel Hill, Tuck School of Business – Dartmouth, University of Illinois, Urbana-Champaign, 1998.
- Featured speaker at a conference on “Planning, Measuring and Evaluating Consumer Promotions”, organized by the Institute for International Research, New York, September 1998.
- “Consumer Perception of Deals: Biasing Effects of Varying Deal Prices”, Pricing Camp at the University of Illinois, Urbana-Champaign, Fall 1997.
- Krishna, Aradhna, “A Normative Retailer Ordering and Pricing Model Incorporating Expectations of Future Deals”, Columbia/NYU/Yale symposium, Summer 1994; Cornell University, Fall 1994; Temple University Seminar Series, Spring 1995; Washington University at St. Louis, Seminar Series, Spring 1995; Management Science Seminar Series, Columbia University, Fall 1995; MarketingModelers, New York, Fall 1995; New York University Brown Bag Lunch Series, Spring 1996.
- Krishna, Aradhna, “Consumer Expectations of Promotions and How These Expectations Affect Purchase Behavior”, University of Florida, Gainesville, Fall 1993.
- Krishna, Aradhna and Robert W. Shoemaker, “The Effects of Higher Coupon Face Values on Brand Choice, Purchase Quantity and Timing of Redemption Purchases”, MSI Conference on Sales Promotion, Boston, Summer 1991.
- Krishna, Aradhna, Imran C. Currim and Robert W. Shoemaker, “Consumer Perceptions of Promotional Activity”, Columbia-Wharton Colloquium, Philadelphia, Spring 1990.
- Krishna, Aradhna, “Consumer Expectations of Deal Frequency and Sale Price and How These Expectations Affect Purchase Behavior”, invited presentation for winning the AMA Doctoral Dissertation Competition, AMA Summer Educators' Conference, Washington, D.C., Summer 1990, Columbia University, University of Chicago, Rutgers University, University of Madison at Wisconsin, University of Minnesota and Minneapolis, University of Southern California, University of Texas at Dallas, University of Illinois at Urbana-Champaign, 1990.

#### CONFERENCES ORGANISED

- ACR mid-career workshop, ACR 2023.
- Sensory Perception Research Camp, Ann Arbor, July 2016
- Co-Chair, Embodiment Panel, Choice Conference, Banff, May 2016
- Co-Chair, American Marketing Association Doctoral Consortium, Ann Arbor, Summer 2013.
- Sensory Marketing Conference, Ann Arbor, June 2008.
- Special Sessions organized at several Association for Consumer Research, Society for Consumer Research, Marketing Science and Choice conferences.
- Choice conference session on experimental economics organized with Teck-Ho and Wilfred, the Wharton school, 2007.

## SELECTED SERVICE

### Editorial Service

- Associate Editor, Journal of Consumer Psychology, 2025-
- Editorial Review Board: Journal of Consumer Research, 2023-2025
- Editorial Review Board: Journal of Consumer Psychology, 2023-2025
- Associate Editor, Journal of Marketing Research 2016-2023
- Associate Editor, Journal of Consumer Research, 2021-2023
- Associate Editor, Dialogues, Journal of Consumer Psychology, 2018-2020  
Curated dialogues on:  
Pre-registration  
Privacy  
The Self-Control Construct  
How Brands Acquire Cultural Meaning  
Children and Persuasion
- Guest Editor, Issue on “Embodied Cognition, Sensory Marketing, and the Conceptualization of Consumers’ Judgment and Decision Processes”, Journal of the Association of Consumer Research, published in 2017.
- Guest Editor, Special Issue of the Journal of Consumer Psychology on “Sensory perception, embodiment, and grounded cognition: Implications for consumer behavior”, published in April 2014.
- Area Editor for Research Reports, Journal of Consumer Psychology (2016-2018)
- Lead Area Editor for Research Reports, Journal of Consumer Psychology (2011-2016)
- Associate Editor, Management Science (2008-2017)
- Area Editor, International Journal for Research in Marketing (2007-2010)
- (Inception) Area Editor – Short articles, Journal of Consumer Psychology (2010-2011)
- Guest Area Editor, Marketing Science, 2005, 2006, 2007.
- Editorial Review Board: Journal of Marketing Research (1995-2016)
- Editorial Review Board: Marketing Letters (1995-2014)
- Editorial Review Board: Marketing Science (2003-2015)
- Editorial Review Board: Journal of Consumer Research (2003-2005; 2008-2016)
- Editorial Review Board: Review of Marketing Science (2000-2015)
- Outstanding reviewer Award for JCR (2002-2003)

- Among top 10 reviewers (#6) for Marketing Science, 2003

Have also reviewed for ACR and SCP conferences, AMA Howard Seth award, AMA Howard Award committee (2016), O'Dell Award committee (2006), Irwin Award committee (2017), and chaired the SCP Fellows committee (2017-2020).

#### Other service to broader academic committee

- Co-chair, ACR mid-career workshop, Seattle, October 2023.
- APA division chair for SCP fellows 2017-current
- Participant, Ph.D. Project, SCP conference, March 2021.
- Served on the 3-member External Review Committee for the Wharton School, 2019 along with Stijn Van Osselaer of Cornell and Duncan Simester of MIT.
- Write several promotion and tenure letters every year
- Have served on the O'Dell Award committee (2006), Irwin Award committee (2017), and chaired the SCP Fellows committee (2017-2020).

#### Institutional Service

- Review Committee for Promotion of Junior Faculty, 2024.
- Member, Teaching panel, November 2024
- Member, Quantitative and Analytical Skills Talk Force, 2024-2025
- Ross 100 year celebration, big ideas committee (Marketing), 2023-2024.
- Chair, Research Visibility Task Force, 2023.
- Faculty Grievance Committee, 2023.
- Search Committee, Inaugural Vice-Provost for Sustainability, 2023.
- Member, BBA program council, 2021-2022; 2022-2023.
- Advised an MBA team to create a diversity case, June 2021 – it was the runner up for the Oxford Queer Case Writing Competition.
- Chair, Marketing Hybrid Teaching Group: Set up and chaired a Group on Hybrid Teaching, 2020-2021.
- Business Scholarship Task Force Committee, 2019-2020
- On sabbatical, Fall 2019
- Member, Community Values Committee, 2018-2019
- Started Thought-for-Food lunches where school-wide faculty get together at lunch and discuss a broad research topic 2018-2019.
- Executive committee: sensory science initiative 2018-; helped organize the first sensory science symposium, UM October 2018
- Core Member, Sensory Science Initiative, Univ. of Michigan, 2018-
- Member, Panel in CMO Forum, Ross School of Business, April 2018
- Member, Panel on “Get the word out”, Ross School of Business, March 2018
- Member, Community Values Committee, 2017-2018
- Chair, Search committee (Assistant professor for marketing), 2016
- Panelist on Consumer choice panel, Ross Impact Challenge, 2016
- Conceived of and started LETS (Lunch talks in the summer)
- Chair, recruiting committee, 2016

- Involved in Ross India Business Conference, 2016
- Organizer, Marketing Ph.D. camp, May 2016
- Member, BBA program committee 2015-16
- Organizer, Marketing Ph.D. camp, May 2015
- Last Lecture to MBA students, April 2015 (one of five professors to be chosen for this)
- Lecture to Marketing Club on Sensory Marketing, December 2014
- Organizer, Marketing Ph.D. camp, May 2014
- Member, BBA program committee 2014-15
- Organizer, Marketing Ph.D. camp, May 2013
- Member, BBA program committee 2013-14 (pursuant to that, am designing a new BBA 3 day capstone experience)
- On sabbatical – 2012-2013
- Put in a proposal to host the American Marketing Association Doctoral Consortium in 2012; Michigan (Ross) will host it in 2013.
- Conceived of and started FCONs (faculty conversations) where faculty gets together and talks about research (new or old) and gets feedback from colleagues, 2012
- Started the Sensory Marketing Lab (2011 – current) which has now grown to be fairly well recognized internationally. I have multiple Post-doc and PhD students at any time and, in some terms, I run weekly lab sessions.
- Member, Community Values Committee, 2010-11, 2011-12
- Member, Research Committee, 2009-10
- Ran the OFILs seminars, 2009-10, 2010-11, 2011-12
- Gave talks about the mission of the school at faculty and alumni meetings, 2008-2009
- Chair, Strategic Planning Committee for Marketing, 2008-2009
- Member, Research Committee, 2008-2009
- Conceived of and started OFIL seminars (Odd-Friday-Idea-Lunch) where students and faculty can present their new potentially interesting research idea and get feedback, 2008-current (i.e., OFILS still continue)
- Member, Curriculum Review Committee, 2007-2008
- Chair, WAARM committee, 2007-2008
- Head of one of three Marketing Area Recruiting Committees (for different level of hires), 2006-2007
- On sabbatical – 2005-2006
- Member, Marketing Planning Committee, 2004-2005
- Conceived of and initiated the WAARM committee (Women's Academic Advisory for Research & Mentoring), 2004-2005
- Member, Research Committee, 2004-2005
- Member, Marketing Planning Committee, 2003-2004
- Member, Marketing Area Chair Search Committee, 2003-2004
- Head, Business School, Ph.D. Committee 2003-2004 (conceived of and put into place a program to encourage doctoral students to complete their prelim requirements within a specified time; this leads to much cost saving for the business school and also additional research money for the doctoral students)
- Head, Society of Scholars Program Committee, 2003-2004 (had to run the program that

program but also bring it to a close)

- Head, Interim Recruiting Committee for marketing, 2002-2003
- Member, Marketing Area Vision Statement Committee, 2002-2003
- Member, Benton Chair Search Committee, 2002-2003
- Member, Society of Scholars Program Committee, 2002-2003
- Head, Doctoral Program Committee for Marketing, 2001-2003
- Head, Recruiting Committee for Marketing, 2000-2001
- Member, Doctoral Program Committee for Marketing – 1999-2000, 2000-2001
- Member, Recruiting Team, 1998 summer

### Community Service

In December 2016, I started a non-profit against hate crimes. We call ourselves People Against Xenophobia, or PAX, and have started a [Facebook page](#) and [website](#) to spread stories of people working against prejudice and hate crimes. Our effort hinges on a simple premise. The number of intimidation incidents and hate crimes that have recently occurred is alarming, and they seem to be growing. Media loves to cover these incidents, but this large spread of media about hate crimes makes them appear normal, so that people holding prejudice seem to get social license for committing hate crimes. We work to spread stories where people took actions against hate crimes, so that “stopping hate crimes” becomes the social norm.

### COURSE DEVELOPMENT

- MBA: Have developed an MBA and a BBA course on sensory marketing where all the materials have been developed by me. This is the only course on Sensory Marketing offered anywhere.
- Ph.D: Have developed courses on Sensory Marketing as Applied Sensation & Perception; Experimental Economics; Marketing Models; Pricing and Promotions.
- Executive Education: Have developed a 2 day executive education course on Sensory Marketing

### CASES WRITTEN

All of these are published by University of Michigan’s WDI publishing (and are also available on the Harvard Business School Publishing website):

- Emotional Marketing: using Social Taboos Embarrassment and Fear
- MinuteGrocer: Estimating Economic Value to the Consumer
- Ethical Dilemmas in Pricing: Pharma, Uber, Avon and more (*bestseller on HBSP*)
- Keeping it clean during Covid-19: The Sanitizer Shortage (*has been a bestseller on HBSP*)
- Technical note on Sensory Marketing (*bestseller on HBSP*)
- Pink Tax: Gender and other Price Discrimination Factors (*bestseller on HBSP*)

- Pink Tax: Price Discrimination and Product Versioning Exercises (*has been a bestseller on HBSP*)
- Katja's Danish Bread: Exercises in Price, Demand, Costs and Capacity – used in BBA and MBA pricing electives, and MBA core classes
- Food For All: Cross-Cultural Corporate Social Responsibility (with Dana Muir) – for BBA and MBA interdisciplinary core classes.
- Skudge Inc. A-D – Exercises in Price Bundling -- used in BBA and MBA pricing electives
- Uncharted Waters at Ventoso Ship Supply: A Sensory Marketing Dilemma (with Luca Cian, Jenny Craddock and Sara Cervai (Darden Publishing and on HBSP website)

### SOME TEACHING RATINGS

- 100% for MBA course on Pricing – Fall 2018 (new teaching ratings look at % of students who give a 4 or 5 on a 5 point scale)
- 4.76 (on a 5 scale) at Michigan for BBA course on Pricing – Fall 2016
- 4.71 (on a 5 scale) at Michigan for MBA course on Pricing – Fall 2016
- 4.9 (on a 5 scale) at Michigan for BBA course on Sensory Marketing – Winter 2016
- 4.64 (on a 5 scale) at Michigan for MBA course on Sensory Marketing – Winter 2016
- 4.5-4.9 (on a 5 scale) at Michigan for BBA/MBA courses on Sensory Marketing – Winter 2008-2010.
- 5.0 (on a 5 scale) at Michigan for BBA course on Pricing – Fall 2007
- 4.9 (on a 5 scale) at Michigan for MBA course on Pricing – Fall 2005
- 5.0 (on a 5 scale) at Michigan for doctoral course on Marketing Models – Winter 2002, Fall 2004; Experimental Economics -- Winter 2003
- 4.8 (on a 5 scale) at Michigan for MBA course on Designing and Managing a Sales Team - Fall 2002
- 4.8 (on a 5 scale) at Michigan for undergraduate course on Sales Force Management - Winter 1999
- 6.3 (on a 7 scale) at Columbia for MBA course on Marketing Planning – Spring 1997
- 6.9 (on a 7 scale) at NYU for MBA course on Sales Management – Spring 1996

### SOME TEACHING RELATED HONORS

- Nominated for MBA teaching excellence award, 2016. The nomination included the following student comment, “Professor Krishna's pricing classes is one of the best classes I've taken at Ross! She is a great teacher and her passion for Marketing, Strategy and creating a safe and inclusive learning environment is evident in all she does.”
- Was asked to give one of five last lectures to outgoing MBA class, 2015
- Nominated for Golden Apple Award, 2015 (the only student nominated award that recognizes outstanding university teaching)
- Among Business Week 2012's three most prominent undergraduate faculty at the Ross School of Business.
- Nominated for Ph.D. teaching award 2002

## CONSULTANCY

- Serve on the Expert Advisory Board to the World Food Program – Nutrition Retail Strategy, part of the United Nations (pro-bono work), 2020-2022
- Consultant to Global Alliance for Improved Nutrition (pro-bono work), 2018-2022.
- Have served on the Board of Directors of Northern Technology International Corporation, a consistent Forbes best 200 small company (2002-2005); on an advisory council for BAT; and on the advisory board of Dr. Maths.
- Have served as an expert witness for Katz vs. Panera, Rex vs. Zillow, Brazil vs. Dell and Hallmark Entertainment Inc.
- Consulting relationships include P&G, General Mills, Jim Beam, BAT, Best Buy, IRI, Kimberly-Clark, Procter & Gamble, Red Scout, GfK, Millward Brown, Ipk, The Futures Company, Ohrenstein & Brown, Reeves & Brightwell LLC, C.S.Mott Children's Hospital at the University of Michigan, among others.

## SOME INDEPENDENT REPLICATIONS OF MY RESEARCH

Raghubir, Priya and Aradhna Krishna (1999), "Vital Dimensions: Antecedents and Consequences of Biases in Volume Perceptions", *Journal of Marketing Research*, August, 313-326.

Replication: Bottoms up! The influence of elongation on pouring and consumption volume (Re-inquiry of Raghubir and Krishna 1999)

B Wansink, K Van Ittersum, *Journal of Consumer Research* 30 (3), 455-463

Krishna, Aradhna (2006), "The Interaction of Senses: The Effect of Vision and Touch on the Elongation Bias", *Journal of Consumer Research*, Vol. 32, Issue 4, 557-566.

Replication: Does Container Weight Affect Judgment, Hung-Min Lin

IJRM Replication corner, Volume 30, Issue 3, September 2013, Pages 308–309

Robert Krider, Priya Raghubir and Aradhna Krishna (2001), "Pizza - Pi or Squared?: The Effect of Perceived Area on Price Perceptions", *Marketing Science*, Volume 20, No. 4, 405-425.

Similar effects found by Chandon, Pierre and Nailya Ordabayeva (2009), "Supersize in One Dimension, Downsize in Three Dimensions: Effects of Spatial Dimensionality on Size Perceptions and Preferences," *Journal of Marketing Research*, 46 (6), 739–53.

Elder, Ryan and Aradhna Krishna (2012), "The "Visual Depiction Effect" in Advertising: Facilitating Embodied Mental Simulation Through Product Orientation ", *Journal of Consumer Research*, Vol. 38, no. 6, 988-1003.

Similar effects found by several other researchers including:

Ping, R. M., Dhillon, S., & Beilock, S. L. (2009), "Reach for what you like: The body's role in shaping preferences", *Emotion Review*, 1(2), 140-150.

Hao, Shen and Jaideep Sengupta (2012), "If You Can't Grab it, it Won't Grab You: The Effect of Restricting the Dominant Hand on Target Evaluations," *Journal of Experimental Social Psychology*, 48 (2), 525-529.

Eelen, J., Dewitte, S., & Warlop, L. (2013), "Situating embodied cognition: Monitoring orientation cues affects product evaluation and choice", *Journal of Consumer Psychology*, 23(4), 424-433.

But, the effect was not replicated by Pecher, D., & van Dantzig, S. (2016). The role of action simulation on intentions to purchase products. *International Journal of Research in Marketing*, 33(4), 971-974.

Shen, Hao, Meng Zhang and Aradhna Krishna (2016), "Computer Interfaces and the "Direct-Touch" Effect: Can iPads Increase the Choice of Hedonic Food?", *Journal of Marketing Research*, Vol. 53, No. 5, pp. 745-758.

Main result replicated by Chung, S., Kramer, T., & Wong, E. M. (2018). Do touch interface users feel more engaged? The impact of input device type on online shoppers' engagement, affect, and purchase decisions. *Psychology & Marketing*, 35(11), 795-806.

Cian, Luca, Chiara Longoni and Aradhna Krishna (2020), "Advertising a Desired Change: When Process Simulation Fosters (vs. Hinders) Credibility and Persuasion", *Journal of Marketing Research*, 57(3), 489-508. Effects of study 2 replicated and reported in the Data Colada blog as part of a column called Data Replicada that focuses on reporting the results of replications.