

## **SUBIMAL (CHAT) CHATTERJEE**

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### **EDUCATION**

Ph.D.: 1994                      University of Pittsburgh, Katz Graduate School of Business  
MBA: 1984                      Indian Institute of Management (Calcutta), India (*PGDM*)  
BS (Engineering): 1982      Department of Chemical Engineering, Jadavpur University, Calcutta, India (*B.Ch.E.*)

### **PROFESSIONAL EXPERIENCE**

September 2005 to present      **Professor (Marketing)**, School of Management, Binghamton University  
September 2011 to August 2014      **Associate Dean of Faculty and Research, and Director of PhD Program**, School of Management, Binghamton University  
September 2000 to August 2005      **Associate Professor (Marketing)**, School of Management, Binghamton University  
Spring 2002 and Fall 2002      **Visiting Associate Professor (Marketing)**, Johnson Graduate School of Management, Cornell University  
September 1997 to August 2000      **Assistant Professor (Marketing)**, School of Management, Binghamton University  
September 1993 to August, 1997      **Assistant Professor (Marketing)**, W. Averell Harriman School for Management and Policy, University at Stony Brook

### **TEACHING**

#### **Courses**

- (a) Executive:** Product Line Management, Marketing for Managers, Electronic Commerce, Customer Value Management
- (b) Doctoral Seminars:** Judgment and Decision Making, Current Topics in Marketing, Consumer Behavior
- (c) Graduate and Undergraduate:** Decision Processes Analytics, Managerial Economics (Hybrid), Marketing Management, Marketing Research, Technology Marketing, Consumer Behavior, and Statistical Reasoning (Hybrid)

## Awards

**SUNY Chancellor's Award** for Excellence in Teaching (2004)  
School of Management **Teaching Award** (2003, 2010)

## Dissertation Committees (\* Chair/Co-Chair)

David Taylor\*(SOM, 2009), Mustafa Deniz Dalman (SOM, 2009), Magdoleen Ierlan (SOM, 2011), Ashwin Malshe (SOM, 2011), Napatsorn Jiraporn\* (SOM, 2011), Ashwin Malshe (SOM, 2011), Alka Gupta (SOM, 2013), Kristie Shirreffs (SOM, 2014), Dipankar Rai (SOM, 2014), Chien-Wei Lin (SOM, 2015), JungHwa Hong (SOM, 2016), Gizem Atav (SOM, 2016), Yu Lei (SOM, 2016), Jennifer Lee (SOM, 2017), Neel Khurjekar (SSIE, 2017), Adeel Tariq (ECON, 2017), Satadruta Mookherjee\* (SOM, Expected 2019), Ning Fu (SOM, Expected 2019) and Sirajul Shibly (SOM, Expected 2019)

## RESEARCH

### Grants

Chatterjee, Subimal and Manoj Agarwal (**2006**), "An Interdisciplinary Approach to Market Behavior," \$3,000, **Binghamton University Provost's Inter/Multidisciplinary Symposia 2007**.

Agarwal, Manoj and Subimal Chatterjee (**1999**), "Decision Difficulty in Bundle Choice: The Role of Complexity, Uniqueness, and Similarity," \$12,000, **Marketing Science Institute #4-1081**.

Paulson-Gjerde, Kathy, Chatterjee, Subimal, and Susan Slotnick (**1996**), "Modeling the Production of Quality:" \$58,722, **National Science Foundation SBR: 9617362, Decision, Risk and Management Science Program**.

### Journal Publications

Chatterjee, Subimal, Timothy B. Heath, and Dipankar Rai (**2016**), "Tradeoff between Time and Money: The Asymmetric Consideration of Opportunity Costs," **Journal of Business Research**, 69 (7, July), 2560-2566.

Heath, Timothy B., Subimal Chatterjee, Suman Basuroy, Thorsten Hennig-Thurau, and Bruno Kocher (**2015**), "Innovation Sequences Over Iterated Offerings: Relative Innovation, Comfort, and Stimulation (RICS)," **Journal of Marketing**, 79 (November), 71-93.

Chatterjee, Subimal, Gizem Atav, Junhong Min, and David W Taylor (**2014**), "Choosing the Sure Gain and the Sure Loss: Uncertainty Avoidance and the Reflection Effect," **Journal of Consumer Marketing**, 31 (Number 5), 351-359.

Chatterjee, Subimal, Napatsorn Jiraporn, Timothy B. Heath, Magdoleen Ierlan, and Glenn Pitman (**2014**), "The Reluctance to Offset Missed Discount Opportunities with Windfall Money," **European Journal of Marketing**, 48 (Number 5/6), 1113-1132.

- Chatterjee, Subimal, Rajat Roy, and Ashwin V. Malshe (2011), "The Role of Regulatory Fit on the Attraction Effect," ***Journal of Consumer Psychology***, 21 (October), 473-481.
- Chatterjee, Subimal, Ashwin V. Malshe, and Timothy B. Heath (2010), "The Effect of Mixed Versus Blocked Sequencing of Promotion and Prevention Features on Brand Evaluation: The Moderating Role of Regulatory Focus," ***Journal of Business Research***, 63 (December), 1290-1294.
- Biswas, Dipayan, Abhijit Biswas, and Subimal Chatterjee (2009), "Making Judgments in a Two-Sequence Cue Environment: The Effects of Differential Cue Strengths, Order Sequence, and Distraction," ***Journal of Consumer Psychology***, 19 (January), 88-97.
- Chatterjee, Subimal, Timothy B. Heath, and Junhong Min (2009), "The Susceptibility of Mental Accounting Principles to Evaluation Mode Effects," ***Journal of Behavioral Decision Making***, 22 (April), 120-137.
- Basuroy, Suman and Subimal Chatterjee (2008), "Fast and Frequent: Investigating Box Office Revenues of Motion Picture Sequels," ***Journal of Business Research***, 61 (July), 798-803.
- Chatterjee, Subimal, Yong-Soon Kang, and Debi Prasad Mishra (2005), "Market Signals and Relative Preference: The Moderating Effects of Conflicting Information, Prevention Focus, and Need for Cognition," ***Journal of Business Research***, 58 (October), 1362-1370.
- Basuroy, Suman, Chatterjee, Subimal, and S. Abraham Ravid (2003), "How Critical Are Critical Reviews? The Box Office Effects of Film Critics, Star-Power, and Budgets," ***Journal of Marketing***, 67 (October), 103-117.
- Agarwal, Manoj K. and Subimal Chatterjee (2003), "Complexity, Uniqueness, and Similarity in Between-Bundle Choice," in ***Journal of Product and Brand Management***, 12 (6), 358-376.
- Chatterjee, Subimal, Timothy B. Heath, and Suman Basuroy (2003), "Suspecting Collusion in Price Matching Guarantees: Consumer Limitations in Game-Theoretic Reasoning," ***Journal of Consumer Psychology***, 13 (3), 255-267.
- Chatterjee, Subimal, Susan Slotnick, and Matthew Sobel (2002), "Delivery Guarantees and the Interdependence of Marketing and Operations," ***Production and Operations Management***, 11 (Fall), 393-410.
- Heath, Timothy B., Gangseog Ryu, Subimal Chatterjee, Michael S. McCarthy, David L. Mothersbaugh, Sandra J. Milberg, and Gary J. Gaeth (2000), "Asymmetric Competition and the Leveraging of Competitive Disadvantages," ***Journal of Consumer Research***, 27 (December), 291-308.
- Chatterjee, Subimal, Timothy B. Heath, Sandra J. Milberg and Karen R. France (2000), "The Differential Processing of Price in Gains and Losses: The Effect of Frames and Need for Cognition," ***Journal of Behavioral Decision Making***, 13 (January/March), 61-75.
- London, Manuel, Jeff T. Casey, Subimal Chatterjee, and Amy Hurly (1997), "Effects of Information Frame, Response Frame, and Goal on Decision Making," ***The Journal of***

***Psychology: Interdisciplinary and Applied***, 131 (March), 225-240.

Chatterjee, Subimal and Timothy B. Heath (1996), "Conflict and Loss Aversion in Multi-Attribute Choice: The Effects of Trade-off Size and Reference Dependence on Decision Difficulty," ***Organizational Behavior and Human Decision Processes***, 67 (August), 144-155.

Heath, Timothy B. and Subimal Chatterjee (1995), "Asymmetric Decoy Effects on Lower vs. Higher Quality Brands: Meta-Analytic and Experimental Evidence," ***Journal of Consumer Research***, 22 (December), 268-284.

Heath, Timothy B, Subimal Chatterjee, and Karen R. France (1995), "Mental Accounting and Changes in Price: The Frame Dependence of Reference Dependence," ***Journal of Consumer Research***, 22 (June), 90-97.

### **Conferences:** (\*presenting author)

Roy, Rajat\* and Subimal Chatterjee (2017), "Distancing from the Envied Person: How Envy, Personal Distance and Framing Brand Availability Affects Brand Evaluations," **Association for Consumer Research North American Conference 2017**, San Diego, California, October 26 – 28, 2017

Mookherjee, Satadruta\* and Subimal Chatterjee (2017), "Bets, Hedges and How to Sensitize Consumers to Their Difference," **Association for Consumer Research North American Conference 2017**, San Diego, California, October 26 – 28, 2017

Shibly, Sirajul A.\* and Subimal Chatterjee (2017), "When Not to Surprise? The Role of Rewards and Communal Mindset on Perceptions of Brand Value," **Association for Consumer Research North American Conference 2017**, San Diego, California, October 26 – 28, 2017

Subimal Chatterjee\* and M Deniz Dalman (2017), "Changing Moral Judgements of Speculation: The Role of Arguments and Consumer Motivation," **Association for Consumer Research Latin America Conference 2017**, Cali, Columbia, July 6 – 8, 2017

Shibly, Sirajul A.\* and Subimal Chatterjee, (2017), "How Surprise Affects Loyalty: The Moderating Role of Intrinsic Engagement," **2017 Winter American Marketing Association Conference**, Orlando, Florida, February 17 – 19, 2017

Chatterjee, Subimal\* and M Deniz Dalman (2016), "Moral Judgments of Speculative Finance: The Role of Intuition and Thought," **38<sup>th</sup> ISMS Marketing Science Conference**, Shanghai, China, June 16 – 18, 2016.

Chatterjee, Subimal\*, Yilong Zheng, and Zecong Ma (2015), "What I Wish I Had Done in The Past is Not What I Think I Will do in The Future – The Asymmetric Effect of Temporal Horizon on Our Preferences for Vice and Virtue," **Association for Consumer Research Conference**, New Orleans, Louisiana, October 1 – 4, 2015.

Chatterjee, Subimal\* and M Deniz Dalman (2015), "Balancing Nostalgia with Novelty in Managing Brand Revivals," **Association for Consumer Research Conference**, New Orleans, Louisiana, October 1 – 4, 2015.



- Chatterjee, Subimal\*, Rai, Dipankar, and Himadri Roychaudhuri (2015), "Karma as a Universal Source of Fairness Judgments: The Effects of Karma and Karmic Atonement on Consumer Preferences," **6<sup>th</sup> IIMA Conference on Marketing in Emerging Economies**, Indian Institute of Management, Vastrapur, Ahmedabad, India, January 7 – 9, 2015
- Lee, Jennifer\* and Subimal Chatterjee (2014), "Detecting and Comparing the Hidden Information and the Hidden Action Problems: Decision Difficulty in Asymmetric Information Markets," **Association for Consumer Research Conference**, Baltimore, Maryland, October 24 – 26, 2014.
- Chatterjee, Subimal and Chien-Wei (Wilson) Lin\* (2014), "When Losing Hurts Less: The Moderating Influences of Spending Time and Money," **Annual Winter Meeting: Society for Consumer Psychology**, Miami, Florida, March 6 – 8, 2014.
- Chatterjee, Subimal, Timothy B Heath, and Suman Basuroy\* (2013), "Balancing Continuity and Change across Product Sequels: Increment then Innovate," **International Conference on Research in Marketing**, Indian Institute of Technology, New Delhi, India, December 22, 2013.
- Chatterjee, Subimal and Ashwin V. Malshe\* (2013), "The Whole-Number Processing Bias: Investor Sentiments and Changing Stock Price," **35<sup>th</sup> ISMS Marketing Science Conference**, Istanbul, Turkey, July 11 – 13, 2013.
- Chatterjee, Subimal, Timothy B Heath, Suman Basuroy\* (2013), and Thorsten Hennig-Thurau, "Strategically Sequencing Major and Minor Innovations," **35<sup>th</sup> ISMS Marketing Science Conference**, Istanbul, Turkey, July 11 – 13, 2013.
- Chatterjee, Subimal, Dipankar Rai\*, and Himadri Roychaudhuri (2013), "Karma as a Source of Fairness Judgments: How the Weakening of Karmic Fairness Affects Consumer Preferences," **Annual Winter Meeting: Society for Consumer Psychology**, San Antonio, Texas, February 28 – March 2, 2013.
- Chatterjee, Subimal and Rajat Roy\* (2011), "The Role of Regulatory Fit on the Inclination to Forgive or Seek Revenge against Sellers Following a Product Failure in the Marketplace," **Association for Consumer Research Conference**, St. Louis, Missouri: October 13 – 16, 2011.
- Chatterjee, Subimal\*, Dipankar Rai, and Timothy B. Heath (2011), "Opportunity Cost Neglect in the Tradeoff between Time and Money," **Association for Consumer Research Conference**, Jacksonville, Florida: October 7 – 10, 2010.
- Chatterjee, Subimal, Ashwin V. Malshe, Timothy B. Heath\*, and Glenn A. Pitman (2010) "The Effects of Regulatory Focus on Consumer Judgments Involving Self and Others' Payoffs," **Association for Consumer Research Conference**, Pittsburgh, Pennsylvania: October 22 – 25, 2009.
- Chatterjee, Subimal\*, Ashwin V. Malshe, and Rajat Roy (2010), "The Role of Regularity Fit on the Attraction Effect," **2010 INFORMS Marketing Science Conference**, Cologne, Germany, June 17 – 19, 2010.

- Chatterjee, Subimal\*, Timothy B. Heath, Magdoleen Ierlan, and Napatsorn Jiraporn (2009), "Consumers' Reluctance to Use Windfall Gains to Offset Opportunity Losses," **Association for Consumer Research Asia-Pacific Conference**, Hyderabad, India: January 2 – 4, 2009
- Chatterjee, Subimal\* and Somali Ghosh (2009), "Attenuating Suspicion by Revealing Seller Self-Interest: The Role of Categorical versus Situational Association of Sinister Attribution," **Association for Consumer Research Asia-Pacific Conference**, Hyderabad, India: January 2 – 4, 2009.
- Chatterjee Subimal\*, Ashwin Malshe, and Timothy B. Heath (2009), "Sequencing Promotion and Prevention Features: The Moderating Role of Regulatory Focus," **Association for Consumer Research Conference**, San Francisco, California: October 23 – 26, 2008.
- Heath Timothy B\*, Devon DelVecchio, Michael McCarthy, Subimal Chatterjee (2009), "Effects of Lower and Higher Quality Brand Versions on Brand Evaluation: An Opponent-Process Model Plus Differential Brand-Version Weighting," **Association for Consumer Research Conference**, San Francisco, California: October 23 – 26, 2008.
- Chatterjee, Subimal\*, Timothy B. Heath, and Suman Basuroy (2008), "A Reinforcement-Habituation Model of Movie Sequels," **Annual Winter Meeting Society for Consumer Psychology**, New Orleans, February 21 - 23, 2008.
- Chatterjee, Subimal\*, Kalpesh Kaushik Desai, and David W. Taylor (2008), "How Consumers React to the Spread of Unexpected Good and Bad Events," **Annual Winter Meeting: Society for Consumer Psychology**, New Orleans, February 21 - 23, 2008.
- Biswas, Dipayan and Subimal Chatterjee\* (2007), "Joint Versus Separate Evaluation of Partitioned Information," **Association for Consumer Research European Conference**, Universidad Bocconi, Milan, Italy: July 10 – 14, 2007.
- Chatterjee, Subimal\*, Timothy B. Heath, and Suman Basuroy (2007), "When Mixed Information is a Blessing: The Effects of Critical Disagreement on a Film's Evaluation and Subsequent Box Office Performance," **Association for Consumer Research Asia-Pacific Conference**, Sydney, Australia: June 16 – 17, 2006.
- Chatterjee, Subimal\* and Junhong Min (2006), "Joint and Separate Evaluations of Mental Accounts," **Association for Consumer Research Conference**, San Antonio, Texas: September 29-October 2, 2005.
- Heath Timothy B.\*, McCarthy, Michael S. and Subimal Chatterjee (2006), "The Effects of Line Extensions Up and Down in Quality on Initial Choice and Subsequent Switching Tendencies," **Association for Consumer Research Conference**, San Antonio, Texas: September 29-October 2, 2005.
- Chatterjee, Subimal\*, Junhong Min, and David W. Taylor (2006), "Preference Reversals and the Reflection Effect: The Moderating Role of Uncertainty Avoidance," **Association for Consumer Research European Conference**, Göteborg, Sweden: June 15-18, 2005.

- Kang, Yong Soon\* and Subimal Chatterjee (2005), "Satisfaction Processes: Antecedents and Consequences of Differential Judgment Input," **Association for Consumer Research Asia-Pacific Conference**, Seoul, Korea: May 13 – 15, 2004.
- Chatterjee, Subimal\*, Yong Soon Kang, and Debi Prasad Mishra (2004), "How Consumers Respond to Competing Market Signals: The Effects of Conflicting Quality Information and Consumer Thoughtfulness," **Association for Consumer Research Conference**, Toronto, Canada: October 10 – October 12, 2003.
- Heath, Timothy B.\*, Xin He, and Subimal Chatterjee (2004), "Market Structure Effects in Dynamic Markets," **INFORMS Marketing Science Conference**, Rotterdam, Kingdom of the Netherlands; June 23-26, 2004.
- Chatterjee, Subimal\* and Timothy B. Heath (2003), "Using Rewards to Insulate Consumers from the Competition: The Case of Segregated Versus Integrated Frequency Program Rewards," **Association for Consumer Research European Conference**, Dublin, Ireland: June 4 – June 7, 2003.
- Chatterjee, Subimal\*, Timothy B. Heath, and Debi Prasad Mishra (2002), "Communicating Quality through Signals and Substantive Messages: The Effects of Supporting Information and Need for Cognition," **Association for Consumer Research Conference**, Austin, Texas: October 12 – October 14, 2001.
- Chatterjee, Subimal\*, Timothy B. Heath, and Suman Basuroy (2000), "Cross-Coupons and Their Effect on Asymmetric Price Competition between National and Private Brands," **Association for Consumer Research Conference**, Columbus, Ohio: September 30 - October 3, 1999.
- Chatterjee, Subimal \* and Jeff T. Casey (1998), "Quality Based Asymmetries in Choice and Price-Matching Judgments," **Behavioral Decision Research in Management (BDRM)**, Miami University, Coral Gables; June 19-21, 1998.
- Heath, Timothy B.\*, Subimal Chatterjee, and Michael S. McCarthy (1998), "An Experimental Test of Theories of Asymmetric Price and Asymmetric Quality Competition," **Marketing Science Conference**, Fontainebleau, France; July 10-13, 1998.
- Chatterjee, Subimal\* and Suman Basuroy (1998), "Interpreting Unilateral and Competitive Price Signals: The Moderating Role of Need for Cognition," **Association for Consumer Research Conference**, Denver, Colorado: October 16-19, 1997.
- Slotnick, Susan\*, Kathy Paulson-Gjerde, and Subimal Chatterjee (1998), "Quality Tradeoffs Between Customers and Firms," **Institute for Operations Research and the Management Sciences (INFORMS)**, Seattle: October 25-28, 1998.
- Slotnick, Susan\* and Subimal Chatterjee (1997), "Response Times for Service Industries: Setting Due-Dates and Job-Sequences in a Dynamic Environment," **Production and Operations Management Society (POMS)**, Miami Beach: April 12-15, 1997.
- Chatterjee, Subimal\* and Suman Basuroy (1997), "Consumer Reactions to Price Matching Signals," **Association for Consumer Research Conference**, Tucson, Arizona: October 10-13, 1996.



- Heath, Timothy B.\*, Gangseog Ryu, Subimal Chatterjee, and Michael S. McCarthy (1997), "Asymmetric Switching: Experimental Replication, Reversal, and Test of Underlying Mechanisms," **Association for Consumer Research Conference**, Tucson, Arizona: October 10-13, 1996.
- Slotnick, Susan\* and Subimal Chatterjee (1996), "Managing Flexible Response Time Guarantees," **Institute for Operations Research and the Management Sciences (INFORMS)**, Washington, D.C.: May 5-8, 1996.
- London, Manuel\*, Jeff T. Casey, Subimal Chatterjee, and Amy Hurly (1996), "The Interaction Effect of Goal Compatibility with Response and Information Frames on Decision Making and Decision-Trajectory Match," **Society for Industrial/Organizational Psychology (SIOP)**, San Diego; April 26-28, 1996.
- Casey, Jeff T.\*, Manuel London, and Subimal Chatterjee (1995), "A Cognitive Model of Feedback Integration and Self-Assessment: Loss Aversion and Self-Enhancement Tendencies," **Society for Industrial/Organizational Psychology (SIOP)**, Orlando; May 19-21, 1995.
- Heath, Timothy B.\*, Subimal Chatterjee, Gangseog Ryu, and Michael S. McCarthy (1995), "Asymmetric Switching Across Lower and Higher Quality: Experimental Tests of Multiple Mechanisms," **The 1995 TIMS Marketing Science Conference**, Sydney, Australia; July 2-5, 1995.
- Chatterjee, Subimal\* and Timothy B. Heath (1995), "Asymmetric Choice Patterns Across Higher-Quality and Lower-Quality Brands," **Association for Consumer Research Conference**, Boston, Massachusetts: October 21-23, 1994.
- Chatterjee, Subimal\*, Timothy B. Heath, and Karen R. France (1995), "Price Frames and Transaction Utility: The Moderating Role of Need for Cognition," **Society for Judgment and Decision Making**, Los Angeles; November 11-13, 1995.
- Chatterjee, Subimal\* and Timothy B. Heath (1994), "Decision Difficulty in Multiattribute Choices: A Loss-Aversion Explanation," **Behavioral Decision Research in Management Conference**, MIT, Cambridge; May 20-22, 1994.
- Heath, Timothy B.\*, Subimal Chatterjee, and Karen R. France (1992), "Pricing Frames and Relativity in the Value Curve: The Moderating Role of Need for Cognition," **Behavioral Decision Research in Management Conference**, UC Berkeley; May 29-31, 1992.
- Heath Timothy B.\* and Subimal Chatterjee\* (1991), "How Entrants Affect Multiple Brands: A Dual Attraction Mechanism," **Association for Consumer Research Conference**, New York, New York: October 4-7, 1990.
- Heath, Timothy B.\*, Subimal Chatterjee, and Karen R. France (1990), "Using the Phonemes of Brand Names to Symbolize Brand Attributes," **AMA Summer Marketing Educators' Conference**, Washington, D.C.; August 4-7, 1990.
- Slotnick, Susan\* and Subimal Chatterjee (1996), "Managing Flexible Response Time Guarantees," **Institute for Operations Research and the Management Sciences**

**(INFORMS)**, Washington, D.C.: May 5-8, 1996

London, Manuel\*, Jeff T. Casey, Subimal Chatterjee, and Amy Hurly (**1996**), "The Interaction Effect of Goal Compatibility with Response and Information Frames on Decision Making and Decision-Trajectory Match," **Society for Industrial/Organizational Psychology (SIOP)**, San Diego; April 26-28, 1996.

Casey, Jeff T.\*, Manuel London, and Subimal Chatterjee (**1995**), "A Cognitive Model of Feedback Integration and Self-Assessment: Loss Aversion and Self-Enhancement Tendencies," **Society for Industrial/Organizational Psychology (SIOP)**, Orlando; May 19-21, 1995.

Heath, Timothy B.\*, Subimal Chatterjee, Gangseog Ryu, and Michael S. McCarthy (**1995**), "Asymmetric Switching Across Lower and Higher Quality: Experimental Tests of Multiple Mechanisms," **Marketing Science**, Sydney, Australia; July 2-5, 1995.

Chatterjee, Subimal\*, Timothy B. Heath, and Karen R. France (**1995**), "Price Frames and Transaction Utility: The Moderating Role of Need for Cognition," **Society for Judgment and Decision Making (JDM)**, Los Angeles; November 11-13, 1995.

Chatterjee, Subimal\* and Timothy B. Heath (**1994**), "Decision Difficulty in Multiattribute Choices: A Loss-Aversion Explanation," **Behavioral Decision Research in Management (BDRM)**, MIT, Cambridge; May 20-22, 1994.

Heath, Timothy B.\*, Subimal Chatterjee, and Karen R. France (**1992**), "Pricing Frames and Relativity in the Value Curve: The Moderating Role of Need for Cognition," **Behavioral Decision Research in Management (BDRM)**, UC Berkeley; May 29-31, 1992.

Heath, Timothy B.\*, Subimal Chatterjee, and Karen R. France (**1990**), "Using the Phonemes of Brand Names to Symbolize Brand Attributes," **American Marketing Association (AMA)**, Washington, D.C.; August 4-7, 1990.

## **SERVICE**

### **University Committees:**

Co-Chair, Presidential Road Map Team on Rankings and Reputation (2012-2013);  
Chair, Faculty Evaluation Coordinating Committee (2006-2007);

Advisory Committee for Scholarship and Research (ACSR, 2016 to present);  
Steering Committees: (a) Presidential Road Map Team on Strategic Priorities (2013 to present),  
and (b) Health Sciences Transdisciplinary Area of Excellence (2016 to present);

Graduate Council (2013 to present);

Initiating Personnel Committee for the College of Community and Public Affairs (Provost's  
nomination, 2013);

University Search Committees for (a), Dean of Graduate School (2017), (b) Dean of Libraries  
(2014), (c) VP External Affairs (2006), (d) VP Administration (2005);

Faculty Senate (2013-2015);

Faculty Senate Executive Committee (2003-2005);

All-University Personnel Committee (2002-2004, 2006-2007);  
Classroom Environment Committee (1999-2001)

**School of Management Committees:**

Chair, (a) Strategic Planning Committee 2016-2017), (b) Assessments Task Force (2008-2015),  
(c) Chair, Junior Personnel Committee (2001-2002), (d) Chair, Faculty Development  
Committee (1999-2003, 2009);  
Served in numerous School Committees

**Editorial Review Board:**

Journal of Business Research, Journal of Consumer Marketing

**Ad-hoc Reviewer:**

Journal of Marketing Research, Journal of Consumer Research, Journal of Marketing, Marketing  
Science, Marketing Letters, Organizational Behavior and Human Decision Processes,  
Journal of Retailing, Journal of Economic Psychology

**President and Faculty Advisor:**

Beta Gamma Sigma, Binghamton Chapter (1999 to 2005)

**AWARDS**

School of Management **Teaching Award** (2003, 2010)  
**SUNY Chancellor's Award** for Excellence in Teaching (2004)  
Corning **Research Award** (2002)  
**Commitment to Excellence**, Beta Gamma Sigma (2001)  
Presidential Mini-Grant **Award for Diversity Initiatives** (University at Stony Brook; 1996)  
**Beta Gamma Sigma** (University of Pittsburgh, 1994)  
American Marketing Association, **Consortium Fellow** (University of Pittsburgh, 1992)  
University Medal, **Ranked First in Chemical Engineering** (Jadavpur University, 1984)  
Government of India **National Merit Scholarship** (1978)