

ARADHNA KRISHNA  
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CONTACT  
DETAILS

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

1986-89      Ph.D., Marketing  
Graduate School of Business  
New York University  
Minor: Operations Research and Statistics

1982-84      M.B.A., Marketing  
Indian Institute of Management  
Ahmedabad, India

1979-82      B.A. (Hons.), Economics  
Lady Shri Ram College  
Delhi University, India  
Minor: Statistics

CURRENT  
RESEARCH  
INTERESTS

Sensory marketing; Cause Marketing;  
Pricing and other Exchange Mechanisms; Promotions;  
Experimental Economics

TEACHING  
INTERESTS

BBA, MBA and Executive Teaching: Sensory Marketing, Pricing,  
Sales Force Management, Promotions  
Ph.D.: Sensation and Perception; Experimental Economics.

PROFESSIONAL  
EXPERIENCE

University of Michigan, Ross School of Business  
Dwight F. Benton Professor of Marketing  
(Summer 2009 to current)  
Executive Committee, Sensory Science Institute (2017 to current)  
Faculty Affiliate, Michigan Institute for data Science (2016 to current)  
Faculty Affiliate, South Asia Center (2001 to current)

Isadore and Leon Winkelman Professor of Retail Marketing  
(December 2003 to summer 2009)  
Professor of Marketing (Summer 2000 to current)  
Associate Professor of Marketing (Summer 1998 to Summer 2000)

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.

National University of Singapore (on sabbatical from Univ. of Michigan)  
Visiting Professor (2012-2013)

Hong Kong University of Science and Technology (on sabbatical from Univ.  
of Michigan) Visiting Professor (2012-2013)

National University of Singapore (on sabbatical from Univ. of Michigan)  
Distinguished Visiting Professor (2004-2005)

Center for South Asian Studies, University of Michigan  
Senior Faculty Associate, 2002 to 2005

Columbia University

Associate Professor of Marketing, September 1996 to Spring 1998  
July 1993 to August 1995

Assistant Professor of Marketing, July 1989 to June 1993

MBA Courses taught: Introduction to Marketing;  
Marketing Planning; Sales Force Management  
New Product Development;  
New Products: A Market Research Perspective

Doctoral Course taught: Marketing Models

New York University

Visiting Associate Professor, Sept. 1995 to Aug. 1996

Courses taught: Sales Force Management;  
Brand Planning for New and Existing Products

Research Assistant, New York University,  
June 1986 to June 1989

Brand Manager, Voltas Ltd., India

June 1984 to August 1985

Freelance Journalist, Update, India

June 1984 to November 1985

#### HONORS AND AWARDS

#4 most productive researcher in marketing (2005-2015, Journal of Business  
Research; #1 most productive woman and only woman in top 10)

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  
Invited to be part of ACR Doctoral Consortium Faculty  
Berlin, 2016  
New Orleans, 2015  
Baltimore, 2014  
Chicago, 2013  
Vancouver, 2012  
Jacksonville, Florida, 2010  
Memphis, 2007  
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  
Invited to be part of the AMA Doctoral Consortium Faculty  
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 Society for Consumer Psychology Doctoral  
Consortium Faculty  
Florida, 2016  
Phoenix, 2015  
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. Krishna, Aradhna and Linda Hagen, "Out of Proportion? The Effect of Leftovers on Eating-Related Affect and Behavior", forthcoming *Journal of Experimental Social Psychology*, special issue on Health in Context.
2. Lowe, Michael, Kate Loveland and Aradhna Krishna, "A Quiet Disquiet: Anxiety and Risk Avoidance Due to Imperceptible Differences in Ambient Sound", forthcoming, *Journal of Consumer Research*.
3. 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.

4. 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).
5. Ellie Kyung, Manoj Thomas and Aradhna Krishna (2017), "Proactive Interference in Numeric Evaluations: The Rating Polarity Effect", *Journal of Consumer Research*, June, Vol. 44, No. 1, pp. 62-79.
6. 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).
7. 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).
8. Krishna, Aradhna, Luca Cian and Nilufer Aydinoglu (2017), "Sensory Aspects of Package Design", *Journal of Retailing*, March, vol. 93, no. 1, 43-54.
9. 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].
10. 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).
11. Krishna, Aradhna (2016), "Another Spotlight on Spotlight", *Journal of Consumer Psychology*, 26(3), 315-324 (Lead article).
12. Krishna, Aradhna, Luca Cian, and Tatiana Sokolova (2016), "The power of sensory marketing in advertising", *Current Opinion in Psychology*, 10, 142-147.
13. 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).

14. 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)
15. 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.
16. 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).
17. 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 Psychological Science, March 2015; Phys. Org March 14, 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").
18. 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).
19. 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.
20. 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.
21. 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.
22. 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.
23. 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.
24. 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)
  25. 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).
  26. 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).
  27. 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.)
  28. 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.
  29. Hong Yuan and Aradhna Krishna (2011), "Price-Matching Guarantees with Endogenous Search: A Market Experiment Approach", *Journal of Retailing*, 87(2), 182-193.
  30. 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).
  31. Hall, Joseph, Praveen Kopal, 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).
  32. 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.

33. 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.
34. 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 (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.
35. 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).
36. 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).
37. 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).
38. 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.
39. 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).
40. 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).
41. 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).
42. 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.



43. 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).
44. Zhang, Jie and Aradhna Krishna (2007), "Brand-Level Effects of Stockkeeping Unit Reductions", *Journal of Marketing Research*, 44(4), 545-559.
45. 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.
46. 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.
47. Wang, Yu and Aradhna Krishna (2006), "Time-Share Allocations: Theory and Experiment", *Management Science*, 52(8), 1223-1238.
48. 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.
49. 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.
50. Krishna, Aradhna (2005), "How Big is Tall?", Forethought, *Harvard Business Review*, 83(4), 18-19.
51. 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.
52. 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).
53. 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).
54. 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.)

55. 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.
56. Robert Krider, Priya Raghurir and Aradhna Krishna (2001), "Pizza - Pi or Squared?: The Effect of Perceived Area on Price Perceptions", *Marketing Science*, 20(4), 405-425.
57. 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.
58. 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.
59. Krishna, Aradhna and Z. John Zhang (1999), "Short- or Long-fuse Coupons: The Effect of Expiration date on Coupon Profitability", *Management Science*, 45(8), 1041-1056.
60. Raghurir, Priya and Aradhna Krishna (1999), "Vital Dimensions in Volume Perceptions: Can the Eye Fool the Stomach?", *Journal of Marketing Research*, 36(3), 313-326.
61. Meyer, Robert, Tulin Erdem, Fred Feinberg, Itzhak Gilboa, Wesley Hutchinson, Aradhna Krishna, Steven Lippman, Carl Mela, Amit Pazgal, Drazen Prelec and Joel Steckel (1997), "Dynamic Influences on Individual Choice Behavior", *Marketing Letters*, 8(3), 349-360.
62. Krishna, Aradhna and Priya Raghurir (1997), "The Effect of Line Configuration on Perceived Numerosity of Dotted Lines", *Memory and Cognition*, 25(4), 492-507.
63. Raghurir, Priya and Aradhna Krishna (1996), "As the Crow Flies: Bias in Consumers' Map-Based Distance Judgments", *Journal of Consumer Research*, 23(1), 26-39.
64. Krishna, Aradhna and Gita V. Johar (1996), "Consumer Perception of Deals: Biasing Effects of Varying Deal Prices", *Journal of Experimental Psychology: Applied*, 2(3), 187-206, Lead Article.
65. Harlam, Bari, Aradhna Krishna, Donald R. Lehmann and Carl Mela (1995), "Impact of Bundle Type, Price Framing and Familiarity on Purchase Intention for the Bundle", *Journal of Business Research*, 33(1), 57-66.
66. Krishna, Aradhna (1994), "The Impact of Dealing Patterns on Purchase Behavior", *Marketing Science*, 13(4), 351-373.

67. Krishna, Aradhna (1994), "The Effect of Deal Knowledge on Consumer Purchase Behavior", *Journal of Marketing Research*, 31 (1), 76-91.
68. Krishna, Aradhna (1992), "The Normative Impact of Consumer Price Expectations for Multiple Brands on Consumer Purchase Behavior", *Marketing Science*, 11(3), 266-286.
69. Krishna, Aradhna and Robert W. Shoemaker (1992), "Estimating the Effects of Higher Coupon Face Values on the Timing of Redemptions, The Mix of Coupon Redeemers and Purchase Quantity", *Psychology and Marketing*, 9(6), 453-467.
70. Krishna, Aradhna (1991), "Effect of Dealing Patterns on Consumer Perceptions of Deal Frequency and Willingness to Pay", *Journal of Marketing Research*, 28(4), 441-451.
71. Krishna, Aradhna, Imran C. Currim, and Robert W. Shoemaker (1991), "Consumer Perceptions of Promotional Activity", *Journal of Marketing*, 55(2), 4-16.
72. Bawa, Kapil, Jane T. Landwehr, and Aradhna Krishna (1989), "Consumer Response to Retailers' Marketing Environments: An Analysis of Coffee Purchase Data", *Journal of Retailing*, 65(4), 471-495.

#### BOOKS, BOOK CHAPTERS, MAGAZINES AND OP-EDS

- 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.
- 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*.
- Krishna, Aradhna, November 10, 2016, "Voters' embarrassment and fear of social stigma messed with pollsters' predictions", in *The Conversation* (an open source publication by academics), picked up by *Scientific American*, PBS's *Nova Next*, Daily Mail, and other media outlets; more than 38,000 reads.
- Krishna, Aradhna and Tatiana Sokolova, September 29, 2016, "How to Vote for President when you don't like any of the candidates", in *The Conversation* (an open source publication by academics), picked up by *The Washington Post*, *The Guardian*, *Newsweek*, *Atlantic's Quartz*, *Salon*, *Government Executive*, *The Houston Chronicle*, and other media outlets; more than 132,000 reads.
- 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, forthcoming.
- 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. Jia, Miaolei, Xiuping Li and Aradhna Krishna, “Unpacking Self-Control: When More Categories Lead to Lower Consumption Budget”, under revision for second submission to JCR.
2. Sokolova, Tatiana and Aradhna Krishna, “The Effect of Consideration Set (Un)Attractiveness on Decision-making”, under review at OBHDP.
3. Cian, Luca, Aradhna Krishna and Chiara Longoni, “Multiple Images Suggesting Change Increase Message Credibility”, under second review at JMR.
4. Krishna, Aradhna, Kelly Herd and Nilufer Aydinoglu, “Reducing Embarrassment”, under revision for second submission to JCP.
5. Krishna, Aradhna, David Luna and Beatriz Pereira, “Language and Health Risk-Incidence?”, under revision for second submission to IJRM.
6. Jia, Miaolei, Xiuping Li and Aradhna Krishna, “Circles are complete”, under revision for second submission to JCR.
7. Hagen, Linda, Aradhna Krishna and Brent McFerran, “Outsourcing Responsibility for Indulgences”, under revision for second submission to JACR.
8. Aydinoglu, Nilufer and Aradhna Krishna, “Experiential Imagery through suggestive associations in message cues”, working paper.
9. Wang, Yu, Uday Rajan, and Aradhna Krishna, “State Laws for Cause Marketing and their consequences”, working paper.
10. Ellie Kyung, Manoj Thomas and Aradhna Krishna, “Vertical versus horizontal displays”
11. Elder, Ryan and Aradhna Krishna, “Mental Simulation versus Deliberate Imagery”, working paper.
12. Krishna, Aradhna and Ryan Elder, “Kindling Memory: Encoding Specificity Effects Extend to Haptics”, working paper.
13. Sung, Yeonjin, Aradhna Krishna and Ryan Elder, “Ephemerality”.
14. Shang, Ziqi, Xiuping Li and Aradhna Krishna, “Adoption vs. Donation”, working paper.
15. Shang, Ziqi, Xiuping Li and Aradhna Krishna, “Color affects perception of valence”
16. Scekic, Ana and Aradhna Krishna, “Is small scale more natural?”.

17. Scekic, Ana Tatiana Sokolova and Aradhna Krishna, “Choose to share or not to share?”.
18. Sokolova, Tatiana and Aradhna Krishna, “Status Quo versus Repeal”.
19. Schiestel, Lisamaria, Reto Hofstetter and Aradhna Krishna, “Mental Simulation of Use”.
20. Longoni, Chiara, Andrea Bonezzi and Aradhna Krishna, “Artificial Agents versus Humans”.
21. Doering, Tim, Tatiana Sokolova and Aradhna Krishna, “Packaging Decisions and Food Choice”.
22. Munz, Kurt and Johann Melzner and Aradhna Krishna, “Auditory Order Effects”.
23. Ackerman, Josh, Jenna Goesling and Aradhna Krishna, “Pain Scales as Placebo”.
24. Yuan, Hong, Uday Rajan, and Aradhna Krishna, “Why are green products expensive?”
25. Krishna, Aradhna, “Synchronic Digraphia and the Role of Script Choice in Advertising to Bilinguals: What is the advertiser saying about himself and the consumer?”
26. Hung, Iris and Aradhna Krishna, “Gestures of Production Closure”, working paper.
27. Krishna, Aradhna, Iris Hung and Xiong Ji, “Auditory Imagery and Consumption”, working paper.
28. Krishna, Aradhna and Luca Cian, “Person Size as a Discrimination Basis in Service Encounters”.

#### SELECTED CONFERENCE PRESENTATIONS (organized by paper)

1. 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.
2. 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.
3. 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.
4. Consumer Aesthetics Roundtable, participant, Association for Consumer Research

Conference, San Diego, October 2017.

5. Hagen, Linda, Aradhna Krishna and Brent McFerran, "Outsourcing Responsibility for Indulgences", Association of Consumer Research, October 2016, Berlin.
6. 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.
7. 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.
8. 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.
9. Cian, Luca, Aradhna Krishna and Ryan Elder, "A sign of things to come: Dynamic Iconography", Association for Psychological Science conference, New York 2015.
10. 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, Phoenix 2015; EMAC 2015; Lalonde, 2015; Association of Consumer Research Conference, New Orleans, 2016.
11. Shen, Hao, Meng Zhang and Aradhna Krishna, "Effect of Computer Interface on Consumer Choice Decisions", Society of Consumer Psychology, Phoenix 2015; ACR-Hong Kong 2015.
12. 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.
13. 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.
14. 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.
15. 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.

16. 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”).
17. 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).
18. 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.
19. 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.
20. 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.
21. 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.
22. 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,
23. Krishna, Aradhna, Ryan S. Elder, Cindy Caldara (2010), "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)

24. Elder, Ryan and Aradhna Krishna, "Effect of Single Versus Multiple-Sense Advertisements on Taste Perceptions", ACR San Fransisco, 2008 (in special session organized by Krishna and Elder); ACR, Pittsburgh 2009.
25. Krishna, Aradhna "Spillover effects of cause-related products in a product portfolio", Marketing Science Conference, Ann Arbor 2009,; Marketing Science Conference, Singapore, Summer 2007; Choice Conference, Wharton School, University of Pennsylvania, Philadelphia, July 2007.
26. Krishna, Aradhna and Maureen Morrin, "The Perceptual Transfer of Product Container Haptic Cues", Society for Consumer Psychology Conference, Las Vegas, Winter 2007.
27. Krishna, Aradhna, May Lwin, Maureen Morrin and Jochen Wirtz, "The Effect of Product-Embedded Smell on Memory for Product Information", ACR San Francisco 2008 (in special session organized by Krishna and Elder); Society for Consumer Psychology Conference, Las Vegas, Winter 2007.  
  
Choice conference session on experimental economics organized with Teck-Ho and Wilfred, the Wharton school, 2007.
28. 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.
29. 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.
30. 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.
31. Wang, Yu and Aradhna Krishna, "Time-Share Allocations: Theory and Experiment", Marketing Science Conference, Rotterdam, 2004.
32. Yuan, Hong and Aradhna Krishna, "Pricing of Mall Services when Transactions Can End Outside the Mall", Marketing Science Conference, Maryland, 2003.
33. Krishna, Aradhna, Carl Mela and Joe Urbany, "Inertia in Pricing", Marketing Science Conference, Maryland, Summer 2003.
34. Krishna, Aradhna and Michel Wedel, "Risk Aversion and Non-Linear Pricing", Marketing Science Conference, Edmonton, Summer 2002.
35. Christina L. Brown and Aradhna Krishna, "Endorsement-Based Default Effects in Choice," Conference on Behavioral Decision Research in Management, Chicago, IL, May 2002.

36. 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.
37. Zhang, Jie and Aradhna Krishna, "Analyzing the Impact of SKU Reduction in an On-Line Environment", Marketing Science Conference, Weisbaden, July 2001.
38. 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.
39. 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.
40. Krishna, Aradhna and Christie Brown, "To Fill or Not to Fill the Bubble: The Effect of Default Options on Choice", Annual Conference of the Society for Judgment and Decision Making, New Orleans, LA, November 2000; Marketing Science Conference, Syracuse, May 1999.
41. Feinberg, Fred and Aradhna Krishna, "Targeted Pricing: Do Relative Prices Matter?", Marketing Science Conference, Syracuse, May 1999.
42. 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.
43. 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.
44. Krishna, Aradhna, "Retailer Ordering and Pricing Decisions with Limited Trade Deal Information", Marketing Science Conference, Berkeley, March 1997.
45. Robert Krider, Priya Raghurir and Aradhna Krishna, "Pizza:  $\pi$  or Squared?", Marketing Science Conference, Berkeley, CA: March 1997.
46. Zhang J. Zhong and Aradhna Krishna, "Why Do Coupon Expiration Dates Matter?", Marketing Science Conference, Gainesville, Spring 1996.
47. 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.
48. 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.

49. 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.
50. Assuncao, Joao and Aradhna Krishna, "Competitive Bundling", Marketing Science Conference, Tucson, Spring 1994.
51. 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.
52. 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.
53. Krishna, Aradhna, "The Normative Impact of Dealing patterns on Purchase Behavior", Marketing Science Conference, St. Louis, Spring 1993.
54. Krishna, Aradhna, "Modelling the Impact of Consumer Price Expectations for Multiple Brands on Consumer Purchase Behavior", Marketing Science Conference, London, Summer 1992.
55. Krishna, Aradhna, "The Effect of Dealing Patterns on Consumer Perceptions of Deal Frequency and Willingness to Pay", Marketing Science Conference, Delaware, Spring 1991.
56. Krishna, Aradhna, Imran C. Currim and Robert W. Shoemaker, "Consumer Perceptions of Promotional Activity", Marketing Science Conference, Urbana-Champaign, Spring 1990.
57. 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.
58. 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.
59. 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

- "Visceral Sensory Responses and Food Marketing", Keynote Speaker, Pangborn Sensory

Science Symposium, Providence, Rhode Island, August 2017

- “Embodied mental simulation and other automatic imagery”, 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.
- 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).
- “Embodied mental simulation and other automatic imagery”, Georgia Tech., November 2015; Marketing Hightower Lecture, Emory University, April 2016; Cornell Marketing Camp 2016.
- 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.
- “Embodied mental simulation and other automatic imagery”, Copenhagen Business School, April 2015.
- The Mind-Body Connection, last lecture given to outgoing MBA class, 2015.
- “Embodied mental simulation and other automatic imagery”, Carlson School of Business, University of Minnesota, April 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”, National University of Singapore Winter 2013, 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; Erasmus University, Rotterdam, Netherlands, May 2012; University of Paris, Dauphine, May 2012.
- “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.
- ACR Doctoral Consortium faculty, 2010; AMA Doctoral Consortium Faculty, 2010; Informs Doctoral Consortium faculty 2009, Ann Arbor.
- Senior Speaker (of three invited speakers) at the first Stern School Doctoral Alumni Reunion Conference, New York University, 2009.
- Krishna, Aradhna, “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.
- Krishna, Aradhna, “A Focus on Exchange Mechanisms”, 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; National University of Singapore, Summer 2005; INSEAD – Singapore, Spring 2005, HKUST, Fall 2004;

- 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.
- Krishna, Aradhna “A Behaviorist Approach to Pricing and Promotion”, Singapore Management University, Spring 2005; Hong Kong University of Science and Technology, Fall 2004; National University of Singapore, Fall 2004; INSEAD – Fontainebleau, April 2004; Distinguished Speaker Series, Leeds School of Business, University of Colorado, Boulder, Oct. 2003.
- 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”, New York University Brown Bag Lunch Series, Spring 1996; Management Science Seminar Series, Columbia University, Fall 1995; MarketingModelers, New York, Fall 1995; Temple University Seminar Series, Spring 1995; Washington University at St. Louis, Seminar Series, Spring 1995; Cornell University, Fall 1994; Columbia/NYU/Yale symposium, Summer 1994.
- 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

- 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.

### SELECTED SERVICE

#### Editorial Service

- Associate Editor, Dialogues, Journal of Consumer Psychology, 2018-
- 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.

- Associate Editor, Journal of Marketing Research (2016-)
- 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)
- 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-)
- Outstanding reviewer Award for JCR (2002-2003)
- Among top 10 reviewers (#6) for Marketing Science, 2003
- Guest Area Editor, Marketing Science, 2005, 2006, 2007.

Have also reviewed for ACR and SCP conferences, AMA Howard Seth award, AMA Howard Award committee (2016).

Have also served on the O’Dell Award committee (2006), Irwin Award committee (2017), and chaired the SCP Fellows committee (2017-2019).

#### Institutional Service

- Member, Recruiting Team, 1998 summer
- Member, Doctoral Program Committee for Marketing – 1999-2000, 2000-2001
- Head, Recruiting Committee for Marketing, 2000-2001
- Head, Doctoral Program Committee for Marketing, 2001-2003
- Member, Society of Scholars Program Committee, 2002-2003
- Member, Benton Chair Search Committee, 2002-2003
- Member, Marketing Area Vision Statement Committee, 2002-2003.
- Head, Interim Recruiting Committee for marketing, 2002-2003
- Head, Society of Scholars Program Committee, 2003-2004 (had to run the program that program but also bring it to a close)
- 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)
- Member, Marketing Area Chair Search Committee, 2003-2004
- Member, Marketing Planning Committee, 2003-2004
- Member, Research Committee, 2004-2005
- Conceived of and initiated the WAARM committee (Women’s Academic Advisory for Research & Mentoring), 2004-2005
- Member, Marketing Planning Committee, 2004-2005
- On sabbatical – 2005-2006
- Head of one of three Marketing Area Recruiting Committees (for different level of hires),

2006-2007

- Chair, WAARM committee, 2007-2008
- Member, Curriculum Review Committee, 2007-2008
- 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, 2008-2009
- Member, Research Committee, 2008-2009
- Chair, Strategic Planning Committee for Marketing, 2008-2009
- Gave talks about the mission of the school at faculty and alumni meetings, 2008-2009
- Ran the OFILs seminars, 2009-10, 2010-11, 2011-12
- Member, Research Committee, 2009-10
- Member, Community Values Committee, 2010-11, 2011-12
- Conceived of and started FCONs (faculty conversations) where faculty gets together and talks about research (new or old) and gets feedback from colleagues, 2012
- Put in a proposal to host the American Marketing Association Doctoral Consortium in 2012; Michigan (Ross) will host it in 2013.
- On sabbatical – 2012-2013
- Member, BBA program committee 2013-14 (pursuant to that, am designing a new BBA 3 day capstone experience)
- Organizer, Marketing Ph.D. camp, May 2013
- Member, BBA program committee 2014-15
- Organizer, Marketing Ph.D. camp, May 2014
- Lecture to Marketing Club on Sensory Marketing, December 2014
- Last Lecture to MBA students, April 2015 (one of five professors to be chosen for this)
- Organizer, Marketing Ph.D. camp, May 2015
- Member, BBA program committee 2015-16
- Organizer, Marketing Ph.D. camp, May 2016
- Involved in Ross India Business Conference, 2016
- Chair, recruiting committee, 2016
- Conceived of and started LETS (Lunch talks in the summer)
- Panelist on Consumer choice panel, Ross Impact Challenge, 2016
- Chair, Search committee (Assistant professor for marketing), 2016
- Member, Community Values Committee, 2017-2018
- Member, Panel on “Get the word out”, Ross School of Business, March 2018
- Member, Panel in CMO Forum, Ross School of Business, April 2018
- Core Member, Sensory Science Initiative, Univ. of Michigan

### Community Service

In December 2016, I started a non-profit against hatecrimes. 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

- Pink Tax: Gender and other Price Discrimination Factors – used in Marketing BBA and MBA core classes.
- Pink Tax: Price Discrimination and Product Versioning Exercises – used in BBA and MBA pricing electives and Economics BBA and MBA core classes
- Katja’s Danish Bread: Exercises on the Relationship of Price, Demand, Costs and Capacity – used in BBA and MBA pricing electives
- Food Security – a cross-cultural perspective – for BBA and MBA interdisciplinary core classes.

### SOME TEACHING RATINGS

- 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

- Has served on the Board of Directors of Northern Technology International Corporation, a consistent Forbes best 200 small company (2002-2005), and is currently on an advisory council for BAT and on the advisory board of Dr. Maths.
- Has served as an expert witness for 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.

Effect not replicated by Pecher and Dantzig (forthcoming, *International Journal of Research in Marketing*, Replication corner 2016)