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EDUCATION

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

PROFESSIONAL EXPERIENCE

June 2019 to present	SUNY Distinguished Teaching Professor , State University of New York
September 2005 to May 2019	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

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.**

Journals

Dalman, Deniz, Chatterjee, Subimal, and Junhong Min (2020), "Negative Word of Mouth for a Failed Innovation from Higher/Lower Equity Brands: Moderating Roles of Opinion Leadership and Consumer Testimonials," **Journal of Business Research**, 115 (July), 1-13.

Chatterjee, Subimal, Dalman, Deniz and Satadruta Mookherjee (2020), "To Short or not to Short? Improving Morality Judgments of Short Trades and Short Traders," **Journal of Business Research**, 114 (June), 173-185.

Shibly, Sirajul A and Subimal Chatterjee (2020), "Surprise Rewards and Brand Evaluations: The Role of Intrinsic Motivation and Reward Format," **Journal of Business Research**, 113 (May), 39-48.

Chatterjee, Subimal, Xiang Gao, Sumantra Sarkar, and Cihan Uzmanoglu (2019), "Reacting to the Scope of a Data breach: The Differential Role of Fear and Anger," **Journal of Business Research**, 101 (August), 183-193.

Chatterjee, Subimal and Satadruta Mookherjee (2018), "Valuing Bets and Hedges," **Judgment and Decision Making**, 13 (6, November), 509-513.

McHugh, Kristie A., Francis J. Yammarino, Shelley D. Dionne, Andra Serban, Hiroki Sayama, and Subimal Chatterjee (2016), "Collective Decision Making, Leadership, and Collective Intelligence: Tests with Agent-based Simulations and a Field Study," **Leadership Quarterly**, 27 (2, April), 218-241.

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 (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)

Atav, Gizem, Subimal Chatterjee*, and Kuru Basak (2019), "The Effects of Authentic Corporate Social Responsibility on Consumer Willingness to Forgive or Seek Revenge Following a Service Failure," **ISMS Marketing Science Conference 2019**, Rome, Italy, June 20 - 22, 2019.

Chatterjee, Subimal and Satadruta Mookherjee* (2019), "How Misinformation Can Distort the Truth about Luxury Brands among Socially Oriented Consumers," **ISMS Marketing Science Conference 2019**, Rome, Italy, June 20 - 22, 2019.

Mookherjee, Satadruta* and Subimal Chatterjee (2018), "Reacting to Misinformation: The Role of Information Valence and its Congruity to Existing Predisposition," **Association for Consumer Research North American Conference 2018**, Dallas, Texas, October 11 - 14, 2018.

Chatterjee, Subimal, Fu, Ning*, and Qi Wang (2018), "Movie Reviews and their Sentiments: Evidence of a Bandwagon Effect in Individualistic Cultures," **Association for Consumer Research North American Conference 2018**, Dallas, Texas, October 11 - 14, 2018.

Chatterjee, Subimal,* Sarkar, Sumantra, and Cihan Uzmanoglu (2018), "Examining Scope Insensitivity in a Data Breach Incident: A Laboratory and Field Event Study," **Association for Consumer Research European Conference 2018**, Ghent, Belgium, June 21 - 23, 2018.

- 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," **38th 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," **6th 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," **35th 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," **35th ISMS Marketing Science Conference**, Istanbul, Turkey, July 11 – 13, 2013.
- Chatterjee, Subimal, Dipankar Rai*, and Himadri Roychoudhuri (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 Hurlly (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.

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, Data Driven Consumer Behavior, Consumer Behavior, and Statistical Reasoning (Hybrid)

SERVICE

University Committees:

Co-Chair, Presidential Road Map Team on Rankings and Reputation (2012-2013);
Chair, Faculty Evaluation Coordinating Committee (2006-2007);
Chair, Advisory Committee for Scholarship and Research (ACSR, 2017-2018);
Chair, All University Personnel Committee – Interpretations and Procedures (2018-2019)
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; 2019-2021);
Faculty Senate Executive Committee (2003-2005);
All-University Personnel Committee (2002-2004, 2006-2007, 2017-2019);
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)