

June 2009

## AMAR CHEEMA

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### Academic Positions

Aug 09 onward: Associate Professor, McIntire School of Commerce, University of Virginia

Jul 03 - Jun 09: Assistant Professor, Olin Business School, Washington University in St. Louis

### Education

PhD 2003 University of Colorado at Boulder (Marketing)

MBA 1996 Indian Institute of Management Calcutta (Marketing)

BE 1994 Delhi University, India (Electronics and Communication Engineering)

### Publications in Refereed Journals

Cheema, Amar and Andrew M. Kaikati (2009), "Effect of Need for Uniqueness on Word Of Mouth," *Journal of Marketing Research*, forthcoming.

Cheema, Amar and Purushottam Papatla (2009), "Relative Importance of Online versus Offline Information for Internet Purchases: The Effect of Product Category and Internet Experience," *Journal of Business Research* (Special Issue on Internet Customer Behavior), forthcoming.

Cheema, Amar (2008), "Surcharges and Seller Reputation," *Journal of Consumer Research*, 35, 1 (June), 167-177.

Cheema, Amar and Dilip Soman (2008), "Effect of Partitions on Controlling Consumption," *Journal of Marketing Research*, 45, 6 (December), 665-675.

Cheema, Amar and Vanessa M. Patrick (2008), "Anytime versus Only: Mindsets Moderate the Effect of Expansive versus Restrictive Frames on Promotion Evaluation," *Journal of Marketing Research*, 45, 4 (August), 462-472.

Cheema, Amar and Dilip Soman (2006), "Malleable Mental Accounting: The Effect of Flexibility on the Justification of Attractive Spending and Consumption Decisions," *Journal of Consumer Psychology*, 16, 1, 33-44.  
*Winner of the 2006 JCP Young Contributor Award*

### **Publications in Refereed Journals (continued)**

Cheema, Amar, Peter T. L. Popkowski-Leszczyc, Rajesh Bagchi, Richard P. Bagozzi, James C. Cox, Utpal M. Dholakia, Eric A. Greenleaf, Amit Pazgal, Michael H. Rothkopf, Michael Shen, Shyam Sunder, and Robert Zeithammer (2005), "Economics, Psychology, and Social Dynamics of Consumer Bidding in Auctions," *Marketing Letters*, 16, 3/4, 401-413.

Soman, Dilip and Amar Cheema (2004), "When Goals are Counter-Productive: The Effects of Violation of a Behavioral Goal on Subsequent Performance," *Journal of Consumer Research*, 31, 1 (June), 52-62.

Chakravarti, Dipankar, Eric Greenleaf, Atanu Sinha, Amar Cheema, James Cox, Daniel Friedman, Teck Ho, R. Mark Isaac, Andrew Mitchell, Amnon Rapoport, Michael Rothkopf, Joydeep Srivastava, and Rami Zwick (2002), "Auctions: Research Opportunities in Marketing," *Marketing Letters*, 13, 3 (August), 281-296.

Soman, Dilip and Amar Cheema (2002), "The Effect of Credit on Spending Decisions: The Role of Credit Limit and Credibility," *Marketing Science*, 21, 1 (Winter), 32-53.  
*Chosen as a top 50 management article in 2002 by Emerald Management Reviews*

Soman, Dilip and Amar Cheema (2001), "The Effect of Windfall Gains on the Sunk Cost Effect," *Marketing Letters*, 12, 1 (February), 51-62.

### **Manuscripts under Review and in Preparation**

Cheema, Amar and Vanessa M. Patrick, "The Effect of Warm versus Cool Temperatures on Cognitive Tasks and Financial Risk-taking"

Cheema, Amar and Dilip Soman, "Earmarking and Partitioning: Increasing Saving by Low-income Households"

Roy, Sudipt, Tat Chan, and Amar Cheema, "Price Expectations and Purchase Decisions: Evidence from an Online Store Experiment"

Cheema, Amar and Rajesh Bagchi, "Goal Visualization and Goal Pursuit"

Cheema, Amar and Dilip Soman, "A Reason to Buy: The Effect of Wealth Changes and the Moderating Role of Uncertainty"

Bagchi, Rajesh and Amar Cheema, "Coloring Decisions: The Effect of Red and Blue on Aggression and Bidding"

Cheema, Amar and Gülden Ülkümen, "Helping Consumers Save More: The Effect of Specific Goals and Construal Level"

Bagchi, Rajesh and Amar Cheema, "Efficacy and Goal-Pursuit: The Moderating Role of Elaboration"

Cheema, Amar and Nidhi Agrawal, "Compatibility-Driven Momentum in Redemption of Sales Promotions"

## Refereed Conference Proceedings

Cheema, Amar and Utpal Dholakia (2004), "Drivers and Contextual Moderators of Consumer Valuation in Participative Pricing Mechanisms," Special Session Summary, in B. E. Kahn and M. F. Luce (ed.), *Advances in Consumer Research*, 31, 46-47.

Cheema, Amar and Dipankar Chakravarti (2003), "Processes Underlying Consumer Valuation and Behavior in Various Auction Mechanisms," Special Session Summary, in P. A. Keller and D. W. Rook (ed.), *Advances in Consumer Research*, 30, 211-212.

Cheema, Amar and Dilip Soman (2002), "Consumer Responses to Unexpected Price Changes: Affective Reactions and Mental Accounting Effects," Special Session Summary, in S. M. Broniarczyk and K. Nakamoto (ed.), *Advances in Consumer Research*, 29, 342-343.

## Refereed Conference Presentations

Goal Visualization and Goal Pursuit, with R. Bagchi\*, SCP San Diego, Feb 09

Compatibility-Driven Momentum in Sales Promotions Redemption, with N. Agrawal, ACR San Francisco, Oct 08

Helping Consumers Save More: Construal Level Moderates the Benefits of Goal Specificity, with G. Ülkümen, SCP New Orleans, Feb 08

Anytime versus Only: Mindsets Moderate the Effect of Expansive versus Restrictive Frames on Promotion Evaluation, with V. Patrick, SCP New Orleans, Feb 08

A Reason to Spend? The Effect of Unexpected Price and Wealth Changes on Hedonic Purchases, with D. Soman, ACR Memphis, Oct 07

The Effect of Mavenism and Uniqueness on Word-Of-Mouth Agency: The Moderating Roles of Product Category and Availability, with A. Kaikati\*, ACR Orlando, Oct 06

Breaking Open a Pot of Money: The Effect of Transgression Costs on Spending from Open and Closed Accounts, with D. Soman, ACR San Antonio, Oct 05

Have Cash, Will Risk: The Effect of Components of Liquidity on Consumers' Financial Risk Tolerance, with A. Kaikati and T. He, SCP St. Pete's Beach, Feb 05

Outcome-contingent Regret in Auctions, with D. Chakravarti and A. Sinha, ACR Portland Oct 04; 6<sup>th</sup> Choice Symposium Estes Park, Jun 04

Consumer Value Construction and Bidding Behavior in Auctions, with D. Chakravarti and A. Sinha, Fordham Beh. Pricing Conf., Nov 03; ACR Atlanta, Oct 02

Phantom Gains and Losses, with D. Soman, ACR Austin, Oct 01

Malleable Mental Accounting, with D. Soman, ACR Salt Lake, Oct 00; SCP San Antonio, Feb 00

## Refereed Conference Presentations (continued)

Do Larger Credit Limits Result in Greater Credit Usage? with D. Soman, ACR Columbus, Oct 99

*\* denotes the presenter; ACR: Association for Consumer Research; SCP: Society for Consumer Psychology*

## Honors and Awards

Marketing Science Institute (MSI) Young Scholar, 2009  
Winner, Journal of Consumer Psychology Young Contributor Award, 2006  
Runner-up, Fordham University Doctoral Dissertation Competition on Behavioral Pricing, 2003  
Recognized as author of a top 50 management article by Emerald Management Reviews, 2002  
Fellow, AMA-Sheth Doctoral Consortium, University of Miami, Coral Gables, FL, 2001  
Beverly Sears Graduate Student Grant Award, University of Colorado, 2001  
Citibank Award for Academic Excellence and Leadership, IIM Calcutta, 1996

## Invited Presentations

Jun 09 University of Illinois Pricing Camp  
Feb 09 University of Chicago  
Nov 08 University of British Columbia  
Sep 08 University of Virginia  
Apr 06 University of Georgia  
Nov 02 Washington University in St. Louis  
Nov 02 University of Arizona  
Nov 02 University of Toronto  
Oct 02 University of Indiana-Indianapolis  
Oct 02 Rutgers University  
Oct 02 University of Minnesota  
Oct 02 Columbia University  
Oct 02 New York University

## Research Grants

CRES, Olin Business School, 2006 (with T. Chan & S. Roy), \$5,000  
BCTIM, Olin Business School, 2005, \$3,000 and 1/9<sup>th</sup> Summer Support  
CRES, Olin Business School, 2003 (with T. Chan & S. Seetharaman), \$10,000

*CRES: Center for Research in Economics and Strategy; BCTIM: Boeing Center for Technology, Information, and Mfg*

## Industry Experience

Asian Paints (India) Ltd., 1996-1997  
Depot Executive (Ghaziabad), Stock-point Executive (Chandigarh)  
Sales and Marketing Executive (Jalandhar), Executive Trainee (Indore)

Blow Plast Ltd., New Delhi, Summer Trainee, 1995

## Teaching Experience

Leeds School of Business, University of Colorado at Boulder, 1999-2002  
Product Strategy (MKTG 4250): Fall '99, '00, Summer '00, '01, '02

Olin Business School, 2003-2009 (Median instructor evaluation, highest = 10)

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Year	BSBA: Consumer Behavior (MKT377)						MBA: Understanding & Influencing Consumer Behavior (MKT576A)				PHD: Decision Making Seminar (MKT674)		
	'03	'04	'05	'06	'07	'08	'05	'06	'07	'08	'06	'08	'09
Section 1	9	9	10	10	10	10	10	9	10	9	10	10	10
Section 2	10	10	10	9	10	10	10		9	10			

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BSBA: Undergraduate Honors Seminar: Fall 2008 – Spring 2009  
MBA: General Management Seminar-India (MKT555): Spring 2004

## Professional Service

Conference Co-Chair, SCP Winter Conference 2004 San Francisco

Conference Committee Member  
ACR 2009 (Pittsburgh), 2007 (Memphis)  
ACR Asia-Pacific 2009 (Hyderabad)  
SCP Winter Conference 2009 (San Diego)

Invited Faculty for the ACR Doctoral Symposium Roundtable, ACR 2007 Memphis

## Journal Editorial Review Board

*Journal of Consumer Research*, August 2008 - present

## Ad-hoc Journal Referee

*Journal of Marketing Research, Marketing Science, Journal of Marketing, Management Science  
Organizational Behavior & Human Decision Processes, Journal of Consumer Psychology  
Journal of Behavioral Decision Making, Journal of Business Research  
Journal of Economic Psychology, Marketing Letters*

## Conference / Competition Referee

ACR, AMA, SCP, SCP Dissertation Competition

## **Professional Service (continued)**

### ***Service at Washington University in St. Louis***

Dissertation Committee Member, Marketing  
2008: Sudipt Roy, Ping Xiao

External Dissertation Committee Member, Psychology  
2008: Inbal Gurari  
2006: Laurel Newman, Yuj Shimizu  
2005: Anthony Bishara

Faculty Search Committee (External Member), Psychology, 2005

Faculty Associate for Liggett2 residence hall, 2005-2006

Faculty Brother, Delta Sigma Pi, 2007-present

Olin BSBA Curriculum Committee, 2004-2007

Olin Committee for Affirmative Action, 2007-2008

Olin MBA Curriculum Committee, 2008-2009

### ***Selected Media Citations***

*Chicago Tribune*, CNNMoney.com, *Diet* magazine, Economist.com, *London Times*, *Los Angeles Times*, *Money* magazine, *New York Times*, *Times of India*, *USA Today*, WABC TV New York, *Women's Health* magazine

### **Professional Affiliations**

Association for Consumer Research  
INFORMS  
Society for Consumer Psychology  
Society for Judgment and Decision Making  
Word of Mouth Marketing Association (Member of Advisory Board)