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# DILIP SOMAN

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Rotman School of Management, University of Toronto  
105 St. George Street, Toronto, ON M5S 3E6, Canada

Phone: 416-946-0195

e-mail: Dilip.Soman@rotman.utoronto.ca

## EDUCATION

- Ph.D.                    The University of Chicago, Graduate School of Business, March 1997  
Marketing and Behavioral Sciences  
*Committee:* Sanjay Dhar, Steve Hoch, Chris Hsee, Richard Thaler
- MBA (PGDM)        Indian Institute of Management, Ahmedabad (India). April 1992
- B.E.                    University of Bombay, Bombay (India). June 1988
- Mechanical Engineering

## ACADEMIC POSITIONS

- 2003 - Professor        Rotman School of Management, University of Toronto
- 2004 – 2019            Corus Chair in Communications Strategy
- 2018 -                    Canada Research Chair in Behavioural Science and Economics
- 2001 - 2003            Associate Professor of Marketing (with tenure), Hong Kong  
University of Science and Technology (HKUST).
- 1999 – 2001            Assistant Professor of Marketing, HKUST
- 1996 – 1999            Assistant Professor of Marketing, University of Colorado at Boulder
- 1992 – 1996            Research and Teaching Assistant, University of Chicago

## VISITING AND OTHER APPOINTMENTS

- 2016                    Senior Policy Advisor and Scholar in Residence, Innovation Hub
- Privy Council Office, Government of Canada (January to July)
- 2014 -                    Co-Director, then Director, Behavioural Economics in Action at Rotman  
(BEAR), University of Toronto
- 2011 - 2015            Director, India Innovation Institute, Rotman School of Management,  
University of Toronto

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2010- 2013	Co-Director; Rotman Microsoft Executive Education Center for CRM Excellence
2013 -	Research Affiliate, ideas42, New York
2008-	Affiliated Faculty, School of Public Policy and Governance University of Toronto
2008 (Feb)	Distinguished Visiting Scholar, Marketing Department National University of Singapore Business School
2008 (Mar)	Kilts Centre Faculty Fellow Graduate School of Business, University of Chicago
2007	Visiting Professor, School of Business and Management Hong Kong University of Science and Technology

#### **ADVISORY AND BOARD APPOINTMENTS**

2020 - 2021	Privy Council Office's External Advisory Committee on COVID-19 Communications, Government of Canada
2020 -	Advisory Board, The Global Association of Applied Behavioural Scientists (GAABS)
2018 -	Board of Advisors, Impact Canada, Privy Council Office, Government of Canada
2017 - 19	Member of Board of Directors, University of Toronto Press
2017 -	Member of Advisory Board, FuturFund, London, Ontario
2016 - 18	Trusted Advisor, Innovation Hub Privy Council Office, Government of Canada, Ottawa
2015 -	Research Committee of the National Steering Committee Financial Consumer Agency of Canada, Ottawa
2014 – 16	Scientific Reference Committee, Healthy Kids Community Challenge Ministry of Health and Long Term Care, Toronto
2014 – 15	Smoking Cessation Strategy Advisory Committee Ministry of Health and Long Term Care, Toronto
2013 - 19	Board Member, Nexus Consulting (previously Rotman Nexus) Rotman School of Management
2010 – 19	Advisory Council National Institute for Speech and Hearing, Trivandrum, India

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## RESEARCH GRANTS

1. “Effective Advertising of Really New Products,” from Marketing Science Institute, 1997 and from the Council on Research and Creative Work, CU-Boulder, 1998 (with Satya Menon)
2. “Modeling and Measuring the Evaluations of Services over Time: Does Choice = Satisfaction?” Direct Allocation Grant, Research Grants Council, Hong Kong, 1999.
3. “Consumer Choice Among Wide Assortments,” Direct Allocation Grant, Research Grants Council, Hong Kong 2000. (with John Gourville)
4. “Consumer Debt and Borrowing Decisions,” Competitive Grant, Research Grants Council, Hong Kong, 2000-2002.
5. “The Effects of Prior Spending on Future Spending Decisions: The Role of Acquisition Liabilities and Payments,” Direct Allocation Grant, Research Grants Council, Hong Kong 2002.
6. “Consumer Reactions to Waiting and Queuing and Implications for the Management of Services,” Competitive Grant, Research Grants Council, Hong Kong, 2002-2005 (with Rongrong Zhou).
7. “The Psychology of Intertemporal Discounting: Cognition, Culture, Consequences,” Social Sciences and Humanities Research Council of Canada, 2005-08, \$161,652
8. “Managing Customer Value: One Stage At a Time,” Bell University Labs at the University of Toronto, 2007-08., \$75,000
9. “Helping People Help Themselves: Structuring Decision Making for Individual and Societal Good,” Social Sciences and Humanities Research Council of Canada, 2008-2011, \$90,523
10. “The Behavioural Economics of Savings programs,” AIC Institute for Corporate Citizenship Grants, Rotman School, 2009-10.
11. “Conservative When Crowded” Social Sciences and Humanities Research Council of Canada, Insight Development Grant, 2012-2014, \$53,260
12. “A Theory of Decision Points” Social Sciences and Humanities Research Council of Canada, Insight Grant, 2012-2018, \$153,583
13. “Using Technology to Engage” New Paths to Purpose / Templeton Foundation at the University of Chicago, Booth, 2013-2015, US\$ 126,000 (with *Claire Tsai*)
14. “Secondary School Students and MOOCS,” MOOC Research Initiative, Bill and Melinda Gates Foundation, 2013-2014, \$17,500 (with *Laurie Harrison and Rosemary Evans*)
15. “Addressing the Last Mile Problem,” TD Bank, 2013-2015, \$100,000 (with *Nina Mazar, Min Zhao*)
16. “Getting Things Done,” Social Sciences and Humanities Research Council of Canada, Insight Development Grant, 2014-2016, \$66,135.

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17. “The Effect of Metaphors on Consumers’ Financial Decisions,” (co-PI, with Min Zhao as PI), Social Sciences and Humanities Research Council of Canada, Insight Grant, 2013-2017, \$143,130
  18. “Understanding and Addressing Consumers Online Privacy Issues: A Psychological Approach,” Social Sciences and Humanities Research Council of Canada, Insight Development Grant, 2016-2018, \$65,963.
  19. “Designing Privacy for Real People,” Office of the Privacy Commissioner (Ottawa), 2016-2017, \$50,000.
  20. “Applying Findings from Financial Literacy to Encourage Responsible Gambling,” GREO – Gambling Research Exchange Ontario, 2015-2016, \$40,000.
  21. “A Behavioural Analysis of Financial Advice Taking,” Meridien Credit Union, \$25,000, 2017-18
  22. “Using Implementation Prompts to Increase Consumer Task Persistence and Performance” Social Sciences and Humanities Research Council of Canada, Insight Grant, 2018-2023 \$149,797
  23. “Using Behavioural Insights to Improve the Delivery of Financial Planning,” Financial Planning Foundation, \$40,000, 2018
  24. “The Behavioural Basis of Retirement Plans,” Canada Pension Plan Investment Board, \$55,000, 2018.
  25. “Behaviourally Informed Organizations: Creating an Integrative Theory of Behavioural Change and Embedding it in Organizations,” Social Sciences and Humanities Research Council, Partnership Grant (PI), \$2,499,567
  26. “What’s Human About Humans,” Social Sciences and Humanities Research Council of Canada, Insight Development Grant, 2019-2021, \$66,155

## **PUBLICATIONS**

### **Journal Publications**

1. Soman, Dilip (2021), “Human Resource Management – For Humans,” NHRD Network Journal, 2021;14(2):173-185. doi:10.1177/2631454120982115.
2. Milkman, Katherine, Mitesh S. Patel, ...Dilip Soman, Angela L. Duckworth (34 authors) (2021), “A megastudy of text-based nudges encouraging patients to get vaccinated at an upcoming doctor’s appointment,” Proceedings of the National Academy of Sciences May 2021, 118 (20) e2101165118; DOI: 10.1073/pnas.2101165118
3. Hilchey, Matthew, Matthew Osborne and Dilip Soman (2021), “Does the Visual Saliency of Credit Card Features Affect Choice,” Behavioural Public Policy, 1-18.
4. Soman, Dilip and Tanjim Hossain (2020), “Successfully Scaled Interventions Need Not be Homogeneous,” *Behavioural Public Policy*, 1-10. doi:10.1017/bpp.2020.24

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5. Cook S, E Vettese, G Tomlinson, D Soman, T Schechter, S Kuczynski, B Gladstone, LL Dupuis, L Sung (2019), "Feasibility of a randomized controlled trial of symptom screening and feedback to healthcare providers compared with standard of care using the SPARK platform," *Supportive Care in Cancer*, in press <https://doi.org/10.1007/s00520-019-05115-2>
  6. Vettese E, Cook S, Soman D, Kuczynski S, Spiegler B, Davis H, Duong N, Schechter T, Dupuis LL, Sung L. (2019), "Longitudinal evaluation of Supportive care Prioritization, Assessment and Recommendations for Kids (SPARK), a symptom screening and management application". *BMC Cancer* 2019; 19:458.
  7. Cook S, Vettese E, Soman D, Hyslop S, Kuczynski S, Spiegler B, Davis H, Duong N, Ou Wai S, Golabek R, Golabek P, Antoszek-Rallo A, Schechter T, Dupuis L, Sung L. (2019), "Initial development of Supportive Care Assessment, Prioritization and Recommendations for Kids (SPARK) a symptom screening and management application," *BMC Medical Informatics and Decision Making*, 19: 1- 9
  8. Bhattacharya, O, D. Wu, K. Mossman, L. Hayden, P. Gill, Y. Cheng, A. Daar, D. Soman, C. Synowiek, A. Taylor, J. Wong, S. Zlotkin, W. Mitchell and A. McGahan (2017), "Criteria to Assess Potential Reverse Innovations: Opportunities for Shared Learning Between Low and High Income Countries," *Globalization and Health*, 13:4, 1-8.
  9. Wansink, Brian, Dilip Soman and Kenny Herbst (2017), "Larger Partitions Lead to Larger Sales: Divided Grocery Carts Alter Purchase Norms and Increase Sales," *Journal of Business Research*, 75 (July 2017), 202-209.
  10. Tu, Yanping and Dilip Soman (2014), "The Categorization of Time and Its Impact on Task Initiation," *Journal of Consumer Research*, 41 (3, October), 810-822.
  11. Maeng, Ahreum, Rob Tanner and Dilip Soman (2013), "Conservative when Crowded: The Effects of Social Crowding on Decisions," *Journal of Marketing Research*, 50 (6), 739-752.
  12. Zhao, Min, Leonard Lee and Dilip Soman (2012), "Crossing the Virtual Boundary: Effect of Incidental Cues on Consumer Behaviour," *Psychological Sciences*, October 1, 23 (10), 1200-7.
  13. Soman, Dilip and Min Zhao (2011), "The Fewer the Better: the Effects of Number of Goals on Savings Behavior," *Journal of Marketing Research*, 48 (6), 944-957.
  14. Soman, Dilip and Amar Cheema (2011), "Earmarking and Partitioning: Increasing Saving by Low-income Households," *Journal of Marketing Research*, 48 (Special), S14-S22.
  15. Soman, Dilip and Maggie Wenjing Liu (2011), "Debiasing or Rebiasing? Moderating the Illusion of Delayed Incentives," *Journal of Economic Psychology*, 32, 307-316.
  16. Kwong, Jessica, Dilip Soman and Candy Ho (2011), "The Role of Computational Ease on the Decision to Spend Loyalty Program Points," *Journal of Consumer Psychology*, 21 (2, April), 146-156
  17. Li, Xiuping, Liyuan Wei and Dilip Soman (2010), "Sealing the Emotions Genie: The Effects of Physical Enclosure on Psychological Closure," *Psychological Sciences*, 21(8), 1047-1050.
  18. Gourville, John and Dilip Soman (2011), "Consumer Psychology of Mail-in Rebates," *Journal of Product and Brand Management*, in 20 (2), 147-157.
  19. Ahn, Hee Kyung, Maggie Liu and Dilip Soman (2009), "Memory Markers: How Consumers

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- Remember Experiences,” *Journal of Consumer Psychology*, 19 (3), 508-516.
20. Whitton, A, E. Green, WK Evans, M. Fitch, B. Golden, D. Soman, E Gutierrez, E Holowaty and A Jadad (2009), “The Utility of Publicly Reported Cancer Treatment Wait Time Information for Patients and Healthcare Providers,” *Journal of Clinical Oncology*, 21 (3), 218-225.
  21. Cheema, Amar and Dilip Soman (2008), "The Effect of Partitions on Controlling Consumption," *Journal of Marketing Research*, 45 (6), p 665-673.
  22. Zhou, Rongrong and Dilip Soman (2008), “Consumers Waiting in Queues: The Role of First and Second Order Justice,” *Psychology and Marketing*, 25 (3)
  23. Yeung, Catherine and Dilip Soman (2007), “The Duration Heuristic,” *Journal of Consumer Research*, September 2007, 315-326.
  24. Wertenbroch, Klaus, Dilip Soman and Amitava Chattopadhyay (2007), “Currency Numerosity Effects on the Perceived Value of Transactions,” *Journal of Consumer Research*, June 2007, 1-10.
  25. 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.
  26. Evans, WK, E. Green, A. Whitton, M. Fitch, E. Holowaty, A. Jadad, B. Golden, D. Soman, E. Gutierrez (2006), “Who are the users of publicly reported cancer treatment wait times?” *Journal of Clinical Oncology*, 2006 ASCO Annual Meeting Proceedings Part I. Vol 24, No. 18S (June 20 Supplement), 2006: 6043
  27. Yeung, Catherine and Dilip Soman (2005), “Attribute Evaluability and the Range Effect,” *Journal of Consumer Research*, 32 (3, December), 363-369.
  28. Gourville, John and Dilip Soman (2005), “Overchoice and Assortment Type: When and Why Variety Backfires,” *Marketing Science*, 24 (3), Summer 2005, 382-395.
  29. Soman, Dilip and Amar Cheema (2004), “When Goals are Counter-Productive: The Effects of Violating a Behavioral Goal on Performance,” *Journal of Consumer Research*, 31 (1, June), 52-62.
  30. Soman, Dilip (2004), “The Effect of Time Delay on Multi-attribute Choice,” *Journal of Economic Psychology*, 25, 153 – 175.
  31. Soman, Dilip (2003), “The Effect of Payment Transparency on Consumption: Quasi Experiments from the Field” *Marketing Letters*, 14 (3), 173-183.
  32. Soman, Dilip and Mengze Shi (2003). “Virtual Progress: The Effect of Path Characteristics on Perceptions of Progress and Choice Behavior,” *Management Science*, 49 (9, September), 1229 – 1250.
  33. Zhou, Rongrong and Dilip Soman (2003). “Looking Back: Exploring the Psychology of Queuing and the Effect of the Number of People Behind?” *Journal of Consumer Research*, 29 (March), 517-530
  34. Soman, Dilip (2003). “Prospective and Retrospective Evaluations of Experiences: How You Evaluate an Experience Depends on When You Evaluate It,” *Journal of Behavioral Decision Making*, 16 (1), 35-52.

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35. Menon, Satya and Dilip Soman (2002), "Managing the Power of Curiosity for Effective Web Advertising Strategies," *Journal of Advertising*, 31 (3), 1-14 (Lead article).
  36. Soman, Dilip and Vivian Lam (2002), "The Effects of Prior Spending on Future Spending Decisions: The Role of Acquisition Liabilities and Payments," *Marketing Letters*, 13 (4), 359-372.
  37. Soman, Dilip and Amar Cheema (2002). "The Effect of Credit on Spending Decisions: The Effect of Credit Limit and Credibility," *Marketing Science*, 21 (1), 32-53.
  38. Soman, Dilip (2001), "Effects of Payment Mechanism on Spending Behavior: The Role of Rehearsal and Immediacy of Payments," *Journal of Consumer Research*, 27 (March), 460-474
  39. Soman, Dilip and John Gourville (2001), "Transaction Decoupling: How Price Bundling Affects the Decision to Consume," *Journal of Marketing Research*, 38 (February), 30 - 44.
  40. Soman, Dilip (2001), "The Mental Accounting of Sunk Time Costs: Why Time is Not Like Money," *Journal of Behavioral Decision Making*, 14 (3, July), 169-185. [Lead article]
  41. Soman, Dilip and Amar Cheema (2001), "The Effect of Windfall Gains on the Sunk Cost Effect," *Marketing Letters*, 12 (1), 49-60.
  42. Dhar, Sanjay, Claudia Gonzalez-Vallejo and Dilip Soman (1999), "Modeling the Effects of Advertised Price Claims: Tensile versus Objective Claims", *Marketing Science*, 18(2)
  43. Soman, Dilip (1998), "The Illusion of Delayed Incentives: Evaluating Future Effort-Money Transactions," *Journal of Marketing Research*, 35(4), 427-437.
  44. Gourville, John and Dilip Soman (1998), "Payment Depreciation: The Behavioral Effects of Temporally Separating Payments from Consumption," *Journal of Consumer Research*, 25(2), 160-174.
  45. Dhar, Sanjay, Claudia Gonzalez-Vallejo and Dilip Soman (1995), "Brand Promotions as a Lottery," *Marketing Letters*, 6:3, 221-233.

### **Invited Journal Articles and Commentaries / Summaries**

1. Volpp, Kevin, Katherine Milkman and Dilip Soman (2020), "Editorial: Creating Healthy Habits," *Organizational Behavior and Human Decision Processes*, Volume (Supplemental), p. 4.
2. Ratner, RR, D. Soman, G. Zauberman, D. Ariely, P. Anand Keller, Z. Carmon, K. Kim, M. Lin, D. Small and K. Wertenbroch (2008), "How Behavioral Decision Research Can Enhance Consumer Welfare: From Freedom of Choice to Paternalistic Interventions," *Marketing Letters*, 19 (3-4, December 2008), 383-397.
3. Soman, Dilip, G. Ainslie, S. Frederick, X. Li, J. Lynch, P. Moreau, A. Mitchell, D. Read, A. Sawyer, Y. Trope, K. Wertenbroch, G. Zauberman (2005), "The Psychology of Intertemporal Choice," *Marketing Letters*, 16 (3,4), 347-360.
4. Gourville, John and Dilip Soman (2002). "Pricing and the Psychology of Consumption," *Harvard Business Review*, (September), 90-96.

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5. Gourville, John and Dilip Soman (2001), “The Potential Downside of Bundling: How Packaging Services Can Hurt Consumption,” *Cornell Hotel and Restaurant Administration Quarterly*, 42 (3), 29-37.

### **Books and Edited Volumes**

1. Mazar, Nina and Dilip Soman (eds), *Behavioral Science in the Wild*, Toronto: University of Toronto Press, 2022 (in press).
2. Soman, Dilip and Sara N-Marandi, *Managing Customer Value: One Step at a Time* (Second and Expanded Edition), Singapore: World Scientific Publishing.
3. Soman, Dilip and Catherine Yeung (eds), *The Behaviorally Informed Organization*, Toronto: University of Toronto Press, 2021.
4. Soman, Dilip, *The Last Mile: Creating Economic and Social Value from Behavioural Insights*, Toronto: University of Toronto Press, 2015
5. Soman, Dilip, Janice Stein and Joe Wong (eds.), *Innovating for the Global South*, Toronto: University of Toronto Press, Toronto: University of Toronto Press, 2013.
6. Soberman, David and Dilip Soman (eds.), *Flux: The Evolving Role of the Marketing Manager*, Toronto: University of Toronto Press, 2012.
7. Dilip Soman and Sara N-Marandi, *Managing Customer Value: One Stage at a Time*. Singapore: World Scientific Publishing, 2009.
8. Lee. A and D. Soman (eds); *Advances in Consumer Research, Volume 35, Association for Consumer Research*: Duluth, MN. 2008.

### **Chapters in Books and Edited Volumes**

1. Dube, Laurette, Dilip Soman and Felipe Almeida (2021), “Precision Retailing: Building Upon Design Thinking for Societal-Scale Food Convergence Innovation and Well-Being,” in W. Batat (ed), *Design Thinking for Food Wellbeing*, Basel, Switzerland: Springer International Publishing, in press.
2. Soman, Dilip and Melanie Kim (2020), “Foreword: Behavioural Insights in Ontario,” in Treasury Board Secretariat; *Ontario Update Report 2020*, Toronto, ON: Government of Ontario Treasury Board Secretariat, 3-4.
3. Soman, Dilip (2019), “The Need for Behaviourally Informed Organizations,” in D. Diddi, J. Baig, J. Rozarina and P. Shah (eds.), *Synergia: Behavioural Interventions in the Indian Context*, New Delhi, India: New Delhi Behavioural Network, November 2019.
4. Soman, Dilip (2017), “The Elegant Simplicity (and Potential Pitfalls) of Simple Frameworks,” in OPRE Report 2017-23, *Nudging Change in Human Services*, Office of Planning, Research and Evaluation, U.S. Administration for Children and Families.
5. Soman, Dilip, Poornima Vinoo and Kim Ly (2015), “Self-Regulation and Spending Behaviours,” in K. Vohs and R. Baumeister (eds.), *Handbook of Self-Regulation*, Guilford

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Press.

6. Kim Joonkyung, Min Zhao and Dilip Soman (2014), "Social Marketing and Responsible Financial Management," in David W. Stewart (eds.), *Handbook of Persuasion and Social Marketing*, Praeger.  
Soman, Dilip (2011), "Effects of Transaction Structures on Price Perception and Consumption," in J. Alba (ed.), *Consumer Insights: Finding from Behavioral Research*, Cambridge, MA: Marketing Science Institute, 33-34.
7. Soman, Dilip, Eugene Chan and Amar Cheema (2012), "Understanding Consumer Psychology to Avoid Abuse of Credit Cards," in Mick and Pettigrew (eds.), *Transformative Consumer Research*. New York, NY: Routledge, 423-444.
8. Soman, Dilip and Hee-Kyung Ahn (2010), "Framing, Mental Accounting and Individual Welfare," in Keren (ed.) *Perspectives on Framing*. Hove, UK: Psychology Press, 65-92.
9. Soman, Dilip and Wenjing Liu (2008), "The Psychology of Pricing," *Handbook of Consumer Psychology*, Society for Consumer Psychology.
10. Menon, Satya and Dilip Soman (2004), "Managing the Power of Curiosity for Effective Web Advertising Strategies," in *Advertising, Promotion and New Media* (M. Stafford and R. Faber, eds.), Armonk, NY: M.E. Sharp, Chapter 8.
11. Soman, Dilip (2004), "Framing, Loss Aversion and Mental Accounting," *Blackwell Handbook of Judgment and Decision Making Research*, N. Harvey and D. Koehler (eds.), London, England: Blackwell, 379-398.

### Op-Ed and Practitioner Articles

1. Soman, Dilip and John T. Gourville (1998). "Transaction Decoupling: The Effects of Price Bundling on the Decision to Consume", *Marketing Science Institute Working Paper #98-131*. Equal Authorship.
2. Menon, Satya and Dilip Soman (1999). "Managing Consumer Motivation and Learning: Harnessing the Power of Curiosity for Effective Advertising Strategies," *Marketing Science Institute Working Paper #99-100*. Equal Authorship.
3. Soman, Teesta and Dilip Soman (2005), "Patient-centric Healthcare," *Rotman Magazine*, Winter 2005, Toronto, ON: University of Toronto, p. 38-41. Reprinted in *The Best of Rotman Magazine*, December 2004.
4. Soman, Dilip and John Gourville (2005), "Overchoice," *Rotman Magazine*, Fall 2005, Toronto, ON: University of Toronto, p. 30-34. Condensed version also appeared in *The Times of India (Mumbai)*, June 26, 2007.
5. Parikh, Sagar and Dilip Soman (2005), "Healthcare and the National Delusion," *Toronto Star*, September 25, 2005, p. A25. Reprinted in the *Rotman Magazine*, Winter 2006 issue.
6. Soman, Dilip, Michelle Wong and Sandy Chang (2006), "The Tao of Integrative Thinking," *Rotman Magazine*, Spring/Summer 2006, Toronto, ON: University of Toronto. p. 63-6
7. Soman, Dilip (2007), "Understanding the Psychology of Money," *The Times of India*

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(Mumbai Edition – reprinted in six other editions), Part 1: July 11, 2007; Part 2: July 18, 2007.

8. Soman, Dilip and John Gourville (2007), “Overchoice: Why Variety can Backfire,” *Times of India*, June 26, 2007.
9. Soman, Dilip and Amar Cheema (2007), “Conquering the Consumption Virus,” *Times of India* (Mumbai edition – reprinted in five other editions), October 2, 2007.
10. Soman, Dilip (2007), “How to Keep People Interested Till the End,” *Times of India* (Mumbai edition), October 23, 2007.
11. Soman, Dilip and Amar Cheema (2008), “The Effects of Partitioning on Consumer Behaviour,” *Rotman Magazine*, Spring 2008, Toronto, ON: University of Toronto. p. 20-24
12. Soman, Dilip and Rina Yoo (2008), “The Perceptual Effects of Financial Statements,” *Rotman Magazine*, Autumn 2008, Toronto, ON: University of Toronto.
13. Soman, Dilip (2009), “Earmarking Money: Partitions, Guilt and the Decision to Spend,” *Rotman Magazine*, Fall 2009, 96-98. Toronto, ON: University of Toronto.
14. Soman, Dilip, Jing Xu and Amar Cheema (2010), “A Theory of Decision Points,” *Rotman Magazine*, Winter 2010.
15. Soman, Dilip (2010), “Option Overload: Dealing with Choice Complexity,” *Rotman Magazine*, Fall 2010.
16. Soman, Dilip, Vandana Kumar, Murray Metcalfe and Joe Wong (2012), “Beyond Great Ideas: A Framework for Going Global with Local Innovation,” *Rotman Magazine*, Fall 2010.
17. Soman, Dilip (2013), Making Policy Through a Behavioural Lens”, *Policy Options* (June 2013)
18. Soman, Dilip (2013), “The Waiting Game: The Psychology of Time and its Effects on Service Design,” *Rotman Magazine*, Spring 2013.
19. Soman, Dilip and Joseph Wong (2014), “Rethinking Innovation for the Global South,” *Indo Canadian Chamber of Commerce Annual*, ICCO: Toronto, On.
20. Ly, Kim, Nina Mazar, Min Zhao and Dilip Soman (2014), “A Practitioner’s Guide to Nudging,” *Rotman Magazine*, Winter 2014.
21. Soman, Dilip (2015), “A Lawyer, an Economist, a Marketer and a Behavioural Scientist Go to a Bar...,” *Behavioural Scientist*, October, available at <https://behavioralscientist.org/last-mile-lawyer-economist-a-marketer-behavioral-scientist-go-into-a-bar/>
22. Soman, Dilip and Melanie Kim (2015), “Cognitive Handicaps: In the Realm of Consumer Privacy,” *Rotman Magazine*, Fall 2015
23. Soman, Dilip (2015), “Using Behavioural Insights to Create Value,” *Rotman Magazine*, Fall 2015, 18-23
24. Pillai, Sunita, Dilip Soman and Tiff Macklem (2015), “Accessible banking Services and Key to Reducing Poverty,” *The Globe and Mail*, April 7, 2015.
25. Delaine Hampton, Mark Leung and Dilip Soman (2016), “The Empathic Mindset,” *Rotman Magazine*, Spring 2016, 94-96

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26. Soman, Dilip, Katie Chen and Neil Bendle (2017), "Policy by Design: The Dawn of Behaviourally-Informed Government," *Rotman Magazine*, Spring, page 7-12.
  27. Bendle, Neil, Katie Chen, and Dilip Soman, (2017) *The Profitability of Proof*, Ivey Business Journal, May/June 2017, <http://iveybusinessjournal.com/the-profitability-of-proof/>
  28. Soman, Dilip, Melanie Kim and Jessica An (2018) "Consumer Behaviour Online: A Playbook Emerges," *Rotman Magazine*, Spring, page 36-41.
  29. Soman, Dilip and Kim Ly (2018) "The Growing Market for Self-Control," *Rotman Magazine*, Winter, page 36-41.
  30. Feng, Bing, Jima Oyunsuren, Mykyta Tymko, Melanie Kim and Dilip Soman (2019), "Harnessing Behavioural Insights: A Playbook for Organizations," *Rotman Magazine*, Spring, 7-12.
  31. Soman, Dilip, Preet Banerjee, Nicole Robitaille and Doug Steiner (2019), "Financial Services Innovation is Leaving too Many Canadians Behind," *The Globe and Mail*, 21 January, 2019.
  32. Soman, Dilip (2020), "Our forced migration to online classes is a time to rethink how we teach", *Times Higher Education*, June 7, 2020.
  33. Soman, Dilip and Grace Minwen Lou (2020), "To survive the pandemic era, leisure experiences must step up and build deeper connections," *Toronto Star*, August 8, 2020.
  34. Rondina, Renante and Dilip Soman (2020), "A digital solution to the mental health challenge," *Toronto Star*, October 5, 2020.

### **Publications in Refereed Conference Proceedings**

1. Cheema, Amar and Dilip Soman (2001), "Consumer Responses to Unexpected Price Changes: Affective Reactions and Mental Accounting Effects," *Advances in Consumer Research*, 29, S. Broniarczyk and K. Nakamoto (eds.), Provo, UT: Association for Consumer Research, 342-343.
2. Soman, Dilip and Rongrong Zhou (2001), "Waiting for Service: Affective Responses, Satisfaction and Decision-Making of Consumers Waiting in Queues," *Advances in Consumer Research*, 29, S. Broniarczyk and K. Nakamoto (eds.), Provo, UT: Association for Consumer Research, 431-433.
3. Soman, Dilip (1999), "Closing the Deal: How Consumers Finance, Account For and Evaluate Transactions," *Advances in Consumer Research*, 27, S. Hoch and R. Meyer (eds.), Provo, UT: Association for Consumer Research, 42-43.
4. Shiv, Baba and Dilip Soman (1999), "Is Satisfaction Research Dead? Recent BDT Research Suggests – Absolutely Not!" *Advances in Consumer Research*, 27, S. Hoch and R. Meyer (eds.), Provo, UT: Association for Consumer Research, 252.
5. Soman, Dilip and Amar Cheema (1999), "Does the Sunk Cost Effect Persist in the Face of Windfall Gains?" in J. Inman, K. Tepper and T. Whittler (eds.), *Winter Conference Proceedings – Society for Consumer Psychology*, Society for Consumer Psychology, TX: San Antonio.

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6. Menon, Satya and Dilip Soman (1998). "Harnessing the Power of Curiosity for Effective Advertising of Really New Products," in M. Campbell and K. Machleit (eds.) *Winter Conference Proceedings – Society for Consumer Psychology*, Society for Consumer Psychology, TX: Austin. 159-161.
  7. Soman, Dilip (1996). "Does Holding On To a Product Increase Consumption Rates?" Special Session Summary, *Advances in Consumer Research*, M. Brucks and D. MacInnis (eds), 33-35.

### **Cases and Teaching Materials**

1. Soman, Dilip (2016), "Organ Donation in Ontario"
2. Ly, Kim and Dilip Soman (2008), "Bell Canada: Data Driven Marketing."
3. Soman, Dilip, Crystal Wong, Arun Kandachantha and Szeling Tam (2008), "Octopus: Making Everyday Life Easier."
4. Soman, Dilip and Sara N-Marandi (2008), "The Trillium Gift of Life Foundation"
5. Soman, Dilip, Atul Wadhwa and Bhavna Hinduja (2005), "MakeMyTrip.com," in *Services Marketing in Asia*, Christopher Lovelock and Jochen Wirtz, Singapore: Prentice-Hall.
6. Phaneuf, Andrew, Ashley Lawrence, Jonathan Greer, James McKay, Shane Pounder and Dilip Soman (2004), "Toronto Maple Leafs: Trading Deadline Decision," Toronto, Canada: Rotman School.
7. Dorr, Micheal, Li Xue and Dilip Soman (2005), "Get Smart," in *Cases on Services Marketing in Asia*, Christopher Lovelock and Jochen Wirtz, Singapore: Prentice-Hall.
8. Soman, Dilip (1998), "Recruitment Committee: An Effective Classroom Exercise for Teaching Decision Making," *Marketing Education Review*, 8 (2), Summer 1998, 47-56.

### **Working Papers and Papers under Review**

1. Kim, Joonkyung and Dilip Soman (2019), "Behaviourally Informed Reminders: Using Implementation Prompts for Task Persistence," under review, *Management Science*
2. Zhao, Min, Joonkyung Kim and Dilip Soman (2019), "Visual Flows and Decision Making," under review, *Journal of Consumer Psychology*
3. Kim, Joonkyung and Dilip Soman (2018), "Presenting Information Precisely or Generally: Asymmetry between Presenters and Evaluators," under review, *Journal of Consumer Research*.
4. Tsai, Claire, Min Zhao and Dilip Soman (2015), "In the Shadows: Does Knowing that Others are Evaluating Change Your Evaluations?" under review, *Management Science*
5. Soman, Dilip, Adelle Yang and Min Zhao (2012), "The Value of Queuing," under review, *Journal of Economic Psychology*.

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## Reports, White Papers and Monographs

1. Chan, Lewis, S. Mansinghka, Dilip Soman and Ying Zhao (2003), “Predicting Personal Bankruptcies in Hong Kong,” HKUST Technical Report, Hong Kong SAR: HKUST, School of Business and Management.
2. Ryhorski, M., R. Wilson, J. Fisher and D. Soman (2005), “Harnessing Customer Intelligence,” Monograph.
3. N-Marandi, Sara and Dilip Soman (2007), “Improving Organ Donation Rates,” White paper, Toronto, Canada: Trillium Gift of Life Foundation.
4. Hart, Lindsay, Sandeep Pillai, Sean Tyler, Mikayla Wicks and Dilip Soman (2013), “Is Crowdfunding Right for You?” *India Innovation Institute report series*, Toronto: University of Toronto.
5. Liu, Silu, Yue Zhuo, Min Zhao and Dilip Soman (2013), “Consumer Implications of Electronic and Mobile Payment Systems” *Behavioural Economics in Action Research Report Series*, Toronto: Rotman School of Management, University of Toronto.
6. Ly, Kim, Nina Mazar, Min Zhao and Dilip Soman (2013), “A Practitioner’s Guide to Nudging,” *Behavioural Economics in Action Research Report Series*, Toronto: Rotman School of Management, University of Toronto.
7. Ly, Kim and Dilip Soman (2013), “Nudging Around the World” *Behavioural Economics in Action Research Report Series*, Toronto: Rotman School of Management, University of Toronto.
8. Huang, Wendy and Dilip Soman (2013), “The Gamification of Education,” *Behavioural Economics in Action Research Report Series*, Toronto: Rotman School of Management, University of Toronto.
9. Chung, Catherine, Denise Huie, Katelyn Yoo and Dilip Soman (2015), “A Practitioner’s Guide to Effective Private-Public Partnerships,” *Behavioural Economics in Action Research Report Series*, Toronto: Rotman School of Management, University of Toronto.
10. Kim, Melanie, Kim Ly and Dilip Soman (2015), “A Behavioural Lens on Consumer Privacy,” *Behavioural Economics in Action Research Report Series*, Toronto: Rotman School of Management, University of Toronto.
11. An, Jessica, Melanie Kim and Dilip Soman (2016), “Financial Behaviour Online: It’s Different!” *Behavioural Economics in Action at Rotman Report Series*, University of Toronto.
12. Latif, Emita, Omkar Chetty, Kim Ly and Dilip Soman (2015), “Improving Financial Inclusion and Wellbeing” *Behavioural Economics in Action at Rotman Report Series*, University of Toronto.

## Invited Seminars and Symposia

1. New York University, Stern School of Business (1998)
2. Stanford University, Graduate School of Business (1998)

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3. Dartmouth College, Amos Tuck School of Business Administration (1998)
  4. Duke University, Fuqua School of Business (1999)
  5. Washington University, Olin School of Management (1999)
  6. Carnegie Mellon University (2000)
  7. Syracuse University (2000)
  8. Stanford University (2000)
  9. University of California, Berkeley (2001)
  10. University of Toronto (2001)
  11. Columbia University (2001)
  12. Berkeley Choice Symposium (2001)
  13. University of Colorado (2001)
  14. Harvard Business School (2001)
  15. Duke University, Fuqua School (2001)
  16. National University of Singapore (2002)Northwestern University, Kellogg School (2002)
  17. Australian Graduate School of Management (2002)
  18. University of Toronto at Scarborough (2004)
  19. University of Maryland at College Park (2005)
  20. Hong Kong University of Science and Technology (2005)
  21. Chinese University of Hong Kong (2005)
  22. McGill and Concordia Universities (2006)
  23. University of British Columbia, Sauder School (2006)
  24. Yale University (2006)
  25. Cornell University (2006)
  26. New York University (2006)
  27. University of Alberta (2006)
  28. INSEAD (2006)
  29. National University of Singapore (2006)
  30. Hong Kong University of Science and Technology (2006)
  31. University of Western Ontario, Ivey School (2007)
  32. University of Kansas (2007)
  33. Fisher School, Ohio State University (2007)
  34. University Health Network, University Grand Rounds (2007)
  35. Guanghua School, Peking University (2007)
  36. Boston College (2008)
  37. University of Texas at Austin (2008)
  38. Chulalankorn University, Sasin School (2008)
  39. Kellogg Graduate School of Management, Northwestern University (2008)
  40. National University of Singapore (2008)
  41. York University, Schulich School of Management (2009)
  42. London Business School (2009)
  43. Sogang University, Korea (2009)
  44. Jyvaskyla University, Finland (2009)
  45. University of Chicago: Booth School (2009) – “Capitalism without Poverty” conference
  46. Princeton University; Woodrow Wilson School (2010)
  47. Wilfrid Laurier University (2010)
  48. Virginia Tech (2010)

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49. US Department of Health and Human Services: Behavioural Economics Symposium (2010)
  50. Yonsei University, Seoul, Korea (2010)
  51. Stanford University (2011)
  52. University of Chicago; Booth (2011)
  53. University of Wisconsin at Madison (2011)
  54. Hong Kong University of Science and Technology (2012)
  55. City University of Hong Kong (2012)
  56. University of Pennsylvania; Wharton (2012)
  57. University of Southern California; Marshall (2012)
  58. Northwestern University, Kellogg School (2012)
  59. Erasmus University, Rotterdam (2012)
  60. Emory University (2012)
  61. Peking University, Guanghua School of Business (2012)
  62. Indian School of Business (2012)
  63. Hong Kong University (2013)
  64. The Behavioural Insights Team (U.K.), 2014, 2015, 2017
  65. Harvard University; Harvard Business School (2016)
  66. Boston College (JDM Conference), 2016
  67. Irish Behavioural Science and Policy Network, Dublin (2017)
  68. BETA, Department of Prime Minister and Cabinet, Canberra, Australia (2018)
  69. McGill University (2019)
  70. Canadian School of Public Service (2019)
  71. National University of Singapore (2019)
  72. University College, Dublin (2019)
  73. Yale School of Management, Centre for Customer Insights (2020)
  74. University of Waterloo (2020)
  75. Behavioural Insights Global Seminar Series (2020)

### **Other Conference, Keynotes and Public Presentations**

1. Soman, Dilip (2019), "Payment and the Customer Experience," Payment Summit, Payment Canada, Toronto, May 2019
2. Soman, Dilip (2017), "Risk and the Economy," SPUR Festival, Toronto, April 2017
3. Soman, Dilip (2016), "Behavioral Science and Policy – The Last Mile," Behavioural Science and Policy Association Conference (BSPA), Washington DC.
4. Soman, Dilip (2016), "The Architecture of Healthy Choices," Toronto Public Health, Annual Conference, Toronto, ON.
5. Soman, Dilip and Elizabeth Hardy (2016), "The Experimentation Imperative," Deputy Ministers Committee on Policy Innovation (DMCPI), Ottawa, ON.
6. Soman, Dilip (2016), "Behaviourally Informed Government," Institute of Public Administration of Canada (IPAC) Annual Summit, Toronto, ON
7. Soman, Dilip and Mathieu Audet (2016), "Behaviourally Informed Public Policy," Innovation fair for Public Service, Treasury Board of Canada, Ottawa, ON

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8. Soman, Dilip (2016), “Decision Biases and How to Overcome Them,” Senior Leadership Series, The World Bank, Washington D.D.
  9. Soman, Dilip and Jessica An (2016), “Online Consumer Decision Making,” Research Retreat, Office of Consumer Affairs, Ministry of Industry, Science and Economic Development, Ottawa, ON.
  10. Soman, Dilip (2016), “Nudging a Diverse Population,” Behavioural Economics for Public Service conference, Ottawa, ON.
  11. Soman, Dilip (2016), “The Last Mile: Using Behavioural Insights to Create Social and Economic Value,” University of Toronto Alumni Series, Boston, MA. and New York, NY.
  12. Soman, Dilip (2015), “Online Consumer Protection – A Behavioural Perspective,” Consumers Council of Canada, Forum on Consumer Protection,” Toronto, ON.  
Soman, Dilip (2015), “The Last Mile: Policy, Welfare and Behavioral Insights,” Ontario Ministry of Economic Development Policy Forum, Toronto, ON, March 2015.
  13. Soman, Dilip (2015), “Behavioural Insights and Public Administration,” Institute of Public Administration of Canada Forum,” Toronto, ON, March 2015.
  14. Soman, Dilip (2015), “Persuasion at Work,” University of Toronto Alumni Event, Toronto, ON, February 2015.
  15. Soman, Dilip (2014), “Consumers and Choice: What Works and What Doesn’t,” Banff World Media Festival, Banff, Alberta, June 2014
  16. Soman, Dilip (2014), “Push, Pull or Nudge? What’s the Best Way of Improving Health Behaviours,” Western Health Summit, Conference Board of Canada, Edmonton, Alberta, May 2013
  17. Soman, Dilip (2014), “Behavioural Economics: A New Way to Think about Policy,” C.D. Howe Institute Annual Scholar Dinner, Toronto, ON; May 2014. With R. Robideaux and K. Peters.
  18. Soman, Dilip (2014), “Nudging Canadians to Retirement Security,” Pensions Summit, Conference Board of Canada, Toronto, Ontario, April 2014.
  19. Soman, Dilip (2012), “Behavioural Economics and Implications for Financial Literacy,” Big Thinking Lecture Series on Parliament Hill, Ottawa, ON, November 2012.
  20. Soman, Dilip (2012), “Using Psychology to Enhance Household Savings,” Credit Union Central Conference, Toronto, ON, February 2012.
  21. Soman, Dilip (2011), “Educating Financial Wellbeing,” Higher Education Quality Council of Ontario Conference, Toronto, ON, November 2011.
  22. Soman, Dilip (2011), “Nudging or Educating?” OECD-FCAC Conference on Financial Literacy, Toronto, ON, May 2011.
  23. Soman, Dilip (2011), “Social Marketing and Financial Literacy” OECD-FCAC Conference on Financial Literacy, Toronto, ON, May 2011.
  24. Soman, Dilip and Frank Falcone (2011), “The Center of Excellence in CRM,” Bloggers Breakfast at the World Innovation Forum, New York, NY, May 2011.

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25. Soman, Dilip (2010), "Behavioral Economics and Welfare," National Retreat on Organ Donation, Trillium Gift of Life Foundation: Toronto, ON, October 2010
  26. Soman, Dilip (2009), "Using Psychology to Facilitate Savings," Capitalism without Poverty conference, University of Chicago: Booth School of Business, October 2009.
  27. Soman, Dilip (2007), "Helping People Help Themselves," Southern Ontario Behavioral Decision Making Meeting, London, ON, April 2007.
  28. Soman, Dilip (2007), "Coming Up with Research Ideas," AMA Sheth Doctoral Consortium, Phoenix, AZ, May 2007.
  
  29. Soman, Dilip (2005), "The Duration Heuristic," Southern Ontario Behavioral Decision Making Meeting, Waterloo, ON, April 2005.
  30. Soman, Dilip (2003), "The Effect of Payment Mechanisms on Spending," Association for Consumer Research Doctoral Symposium, Toronto, Canada, October 2003.
  31. Soman, Dilip (2003), "Managing the Research Enterprise," AMA Sheth Doctoral Consortium, Minneapolis, MN, June 2003.
  32. Soman, Dilip and Mengze Shi (2001); "Perceived Progress and Implications for Route Planning," INFORMS Marketing Science Conference, Wiesbaden, Germany. July 2001
  33. Yeung, Catherine and Dilip Soman (2001); "Attribute Level Context Effects and Preference Reversals," INFORMS Marketing Science Conference, Wiesbaden, Germany. July 2001
  34. Gourville, John and Dilip Soman (1997): "Does Variety Help or Hurt?: The Effects of Ordinal and Nominal Variety on Consumer Choice" BDT Camp, Boulder, CO. October 1997.
  35. Soman, Dilip, Sanjay K. Dhar and Claudia Gonzalez-Vallejo (1997): "Modeling the Effect of Vagueness in Retail Advertising", INFORMS Marketing Science Conference, Berkeley, CA. March 1997.
  36. Gourville, John and Dilip Soman (1997): "Volume Discounts, Bulk Purchasing and Increased Consumption", INFORMS Marketing Science Conference, Berkeley, CA. March 1997.
  37. Soman, Dilip, Sanjay K. Dhar and Claudia Gonzalez-Vallejo (1996): "The Effects of Tensile Discounts in Retail Price Advertisements", INFORMS Marketing Science Conference, Gainesville, FL. 1996.
  38. Soman, Dilip (1996): "Modeling Vagueness in Retail Price Advertisements," Front Range Marketing Consortium, Denver, CO, November 1996.

## **HONORS AND AWARDS**

1. Academic Fellow, Marketing Science Institute, Cambridge, MA, USA. 2020
2. Rotman Excellence in Teaching Award, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2017, 2018

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3. Corus Chair in Communications Strategy, 2004 – 2019
  4. Canada Research Chair in Behavioural Sciences and Economics, 2017 –
  5. Roger Martin Award for Research Impact, 2017.
  6. Roger Martin and Nancy Lang Award for Excellence in Research, Rotman School, 2004.
  7. *Society for Consumer Psychology*, Early Career Award, 2004.
  8. Cited as Outstanding Reviewer, *Journal of Consumer Research*, 2002-2003.
  9. Invited to participate in MSI Young Scholars Program, 2003
  10. Invited as faculty delegate to the AMA-Sheth Doctoral Consortium, 2003, 2006, 2007, 2008
  11. Invited as faculty presenter, ACR Doctoral Symposium, 2003, 2006.
  12. Top Management Author, *Emerald Management Review*, 2002.
  13. Franklin Prize for Teaching Excellence, November 2002, HKUST.
  14. Elected to Beta Gamma Sigma, 2002, HKUST Chapter
  15. Best Article in *Cornell Quarterly*, Finalist Award, 2002
  16. Elected to “Top Professors Circle”: Kellogg – HKUST Executive MBA, 2001-2002, 2002-2003
  17. Dean’s Recognition of Teaching Excellence, HKUST, 1999-2000, 2000-01, 2001-02, 2002-03.
  18. Charles Guiney Research Scholar, University of Colorado, 1998-99.
  19. Honorable Mention, Einhorn Young Investigator Award, Society for Judgment and Decision Making, 1998.
  20. Fellow, American Marketing Association Doctoral Consortium, 1995.
  21. Honorable Mention, Clayton Doctoral Dissertation Competition, Marketing Science Institute, 1995
  22. The University of Chicago Fellowship, 1992-1995.

## **TEACHING**

### **1. Courses Taught**

1. Consumer Behavior (CU Undergraduate) and Managerial Decision Making (Toronto MBA)
2. Marketing Analysis (CU Undergraduate)
3. Strategic Marketing (HKUST Undergraduate)
4. Field Project – King Soopers and P&G (CU MBA)
5. Marketing Strategy Field Course (HKUST MBA)
6. Marketing of Financial Products and Services (HKUST Undergraduate)
7. Marketing Analysis for Customer Value Management (HKUST EMBA)
8. Marketing Strategy and Analysis (TRIUM EMBA, taught at HKUST and London School of Economics)
9. Behavioral Decision Theory (CU, HKUST, Toronto MBA and Toronto Ph.D.)
10. Special Topics in Marketing Theory: Advances in Behavioural Economics (HKUST and Rotman Ph.D.)
11. Pricing Strategy (Toronto MBA)
12. Marketing Practicum (Toronto MBA)
13. Data Driven Marketing (Toronto MBA)

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14. Judgment and Decision Making / Foundations of Integrative Thinking (Toronto MBA)
  15. Managing Customer Value (Rotman MBA)
  16. Behavioural Economics (Rotman MBA and Commerce)
  17. Introduction to Management: Marketing (Rotman Commerce required course)
  18. Marketing Strategy (Rotman Commerce)

## 2. Massive Open Online Course

Behavioural Economics in Action

Offered on the EdX platform – Four editions offered since 2013 with cumulative enrolment of above 200,000

## 3. Ph.D. Students

1. Academic Advisor or Curriculum Paper Supervisor: Julien Cayla, Amar Cheema (CU Boulder); Maggie Liu, Hee-Kyung Ahn, Jaewoo Joo, Joonkyung Kim (Rotman), Catherine Yeung (HKUST).
2. Dissertation Committee Served on:

### Chair or Supervisor

- Xiuping Li (Toronto, supervisor), 2006
- Maggie Liu (Toronto, supervisor), 2010
- Hee Kyung Ahn (Toronto, co-supervisor), 2010
- Jaewoo Joo (Toronto, co-supervisor), 2011
- Joonkyung Kim (Toronto), 2018.

### Committee Member

- Amar Cheema (CU Boulder), 2003
- John Story (CU Boulder), 1998
- Weiyin Hong (HKUST), 2000
- Catherine Yeung (HKUST), 2003
- Liyuan Wei (Toronto), 2006
- Meng Zhang (Toronto), 2006
- Jiao Zhang (University of Chicago, external member), 2006
- Xin Ge (University of Alberta, external examiner), 2007
- Jeremy Yip (Toronto), 2010
- Rickard Enstrom (University of Alberta, external examiner), 2009
- Hae Joo Kim (Toronto), 2011
- Chen Wang (UBC, External examiner), 2014
- Yanping Tu (University of Chicago), 2015

## 4. Executive Education

1. Customer Focused Marketing
2. Developing a Customer Orientated Organization
3. The Marketing of Financial Products and Services
4. Marketing in Cyberspace

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5. Managerial Decision Making and Negotiations
  6. Pricing for Profit and Value Creation
  7. Strategic Marketing and the Marketing of Services
  8. Executive Education Programs and Lectures for: Citibank, HSBC, Indian Bank, Hewlett-Packard, IBM, Merck, ShandaTel, HKSAR Government, Hong Kong Education and Manpower Bureau, HSBC, Bank of China, New York Life Insurance, Eagle Star Insurance, Federal Express, Hewlett Packard, Hospital Authority (Hong Kong), Rogers Cable, CIBC Mortgages and Lending, Ontario Lottery and Gaming Corporation, GSK, International Railway Institute, Indian Bank, Indian Railways, LIC of India, Sanofi Aventis.

## **INDUSTRY EXPERIENCE**

- 1988 – 1990      Marketing Executive, Tata Engineering, India.  
1992              Account Executive, J. Walter Thompson, India.

## **SERVICE**

### **Service to Profession**

- Conference co-chair:      Association of Consumer Research (ACR), 2007.
- Conferences Organized:      Boulder BDT-Marketing Research Camp, October 1997.  
Southern Ontario Behavioral Decision Research Conference, May 2006, May 2011

Conference Program Committees Served On: Association for Consumer Research, 1999, 2000, 2002, 2003, 2004, 2005, 2008, 2009 (Asia Pacific), 2012, 2013

Panel Member, SSHRC Insight Development Grant Review Committee, 2015

External Funding Reviewer (2006- present)

- 1) Social Sciences and Humanities Research Council of Canada (SSHRC)
- 2) National Science Foundation
- 3) Research Grants Council / CERG, Hong Kong

Associate Editor:

- Journal of Economic Psychology* (2002 - 2005) [Area editor –Marketing]  
*Journal of Marketing Research* (2006 – 2009, 2012 - )  
*Journal of Marketing* (2018 - )

Guest Editor / Associate Editor: *Journal of Marketing Research, Marketing Science, Management Science*

Editorial Review Boards:

- Journal of Consumer Research* (till 2014)  
*Journal of Consumer Psychology*

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*Journal of Marketing Research*  
*Journal of Marketing*  
*Marketing Letters*

Reviewer for:

*Journal of Marketing Research*  
*Marketing Science*  
*Management Science*  
*Journal of Retailing*  
*Infant and Child Development*  
*International Journal of Research in Marketing*  
*Managerial and Decision Economics*  
*Journal of Applied Social Psychology*  
*Journal of Management Studies*  
*Organizational Behavior and Human Decision Processes*  
*Journal of Behavioral Decision Making*  
*Journal of Neuroscience, Psychology, and Economics*  
ACR, ACR (Asia), ACR (Europe), AMA Conferences (1995-2002)

Task Force Member – New Journal Proposal (2011-12) and Implementation (2012-13),  
Association for Consumer Research.

Special Sessions / Symposia Organized: ACR 1996, BDRM 1998, ACR 1999, BDRM 2000,  
Marketing Science / INFORMS 2001, ACR 2001, ACR 2002.

Track Organizer: Colorado Invitational Choice Symposium, June 2004, June 2007.

Competitive Paper Session Discussant, ACR 1997, 1999, 2002, 2006

Membership of Professional Associations: Association for Consumer Research, INFORMS,  
Society for Consumer Psychology, Society for Judgment and Decision Making, American  
Marketing Association.

### **Other Service to Community**

- 1) Advisor to BEAM – Behavioural Insights Team at the Government of Maharashtra, India (2017 – 2019)
- 2) Advisor to the SPARK project for Hospital for Sick Children, Haematology and Oncology Group, 2014 – present.
- 3) Advisor to The Omega Foundation, a Toronto-based agency that promotes financial wellbeing amongst lower income Canadians, 2013 – present.
- 4) Advisor to Prosper Canada and Deloitte consulting on the role of Behavioural Insights for financial wellbeing amongst lower income Canadians, 2013 – present.
- 5) Advisor to “PlayMoolah,” a Singapore based online company that promotes financial self-sufficiency amongst youth and children, 2011 – present.
- 6) Advisor to ParticipACTION, 2015 – present.
- 7) Research affiliate with ideas42 (<http://www.ideas42.org/>), an organization that used

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- behavioural insights to help organizations achieve outcomes, 2012 – present.
- 8) Member, New Paths to Purpose Research Network, University of Chicago Booth School, 2013 – present.
  - 9) Advisor to Social Enterprises: Attollo and Vicis [both winners of the U of T Hult Competition]