

JOYDEEP SRIVASTAVA

Ralph J. Tyser Professor of Marketing and Consumer Psychology
Robert H. Smith School of Business
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1. EDUCATION AND EMPLOYMENT

Education

- 1996 Ph. D. in Business Administration
University of Arizona, Tucson
Major: Marketing; Minor: Judgment and Decision Making
Dissertation: "Price and Margin Negotiations in Marketing Channels: The Influence of Strategic Information Transmission on Sequential Bargaining Outcomes."
- 1989 B.Sc. (Honors)
Presidency College, University of Calcutta, India
Major: Geosciences

Employment

- 2010-Present Ralph J. Tyser Professor of Marketing and Consumer Psychology
Robert H. Smith School of Business, University of Maryland, College Park
- 2009-2010 Professor
Robert H. Smith School of Business, University of Maryland, College Park
- 2004-2009 Associate Professor
Robert H. Smith School of Business, University of Maryland, College Park
- 2002-2004 Assistant Professor
Robert H. Smith School of Business, University of Maryland, College Park
- 1995-2002 Assistant Professor
Haas School of Business, University of California, Berkeley
- 1991-1995 Undergraduate Instructor
Eller School of Management, University of Arizona, Tucson

2. RESEARCH AND SCHOLARLY ACTIVITIES

Articles in Refereed Journals

Koukova, Nevena T., Joydeep Srivastava, and Martina Steul-Fischer (2012), "The Effect of Shipping Fee Structure on Consumers' Online Evaluations and Choice," forthcoming in *Journal of the Academy of Marketing Science*.

Srivastava, Joydeep and Dipankar Chakravarti (2011), "Price Presentation Effects in Purchases Involving Trade-Ins," *Journal of Marketing Research*, 48 (October).

Hamilton, Rebecca, Joydeep Srivastava, and Ajay Abraham (2010), "When Should You Nickel and Dime Your Customers?" *Sloan Management Review*, 52 (Fall), 59-67.

Oza, Shweta S., Joydeep Srivastava, and Nevena T. Koukova (2010), "How Suspicion Mitigates the Effect of Influence Tactics," *Organizational Behavior and Human Decision Processes*, 112 (May), 1-10.

Raghubir, Priya and Joydeep Srivastava (2009), "The Denomination Effect," *Journal of Consumer Research*, 36 (December), 701-713.

- Featured in *Smith Business* (Fall 2009)

- Featured in *New York Times*, *The Oregonian*, *Wall Street Journal*, *Time.com*, *Diamondback Online*, *MSN*, *Yahoo*, *NPR (Planet Money)*, *Fox News*, *LesAffaires.com*, *Eco89 (France)*, *NPR (All Things Considered)*, *Washington Business Journal*, *Invertia (Brazil)*, *O Dia Online (Brazil)*, *WalletPop*, *Revista Epoca (Brazil)*, *WCBD TV (South Carolina)*, *Lifehacker*, *Atlanta Business Chronicle*, *Baltimore Business Journal*, *Nashville Business Journal*, *South Florida Business Journal*, *Conde Nast Portfolio*, *Birmingham Business Journal*, *Wichita Business Journal*, *Milwaukee Business Journal*, *PR Newswire*, *SYS-CON Media*, *Earthtimes*, *KIVI-TV*, and many other International sites and blogs.

Srivastava, Joydeep, Francine Espinoza, and Alexander Fedorikhin (2009), "Coupling and Decoupling of Unfairness and Anger in Ultimatum Bargaining," *Journal of Behavioral Decision Making*, 22 (December), 475-489.

Srivastava, Joydeep and Dipankar Chakravarti (2009), "Channel Negotiations with Information Asymmetries: Contingent Influences of Communication and Trustworthiness Reputations," *Journal of Marketing Research*, 64 (August), 557-572.

Amaldoss, Wilfred, Teck-Hua Ho, Aradhna Krishna, Kay-Yut Chen, Preyas Desai, Ganesh Iyer, Sanjay Jain, Noah Lim, John Morgan, Ryan Oprea, and Joydeep Srivastava (2008), "Experiments on Strategic Choice and Markets," *Marketing Letters*, 19 (3/4), 417-429.

- Raghubir, Priya and Joydeep Srivastava (2008), "Monopoly Money: The Effect of Payment Coupling and Form on Spending Behavior," *Journal of Experimental Psychology: Applied*, 14 (3), 213-225.
 - Featured in Smith Business (Spring 2009) and Stern Business (Spring/Summer 2009)
 - Featured in Financial Times, Daily Mail, Telegraph (UK), U.S. News and World Report, Telegraph (India), Economic Times (India), Science Daily, WTOP News, Yahoo, MSN, United Press International, Canadian Broadcasting Corporation, e! Science News, EurekAlert, Sify.com, Newstrack India, newKerela.com, physorg.com, creditcards.com, and many more U.S. and International sites.
- Hamilton, Rebecca and Joydeep Srivastava (2008), "When 2+2 is Not the Same as 1+3: Variations in Price Sensitivity Across Components of Partitioned Prices," *Journal of Marketing Research*, 45 (4), 450-461.
- Srivastava, Joydeep and Shweta S. Oza (2006), "Effect of Response Time on Perceptions of Bargaining Outcomes," *Journal of Consumer Research*, 33 (2), 266-272.
 - Featured in www.nerve.in, June 22, 2006 and www.psychcentral.com, June 2006.
- Valenzuela, Ana, Joydeep Srivastava, and Seonsu Lee (2005), "The Role of Cultural Orientation in Bargaining under Incomplete Information: Differences in Causal Attributions," *Organizational Behavior and Human Decision Processes*, 96 (1), 72-88.
 - Featured in Research@Smith, Winter 2007.
- Lurie, Nicholas H. and Joydeep Srivastava (2005), "Price-Matching Guarantees and Consumer Evaluations of Price Information," *Journal of Consumer Psychology*, 15 (2), 149-158.
- Srivastava, Joydeep and Nicholas Lurie (2004), "Price-Matching Guarantees as Signals of Low Store Prices: Survey and Experimental Evidence," *Journal of Retailing*, 80 (2), 117-128.
- Raghubir, Priya and Joydeep Srivastava (2002), "Effect of Face Value on Product Valuation in Foreign Currencies," *Journal of Consumer Research*, 29 (3), 335-347.
- Chakravarti, Dipankar, E. Greenleaf, A. Sinha, A. Cheema, J. C. Cox, D. Friedman, T. H. Ho, R. M. Isaac, A. M. Mitchell, A. Rapoport, M. H. Rothkopf, J. Srivastava, and R. Zwick (2002), "Auctions: Research Opportunities in Marketing," *Marketing Letters*, 13 (3), 281-296.
- Srivastava, Joydeep and Priya Raghubir (2002), "Debiasing Using Decomposition: The Case of Memory-Based Credit Card Expense Estimates," *Journal of Consumer Psychology*, 12 (3), 253-264.
- Chakravarti, Dipankar, Rajan Krish, Pallab Paul, and Joydeep Srivastava (2002), "Partitioned Presentation of Multi-Component Bundle Prices: Evaluation, Choice, and Underlying Processing Effects," *Journal of Consumer Psychology*, 12 (3), 215-229.

Srivastava, Joydeep and Nicholas Lurie (2001), "A Consumer Perspective on Price-Matching Refund Policies: Effect on Price Perceptions and Search Behavior," *Journal of Consumer Research*, 28 (2), 296-307.

Srivastava, Joydeep (2001), "The Role of Inferences in Sequential Bargaining with Incomplete Information: Some Experimental Evidence," *Organizational Behavior and Human Decision Processes*, 85 (1), 166-187.

Mazumdar, Sumon and Joydeep Srivastava (2001), "The 'Cost' of Offering Price-Matching Refund Policies: A Contingent-Claims Perspective," *Research in Finance*, 18, 131-151, Elsevier Science.

Purohit, Devavrat and Joydeep Srivastava (2001), "Effect of Manufacturer Reputation, Retailer Reputation, and Product Warranty on Consumer Judgments of Product Quality: A Cue Diagnosticity Framework," *Journal of Consumer Psychology*, 10 (3), 123-134.

Jain, Sanjay and Joydeep Srivastava (2000), "An Experimental and Theoretical Analysis of Price-Matching Refund Policies," *Journal of Marketing Research*, 37 (3), 351-362.

Srivastava, Joydeep, Dipankar Chakravarti, and Amnon Rapoport (2000), "Price and Margin Negotiations in Marketing Channels: An Experimental Study of Sequential Bargaining Under One-sided Uncertainty and Opportunity Cost of Delay," *Marketing Science*, 19 (2), 163-184.

Srivastava, Joydeep and Anusree Mitra (1998), "Warranty as a Signal of Quality: The Moderating Effect of Consumer Knowledge on Quality Evaluations," *Marketing Letters*, 9 (4), 327-336.

Connolly, Terry and Joydeep Srivastava (1995), "Cues and Components in Multiattribute Evaluation," *Organizational Behavior and Human Decision Processes*, 64 (2), 219-228.

Srivastava, Joydeep, Terry Connolly, and Lee Roy Beach (1995), "Do Ranks Suffice? A Comparison of Alternative Weighting Approaches in Value Elicitation," *Organizational Behavior and Human Decision Processes*, 63 (1), 112-116.

Working Papers and Articles under Review in Refereed Journals

Abraham, Ajay, Rebecca Hamilton, and Joydeep Srivastava, "When Dividing Prices Multiplies Customer Expectations."

Espinoza, Francine and Joydeep Srivastava, "The Effect of Seller and Buyer Mindsets on Price Decisions."

Oza, Shweta and Joydeep Srivastava, "Generic Advertising Campaigns: A Goals-Based Perspective on the Effect of Market Trends and Solicitation Appeals on Voluntary Contributions."

Palmeira, Mauricio and Joydeep Srivastava, "Cheap is Cheap, but Free is Expensive: Consumer Reactions to Conditional Price Promotions."

Valenzuela, Ana and Joydeep Srivastava, "Role of Social Identity and Information in Bargaining: Effects on Fairness Perceptions, Attributions, and Behavior."

Refereed Conference Proceedings and Abstracts

Shweta Oza and Joydeep Srivastava (2008), "Effect of Delay on Perceptions of Bargaining Outcomes: Moderating Role of Persuasion Knowledge," Extended Abstract in *Advances in Consumer Research*, Vol. 35, Angela Lee and Dilip Soman (Eds.), 799-800.

Oza, Shweta and Joydeep Srivastava (2007), "Does Silence Matter? Effect of Time Taken to Respond on Bargaining Outcomes and Evaluations," Extended abstract in *Advances in Consumer Research*, Vol. 34, Gavan Fitzsimons and Vicki Morwitz (Eds.), 573-574.

Espinoza, Francine, Alexander Fedorikhin, and Joydeep Srivastava (2006), "Anger in Ultimatum Bargaining: Emotional Outcomes Lead to Irrational Decisions," Extended abstract in *Advances in Consumer Research*, Vol. 33, Cornelia Pechmann and Linda L. Price (Eds.), 264-265.

Oza, Shweta and Joydeep Srivastava (2006), "Effect of Response Time on Perceptions of Bargaining Outcomes," Extended abstract in *Advances in Consumer Research*, Vol. 33, Cornelia Pechmann and Linda L. Price (Eds.), 514-515.

Oza, Shweta and Joydeep Srivastava (2005), "Dragging One's Feet in Bargaining: Effect of Response Time on Perceptions of Bargaining Outcomes," Extended abstract in *Advances in Consumer Research*, Vol. 32, Geeta Menon and Akshay Rao (Eds.), 255-256.

Valenzuela, Ana, Joydeep Srivastava, and Seonsu Lee (2005), "The Role of Cultural Orientation in Bargaining with Incomplete Information: Differences in Causal Attributions," Extended abstract in *Asia Pacific Advances in Consumer Research*, Vol. 6, 220-221.

Valenzuela, Ana, Joydeep Srivastava, and Seonsu Lee (2004), "Cultural Determinants of Behavior in Negotiations with Incomplete Information," Extended abstract in *Advances in Consumer Research*, Vol. 31, Barbara E. Kahn and Mary Frances Luce (Eds.), 493-494.

Srivastava, Joydeep and Ana Valenzuela (2003), "Fairness Considerations in Business Interactions," Session summary, in *Advances in Consumer Research*, Vol. 30, Punam Anand Keller and Dennis W. Rook (Eds.), 188-191.

Purohit, Devavrat and Joydeep Srivastava (2002), "Effect of Manufacturer Reputation, Retailer Reputation and Product Warranty on Consumer Judgments of Product Quality: A Cue Diagnosticity Framework," Extended abstract in *Advances in Consumer Research*, Vol. 29, Susan M. Broniarczyk and Kent Nakamoto (Eds.), 329-330.

Raghubir, Priya and Joydeep Srivastava (2000), "Money, Money, Money! Not the Same by Another Name," Extended abstract in *Advances in Consumer Research*, Vol. 28, Mary Gilly and Joan Meyers-Levy (Eds.), 14.

Srivastava, Joydeep and Nicholas Lurie (1998), "Price-matching Refunds as Signals of Low Prices? Effects on Store Choice and Price Search Behavior," in Winter Conference Proceedings - Society for Consumer Psychology, Austin, TX, Margaret Campbell and Karen Machleit (Eds.), 103-105.

Srivastava, Joydeep (1997), "New Directions in Price Signaling Theory and Research," Session summary, in *Advances in Consumer Research*, Vol. 24, Deborah J. McInnis and Merrie Brucks (Eds.), 149-150.

Krish, Rajan, Pallab Paul, and Joydeep Srivastava (1994), "Behavioral Perspectives on Bundling Research," Session summary, in *Advances in Consumer Research*, Vol. 21, Chris T. Allen and Deborah Roedder John (Eds.), 255.

Other Professional Publications

Hamilton, Rebecca W. and Joydeep Srivastava (2010), "Slicing and Dicing Your Pricing," in Idea Watch, *Harvard Business Review*, Jan-Feb, 26.

Hamilton, Rebecca W. and Joydeep Srivastava (2009), "When 2+2 is Not the Same as 1+3: Understanding Customer Reactions to Partitioned Prices," *GfK Marketing Intelligence Review*, 2, 24-31.
- Adaptation of 2008 *Journal of Marketing Research* article for a managerial audience.

Srivastava, Joydeep (1999), "Price-Matching Refund Policies as Signals of Store Price Image," Marketing Science Institute Working Paper, 99-128, Cambridge, MA.

Conference Presentations

Palmeira, Mauricio and Joydeep Srivastava, "Deep Discount or Free? The Effect of Price Promotion on Willingness to Pay," Association for Consumer Research Conference, Oct 2010, Jacksonville, FL.

Koukova, Nevena T., Joydeep Srivastava, and Martina Steul, "The Effect of Flat Shipping Fee and Free Shipping Threshold on Consumer Evaluations," European Association for Consumer Research Conference, Jun 2010, Surrey, UK.

- Koukova, Nevena T., Joydeep Srivastava, and Martina Steul, "The Effect of Shipping Fee Structure on Consumer Evaluations of Online Offers."
- Association for Consumer Research Conference, Oct 2010, Jacksonville, FL.
- Association for Consumer Research Conference, Oct 2009, Pittsburgh, PA.
- INFORMS Marketing Science Conference, Jun 2010, Cologne, Germany.
- Retail Pricing Conference, Aug 2010, Boston, MA.
- Espinoza, Francine and Joydeep Srivastava, "Revisiting the Disparity between Willingness to Pay and Willingness to Accept: A Motivated Valuation Perspective," Behavioral Pricing Conference, Nov 2009, Orlando, FL.
- Espinoza, Francine and Joydeep Srivastava, "Motivated Valuation: A Motivational Perspective on the Disparity between Buying and Selling Prices," Association for Consumer Research Conference, Oct 2009, Pittsburgh, PA.
- Oza, Shweta and Joydeep Srivastava, "Generic Advertising Campaigns: A Goals Based Perspective on the Effect of Market Trends and Solicitation Messages on Voluntary Contributions," Association for Consumer Research Conference, Oct 2009, Pittsburgh, PA.
- Espinoza, Francine and Joydeep Srivastava, "A Motivated Valuation Explanation for the Disparity between Willingness to Accept and Willingness to Pay," University of Illinois Pricing Conference, Jun 2009, Champaign, IL.
- Valenzuela, Ana and Joydeep Srivastava, "The Role of Social Identity and Information in Expectation Formation and Bargaining Facilitation," Asia-Pacific Association for Consumer Research Conference, Jan 2009, Hyderabad, India.
- Oza, Shweta and Joydeep Srivastava, "Generic Advertising Campaigns: A Goals-Based Perspective on the Effect of Market Trends and Solicitation Messages on Voluntary Contributions," Asia-Pacific Association for Consumer Research Conference, Jan 2009, Hyderabad, India.
- Koukova, Nevena and Joydeep Srivastava, "When Numbers Are Frightening: Effects of Message Framing on Judgments of Risk and Behavioral Intentions," Asia-Pacific Association for Consumer Research Conference, Jan 2009, Hyderabad, India.
- Srivastava, Joydeep and Dipankar Chakravarti, "The Psychology of Trade-Ins in Point-of-Purchase Decisions when Playing the Dual Role of a Buyer and a Seller," Association for Consumer Research Conference, Oct 2007, Memphis, TN.
- Oza, Shweta and Joydeep Srivastava, "Effect of Delay on Perceptions of Bargaining Outcomes: Moderating Role of Persuasion Knowledge," Association for Consumer Research Conference, Oct 2007, Memphis, TN.

- Srivastava, Joydeep, Francine Espinoza, and Alexander Fedorikhin, "Fairness and Anger: Coupling and Decoupling of Emotions in Ultimatum Offers," Marketing Science Conference, Jun 2007, Singapore.
- Koukova, Nevena and Joydeep Srivastava, "When Numbers Are Talking: Effects of Message Framing on Judgments of Risk and Behavioral Intentions," Marketing Science Conference, Jun 2007, Singapore.
- Oza, Shweta and Joydeep Srivastava, "Generic Advertising Campaigns: A Goals-Based Perspective on the Effect of Market Trends and Solicitation Appeals on Voluntary Contributions," 7th Invitational Choice Symposium, Jun 2007, Wharton School, Philadelphia, PA.
- Hamilton, Rebecca and Joydeep Srivastava, "When 2+2 is Not the Same as 1+3: Variations in Price Sensitivity Across Components of Partitioned Prices," University of Illinois Pricing Camp, May 2007, Champaign, IL.
- Oza, Shweta and Joydeep Srivastava, "The Sound of Silence: Effect of Time Taken to Respond on Bargaining Evaluations," Association for Consumer Research Conference, Sep 2006, Orlando, FL.
- Srivastava, Joydeep and Dipankar Chakravarti, "Bundling Transactions: Effect of Price Presentation on Consumer Evaluations and Choice," Marketing Science Conference, Jun 2006, Pittsburgh, PA.
- Srivastava, Joydeep, "Price Presentation Effects," Marketing Science Institute Young Scholar's Reunion, May 2006, Santa Fe, NM.
- Hamilton, Rebecca and Joydeep Srivastava, "Consumer Reactions to Partitioned Prices: Variations in Price Sensitivity Across Components," Association for Consumer Research Conference, Oct 2005, San Antonio, TX.
- Oza, Shweta and Joydeep Srivastava, "Dragging Your Feet: Effect of Response Time on Perceptions of Bargaining Outcomes," Association for Consumer Research Conference, Oct 2005, San Antonio, TX.
- Raghubir, Priya and Joydeep Srivastava, "The Denomination Effect," European Association for Consumer Research Conference," Jun 2005, Goteborg, Sweden.
- Srivastava, Joydeep and Dipankar Chakravarti, "Transaction Bundling: Effect of Price Presentation on Consumer Perceptions,"
- Research Camp on Pricing, University of Illinois, May 2005, Champaign, IL.
 - Association for Consumer Research Conference, Oct 2005, San Antonio, TX.

- Valenzuela, Ana, Joydeep Srivastava, and Seonsu Lee, "The Role of Cultural Orientation in Bargaining with Incomplete Information: Differences in Causal Attributions," Asia Pacific Advances in Consumer Research, 2004, Seoul, South Korea.
- Valenzuela, Ana, Joydeep Srivastava, and Seonsu Lee, "The Good, The Bad, and The Cheap: The Impact of Cultural Orientation on Inferred Motives Behind Bargaining Offers," Association for Consumer Research Conference, Oct 2004, Portland, OR.
- Valenzuela, Ana, Seonsu Lee, and Joydeep Srivastava, "Individual versus Group Dispositions in Negotiations under Incomplete Information: A Cross Cultural Investigation," Association for Consumer Research Conference, Oct 2003, Toronto, Canada.
- Chakravarti, Dipankar and Joydeep Srivastava, "Partitioned Prices of Hedonic and Utilitarian Product Components: Effects on Processing and Evaluations,"
- Marketing Science Conference, Jun 2003, College Park, MD.
 - Research camp on pricing at University of Illinois, Jun 2003, Champaign, IL.
 - Fordham University Conference on Pricing, Nov 2003, New York.
- Greenleaf, Eric and Joydeep Srivastava, "Bidders' Satisfaction and Valuation for Different Auction Formats: The Impact of Attribution, Regret, and Perceived Risk," Association for Consumer Research Conference, Oct 2002, Atlanta, GA.
- Srivastava, Joydeep and Ana Valenzuela, "Causal Attributions and Perceived Fairness in Business Negotiations," Association for Consumer Research Conference, Oct 2002, Atlanta, GA.
- Srivastava, Joydeep and Ana Valenzuela, "Perceiving Negotiation Counterparts: Inferring Fairness in Bargaining with Asymmetric Information," Marketing Science Conference, Jun 2002, Edmonton, Canada.
- Srivastava, Joydeep and Dipankar Chakravarti, "Communication and Trust in Bargaining with Incomplete Information," Behavioral Decision Research in Management Conference, May 2002, Chicago, IL.
- Raghubir, Priya and Joydeep Srivastava, "Effect of Face Value on Product Valuation in Foreign Currencies,"
- Behavioral Decision Research in Management Conference, May 2002, Chicago.
 - Association for Consumer Research Conference, Oct 2002, Atlanta, GA.
- Chakravarti, Dipankar and Joydeep Srivastava, "Partitioning Prices of Hedonic and Utilitarian Components of Products: Salience Effects on Information Processing, Evaluations and Choice," Association for Consumer Research Asia-Pacific Conference, May 2002, Beijing, China.

- Purohit, Devavrat and Joydeep Srivastava, "Effect of Manufacturer Reputation, Retailer Reputation, and Product Warranty on Consumer Judgments of Product Quality: A Cue Diagnosticity Framework," Association for Consumer Research Conference, Oct 2001, Austin, TX.
- Srivastava, Joydeep, "An Empirical and Experimental Investigation of Price-Matching Refund Policies," Young Scholars, Marketing Science Institute, Jan 2001, Park City, UT.
- Raghubir, Priya and Joydeep Srivastava, "Money, Money, Money! Not the Same by Another Name...Shape...or Form!" Association for Consumer Research Conference, Oct 2000, Salt Lake City, UT.
- Lurie, Nicholas and Joydeep Srivastava, "Price-Matching Refunds and Consumer Price Perceptions: Effect on Store Price Image and Processing of Price Information," Association for Consumer Research Conference, Oct 2000, Salt Lake City, UT.
- Purohit, Devavrat and Joydeep Srivastava, "Consumer Perceptions of Warranties: A Cue Diagnosticity Framework," Marketing Science Conference, Jun 2000, Los Angeles, CA.
- Lurie, Nicholas and Joydeep Srivastava, "A Categorization Approach to Price-Matching Refund Policies," Society for Consumer Psychology Conference, Feb 2000, San Antonio, TX.
- Srivastava, Joydeep, Dipankar Chakravarti, and Amnon Rapoport, "Price Negotiations in Marketing: Testing a Sequential Bargaining Model under One-Sided Uncertainty and Opportunity Cost of Delay,"
 -Marketing Science Conference, Jun 2000, Los Angeles, CA
 -Association for Consumer Research Conference, Oct 1999, Columbus, Ohio.
- Srivastava, Joydeep and Dipankar Chakravarti, "Influence of Trust and Communication on Sequential Bargaining Processes and Outcomes," Association for Consumer Research Conference, Oct 1999, Columbus, Ohio.
- Srivastava, Joydeep and Nicholas Lurie, "Price-matching Refunds as Signals of Low Prices: Effects on Store Choice and Price Search Behavior,"
 -Marketing Science Conference, Jul 1998, Fontainebleau, France.
 -Society for Consumer Psychology Conference, Feb 1998, Austin, TX.
- Srivastava, Joydeep, Dipankar Chakravarti, and Amnon Rapoport, "Price and Margin Negotiations in Marketing Channels: An Experimental Study of Sequential Bargaining under One-sided Uncertainty and Opportunity Cost of Delay," presented at the Behavioral Decision Theory Camp, University of Colorado, Boulder, Oct 1997.
- Jain, Sanjay and Joydeep Srivastava, "Price-matching Refunds as Signals of Low Prices: A Theoretical and Empirical Analysis,"
 - Marketing Science Conference, Mar 1997, Berkeley, CA.
 - Association for Consumer Research Conference, Oct 1996, Tucson, AZ.

- Babbes, George, Nick Lurie, and Joydeep Srivastava, "Metaphor and Cognition: Systematic Effects on Consumer Evaluations and Mental Representations," Association for Consumer Research Conference, Oct 1996, Tucson, AZ.
- Srivastava, Joydeep and Dipankar Chakravarti, "Price and Margin Negotiations in Marketing Channels: An Experimental Study of Trust and Strategic Information Transmission in Sequential Bargaining," presented at the Berkeley/Davis/Santa Clara/Stanford Marketing Colloquium, Apr 1996.
- Srivastava, Joydeep, Dipankar Chakravarti, and Ambar Rao, "A Sequential Approach to Price and Margin Negotiations in Marketing Channels: An Experimental Study of One-sided Uncertainty and Strategic Information Transmission," Marketing Science Conference, Mar 1996, Gainesville, FL.
- Srivastava, Joydeep, Gillian Naylor, and Lee Roy Beach, "Image Theory and the First Phase: How are Consideration Sets Formed When Information is Missing?" Association for Consumer Research Conference, Oct 1995, Minneapolis, MN.
- Srivastava, Joydeep, Dipankar Chakravarti, Ambar Rao, Praveen Kopalle, and Amnon Rapoport, "Price and Margin Negotiations in Marketing Channels: Influence of Uncertainty and Negotiators' Time Preferences on Sequential Bargaining Outcomes," Marketing Science Conference, Jul 1995, Sydney, Australia.
- Connolly, Terry and Joydeep Srivastava, "Cues and Components in Multiattribute Consumer Evaluation." Behavioral Decision Research in Management Conference, May 1994, Boston, MA.
- Chakravarti, Dipankar, Rajan Krish, Pallab Paul, and Joydeep Srivastava, "Bundling Transactions: Effects on Fairness Perceptions, Judged Desirability, and Choice."
 - Marketing Science Conference on Pricing, Apr 1995, Boston, MA.
 - Association for Consumer Research, Oct 1994, Boston, MA.
 - Marketing Science Conference, Mar 1994, Tucson, AZ.
- Chakravarti, Dipankar, Rajan Krish, Pallab Paul, and Joydeep Srivastava, "Developing Augmented Product Bundles: Effects on Perceived Value and Choice."
 - Joint National Meeting of the TIMS/ORSA, Nov 1993, Phoenix, AZ.
 - Association for Consumer Research, Oct 1993, Nashville, TN.
- Chakravarti, Dipankar, Pallab Paul, Rajan Krish, and Joydeep Srivastava, "Consumer Involvement and Knowledge as the Determining Factors in Product Bundling and Pricing: Possible Managerial Implications," Marketing Science Conference, Jul 1992, London, England.

Invited Presentations

September 2011, Monash University, Melbourne, Australia
December 2009, Hong Kong University of Science and Technology
November 2009, Texas A & M University
August 2009, Monash University, Melbourne, Australia
April 2008, Georgetown University Marketing Camp
April 2008, Baruch College (City University of New York)
April 2008, University of Illinois, Urbana-Champaign
November 2007, Rice University
October 2007, Syracuse University
October 2007, University of Houston
April 2006, Drexel University
May 2005, INSEAD Marketing Camp
February 2002, University of Maryland, College Park
September 2001, Stanford University
April 2001, New York University
April 2001, Columbia University
February 2001, University of Toronto
February 2001, University of Western Ontario
October 2000, Santa Clara University
May 2000, Washington University at St. Louis
April 2000, University of North Carolina-Duke University Joint Seminar Series
March 1998, University of California, Los Angeles
November 1994, Hong Kong University of Science and Technology
November 1994, New York University
October 1994, University of California, Berkeley

Research Grants

2007, \$3500, Committee on Research, Smith School of Business, University of Maryland.
1997-98, \$9500, Marketing Science Institute.
1995-2001, \$30000, Committee on Research, University of California, Berkeley.
1995-2001, \$6000, Assistant Professor Research Grant, University of California, Berkeley.

Honors and Awards

2007 Seventh Invitational Choice Symposium, Wharton School, Philadelphia.
2006 Marketing Science Institute Young Scholars Program Reunion.
2004 Graduate Research Board Summer Research Award, University of Maryland.
2001 Fifth Invitational Choice Symposium, Asilomar, California.
2001 Invitee, Young Scholars Program sponsored by the Marketing Science Institute.
(Invitation extended to 25 scholars identified as the future leaders in marketing academics.)
1996 Faculty Representative, AMA Doctoral Consortium, University of Colorado.

1995	University of Arizona Doctoral Dissertation Grant.
1994	AMA Doctoral Consortium Fellow, Santa Clara, CA.
1991-95	Graduate Tuition Scholarship.
1992	Graduate Registration Scholarship.
1990	Dr. J. Coggin Brown Memorial Award for the Graduate with the Highest Honors.
1990	University Grants Commission Award for Excellence in Undergraduate Studies.
1988	Chandranath Memorial Award for the Highest Score in Geology in B.Sc. (Part I).
1987	Saha Memorial Award for the Highest Score in Geology.

Editorial Board

Journal of Marketing (2006-2008)

Journal of Marketing Research (2010-)

Reviewing Activity

American Marketing Association Summer Educators' Conference

Association for Consumer Research Conference

European Marketing Association Conference

Israel Science Foundation

Social Sciences and Humanities Research Council of Canada

California Management Review

International Journal of Research in Marketing

Journal of Academy of Marketing Science

Journal of Consumer Research

Journal of Consumer Psychology

Journal of Economic Psychology

Journal of Experimental Psychology - Applied

Journal of Interactive Marketing

Journal of Marketing

Journal of Marketing Research

Journal of Public Policy and Marketing

Journal of Retailing

Management Science

Marketing Letters

Marketing Science

Organizational Behavior and Human Decision Processes

Professional Affiliations

American Marketing Association (AMA)

Association for Consumer Research (ACR)

Institute for Operations Research and Management Science (INFORMS)

Society for Consumer Psychology (SCP)

3. TEACHING AND ADVISING

Courses Taught

2002-present University of Maryland, College Park

Marketing Management (MBA core)
Marketing Research Methods (MBA/Executive MBA)
Marketing Strategy (Executive MBA)
Strategic Brand Management (MBA)
Seminar in Behavioral Research in Marketing (Ph. D. seminar)

1995-2002 University of California, Berkeley

Introduction to Marketing Management (Undergraduate core)
Introduction to Marketing Research (Undergraduate elective)
Marketing Research (MBA elective)
Seminar on Consumer Behavior (Ph. D. seminar)

1991-95 University of Arizona, Tucson

Management of Sales Operations (Undergraduate elective)
Marketing Research (Undergraduate elective)
Marketing Management (Undergraduate elective)
Consumer Analysis (Undergraduate elective)

Teaching Awards and Honors

2010 Top 15% Faculty in Teaching
2007 Top 15% Faculty in Teaching
2004 Nominated for the Krowe Award for Excellence in Teaching
2003 Top 15% Faculty in Teaching.
2000 Nominated for the Cheit Award for Excellence in Undergraduate Teaching.
1994 Winner of the American Marketing Association Faculty of the Semester.
1994 Nominated for University of Arizona Foundation Award for Teaching Excellence.
1993 Winner of the University of Arizona Foundation Award for Teaching Excellence.

Advising Activity

- 2009 Francine Espinoza (Co-chair, Ph.D. dissertation committee)
First placement: Assistant Professor, European School of Management and Technology, Berlin
- 2009 Catherine Anderson (Member, Ph.D. dissertation committee in DOIT)
- 2007 Shweta Oza (Chair, Ph.D. dissertation committee)
First placement: Assistant Professor, University of Miami
- 2006 Jarrod Hyman (Member, Ph.D. dissertation committee in Psychology)
- 2005 Debora Viana Thompson (Member, Ph.D. dissertation committee)
First placement: Assistant Professor, Georgetown University
- 2004 Nevena Koukova (Member, Ph.D. dissertation committee)
First placement: Assistant Professor, Lehigh University
- 1999 Nicholas Lurie (Member of Ph.D. oral committee and dissertation committee)
First placement: Assistant Professor, University of North Carolina
- 1999 Heather Honea (Member of Ph.D. oral committee)
First placement: Assistant Professor, San Diego State University
- 1998 Satoshi Akutsu (Member of Ph.D. oral committee member and dissertation committee)
First placement: Associate Professor, Hitotsibashi University, Japan

4. ADMINISTRATIVE SERVICE

Professional Service

- 2011 Associate Editor, Association for Consumer Research Conference
- 2010 Program committee member for Association for Consumer Research Conference
- 2006 Program committee member for Association for Consumer Research Conference
- 2004 Program committee member for Association for Consumer Research Conference
- 2004 Co-chair of the annual Society for Consumer Psychology Conference, San Francisco

University Service

Robert H. Smith School of Business, University of Maryland

- 2010-Current Chair, MDDI, R. H. Smith School of Business
- 2010-11 Member, Recruiting Committee, DOIT, R. H. Smith School of Business
- 2010 Chair, MBA Task Force, Marketing Department
- 2009-10 Member, Candidate Review Committee (2)
- 2009-10 Member, Faculty and Academic Integrity Committee, R. H. Smith School of Business
- 2009-10 Member, Staff Excellence Committee, R. H. Smith School of Business
- 2009-10 Chair, Recruiting Committee, Marketing Department
- 2006-2007 Member, Ph.D. Admissions Committee, Marketing Department
- 2007 Member, Recruiting Committee, Management and Organization Department
- 2006 Coordinator, Marketing Ph.D. Program
- 2006 Chair, MBA Curriculum & Format Committee, R. H. Smith School of Business
- 2005-2006 Chair, Recruiting Committee, Marketing Department
- 2005 Member, Strategic MBA Review Committee, R. H. Smith School of Business
- 2005 (Fall) Faculty Representative, College Park Scholar's Program
- 2005 (Fall) Associate Department Chair of Marketing
- 2004 Member, Teaching Professor Recruiting Committee, Marketing Department
- 2003-2004 Member, Human Subjects Committee, R. H. Smith School of Business
- 2002-2005 Member, Recruiting Committee, Marketing Department

Walter Haas School of Business, University of California, Berkeley

- 1995-2000 Member, Recruiting Committee for Marketing

1997-99 Member, Undergraduate Program Committee