**SUMMARY**

* Tenured-track research-oriented Professor of Marketing in the Lally School of Management at The Rensselaer Polytechnic Institute (RPI)

**EXPERTISE**

* Area Expertise: Behavioral economics, Marketing & Consumer Behavior, Judgment & Decision Making
* Methodological Expertise: Experimental Designs; Eye Tracking; Facial Expression Analysis; Response Latency Studies
* Teaching Expertise & Responsibilities: Consumer Behavior, New Product Development, Marketing Research, Behavioral Economics in Business
* Analysis and Relevant Software Expertise: SPSS, E-Prime, Qualtrics, Turk-Prime

**EDUCATION**

PhD in Marketing 2012 – 2017

Tippie College of Business, University of Iowa, USA

MBA 2009 – 2011

Management Development Institute (MDI), Gurgaon, India

Bachelor of Engineering in Electronics and Communication 2005 – 2009

Manipal University, Karnataka, India

**PAPERS PUBLISHED**

1. Jain, G., Gaeth, G. J., Nayakankuppam, D., & Levin, I. P. (2020). Revisiting attribute framing: The impact of number roundedness on framing. *Organizational Behavior and Human Decision Processes*, *161*, 109-119.
2. Jain, G., Shrivastava, S., Nayakankuppam, D., Gaeth, G. J. (2020) “(The lack of) fluency and perceptions of decision making”. *Journal of Marketing Communications.*
3. Shrivastava, S., Jain, G., Nayakankuppam, D., Gaeth, G. J., Levin, I. P. (2017). Numerosity and Allocation Behavior: Insights Using the Dictator Game. *Judgment and Decision Making 12*(6), 527. \*Lead Article
4. Gaeth, G. J., Levin, I. P., Jain, G., & Burke, E. V. (2016). Toward understanding everyday decision making by adults across the autism spectrum. *Judgment and Decision Making, 11*(6), 537. \*Lead Article
5. Jain, G., Nayakankuppam, D., Gaeth, G. J., “Perceptual Anchoring and Adjustment”. *Forthcoming at ‘Journal of Behavioral Decision Making’*

**PAPERS IN REVIEW PROCESS (Papers Available)**

1. Sunaina Shrivastava, Gaurav Jain, JaeHwan Kwon, Dhananjay Nayakankuppam. “Data... the ‘Hard’ & ‘Soft’ of it: Impact of Embodied Metaphors on Attitude Strength”. *Under Review (2nd Round) at* ‘*Journal of Consumer Marketing’*
2. Sunaina Shrivastava, Gaurav Jain, Dhananjay Nayakankuppam, Gary J Gaeth, “Can’t Switch Off: The Impact of an Attentional Bias on Attitudes”. *Under Review at ‘Journal of Experimental Psychology – General’*
3. Gaurav Jain, Dhananjay Nayakankuppam, Gary J Gaeth. “Presence of Numerical Landmarks and Their Effects on Judgments”. *Under Review at ‘Organizational Behavior and Human Decision Processes’*

**WORKING PAPERS**

1. Gaurav Jain, Sunaina Shrivastava, Dhananjay Nayakankuppam, Gary J Gaeth, Aparna Labroo. “(Prospected) Effort Justification and Enhanced Attitudes”. Target: *Journal of Consumer Psychology*.
2. Gaurav Jain, Sunaina Shrivastava, Zeynep Tolunz. “Impact of Sorted Vs Unsorted Pictograms on Consumer Decisions”. Target: *Journal of Consumer Research.*
3. Gaurav Jain, John P Murry. “When Should Survey Questions (Not) Be Reversed?” Target: *Journal of Marketing Research.*
4. Gaurav Jain, Sunaina Shrivastava, Dhananjay Nayakankuppam, Gary J Gaeth, “When Parts Form the Whole: Conservation of memory resources is hedonically marked”. *Target: Journal of Marketing.*

**CONFERENCE PRESENTATIONS**

1. “The Numerical Landmarks and Decision Biases”, Society for Judgment and Decision Making, Montreal, Canada, 2019
2. “Attentional Bias and Judgments”, Society for Judgment and Decision Making, Montreal, Canada, 2019
3. “Data... the 'Hard' & 'Soft' of it: Impact of Embodied Metaphors on Attitude Strength” Association in Consumer Research, ACR, Dallas, TX, 2018
4. “Speciﬁcity of Numbers in Attribute Framing”, Society for Consumer Psychology Conference, Dallas, TX, 2018
5. “Perceptual Anchoring - Of Sounds, Sandpapers and Grey Scales”, Society for Judgment and Decision Making, New Orleans, LA, 2018
6. “The Good Decision Fallacy Due to Disfluency”, Society for Judgment and Decision Making, New Orleans, LA, 2018
7. “Influence of an Attentional Bias on Judgments”, Society for Judgment and Decision Making, New Orleans, LA, 2018
8. “Embodied States Bias Judgments of Information Quality”, Society for Judgment and Decision Making, New Orleans, LA, 2018
9. “Can’t Switch Off: The Impact of an Attentional Bias on Attitudes”, Association in Consumer Research, ACR, San Diego, CA, 2017
10. “Impact of Numerosity on Allocation Behavior”, Association in Consumer Research, ACR, San Diego, CA, 2017
11. “Adjustment in the Anchoring and Adjustment Bias”, Haring Symposium, Indiana University, Bloomington, IN, 2016
12. “My Heart Is Where My Eyes Are”, Mittelstaedt Symposium, University of Nebraska – Lincoln, Lincoln, NE, 2016
13. “Landmarks on the Mental Number Line and Their Impact on Human Judgments”, Three Minute Thesis Competition, The University of Iowa, 2016
14. “Effects of Specificity of Numbers on Attribute Framing”, Society for Judgment and Decision Making, SJDM, Chicago, IL, 2015
15. “When Parts Form the Whole: Memory Conservation leads to Enhanced Attitude”, Society for Judgment and Decision Making, SJDM, Chicago, IL, 2015
16. “Using Decision Making Tasks and Individual Difference Measures to Understand Adults on the Autism Spectrum”, Society for Judgment and Decision Making, SJDM, Chicago, IL, 2015
17. “Framing Effects on Individuals' Allocation Behavior”, Association in Consumer Research, ACR, New Orleans, LA, 2014
18. “(The Lack Of) Processing Fluency and Attitude Enhancement”, Association in Consumer Research, ACR, Baltimore, MD, 2014
19. “When Parts Form the Whole: Memory Conservation Leads to Enhanced Attitude”, Association in Consumer Research, ACR, New Orleans, LA, 2014
20. “Effects of Numerical Specificity and Intervals on Framing Effects”, Society for Judgment and Decision Making, SJDM, Long Beach, CA, 2014
21. “Framing Effects in Individuals' Allocation Behavior”, Society for Consumer Psychology Conference, Phoenix, AZ, 2015
22. “Framing Effects in Economic Games”, Society for Judgment and Decision Making, SJDM, Long Beach, CA, 2014

**TEACHING** (Details in Statement of Teaching Philosophy)

* Courses taught at RPI: Marketing Research, Consumer Behavior & New Product Design, Behavioral Economics in Business, and, Statistical Methods
* Recipient of M. Bhanu Murthy Memorial Prize for Excellence in Teaching, University of Iowa, 2016
* Head Instructor: Discussion Sections for Introduction to Marketing Strategy (Spring 2015, 2016). Supervised team of eight Graduate Assistants who were responsible for a discussion section each
* Instructor: Discussion Section for Introduction to Marketing Strategy, Honors Section (Fall 2014, Spring 2016)
* Instructor: Discussion Section for Introduction to Marketing Strategy (2013 – 2014)
* Teaching Assistant: Introduction to Marketing Strategy (Summer 2014, 2015, Fall 2012), Strategic Management and Policy (Spring 2014), Business Integration (Spring 2014), Professional Preparation in Marketing (Spring 2013), Consumer Behavior (Spring 2013), Advertising Theory (Fall 2012)

**HONORS, AWARDS AND TEST SCORES**

* Ballard and Seashore Dissertation Award, (University-wide competitive award), Spring 2017
* AMA-Sheth Doctoral Consortium Participant, 2017
* AMA-Sheth Doctoral Consortium Fellow, 2016
* M. Bhanu Murthy Memorial Prize for Excellence in Teaching, University of Iowa, 2016
* Graduate College Post Comprehensive Summer Fellowship, (University-wide competitive award), University of Iowa, 2016
* Haring Symposium Fellow, Indiana University, 2016
* Mittelstaedt Doctoral Symposium Fellow, University of Nebraska, 2016
* Graduate College Post-Comprehensive Research Award, University of Iowa, 2015
* Ponder Summer Fellowship, University of Iowa, 2013 – 2015
* CAT 2009: 99.92 percentile
* GMAT: 760

**SERVICE AND PROFESSIONAL AFFILIATIONS**

* Ad-hoc Reviewer
	+ Journal of Consumer Research
	+ Organization Behavior & Human Decision Processing
	+ Journal of Business Research
	+ Transactions on Engineering Management
* Member: Association for Consumer Research; Society for Consumer Psychology; American Marketing Association; Society of Judgment and Decision Making; American Psychological Association

**PRE DOCTORAL INDUSTRY INTERNSHIPS AND EXPERIENCE**

Nanyang Business School, NTU Singapore

Researcher, Consumer Behavior, June 2011 – June 2012

Procter & Gamble Home Products Mumbai, India

Summer Internship, April 2010 – June 2010

Live Projects with Microsoft Corporation, Nike Inc, and, Siemens New Delhi, India

August 2010-December 2011