

A. V. MUTHUKRISHNAN

Professor
Department of Marketing
HKUST
Clearwater Bay,
Hong Kong

Education

Ph.D. in Marketing, 1993
University of Florida

PhD Organizational Behavior
Indian Institute of Technology, Bombay

MA, Personnel Management
University of Madras

Professional Experience

Visiting Scholar (on sabbatical leave), Indian School of Business, Hyderabad (July 2013-June 2014)

Professor (Marketing), HKUST (since 2009) [Acting Head, Department of Marketing (Jan 2009 to June 2010 and July 2012 to June 2013); Phd Program Coordinator (Dec 2012 to June 2013)]

Associate Professor (Marketing), HKUST, (2001-2008), [PhD Program Coordinator June 2006-February 2009]

Assistant Professor (Marketing), HKUST, (1995-2001), [PhD Program Coordinator June 1999-August 2002]

Assistant Professor (Marketing), Fairleigh Dickinson University, NJ, USA (1993-1995)

Visiting Assistant Professor (Marketing), Florida International University, Miami, USA (January-June 1993)

Research Interest

Consumer and Managerial Judgment and Decision Making

Honors and Awards

Winner of the American Marketing Association's John Howard Award for the Best Dissertation in Marketing, 1993.

Honorable Mention in the Robert Ferber Award competition of the Journal of Consumer Research for the best article based on a dissertation, 1996.

Publications

Articles

Yan, Dengfeng and A.V. Muthukrishnan (2014), "Killing Hope with Good Intentions: The Effects of Consolation Prizes on Preference for Lottery Promotions," *Journal of Marketing Research*, Vol. 51 (April), 198-204.

A.V. Muthukrishnan and Robin Chark (2014), "Choice Set Induced Conflict, Deliberation, and Persistent Preference," *Marketing Letters* (forthcoming)

Chark, Robin, and A.V. Muthukrishnan (2013), "The Effect of Physical Possession on Preference for Product Warranty," *International Journal for Research in Marketing*, Vol. 30 (4), 424-25.

Muthukrishnan, A.V., Luc Wathieu, and Alison Jing Xu (2009), "Ambiguity Aversion and Preference for the Established Brands." *Management Science*, 55 (December), 1933-41.

Muthukrishnan, A. V. and Amitava Chattopadhyay (2007), "Just Give Me Another Chance: The Strategies for Brand Recovery from a Bad First Impression," *Journal of Marketing Research*, XLIV(May), 334-345.

Muthukrishnan, A. V. and Luc Wathieu (2007), "Superfluous Choices and Persistence of Preferences," *Journal of Consumer Research*, 33(4), 454-460.

Wathieu, Luc, A. V. Muthukrishnan, and Bart Bronnenberg (2004),"Asymmetric Effects of Promotion Retraction," *Journal of Consumer Research*, 31(3), 652-657.

Zwick, Rami, Amnon Rapoport, Alison Lo, and A. V. Muthukrishnan (2003), "Consumer Sequential Search: Not Enough or Too Much? *Marketing Science*, Vol. 22 (4), 503-519.

Wathieu, Luc, Lyle Brenner, Ziv Carmon, Amitava Chattopadhyay, Aimee Drolet, John Gourville, A. V. Muthukrishnan, Nathan Novemsky, Rebecca Ratner, Klaus Wertenbroch, and George Wu (2002), "Consumer Control and Empowerment: A Primer," *Marketing Letters* (Special Issue on Berkeley Choice Symposium), Vol. 13 (3), 297-305.

Pham, Michel T. and A. V. Muthukrishnan (2002), "Search, Alignment, and Judgment Revision: Implications for Positioning," *Journal of Marketing Research*, Vol. 39 (February), 18-30.

Nedungadi, Prakash, Amitava Chattopadhyay, and A. V. Muthukrishnan (2001), "Category Structure, Recall, and Choice," *International Journal of Research in Marketing*, Vol.18, 191-202.

Muthukrishnan, A.V. and Frank R. Kardes (2001), "Persistent Preferences for Product Attributes: The Effects of Initial Choice Context and Uninformative Experience," *Journal of Consumer Research*, Vol. 28 (June), 89-104.

Muthukrishnan, A. V., Michel T. Pham, and Amitabh Mungale (2001), "Does Greater Amount of Information always Bolster Attitudinal Resistance?" *Marketing Letters*, Vol. 12 (May), 131-144.

Muthukrishnan, A.V., Luk Warlop, and Joseph W. Alba (2001), "The Piecemeal Approach to Comparative Advertising," *Marketing Letters*, 12 (February), 63-73.

Muthukrishnan, A. V., Michel T. Pham, and Amitabh Mungale (1999), " Comparison Opportunity and Judgment Revision," *Organizational Behavior and Human Decision Processes*, Vol. 80 (3), 228-251.

Muthukrishnan, A. V. and S. Ramaswami (1999), "Contextual Effects on the Revision of Evaluative Judgments," *Journal of Consumer Research* , Vol. 26 (June), 70-84 .

Muthukrishnan, A. V. (1995), "Decision Ambiguity and Incumbent Brand Advantage," *Journal of Consumer Research*, Vol. 22 (June), 98-109.

Muthukrishnan, A.V. and Barton A. Weitz (1991), "The Role of Product Knowledge in the Evaluation of Brand Extensions," *Advances in Consumer Research*, Vol. 18 (competitive papers section), 407-413.

Book Chapter

Kardes, Frank, A. V. Muthukrishnan, and Vladimir Pashkevich, (2005) "On the Conditions under which Experience and Motivation Accentuate Bias in Intuitive Judgment," in T. Betsch and S. Haberstroch (eds.) *The Routines of Decision-Making*, Lawrence-Erlbaum, 139-156.

Citation Count of All Publications – Around 350 (Web of Science) and around 850 (Google Scholar) as of March 31, 2014.

Working Papers

Chark, Robin, Vincent Mak, and A.V. Muthukrishnan (2014), "Consumer Curse in Product Insurance Decisions."

Chark, Robin and Muthukrishnan (2014) "Biases Related to Source Preference in Consumer Decision Making."

Chark, Robin and Muthukrishnan (2014),” Overweighting Currency Movements and Investment Decisions.”

Research in Progress

“Anticipated Regret and Overvaluation of Insurance Products,” with R.Chark

“Factors Influencing Farmers’ Decision Making: The Biases in Dynamic Decision Making with Feedback,” with M. Swami

“A Behavioral Decision Theory Approach to Persistent Preference: A Conceptual Framework”

Conference Presentations (including presentations by Coauthors)

“Source Dependent Preference in Consumers’ Insurance Decisions,” First Annual Conference on Financial Decision Making,” Boulder, Colorado, June 2010.

“Ambiguity Aversion and the Established Brand Preference” ESE Conference on Behavioral Economics, Rotterdam, the Netherland, November 5 2009.

“Sticky Choices in Unfiltered Choice Sets,” NASMEI Conference, Chennai, India December 2008

“Ambiguity Aversion and the Power of the Established Brands,” Marketing Science Conference, Vancouver, Canada, June 2008

“Gift versus Coupons: The Differential Effects of Promotional Tools,” Marketing Science Conference, Singapore, June 2007

“Superfluous Choices and the Persistence of Preference,” BDRM Conference, UCLA, June 2006

“Asymmetric Effects of Promotion Retraction,” BDRM Conference, Duke University, April 2004

“Sequential Search with Relative Ranks,” JDM conference, Orlando, FL, Nov 2001.

“Bundling Free Gift Alternatives,” JDM conference, New Orleans, LA, November 2000.

“Effects of Bundle Framing,” American Marketing Association, San Francisco, August 1999.

“Sequential Search with Relative Ranks,” Marketing Science conference, Syracuse, NY, May 1999.

“Differential Weighting of Costs and Benefits over Time,” JDM Conference, Dallas, TX, Nov 1998.

“Information Format and Judgment Updating,” Marketing Science Conference, Paris, June 1998.

“A Judgment Reconstruction Perspective of Post-challenge Brand Evaluations,” Association for Consumer Research Conference, Denver, CO, October 1997.

"Comparability and Preference Persistence," Marketing Science Conference, Berkeley, CA, March 1997.

“Decision Ambiguity and Incumbency Advantage,” Invited Presentation at the special session by the Ferber Award winners, Association for Consumer Research Conference, Tucson, AZ, October 1996.

"Amount and Type of Information and Attitudinal Resistance," Marketing Science Conference, Gainesville, FL, March 1996.

"Accountability and Carryover Biases in Survey Research," Academy of Marketing Science Conference, Phoenix, AZ, May 1996.

"Piecemeal Comparison in Advertising," Marketing Science Conference, Tucson, AZ, March 1994.

"Ambiguity and Decision Biases," American Psychological Association Conference (Consumer Psychology Track), Toronto, Canada, August 1993.

PhD Committee Assignments

Chair of Marketing Department's PhD Programs Committee (1999-2002 and 2006-2009)

Chair, PhD Dissertation Committee, Robin Chark, “*Three Essays on Consumers Product Insurance Decisions*,” (Graduated November 2010, Working at National University of Singapore.

Member, Ph.D Dissertation Committee, Vincent Mak (Graduated November 2008, Working at Judge Business School, Cambridge University)

Member, PhD Dissertation Committee, Yi Zhao (Graduated November 2009, Working at Georgia State University)

Member, PhD Dissertation Committee, Seunghee Han (Carnegie Melon University, Dept. of Social and Decision Sciences) (Graduated August 2009)

M. Phil Committee Assignments

Chair and Supervisor, M.Phil Thesis Committee of Maggie Chan (2005)
Member of the M.Phil Thesis Committee for Alison Lo (1998-99)
Member of the M.Phil Thesis Committee for Wang Jing (1999-2000)
Chair of the M.Phil Thesis Examination Committee for Wang Jing (June 2000)

Reviewer for

Journal of Marketing Research
Journal of Consumer Research
Marketing Science
Journal of Marketing (Editorial Review Board Member 2002-2005)
Journal of Consumer Psychology
Journal of Retailing (Editorial Review Board since March 2013)
Organizational Behavior & Human Decision Processes
Marketing Letters
Journal of Business Research
ACR Proceedings (Program Committee Member 2004; 2009)
Society for Consumer Psychology Conference (Program Committee Member 1999)

Professional Membership

American Marketing Association
Association for Consumer Research
Society for Judgment and Decision Making
Society for Consumer Psychology

Courses Taught at HKUST

Marketing Management for Undergraduates – Fall 1995 and Fall 1996
Seminar on Consumer Decision Making/Behavioral Decision Theory for MPhil/PhD – Fall 1997, Fall 1999, Fall 2000, Fall 2005, and Fall 2007, Fall 2010.
Consumer Judgment and Decision Making for MBAs – Fall 1997, Fall 2001, Fall 2003
Judgment and Decision Making for Marketers for Undergraduates- Fall 1998, Fall 1999, and Fall 2000, Fall 2001, Fall 2003, Fall 2004, Fall 2005, Fall 2006, Fall 2007, Fall 2008, Fall 2009, Fall 2010, Spring 2011, and Fall 2011.
Independent Study on Judgment and Decision Making topics for PhD students (Spring 1998, 2002, 2006, 2008 and 2009)
New Products Marketing (Fall 2011, Fall 2012)

New Courses Developed

Seminar on Consumer Decision Making for MPhil and PhD
Consumer Judgment and Decision Making for MBAs
Consumer Judgment and Decision Making for Undergraduates
New Products Marketing

Teaching Interests

Consumer Judgment and Decision Making (Undergraduate, MBA, MPhil/PhD levels), Consumer Behavior (undergraduate and MBA), Marketing Research (undergraduate), Marketing Promotions (undergraduate), Introduction to Marketing (undergraduate), and Experimental Design (MPhil/PhD level).

Service for the Department

Acting Head – January 1, 2009 to June 30, 2010
Chair, Ph.D Programs Committee – June 1999 – August 2002 & June 2006 – February 2009
Member, Ph.D Programs Committee – 1997 - 2002 and 2006-2010
Member, Academic Review Committee – 1995-96 & 2001-2008
Co-organizer of the Seminar Series - 1997 - 2000
Member, Recruitment Committee (Several Years)

School and University Level Service

Co-director, Centre for Marketing and Supply Chain Management, School of Business (From June 2010-June2012)
Chair, Committee for Economics Head Search, HKUST (2012-13)
Member, School Academic Review Committee, School of Business (From July 2010)
Member, President's Task Group on International Positioning of HKUST, 2009
Member, SBM Research Grants Committee, August 2003- July 2006
Member, Staff Grievance Committee, August 2002 –
Chairman, Ph.D Examinations Committee at an External Department - 2003 (Electrical and Electronics Engineering), 2005 (Civil Engineering), 2007 (Physics), and 2010 (Operations Management)

Competitive Earmarked Grants Received from Research Grant Council, Hong Kong

GRF Project # 642209 – HK \$ 609,098 – “Ambiguity Aversion and Established Brand Preference,” September 2009- August 2011 (Principal Investigator)

Grant # HKUST 6191/04H – HK \$ 500,220- “The Effects of the Valence of the Initial Information and Challenge Characteristics on the Magnitude of Evaluation Revision,” September 2004 – August 2007 (Principal Investigator)

Grant # HKUST 6020/00H –HK \$ 453,817-“The Effects of Framing Product Bundles,” September 2000 to December 2003, (Principal Investigator).

Grant # HKUST 6238/97H -HK \$ 242,890- “Amount of Information, Elaboration, and Attitudinal Resistance,” July 1997 to June 2000, (Principal Investigator).

Also obtained totally around HK\$ 700,000 as the Direct Allocation Grants and the Research Project Competition Grants (1995-2010)