

## Anish Nagpal

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### **Education**

Ph.D. in Marketing, August 2005  
*C.T. Bauer College of Business, University of Houston*

Bachelors in Mechanical Engineering, 1998  
Bachelors in Economics, 1998  
*Birla Institute of Technology and Science, Rajasthan, India*

### **Honors and Awards**

Revise and Resubmit Award (along with Brent Coker), AUD 4000, Department of Management and Marketing, The University of Melbourne, 2011

Dean's Certificate for Excellent Undergraduate Teaching, The Faculty of Business and Economics, The University of Melbourne, 2010

Dean's Certificate for Excellent Postgraduate Teaching, The Faculty of Economics and Commerce, The University of Melbourne, 2009

Dean's Certificate for Excellence in Research, The Faculty of Economics and Commerce, The University of Melbourne, 2008

Dean's Certificate of Excellent Postgraduate Teaching, The Faculty of Economics and Commerce, The University of Melbourne, 2008

Dean's Certificate of Excellent Postgraduate Teaching, The Faculty of Economics and Commerce, The University of Melbourne, 2005

AMA-Sheth Doctoral Consortium Fellow, Texas A&M University, 2004

Doctoral Student Excellence Award, \$4000, C. T. Bauer College of Business, 2003

Awards for academic excellence In Class XIIth for securing the highest score in Mathematics, Physics, Chemistry, and Biology, 1992-1993

### **Journal Articles**

Coker, Brent and Anish Nagpal (2013), "Building-Up versus Paring-Down: Consumer Responses to Recommendations When Customizing," *Journal of Retailing*, 89 (2), 190-206

Chmielewski, Danielle-Raimondo, Liliana Bove, Jill Lei, Ben Neville and Anish Nagpal (2012), "A New Perspective on the Incentive-Blood Donation Relationship: Partnership, Congruency, and Affirmation of Competence," *Transfusion*, 52, 1889-1900

Mourali, Mehdi and Anish Nagpal (accepted), "The Powerful Select, the Powerless Reject: The

Effect of Power on Decision Strategies,” *Journal of Business Research* (lead article)

Nagpal, Anish, Adwait Khare, Tilottama Chowdhury, Lauren I. Labrecque and Ameet Pandit (2011), "The Impact of the Amount of Available Information on Decision Delay: The Role of Common Features," *Marketing Letters*, 22 (4), 405-421

Krishnamurthy, Partha and Anish Nagpal (2010), “Making Choices Under Conflict: The Impact of Decision Frames,” *Marketing Letters*, 21 (1), 37-51.

Bove, Liliana, Anish Nagpal, and David Dorsett (2009), “Exploring the Determinants of the Frugal Shopper,” *Journal of Retailing and Consumer Services*, 16 (4), 291-297

Cismaru, Magdalena, Anish Nagpal, and Partha Krishnamurthy (2009), “The Role of Cost and Response-Efficacy in Persuasiveness of Health Recommendations,” *Journal of Health Psychology*, 14 (1), 135-141.

Nagpal, Anish and Parthasarathy Krishnamurthy (2008), “Attribute Conflict in Consumer Decision Making: The Role of Task–Conflict Compatibility,” *Journal of Consumer Research*, 34(5), 696-705.

Kumar, V., Anish Nagpal, and Rajkumar Venkatesan (2002), “MSHARE: A Framework for Forecasting Market Share in Wireless Communication Industry,” *International Journal of Forecasting*, 18 (4), 583-603.

Kumar, V., and Anish Nagpal (2001), “Segmenting Global Markets: Look Before You Leap,” *Marketing Research*, 13 (1), 8-13.

## **Grants**

Nagpal, Anish and Jill Lei (2012), “Food Customisation: How Decision Frame Influences Choice,” *Faculty Research Grant*, AUD 10,277, The University of Melbourne

Nagpal, Anish, Liliana Bove, Ben Neville, Danielle Chmielewski-Raimondo, Jill Lei, and Marcus Phipps (2010) "Shaping Donation Behaviour: Matching Recognition and Benefits with Donor Motives," University Knowledge Partnership Staff Project Grant, AUD 9823, The University of Melbourne and Australian Red Cross Blood Service

Liliana Bove, Philip Harris, Anish Nagpal, Elison Lim, Ben Neville, Danielle Chmielewski, and Brent Coker (2009-2011), “Motivating the Selfish Donor,” *Australian Red Cross Blood Service*, AUD 70,000 (appx.)

Coker, Brent and Anish Nagpal (2009), “Penny-Wise, Pound Foolish: Consumer Apathy towards Seller Recommendations to Save Money,” *Early Career Research Grant*, AUD 12,793, University of Melbourne

Nagpal, Anish and Elison Lim (2006), “Content and Contextual Interference: The Whole is Less Than the Sum of Its Parts,” *Internal Faculty Grant*, AUD 10,000, University of Melbourne

## **Conference Presentations**

Nagpal, Anish, Jing Lei, and Adwait Khare (2012), “Food Customization: How Decision Frame Influences Choice” Proceedings of Society for Association for Consumer Research, Vancouver, Canada.

Muzio Juan Jose, Angela Paladino, and Anish Nagpal (2012), “Changing implicit Attitudes: Affective Versus Cognitive Modes” Proceedings of Asia-Pacific Association for Consumer Research, Queenstown, New Zealand.

- Nagpal, Anish, Jing Lei, and Adwait Khare (2011), "The Effect of Decision Tasks on Consumers' Food Customization Decisions", Proceedings of Society for Consumer Psychology Conference (summer), Washington DC. United States.
- Muzio Juan Jose, Anish Nagpal and Angela Paladino (2011), "Automatic Processes in Evaluation: Cognitively Laden versus Affectively Laden Stimuli in Implicit Attitude Change," Proceedings of Australian and New Zealand Marketing Academy Conference, Perth, Australia.
- Lei, Jing, Anish Nagpal, Ben Neville, Liliana Bove, and Danielle Chmielewski-Raimondo (2011), "The Gift-Giver, the Sharer, the Sacrificer and the Extraordinaire: Donor Identities in Blood Donation", Proceedings of Australian and New Zealand Marketing Academy Conference, Perth, Australia.
- Mourali, Mehdi and Anish Nagpal (2011), "The Powerful Select, The Powerless Reject: The Effect of Power on Decision Strategies," Presented at The 38th International Research Conference in Marketing organized by the Aix Graduate School of Management Association for Consumer Research Conference, La Londe les Maures, France.
- Nagpal, Anish and Brent Coker (2010) "Building-Up' versus 'Paring-Down' Customisation Strategies: The Influence of Recommendations Made by the Firm On Consumer Decision Making, Presented at Australia and New Zealand Marketing Academy Conference, Christchurch, New Zealand.
- Mourali, Mehdi and Anish Nagpal (2010), "Choosing versus Rejecting: How Power Shapes our Decision Strategies," Presented at Association for Consumer Research Conference, Jacksonville, Florida, USA.
- Coker, Brent, Anish Nagpal, and Partha Krishnamurthy (2009), "The Effect of Customisation Strategy and Recommendations on Consumer Decision Making," Presented at Association for Consumer Research Conference, Pittsburgh, PA, USA.
- Coker, Brent and Anish Nagpal (2008), "Reference Point Shift and Recommendation Apathy: The Interaction of Customization and Recommendations on Consumer Choice Decisions," Presented at Australian and New Zealand Marketing Academy Conference, Sydney, Australia.
- Nagpal, Anish, Adwait Khare, Tilottama Chowdhury, and Ameet Pandit (2008), "Role of Common Features in Decision Conflict Resolution," Working paper, Association for Consumer Research Conference, San Francisco, USA.
- Krishnamurthy, Partha and Anish Nagpal (2007), "The Impact of Goal Framing on the Choose-Reject Discrepancy," Presented at Association for Consumer Research Conference, Memphis, TN, USA.
- Nagpal, Anish and Elison Lim (2007), "Content and Contextual Interference Effects in Advertising," Presented at European Marketing Academy Conference, Reykjavik, Iceland.
- Lee, Yih Hwai, Elison Lim, and Anish Nagpal (2006), "Relatedness versus Similarity: The Role of Response Set Effects in Competitive Advertising," Presented at Association for Consumer Research Conference, Sydney, Australia.
- Krishnamurthy, Parthasarathy, Magdalena Cismaru, and Anish Nagpal (2004), "The Role of Cost and Efficacy in Persuasiveness of Health Recommendations," presented at the Society of Consumer Psychology Conference, Honolulu, Hawaii, U.S.A.
- Nagpal, Anish and Parthasarathy Krishnamurthy (2004), "Decision Conflict and Decision Frames," Presented at XXII Annual Doctoral Symposium, Houston, TX, USA.

### **Professional Services**

Reviewer for *Association for Consumer Research* and *Australian and New Zealand Marketing Association* Conference

### **Research Interests**

Decision Making, Decision Conflict, Information Processing, Information Framing, Task Framing, Customization

### **Teaching Interests**

Consumer Behavior, Principles of Marketing, Marketing Management, Research Methods, International Marketing, Brand Management

### **Media**

- “When Neither A nor B looks Good,” *New York Times*, January 28, 2008
- Guest Column on Customization, *MUSSE*, July 12, 2012
- “Top Tips on Essay Writing Success,” *MELD Magazine*, may 17, 2012