

# AMIT BHATTACHARJEE

*August 2015*

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## ACADEMIC POSITIONS

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### Rotterdam School of Management, Erasmus University

Assistant Professor (2015-present)

### Tuck School of Business, Dartmouth College

Visiting Assistant Professor of Business Administration (2012-2015)

## EDUCATION

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### The Wharton School, University of Pennsylvania

Ph.D., Marketing (2012)

M.S., Marketing (2010)

B.S., Economics, Magna Cum Laude (2004)

## RESEARCH INTERESTS

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Moral judgment and well-being in market contexts

Consumer beliefs, values, and reasoning

Symbolic consumption and preference

Judgment and decision making

## JOURNAL PUBLICATIONS

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Bolton, Lisa, **Amit Bhattacharjee**, and Americus Reed II (2015), "The Perils of Marketing Weight Management Remedies and the Role of Consumer Knowledge," *Journal of Public Policy & Marketing*, 34 (1), 50-62.

Selected Press: *Washington Post*, *New York Magazine*, *The Atlantic*, *BBC*, *Daily Mail*, *Yahoo! News*

**Bhattacharjee, Amit**, Jonah Berger, and Geeta Menon (2014), "When Identity Marketing Backfires: Consumer Agency in Identity Expression," *Journal of Consumer Research*, 41 (2), 294-309

Selected Press: *New York Times*, *Chicago Tribune*, *WAMC Radio*, *Fox Business*, *Science Daily*

**Bhattacharjee, Amit**, and Cassie Mogilner (2014), "Happiness from Ordinary and Extraordinary Experiences," *Journal of Consumer Research*, 41 (1), 1-17. (Lead Article)

Selected Press: *New York Times*, *The Atlantic*, *NPR*, *Fox News*, *BBC Radio*, *Bloomberg Businessweek*, *The New Republic*, *Fast Company*, *Forbes*, *TIME*, *ABC News*, *Yahoo! News*

**Bhattacharjee, Amit**, Jonathan Z. Berman, and Americus Reed II (2013), “Tip of the Hat, Wag of the Finger: How Moral Decoupling Enables Consumers to Admire and Admonish,” *Journal of Consumer Research*, 39 (6), 1167-1184.

Selected Press: *Wall Street Journal*, *Financial Times*, *BusinessWeek*, *Smithsonian*, *Globe & Mail*

Hardy, Sam, **Amit Bhattacharjee**, Karl Aquino, and Americus Reed II (2010), “Moral Identity and Psychological Distance: The Case of Adolescent Parental Socialization,” *Journal of Adolescence*, 33, 111-123.

Verona, Edelyn, Naomi Sadeh, Steve M. Case, Americus Reed II, and **Amit Bhattacharjee** (2008), “Self-Reported Use of Different Forms of Aggression in Adolescence and Young Adulthood: Validation and Correlates,” *Assessment*, 15 (4), 493-510.

## WORKING PAPERS AND WORK UNDER REVIEW

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**Bhattacharjee, Amit**, Jason Dana, and Jon Baron, “Can Profit Be Good? Neglect of Incentives and Anti-Profit Beliefs,” Under review.

Selected Press: *Scientific American*, *National Review*, *Marginal Revolution*, *Bloomberg Businessweek*

**Bhattacharjee, Amit**, Jonathan Z. Berman, Jason Dana, and Barbara Mellers, “Selling Out: How Producer Motives Affect Perceived Artistic Quality,” Revising for 2<sup>nd</sup> round review at *Journal of Consumer Research*.

**Bhattacharjee, Amit**, Jonathan Z. Berman, and Americus Reed II, “Motivated Moral Decoupling Among Liberals and Conservatives,” Under revision.

**Bhattacharjee, Amit**, Alixandra Barasch, and Klaus Wertenbroch, “Judging True Good Taste: True Preference or Pretense?” Under revision.

## BOOK CHAPTERS

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Reed II, Americus, Joel Cohen, and **Amit Bhattacharjee** (2009), “When Brands are Built from Within: A Social Identity Pathway to Liking and Evaluation,” in *Handbook of Brand Relationships*, Eds. Deborah J. MacInnis, C. Whan Park, and Joseph R. Priester. Armonk, NY: M.E. Sharpe, Inc., 124-150.

## SELECT RESEARCH IN PROGRESS

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Bhattacharjee, Amit, Jonathan Z. Berman, Jason Dana, and Barbara Mellers, “Rethinking the Role of Self-Interest in Markets,” Data collection in progress.

Berman, Jonathan Z., Amit Bhattacharjee, Deborah Small, and Gal Zauberman, “Perceived Financial Resource Slack and Obligations to Donate,” Data collection in progress.

Bhattacharjee, Amit and Eesha Sharma, “Income Inequality and Market Judgments,” Data collection in progress.

Ailawadi, Kusum, Scott Neslin, and Amit Bhattacharjee, "Political Ideology and Preference for Corporate Social Responsibility," Data collection in progress.

Weingarten, Evan, Patti Williams, and Amit Bhattacharjee, "So Bad It's Good: Ironic Consumption," Data collection in progress.

## INVITED TALKS

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"Selling Out: How Producer Motives Affect Perceived Artistic Quality"

Rotterdam School of Management, Erasmus University (December 2014)

Foster School of Business, University of Washington (November 2014)

Robinson College of Business, Georgia State University (November 2014)

INSEAD (October 2014)

Tuck School of Business, Dartmouth College (April 2014)

"Can Profit Be Good? Zero-Sum Thinking, Neglect of Incentives, and Anti-Profit Beliefs"

Sloan School of Management, Massachusetts Institute of Technology (April 2013)

Tuck School of Business, Dartmouth College (July 2012)

"Examining Morality and Performance"

Marketing in New York Forum, Stern School of Business, New York University (May 2012)

"How Moral Decoupling Enables Consumers to Admire and Admonish"

Rotman School of Management, University of Toronto (November 2011)

Sauder School of Business, University of British Columbia (October 2011)

Gabelli School of Business, Fordham University (October 2011)

Tuck School of Business, Dartmouth College (October 2011)

## CONFERENCE PRESENTATIONS

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"Motivated Moral Decoupling Among Liberals and Conservatives"

*Society for Personality and Social Psychology*, San Diego, CA (January 2016)

*Association for Consumer Research*, New Orleans, LA (October 2015)

"Judging True Good Taste: True Preference or Pretense?"

*Society for Judgment and Decision Making*, Chicago, IL (November 2015)

*Society for Consumer Psychology*, Phoenix, AZ (February 2015)

*Association for Consumer Research*, Baltimore, MD (November 2014)

"Selling Out: How Producer Motives Affect Perceived Artistic Quality"

*Society for Consumer Psychology*, Phoenix, AZ (February 2015)

*Society for Judgment and Decision Making*, Long Beach, CA (November 2014)

*Association for Consumer Research*, Baltimore, MD (November 2014)

"Happiness from Extraordinary versus Ordinary Experiences"

*Association for Consumer Research*, Chicago, IL (October 2013)

*Society for Consumer Psychology*, San Antonio, TX (March 2013)

“When Identity Marketing Backfires: Consumer Agency in Identity Expression”

*Society for Consumer Psychology*, San Antonio, TX (March 2013)

*Association for Consumer Research*, Vancouver, Canada (October 2012)

“Can Profit Be Good? Zero-Sum Thinking, Neglect of Incentives, and Anti-Profit Beliefs”

*Society for Judgment and Decision Making*, Minneapolis, MN (November 2012)

*Association for Consumer Research*, Jacksonville, FL (October 2011)

*Behavioral Decision Research in Management*, Pittsburgh, PA (June 2010)

“How Moral Decoupling Enables Consumers to Admire and Admonish”

*Association for Consumer Research*, Vancouver, Canada (October 2012)

*Behavioral Decision Research in Management*, Boulder, CO (June 2012)

*Society for Personality and Social Psychology*, San Diego, CA (January 2012)

*Society for Consumer Psychology*, Atlanta, GA (February 2011)

“The Perils of Marketing Weight Management Remedies”

*Whitebox Graduate Student Conference*, Yale University (April 2010)

*Association for Consumer Research*, Pittsburgh, PA (October 2009)

*Society for Consumer Psychology*, San Diego, CA (February 2009)

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## HONORS AND AWARDS

Benton Junior Faculty Fellowship (research support for one Tuck junior scholar; 2013-2015)

Winkelman Fellowship (for two Wharton PhD students who best exemplify scholarship; 2009-2012)

AMA-Sheth Foundation Doctoral Consortium Fellow (2010)

Russell Ackoff Fellowship, Risk Management and Decision Processes Center (2008-2010)

Wharton Doctoral Fellowship (2007-2011)

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## PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

Society for Judgment and Decision Making (SJDM)

Association for Psychological Science (APS)

American Marketing Association (AMA)

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## PROFESSIONAL SERVICE

Ad Hoc Journal Reviewing

*Journal of Consumer Research* (2012-present)

*Journal of Marketing Research* (2013-present)

*Journal of Business Ethics* (2014-present)

*Journal of Consumer Psychology* (2015-present)

Conference and Professional Society Reviewing

*Association for Consumer Research Conference* (2009-present)

*Society for Consumer Psychology Conference* (2010-present)

*Society for Judgment and Decision Making Conference* (student poster judge; 2013-present)  
*American Marketing Association Conference* (2014-present)  
*Marketing Science Institute Clayton Dissertation Competition* (2014-2015)

Conference Program Committee

*Society for Consumer Psychology Conference* (2014-2016)  
*Association for Consumer Research Asia-Pacific Conference* (2015)

## TEACHING EXPERIENCE

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### **Rotterdam School of Management, Erasmus University**

BSc in International Business Administration  
Marketing Research (2016)  
Erasmus University College Bachelor in Liberal Arts & Sciences  
Introduction to Marketing (2016)

### **Tuck School of Business, Dartmouth College**

Tuck MBA Course Development (new elective courses)  
Consumer Behavior (2012)  
Consumer Moral Judgment (2013-2015)  
Integrated Marketing Communications (2015)  
Tuck MBA Experiential Learning Development (new Global Insight Expedition)  
The Three Indias: Doing Business across Economic and Cultural Divides (2015)  
Thayer Master of Engineering Management  
Introduction to Marketing (2012-2013)

### **The Wharton School, University of Pennsylvania**

Undergraduate Teaching Assistant  
Introduction to Marketing (2010-2011)

## ADVISING AND INSTITUTIONAL SERVICE

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### **Tuck School of Business, Dartmouth College**

Invited Talks and Panels  
“Ethics Session: Give & Take,” Business and Society Conference (2014)  
“Ethics, Marketing, and Bottom-of-the-Pyramid Consumers” (2013)  
Graduate Business Competition Advising  
“Marketing Montshire Museum of Science,” Google Online Marketing Challenge (2013)  
Graduate Student Advising  
Mengying Ai (2013)  
Prashanth Narayanan (2013)  
Alexander Sofianos (2013)  
Undergraduate Student Advising (James O. Freedman Presidential Scholars research program)  
Emily Chan: “Selling Out and Self-Interest” (2014-2015)  
Ellen Wu: “Art and Morality” (2013-2014)  
Organizational Involvement  
Tuck MBA International Mentor Program (2013-2015)

## **The Wharton School, University of Pennsylvania**

### Invited Talks and Panels

Wharton Doctoral Programs presentation for university provost (2009)

Wharton Doctoral Programs website video profile

### Undergraduate Student Co-Advising

William Le: “Moral Decoupling and Self-Presentation” (2011)

Alberto Cohen and Michael Durkheimer: “A Social Consciousness Network” (2008)

### Organizational Involvement

Penn Interactive Meeting of the Minds (2010-2011)

Wharton Lunch & Learn Program (2010-2011)

Wharton Doctoral Council (2007-2010)

Marketing Department Summer Seminar Series Co-Organizer (2010)

## **INDUSTRY EXPERIENCE**

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### **Cooper & Cooper Real Estate**

Associate, New York, NY (2005-2007)

### **Sunshine Bouquet Company**

Operations Strategy Manager, Dayton, NJ (2004-2005)

## **REFERENCES**

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### **Praveen Kopalle**

Marketing Department Chair, Professor of Marketing

Tuck School of Business, Dartmouth College

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### **Geeta Menon**

Dean of the Undergraduate College, Abraham Krasnoff Professor of Global Business

Leonard N. Stern School of Business, New York University

Phone: (212) 998-4010 | Email: [deanmenon@stern.nyu.edu](mailto:deanmenon@stern.nyu.edu)

### **Americus Reed II**

Whitney M. Young Jr. Professor of Marketing

The Wharton School, University of Pennsylvania

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