

JOYDEEP SRIVASTAVA

Robert L. Johnson Professor of Marketing and Supply Chain Management
Fox School of Business
Temple University
1801 Liacouras Walk, 518 Alter Hall
Philadelphia, PA 19122
Tel: (215) 204-1602; Fax: (215) 204-6237
E-mail: jsrivastava@temple.edu

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

- 2017-Present Robert L. Johnson Professor of Marketing and Supply Chain Management
Fox School of Business, Temple University, Philadelphia
- 2010-2016 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

- Kim, Tom Joonhwan and Joydeep Srivastava (2021), "To Partition or Not to Partition: Effect of Partitioning Prices on Consumer Evaluations of Purchases Involving Trade-Ins," forthcoming in the *Journal of Consumer Psychology*.
- Kim, Tom Joonhwan and Joydeep Srivastava (2021), "A Differential Motivation Account for the Disparity between Willingness to Accept and Willingness to Pay," *Journal of Consumer Psychology*, 31 (2), 263-282.
- Srivastava, Joydeep, Shweta Oza, and Nevena Koukova (2017), "To Contribute or Not: A Goals-Based Perspective on the Effect of Industry Sales Trend and Solicitation Messages on Voluntary Contributions to a Generic Advertising Campaign," *Journal of Experimental Psychology: Applied*, 23 (4), 484-499.
- Raghubir, Priya, Mario Capizzani, and Joydeep Srivastava (2017), "What's in Your Wallet? Psychophysical Biases in the Estimation of Money," *Journal of the Association for Consumer Research*, 2 (1), 105-122.
- Palmeira, Mauricio and Joydeep Srivastava (2013), "Free Offer \neq Cheap Product: A Selective Accessibility Account on the Valuation of Free Offers," *Journal of Consumer Research*, 40 (4), 644-656.
- Valenzuela, Ana and Joydeep Srivastava (2012), "Role of Information Asymmetry and Situational Salience in Reducing Intergroup Bias: The Case of Ultimatum Games," *Personality and Social Psychology Bulletin*, 38 (12), 1671-1683.
- Koukova, Nevena T., Joydeep Srivastava, and Martina Steul-Fischer (2012), "The Effect of Shipping Fee Structure on Consumers' Online Evaluations and Choice," *Journal of the Academy of Marketing Science*, 40 (6), 759-770.
- Srivastava, Joydeep and Dipankar Chakravarti (2011), "Price Presentation Effects in Purchases Involving Trade-Ins," *Journal of Marketing Research*, 48 (October), 910-919.
- 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.
- 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.
- 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.
- 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.
- 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 Raghuram (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.

Articles under Review in Refereed Journals and Working Papers

- Kim, Yaeun and Joydeep Srivastava, "The "Achilles Heel" of Established Brands: The Effect of Brand Age on Consumers' Brand Choice."

Koukova, Nevena and Joydeep Srivastava, "Why is 1 out of 20 Riskier than 5%? Effect of Representing Unlikely Events as Frequency versus Percentage on Risk Perceptions."

Guha, Abhijit, Abhijit Biswas, Swati Verma, Joydeep Srivastava, and Bidisha Burman, "Can a Price Discount Backfire? Effect of the Juxtaposition of Add-On Fees and Price Discounts on Consumer Evaluations."

Kim, Tom Joohnwan and Joydeep Srivastava, "Focusing on What They Want to Focus: Motivational Influences on Sellers' and Buyers' Valuations."

Onuklu, N. Nur Y. and Joydeep Srivastava, "In a Rush to Make Rash Purchase Decisions? How Paying by Credit Card Leads to Risk Neglect."

Refereed Conference Proceedings and Abstracts

Palmeira, Mauricio and Joydeep Srivastava (2011), "Deep Discount or Free? The Effects of Price Promotion on Willingness to Pay," extended abstract in *Advances in Consumer Research*, Vol. 38, Darren W. Dahl, Gita V. Johar, and Stijn M. J. van Osselaer (Eds.).

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

Kim, Yaeun and Joydeep Srivastava, "The "Achilles Heel" of Established Brands: The Effect of Brand Age on Consumers' Brand Choice," Association for Consumer Research Conference, Oct 2020, Virtual.

- Kim, Yaeun and Joydeep Srivastava, "Established Brands Can Stumble: The Effect of Brand Age on Brand Choice for Innovative Products," The Future of Brands Conference, Columbia University, Dec 2019, New York, NY.
- Kim, Tom and Joydeep Srivastava, "To Partition or Not to Partition: Role of Trade-In Value on Consumer Evaluations of Purchases Involving Trade-Ins," Pricing Symposium, ESADE Business School, Oct 2019, Barcelona, Spain.
- Kim, Tom and Joydeep Srivastava, "Incidental Influence of New Purchase Price on Perceptions of Trade-Ins," European Marketing Academy Conference, May 2019, Humburg, Germany.
- Srivastava, Joydeep and Yuqian Chang, "Moderators of the Denomination Effect," Society for Consumer Psychology Conference, Feb 2019, Savannah, GA.
- Chen, Han and Joydeep Srivastava, "Tensile Price Promotions: A Tale of Great Expectations," Pricing Symposium, Ludwig Maximilians University, Sep 2018, Munich, Germany.
- Srivastava, Joydeep and Yuqian Chang, "The Denomination Effect Revisited," European Association for Consumer Research Conference, June 2018, Ghent, Belgium.
- Kim, Tom Joonhwan and Joydeep Srivastava, "To Partition or Not to Partition? Effect of Partitioning Prices on Consumer Evaluations of Purchases Involving Trade-Ins,"
- Pricing Research Camp, Babson College, May 2018, Wellesley, MA.
 - University of Illinois Pricing Camp, May 2017, Chicago, IL.
- Kim, Tom Joonhwan and Joydeep Srivastava, "Effect of Partitioning Prices on Consumer Evaluations of Purchases Involving Trade-Ins" Society for Consumer Psychology Conference, Feb 2016, Tampa, FL.
- Guha, Abhijit, Abhijit Biswas, Bidisha Burman, and Joydeep Srivastava, "When Does a Price Discount Backfire? Effect of Price Discount and Shipping Charge Online Product Evaluations?" Judgment and Decision Making Symposium, Jan 2015, Snowbird, UT.
- Koukova, Nevena and Joydeep Srivastava, "How Numeric Framing Affects Risk Perceptions And Behavioral Intentions," Marketing Science Conference, Jul 2013, Istanbul, Turkey.
- Chakravarti, Dipankar, Rajesh Bagchi, and Joydeep Srivastava, "Hedonic Versus Risk Mitigating Product Features: Partitioned Pricing Under Prior Risk Perceptions," Marketing Science Conference, Jul 2013, Istanbul, Turkey.
- Valenzuela, Ana and Joydeep Srivastava, "Role of Information Asymmetry and Social Identity in Reducing Intergroup Bias," European Association for Consumer Research Conference, Jul 2013, Barcelona, Spain.
- Palmeira, Mauricio and Joydeep Srivastava, "It's Free, but Not Cheap," Judgment and Decision Making Symposium, Jan 2013, Snowbird, UT.

Abraham, Ajay, Rebecca Hamilton, and Joydeep Srivastava, "When Dividing Prices Multiplies Customer Expectations," Association for Consumer Research Conference, Oct 2011, St. Louis, MO.

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

December 2019, Tilburg University, Netherlands

April 2016, University of California, Riverside

April 2016, Temple University

April 2016, University of Utah
August 2015, National University of Singapore
August 2015, Singapore Management University
March 2015, Keynote Speaker, Monash University Research Colloquium, Melbourne, Australia.
November 2014, American University
July 2014, Indian School of Business, Hyderabad, India
May 2013, TRC Market Research
April 2012, Virginia Tech
March 2012, McGill University
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
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
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

2020, \$1500, 20th Young Scholars (with Han Chen), Fox School, Temple University.
2020, \$900, 20th Young Scholars (with Nur Onuklu), Fox School, Temple University.
2020, \$750, 20th Young Scholars (with Vincent Gironda), Fox School, Temple University.
2020, \$720, 20th Young Scholars (with Yaeun Kim), Fox School, Temple University.
2019, \$960, 18th Young Scholars (with Yaeun Kim), Fox School, Temple University.
2018, \$500, 17th Young Scholars (with Nur Onuklu), Fox School, Temple University.
2018, \$1000, 17th Young Scholars (with Yaeun Kim), Fox School, Temple University.
2018, \$1500, 16th Young Scholars (with Yaeun Kim), Fox School, Temple University.
2018, \$500, 16th Young Scholars (with Samayita Guha), Fox School, Temple University.
2018, \$2500, 16th Young Scholars (with Han Chen), Fox School of Business, Temple University.
2017, \$2000, 15th Young Scholars (with Yaeun Kim), Fox School, Temple University

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

2012 Keynote Speaker, Pricing Conference, Wayne State University, Detroit, MI.
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 Review Board

Journal of Consumer Psychology (2011 – Present)
Journal of Consumer Research (2015 – 2017)
Journal of Marketing (2006 – 2008)
Journal of Marketing Research (2010 – 2016)

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
Economic Inquiry
Food Policy
International Journal of Research in Marketing
Journal of Academy of Marketing Science
Journal of the Association for Consumer Research
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)
Society for Consumer Psychology (SCP)

3. TEACHING AND ADVISING

Courses Taught

2017-Present Fox School of Business, Temple University, Philadelphia

Marketing Strategy (MS/MBA)
Marketing Research Methods (MS/MBA)
Pro-seminar in Marketing (Ph. D. Seminar)
Seminar in Behavioral Research in Marketing (Ph. D. Seminar)

2002-2016 Smith School of Business, University of Maryland, College Park

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

1995-2002 Haas School of Business, 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 Eller School of Management, 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

2018 MS Marketing Faculty of the Year
2014-15 Distinguished Teaching Award
2012 Top 15% Faculty in Teaching
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

2020 Yaeun Kim (Chair, Ph.D. Dissertation Committee)
First placement: Cal Poly, San Luis Obispo

2019 Xiaoxuan (Farrah) Wu (Chair, Ph.D. Dissertation Committee)
First placement: Charles River Associates

2016 Tom Joonhwan Kim (Chair, Ph.D. Dissertation Committee)
First placement: NEOMA Business School, France

2014 Fangyuan Chen (Hong Kong University of Science and Technology)
(External Member, Ph.D., dissertation committee)

2013 Yu-Jen Chen (Member, Ph.D. dissertation committee)
First placement: Assistant Professor, Lingnan University, Hong Kong.

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 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

Fox School of Business, Temple University

- 2017-Present Coordinator, Marketing Ph.D. Program

University of Maryland

- 2012-2015 Member, RASA Summer and Semester Evaluation Committee
- 2014 Faculty Discussant, University of Maryland Gemstone Honors Program

Robert H. Smith School of Business, University of Maryland

- 2012-2014 Co-Coordinator, Marketing Ph.D. Program
- 2010-2012 Chair, MDDI, Smith School of Business
- 2010-11 Member, Recruiting Committee, DOIT, 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, Smith School of Business

2009-10 Member, Staff Excellence Committee, 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, Smith School of Business

2005-2006 Chair, Recruiting Committee, Marketing Department

2005 Member, Strategic MBA Review Committee, 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, 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

Updated as of April 14, 2021