



Joydeep Srivastava

Education

Ph.D., University of Arizona, United States, Business Administration, 1996
B.S., University of Calcutta, India, Geosciences, 1989

Work Experience

2011-Present	Editorial Boards, Journal of Consumer Psychology, Thailand
2010-Present	Editorial Boards, Journal of Marketing Research, Thailand
2013	TRC Market Research, May 2013, United States
2012	Virginia Tech, April 2012, United States
2012	McGill University, Montreal, March 2012, Canada
2011	Monash University, Melbourne, September 2011, Australia
2009	Hong Kong University of Science and Technology, December 2009, China
2009	Texas A & M University, November 2009, United States
2009	Monash University, Melbourne, August 2009, Australia
2006-2008	Editorial Board, Journal of Marketing, United States
2002-2002	Lecturer, University of Maryland, United States
1995-1995	Lecturer, University of California, United States

Publications

Articles

- 2013 Palmeira, Mauricio and Joydeep Srivastava (2013), "Free Offer ? Cheap Product: A Selective Accessibility Account on the Valuation of Free Offers," *Journal of Consumer Research*, 40 (4), 644-656.
- 2012 Valenzuela, Ana and Joydeep Srivastava (2012), "Role of Information Asymmetry and Situational Saliency in Reducing Intergroup Bias: The Case of Ultimatum Games," *Personality and Social Psychology Bulletin*, 38 (12), 1671-1683.
- 2012 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.
- 2011 Srivastava, Joydeep and Dipankar Chakravarti (2011), "Price Presentation Effects in Purchases Involving Trade-Ins," *Journal of Marketing Research*, 48 (October), 910-919.
- 2010 Hamilton, Rebecca, Joydeep Srivastava, and Ajay Abraham (2010), "When Should You Nickel and Dime Your Customers?" *Sloan Management Review*, 52 (Fall), 59-67.
- 2010 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.
- 2009 Raghurir, Priya and Joydeep Srivastava (2009), "The Denomination Effect," *Journal of Consumer Research*, 36 (December), 701-713.
- 2009 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.
- 2009 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.
- 2008 Raghurir, 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.
- 2008 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.
- 2006 Srivastava, Joydeep and Shweta Oza (2006), "Effect of Response Time on Perceptions of Bargaining Outcomes," *Journal of Consumer Research*, 33 (2), 266-272.
- 2005 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.
- 2005 Lurie, Nicholas H. and Joydeep Srivastava (2005), "Price-Matching Guarantees and Consumer Evaluations of Price Information," *Journal of Consumer Psychology*, 15 (2), 149-158.
- 2004 Srivastava, Joydeep and Nicholas Lurie (2004), "Price-Matching Guarantees as Signals of Low Store Prices:

- Survey and Experimental Evidence," *Journal of Retailing*.
- 2002 Raghurir, Priya and Joydeep Srivastava (2002), "Effect of Face Value on Product Valuation in Foreign Currencies," *Journal of Consumer Research*, 29 (3), 335-347.
- 2002 Srivastava, Joydeep and Priya Raghurir (2002), "Debiasing Using Decomposition: The Case of Memory-Based Credit Card Expense Estimates," *Journal of Consumer Psychology*, 12 (3), 253-264.

Proceedings

- 2011 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.).
- 2008 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.

Presentations

- 2013 Koukova, Nevena and Joydeep Srivastava, "How Numeric Framing Affects Risk Perceptions and Behavioral Intentions," *Marketing Science Conference*, Jul 2013, Istanbul, Turkey.
- 2013 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.
- 2013 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.
- 2013 Palmeira, Mauricio and Joydeep Srivastava, "It's Free, but Not Cheap," *Judgment and Decision Making Symposium*, Jan 2013, Snowbird, UT.
- 2011 Abraham, Ajay, Rebecca Hamilton, and Joydeep Srivastava, "When Dividing Prices Multiplies Customer Expectations," *Association for Consumer Research Conference*, Oct 2011, St. Louis, MO.

Grants

- 2007 Committee on Research, Smith School of Business, University of Maryland.
- 2001 Committee on Research, University of California, Berkeley.

Honors/Awards

- Present American Marketing Association (AMA)
- Present Association for Consumer Research (ACR)
- Present Institute for Operations Research and Management Science (INFORMS)
- Present Society for Consumer Psychology (SCP)
- 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.)

Services to Thammasat Business School

Teaching

Masters:

MIM: MK 614 Marketing Research

Other Services

MIM Curriculum Revision.