

Office

Desautels Faculty of Management  
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Residence

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Ph.D

The University of Texas at Austin

Major: Marketing

M.B.A

Indian Institute of Management at Calcutta, India

Major: Marketing

B.Engineering

Jadavpur University, India

Major: Mechanical Engineering

2007 – present            Associate Professor & Desautels Faculty Scholar, McGill University

1998 - 2004             Assistant Professor, McGill University

Marketing Communications, Word-of-Mouth, Online Behavior, Pro-Social Behavior

Number of Publications	14 journal articles
	1 sole-authored book
	3 book chapters
	52 refereed conference presentations and proceedings
Citation Indices	Google Scholar total citations: 2061
	h-index from Google Scholar : 12
	i10 index from Google Scholar: 14

Mukherjee, A shesh, Thomas Burnham, and Dan King (2021), "Listening to Dissatisfied Customers: The



Mukherjee, Ashesh and Sumittra A uschaitrakul, "Consumer Evaluations in Peer-to-Peer Markets: The Role of Depth of Disclosure and Self-Construction," 5 studies completed, in preparation for submission to the



- "Humor in Threat Advertising," with Laurette Dube, Society for Consumer Psychology, New Orleans, 2008.
- "Whats Not to Like? A symmetry in the False Consensus Effect," with Andrew D. Gershoff and Anirban Mukhopadhyay, Association for Consumer Research, Memphis, 2007.
- "Laughter is the Best Medicine: The Role of Humor in Threat Advertising," with Laurette Dube, European Marketing Association Conference, Reykjavik, Iceland, 2007.
- "Love and the World Loves with You? A symmetry in the False Consensus Effect," with Andrew D. Gershoff and Anirban Mukhopadhyay, Society for Consumer Psychology, Las Vegas, 2007.
- "The Positivity Effect in Agent Evaluation: A tribute Ambiguity versus A tribute Accessibility," with Andrew D. Gershoff and Anirban Mukhopadhyay, Association for Consumer Research, Sydney, Australia, 2006.
- "A Tobit Model Analysis on How Websites Deliver Differentiated Experiential Branding Strategies," with Yanan Wang, Demetrios Vakratsas, Jordan Le Bel, and Laurette Dubé, INFORMS Marketing Science, Pittsburgh, 2006.
- "How Do We Love It, Let Me Count the Ways: A tribute Ambiguity, and the Positivity Effect in Perceptions of Interpersonal Similarity," with Andrew D. Gershoff and Anirban Mukhopadhyay, Society for Consumer Psychology, Miami, 2006.
- "The Positivity Effect in Agent Evaluation: Role of Attribute Variance," with Andrew D. Gershoff and Anirban Mukhopadhyay, INFORMS Marketing Science Conference, Rotterdam, Netherlands, 2004.
- "L EMC /P00009-5(e)4(, )-219(R)-2(ott)-1 0 0 1 540.12 453.79 Tm0 g0 G792.0000(ETQq0.00000912 0 612 792 rev

- "The Use of Humor in Threat-Related Advertising: An Experiential Processing Perspective," with Laurette Dubé, , 2001.
- "The Impact of Other's Opinions of Decision Making: Role of Extreme Prediction Rate," with Andrew D. Gershoff, Association for Consumer Research, Salt Lake City, 2000.
- "Information Sequence and Decision Quality," with Dan Ariely and Sridhar Moorthy, Association for Consumer Research, Salt Lake City, 2000.
- "Experience-Based Processing and its Effects on Judgment, Decision-Making and Behavior," with Laurette Dube, Association for Consumer Research, Salt Lake City, 2000.
- "The Effect of Novel Attributes on Product Evaluation: Moderating Role of Complexity," with Wayne D. Hoyer, Association for Consumer Research, Columbus, 1999.
- "The Effect of Task Similarity and Existing Skill in Learning Computer Software," with Thomas Burnham, Third International Research Seminar on Marketing Communications and Consumer Behavior, La Londe des Maures, France, 1999.
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Program, McGill University				
Healthy Brains for Healthy Lives Program, McGill University	2018	Co-Investigator	Promoting Healthy Smartphone Use to Improve Cognition and Well-Being	\$75,000
Social Sciences & Humanities Research Council of Canada	2017	Principal Investigator	How Do Consumers Evaluate Sellers in Peer-to-Peer Markets? The Role of Depth of Disclosure, Self-Construal and Anticipated Interaction	\$106,000
Internal Social Sciences & Humanities Research Council of Canada Development Grant	2015	Principal Investigator	The Effects of Depth of Disclosure and Self-Construal in Peer-to-Peer Markets	\$6000
Social Sciences & Humanities Research Council of Canada	2010	Principal Investigator	The Effect of Scarcity on Product Evaluation	\$70,000
Social Sciences & Humanities Research Council of Canada	2006	Principal Investigator	The Positivity Effect in Agent Evaluation	\$83,000
Teaching and Learning Improvement Fund, McGill University	2006	Principal Investigator	Marketing Planning: A WebCT Application	\$16,000
Social Sciences & Humanities Research Council of Canada	2002	Co-Investigator	Individual and Interpersonal Effects of Humor Appeals in Presenting Web-	



Advertising Management /  
Brand Management /  
Marketing Planning  
Advances in Consumer Behavior /

#### AWARDS

Received Desautels Faculty of Management Undergraduate Elective Teaching Award 2021 (faculty-wide teaching award)  
Nominated for Desautels Faculty of Management Innovation in Teaching Award, 2019 (faculty-wide teaching award)  
Received Best PhD Advisor Award, Desautels Doctoral Student Society, 2013 (faculty-wide teaching award)  
Nominated for the McGill University Principal & Vice Chancellor's Award for Teaching Excellence, 2006 (university-wide teaching award)

#### DOCTORAL SUPERVISION

Chair of PhD Committee for 5 doctoral students

Seung Lee: graduated 2012; post PhD placement at

Member of Program Committee (2010, 2011),  
Member of Ethics Committee (2011-2014),  
External Promotion & Tenure committee member: Portland State University (2009), University of  
Western Ontario (2016), University of Texas at Arlington (2018)

Marketing Area Coordinator

PhD Program Committee  
Research Council  
Merit Committee  
Faculty Tenure Committee  
University Tenure Committee  
Undergraduate Program Committee  
MBA Committee  
Masters Program Committee  
MBA Admissions Committee  
Teaching and Learning Committee  
Teaching Awards Committee  
McGill Institute of Marketing Committee  
University Research Ethics Committee  
McGill Library Advisory Committee  
Pro-Dean of PhD Thesis Defense Committee  
Director of McGill Marketing Honors Program

Expert commentary on marketing issues for radio & television (e.g., BBC, CBC, Global TV),  
newspapers (e.g., Globe & Mail, National Post) and magazines (e.g., Economist, Canadian Business)

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Association for Consumer Research  
Society for Consumer Psychology

English, Bengali, Hindi

Available on request