

ARADHNA KRISHNA (updated March 2009)

CONTACT  
DETAILS

R6354 Ross School of Business  
University of Michigan  
701 Tappan Street  
Ann Arbor, MI 48109  
Tel: 734-764-2322; Fax: 734-936-8715  
Email: Aradhna@umich.edu

EDUCATION

1986-89      Ph.D., Marketing  
Graduate School of Business  
New York University  
Minor: Operations Research and Statistics

1982-84      M.B.A., Marketing  
Indian Institute of Management  
Ahmedabad, India

1979-82      B.A. (Hons.), Economics  
Lady Shri Ram College  
Delhi University, India  
Minor: Statistics

CURRENT  
RESEARCH  
INTERESTS

Pricing and other Exchange Mechanisms; Promotions;  
Sensory marketing; Cause Marketing;  
Experimental economics.

TEACHING  
INTERESTS

New product development, principles of marketing, pricing,  
marketing research, promotions, sales force management.

PROFESSIONAL  
EXPERIENCE

University of Michigan, Ross School of Business  
Isadore and Leon Winkelman Professor of Retail Marketing  
(December 2003 to current)  
Professor of Marketing (Summer 2000 to current)  
Associate Professor of Marketing (Summer 1998 to Summer 2000)  
MBA and BBA Courses taught:  
Pricing; Sales Force Management; Introduction to Marketing.  
Doctoral courses taught: Marketing Models; Experimental Economics.

National University of Singapore (on sabbatical from Univ. of Michigan)  
Distinguished Visiting Professor (2004-2005)

Center for South Asian Studies, University of Michigan  
Senior Faculty Associate, 2002 to 2005

Columbia University

Associate Professor of Marketing, September 1996 to Spring 1998  
July 1993 to August 1995

Assistant Professor of Marketing, July 1989 to June 1993

MBA Courses taught: Introduction to Marketing;  
Marketing Planning; Sales Force Management  
New Product Development;  
New Products: A Market Research Perspective

Doctoral Course taught: Marketing Models

New York University

Visiting Associate Professor, Sept. 1995 to Aug. 1996

Courses taught: Sales Force Management;  
Brand Planning for New and Existing Products

Research Assistant, New York University,  
June 1986 to June 1989

Brand Manager, Voltas Ltd., India  
June 1984 to August 1985

Freelance Journalist, Update, India  
June 1984 to November 1985

## HONORS AND AWARDS

Ross School of Business Senior Faculty Research Award 2007

Finalist for O'Dell Award 2006.

Best paper award at Winter AMA conference 2005.

Among top 10 reviewers (#6) for Marketing Science, 2003

Outstanding reviewer award -- Journal of Consumer Research (2002-  
2003)

William R. Davidson Award for best paper to appear in the Journal of  
Retailing in 2002.

Nominated for best paper award at Summer AMA conference (1988)

Nominated for PhD teaching award 2002

ACR Doctoral Consortium Faculty, Memphis, 2007

Invited to be part of the Informs Doctoral Consortium Faculty

Ann Arbor, 2009

Vancouver, 2008

Singapore, 2007

Rotterdam, Netherlands, 2004

University of Maryland, June 2003

Invited to be part of the AMA Doctoral Consortium Faculty

Univ. of Arizona at Phoenix, 2007

Univ. of Maryland, 2006  
Texas A&M, August 2004  
University of Southern California August 1999  
AMA Doctoral Dissertation competition Winner, 1990  
Herman E. Kroos Award, 1990, for the best doctoral dissertation at the  
New York University Stern School of Business  
George Burton Hotchkiss Fellow Award, 1988, for outstanding  
performance in the Ph.D program  
Beta Gamma Sigma

## RESEARCH

### PAPERS IN REFEREED JOURNALS

Wilfred Amaldoss, Teck Ho, Aradhna Krishna, Kay-Yut Chen, Preyas Desai, Ganesh Iyer, Sanjay Jain, Noah Lim, John Morgan, Ryan Oprea, and Joydeep Srivasatava, "Experiments of Strategic Choice and Markets," forthcoming, *Marketing Letters*.

Krishna, Aradhna and Rohini Ahluwalia (2008), "Language Choice in Advertising to Bilinguals: Asymmetric Effects for Multinationals versus Local Firms", *Journal of Consumer Research*, 35(4), 692-70. (discussed in the New York Times, Sept. 14, 2008, Economic Times of India, Sept. 17, 2008, and many other publications).

Yuan, Hong and Aradhna Krishna, (2008), "Pricing of Mall Services in the Presence of sales Leakage", *Journal of Retailing*, 84, 95-117 (Honorable mention for the Best conference paper and Best paper award of the distribution channel track, Winter AMA Educators' conference, 2006).

Krishna, Aradhna, Rongrong Zhou and Shi Zhang (2008), "The Effect of Self-Construal on Spatial Judgments", *Journal of Consumer Research*, August, Vol. 35, No. 2, 337-348.

Krishna, Aradhna and Utku Unver (2008), "Improving the Efficiency of Course Bidding at Business Schools: Field and Laboratory Studies", *Marketing Science*, March-April, Vol. 27, No. 2, 262-282.

Krishna, Aradhna and Maureen Morrin (2008), "Does Touch Affect Taste? The Perceptual Transfer of Product Container Haptic Cues", *Journal of Consumer Research*, April, Vol. 34, 807-818 (featured in CBC radio "As it happen"; discussed in LA Times, US News and World Report and many other publications).

Zhang, Jie and Aradhna Krishna (2007), "Brand-Level Effects of Stockkeeping Unit Reductions", *Journal of Marketing Research*, November, Vol. 44, 545-559.

Aradhna Krishna, Fred Feinberg and John Z. Zhang (2007), "Pricing Power and Selective Versus Across-the-Board Prices Increases", *Management Science*, September, Vol. 53, No. 9, 1407-1423.

Krishna, Aradhna and Yu Wang (2007), "The Relationship Between Top Trading Cycle and Top Trading Cycle and Chains Mechanisms", *Journal of Economic Theory*, January, Vol. 132, No. 1, 539-547.

Wang, Yu and Aradhna Krishna (2006), "Time-Share Allocations: Theory and Experiment", *Management Science*, 52 (8), August, 1223-1238.

Krishna, Aradhna (2006), "The Interaction of Senses: The Effect of Vision and Touch on the Elongation Bias", *Journal of Consumer Research*, Vol. 32, Issue 4, 557-566.

Krishna, Aradhna, Carolyn Yoon, Mary Wagner and Rashmi Adaval (2006), "The Effect of Extreme Price Frames on Reservation Prices", *Journal of Consumer Psychology*, Volume 16, Number 2, 176-190.

Krishna, Aradhna (2005), "How Big is Tall?", Forethought, *Harvard Business Review*, April, Vol. 83, Issue 4, 18-19.

Brown, Christie and Aradhna Krishna (2005), "The Skeptical Shopper: A Metacognitive Account for the Effects of Default Options on Choice", *Journal of Consumer Research*, December, Vol. 31, Issue 3, 529-539.

Aradhna Krishna and Joel Slemrod (2003), "Behavioral Public Finance: Tax Design as Price Presentation", *International Tax and Public Finance, Policy Watch* section, 10(2), 189-203 (manuscript has been cited in Business Week Online June 12, 2001, Financial Times Online April 17, 2002, Dallas News, aired on Michigan Radio, NPR Marketplace April 1, 2002).

Fred Feinberg, Aradhna Krishna and John Z. Zhang (2002), "Do We Care What Others Get?: A Behaviorist Approach to Targeted Promotions", *Journal of Marketing Research*, August, Vol. 39, No. 3, 277-291. Lead article; Finalist for the O'Dell award granted by the *Journal of Marketing Research* for the paper with the most significant long-run contribution to marketing; Featured on NPR.

Krishna, Aradhna, Richard Briesch, Donald Lehmann, and Hong Yuan (2002), "A Meta-Analysis of the Impact of Price Presentation on Perceived Savings", *Journal of Retailing*, Vol. 78, 101-118. Awarded the William R. Davidson Award for best paper to appear in the journal in 2002.

Moreau, Page, Aradhna Krishna and Bari Harlam (2001), "The Manufacturer-Retailer-Consumer Triad: Differing Perceptions Regarding Price Promotions", *Journal of Retailing*, December, Vol. 77, Issue 4, 547-569.

Robert Krider, Priya Raghubir and Aradhna Krishna (2001), "Pizza - Pi or Squared?: The Effect of Perceived Area on Price Perceptions", *Marketing Science*, Volume 20, No. 4, 405-425.

- Zhang, John Z., Aradhna Krishna and Sanjay Dhar (2000), "The Optimal Choice of Promotion Vehicles: Front-loaded or Rear-loaded Incentives?", *Management Science*, March, 348-362.
- Kopalle, Praveen, Aradhna Krishna, and Joao Assuncao (1999), "The Role of Market Expansion on Equilibrium Bundling Strategies", *Managerial and Decision Economics*, 20, 365-377.
- Krishna, Aradhna and Z. John Zhang (1999), "Short- or Long-fuse Coupons: The Effect of Expiration date on Coupon Profitability", *Management Science*, August, 1041-1056.
- Raghubir, Priya and Aradhna Krishna (1999), "Vital Dimensions: Antecedents and Consequences of Biases in Volume Perceptions", *Journal of Marketing Research*, August, 313-326.
- Meyer, Robert, Tulin Erdem, Fred Feinberg, Itzhak Gilboa, Wesley Hutchinson, Aradhna Krishna, Steven Lippman, Carl Mela, Amit Pazgal, Drazen Prelec and Joel Steckel (1997), "Dynamic Influences on Individual Choice Behavior", *Marketing Letters*, 8 (3), 349-360.
- Krishna, Aradhna and Priya Raghubir (1997), "The Effect of Line Configuration on Perceived Numerosity of Dotted Lines", *Memory and Cognition*, 25(4), 492-507.
- Raghubir, Priya and Aradhna Krishna (1996), "As the Crow Flies: Bias in Consumers' Map-Based Distance Judgments", *Journal of Consumer Research*, 23 (June), 26-39 .
- Krishna, Aradhna and Gita V. Johar (1996), "Consumer Perception of Deals: Biasing Effects of Varying Deal Prices", *Journal of Experimental Psychology:Applied*, 2 (3), 187-206, Lead Article.
- Harlam, Bari, Aradhna Krishna, Donald R. Lehmann and Carl Mela (1995), "Impact of Bundle Type, Price Framing and Familiarity on Purchase Intention for the Bundle", *Journal of Business Research*, 33 (May), 57-66.
- Krishna, Aradhna (1994), "The Impact of Dealing Patterns on Purchase Behavior", *Marketing Science*, 13 (Fall), 351-373.
- Krishna, Aradhna (1994), "The Effect of Deal Knowledge on Consumer Purchase Behavior", *Journal of Marketing Research*, 31 (February), 76-91.
- Krishna, Aradhna (1992), "The Normative Impact of Consumer Price Expectations for Multiple Brands on Consumer Purchase Behavior", *Marketing Science*, 11 (Summer), 266-286.
- Krishna, Aradhna and Robert W. Shoemaker (1992), "Estimating the Effects of Higher Coupon Face Values on the Timing of Redemptions, The Mix of Coupon Redeemers and

Purchase Quantity”, *Psychology and Marketing*, 9 (6), 453-467.

Krishna, Aradhna (1991), “Effect of Dealing Patterns on Consumer Perceptions of Deal Frequency and Willingness to Pay”, *Journal of Marketing Research*, 28 (November), 441-451.

Krishna, Aradhna, Imran C. Currim and Robert W. Shoemaker (1991), “Consumer Perceptions of Promotional Activity”, *Journal of Marketing*, 55 (April), 4-16.

Bawa, Kapil, Jane T. Landwehr, and Aradhna Krishna (1989), “Consumer Response to Retailers’ Marketing Environments: An Analysis of Coffee Purchase Data”, *Journal of Retailing*, 65 (Winter), 471-495.

## BOOKS, BOOK CHAPTERS AND OTHER SELECTED PUBLICATIONS

Krishna, Aradhna, “Sensory Marketing: Psychological Research for Consumers”, Taylor and Francis, forthcoming.

Krishna, Aradhna, 2007, "Biases in Spatial Perception: A Review and Integrative Framework", in *Visual Marketing: From Attention to Action*, Michel Wedel and Rik Pieters, Eds., Lawrence Erlbaum Associates, Mahwah, New Jersey.

Krishna, Aradhna, “Behavioral Responses to Pricing”, in “Handbook of Research in Pricing”, Vithala Rao Editor, Edward Elgar Publishing, forthcoming.

Krishna, Aradhna (2008), Regulate Deals to Prevent More Retail Tragedies, Op-Ed in Detroit News, December 9.

## CURRENT RESEARCH ACTIVITY

### Papers Under Review

Krishna, Aradhna, Cindy Caldara and Maureen Morrin, “Does Non-Diagnostic Touch Affect Person and Product Judgment?”, under review at *Psychology and Marketing*.

Krishna, Aradhna, May Lwin, Maureen Morrin and Jochen Wirtz, “Beyond the Proustian Phenomenon: The Effect of Product-Embedded Scent on Memory for Product Information”, under revision for third review at *Journal of Consumer Research*.

Krishna, Aradhna and Yu Wang, “Costly Punishment: An Experimental test of Consumer Response to Discriminating Firms”, under revision for second submission to *Journal of Consumer Research*.

Elder, Ryan and Aradhna Krishna, “The Effect of Advertising Copy on Sensory Stimulation and Perceived Taste”, under revision for second submission to the *Journal of Consumer Research*.

Krishna, Aradhna, “Earning Pennies to Lose a Dollar: Cause Marketing and its Consequences for Direct Donations to Charities”, under revision for second submission to *Journal of Consumer Research*.

Krishna, Aradhna, Nilufer Aydinoglu and Brian Wansink, ““Guiltless Gluttony: The Asymmetric Effect of Size Labels on Size Perceptions and Consumption”, under revision for second submission to the *Journal of Consumer Research*.

Krishna, Aradhna and Uday Rajan, “Spillover effects of cause-related products in a product portfolio”, under second review at *Management Science*.

Ailawadi, Kusum, Jie Zhang, Aradhna Krishna and Mike Kruger, “Effect of Walmart Entry on Marketing Decisions of Encumbent Firms”, under revision for second submission to *Journal of Marketing Research*.

Hall, Joseph, Praveen Kopalle, and Aradhna Krishna, “Retailers’ Optimal Ordering and Pricing Decisions in a Multi-brand Trade-Dealing Environment”, under second review at the *Journal of Retailing*.

Hong Yuan and Aradhna Krishna, “Do Minimum Price Guarantees Increase Price Competition?: A Market Experiment”, under second review at the *Journal of Retailing*.

Krishna, Aradhna and Michel Wedel, “A Behaviorist Approach to Non-Linear Pricing: How Do Consumers Respond to Non-Linear Prices?”, revision requested by *Journal of Marketing Research*.

Amaldoss, Wilfred, Krishna, Aradhna, Carl Mela and Joe Urbany, “Inertia in Pricing”, revision requested by *Marketing Science*.

### Work in Progress

Krishna, Aradhna, “Synchronic Digraphia and the Role of Script Choice in Advertising to Bilinguals: What is the advertiser saying about himself and the consumer?”

Aydinoglu, Nilufer and Aradhna Krishna, “Visualization of Communication: Application to Vanity Sizing and Personalization”.

Krishna, Aradhna and Linda Salisbury, “Consumer Refund Behavior: A Waste Aversion and Responsibility Perspective”.

Cho, Hyejeung and Aradhna Krishna, “Social Identity and Negotiation”.

Morrin, Maureen, May Lwin and Aradhna Krishna, “Effect of Scent Versus Color on Brand Memory”.

Morrin, Maureen and Aradhna Krishna, "Haptics and Social Judgment".

Caldara, Cindy, Ryan Elder and Aradhna Krishna, "Effect on Smell on Haptic Perceptions".

Krishna, Aradhna, "Cost Salience".

#### SELECTED CONFERENCE PRESENTATIONS

Elder, Ryan and Aradhna Krishna, "Effect of Single Versus Multiple-Sense Advertisements on Taste Perceptions", ACR San Francisco, 2008.

Krishna, Aradhna "Spillover effects of cause-related products in a product portfolio", Marketing Science Conference, Singapore, Summer 2007; Choice Conference, Wharton School, University of Pennsylvania, Philadelphia, July 2007.

Krishna, Aradhna and Maureen Morrin, "The Perceptual Transfer of Product Container Haptic Cues", Society for Consumer Psychology Conference, Las Vegas, Winter 2007.

Krishna, Aradhna, May Lwin, Maureen Morrin and Jochen Wirtz, "The Effect of Product-Embedded Smell on Memory for Product Information", ACR San Francisco 2008, Society for Consumer Psychology Conference, Las Vegas, Winter 2007.

Krishna, Aradhna and Yu Wang, "Costly Punishment: Consumer Resistance to Discrimination by Firms", Marketing Science Conference, University of Pittsburg, June 2006.

Brown, Christie and Aradhna Krishna, "The Skeptical Shopper: A Metacognitive Account for the Effects of Default Options on Choice", Association for Consumer Research conference, Toronto, 2004.

Krishna, Aradhna and Priya Raghubir, "Are Visual Perception Biases Hard-Wired: A Re-Inquiry into The Automatic and Controlled Components of the Direct Distance Bias", Association for Consumer Research conference, Toronto, 2004.

Wang, Yu and Aradhna Krishna, "Time-Share Allocations: Theory and Experiment", Marketing Science Conference, Rotterdam, 2004.

Yuan, Hong and Aradhna Krishna, "Pricing of Mall Services when Transactions Can End Outside the Mall", Marketing Science Conference, Maryland, 2003.

Krishna, Aradhna, Carl Mela and Joe Urbany, "Inertia in Pricing", Marketing Science Conference, Maryland, Summer 2003.

Krishna, Aradhna and Michel Wedel, "Risk Aversion and Non-Linear Pricing", Marketing Science Conference, Edmonton, Summer 2002.

Christina L. Brown and Aradhna Krishna, "Endorsement-Based Default Effects in Choice," Conference on Behavioral Decision Research in Management, Chicago, IL, May 2002.

Krishna, Aradhna, Carolyn Yoon and Mary Wagner, "The Effect of Extreme Price Frames on Reservation Prices", Annual Conference of the Association of Consumer Research, Austin, October, 2001.

Zhang, Jie and Aradhna Krishna, "Analyzing the Impact of SKU Reduction in an On-Line Environment", Marketing Science Conference, Weisbaden, July 2001.

Fred Feinberg, Aradhna Krishna and John Z. Zhang, "Do We Care What Others Get? A Bounded Rationality Approach to Targeted Promotions", INFORMS, Korea, June, 2000.

Feinberg, Fred, Bari Harlam and Aradhna Krishna, "Promote to Switchers or Loyals: An Empirical Examination of Loyalty Programs", Marketing Science Conference, Univ. of California, Los Angeles, July 2000.

Krishna, Aradhna and Christie Brown, "To Fill or Not to Fill the Bubble: The Effect of Default Options on Choice", Annual Conference of the Society for Judgment and Decision Making, New Orleans, LA, November 2000; Marketing Science Conference, Syracuse, May 1999.

Feinberg, Fred and Aradhna Krishna, "Targeted Pricing: Do Relative Prices Matter?", Marketing Science Conference, Syracuse, May 1999.

Briesch, Richard, Aradhna Krishna and Donald Lehmann, "A Meta-Analysis of the Effect of Price Presentation on Deal Evaluation", American Marketing Association, Winter Educators' Conference, St. Petersburg, March 1999.

Dhar, Sanjay, Aradhna Krishna and Z. John Zhang, "The Optimal Choice of Promotion Incentives: Should one Front-load or Back-load Incentives?", Marketing Science Conference, Berkeley, March 1997.

Krishna, Aradhna, "Retailer Ordering and Pricing Decisions with Limited Trade Deal Information", Marketing Science Conference, Berkeley, March 1997.

Robert Krider, Priya Raghuram and Aradhna Krishna, "Pizza:  $\pi$  or Squared?", Marketing Science Conference, Berkeley, CA: March 1997.

Zhang J. Zhong and Aradhna Krishna, "Why Do Coupon Expiration Dates Matter?", Marketing Science Conference, Gainesville, Spring 1996.

Krishna, Aradhna, "A Normative Retailer Ordering and Pricing Model Incorporating Expectations of Future Deals", Marketing Science Conference, Tucson, Spring 1994, Marketing Science Conference, Gainesville, Spring 1996.

Krishna, Aradhna, Bari Harlam and Page Moreau, "The Triad of the Manufacturer-Retailer-Consumer: What they Perceive of Each Others' Role in Promotions", Conference of the Association for Consumer Research, Minneapolis, Spring 1995.

Priya Raghuram and Aradhna Krishna, "Biases in Distance Estimation", Annual Convention of the American Psych. Association (Div. 23): Society for Consumer Psychology, New York, Aug 1995.

Assuncao, Joao and Aradhna Krishna, "Competitive Bundling", Marketing Science Conference, Tucson, Spring 1994.

Harlam, Bari, Aradhna Krishna, Donald R. Lehmann and Carl Mela, "The Impact of Bundle Type, Price Framing and Familiarity on Evaluation of the Bundle", Annual Conference of the Association of Consumer Research, Nashville, Fall, 1993, Marketing Science Conference, St. Louis, Spring 1993.

Krishna, Aradhna and Priya Raghuram, "The Effect of Visual Cues on Perceived Length and Choice of Waiting Lines and Mall Routes", Columbia-NYU-Yale Colloquium, Summer 1993.

Krishna, Aradhna, "The Normative Impact of Dealing patterns on Purchase Behavior", Marketing Science Conference, St. Louis, Spring 1993.

Krishna, Aradhna, "Modelling the Impact of Consumer Price Expectations for Multiple Brands on Consumer Purchase Behavior", Marketing Science Conference, London, Summer 1992.

Krishna, Aradhna, "The Effect of Dealing Patterns on Consumer Perceptions of Deal Frequency and Willingness to Pay", Marketing Science Conference, Delaware, Spring 1991.  
Krishna, Aradhna, Imran C. Currim and Robert W. Shoemaker, "Consumer Perceptions of Promotional Activity", Marketing Science Conference, Urbana-Champaign, Spring 1990.

Krishna, Aradhna, "Modelling the Impact of Consumer Expectation About Time to the Next Deal and Sale Price on Consumer Purchase Behavior", Marketing Science Conference, Urbana-Champaign, Spring 1990.

Krishna, Aradhna and Robert W. Shoemaker, "A Closer Look at Promotional Purchase Quantities: Do consumers Buy More Packages or Larger Package-sizes?", ORSA/TIMS, New York, Fall 1989.

Krishna, Aradhna and Robert W. Shoemaker, "The Effect of a Direct Mail Coupon on Purchase Quantity and Timing", American Marketing Association Educators' Conference, San Francisco, August, 1988.

INVITED PRESENTATIONS

Distinguished alumni talk, New York University, 2009.

Krishna, Aradhna, "Spillover effects of cause-related products in a product portfolio", Strategy group at Univ. of Michigan Fall 2006; Marketing Group at Univ. of Michigan Winter 2007; New York University, Spring 2007; Texas A&M Marketing Camp April 2007; Marketing Consortium at the Aspen Institute, September 2007; Economic, Political and Public Sciences Group, University of Texas at Dallas, January 2009.

"Beyond the Proustian Phenomenon: The Effect of Product-Embedded Scent on Memory for Product Information", Marketing Group at Univ. of Michigan Winter 2008, University of Dauphine at Paris 2008.

INFORMS Doctoral Consortium, July 2007; AMA Doctoral Consortium, University of Arizona at Phoenix, May 2007; ACR Doctoral Consortium, Memphis, October 2007.

Krishna, Aradhna, "A Focus on Exchange Mechanisms", University of Indiana at Bloomington, Fall 2006; Washington University, St. Louis, Spring 2006; University of Minnesota, Winter 2006; University of California at Berkeley, Winter 2006; Cornell University, Winter 2006; National University of Singapore, Summer 2005; INSEAD – Singapore, Spring 2005, HKUST, Fall 2004;

AMA Doctoral Consortium Faculty, University of Maryland, Summer 2006.

AMA Doctoral Consortium Faculty, University of Southern California, Summer 2004.

INFORMS Doctoral Consortium Faculty, July 2004.

Krishna, Aradhna "A Behaviorist Approach to Pricing and Promotion", Singapore Management University, Spring 2005; Hong Kong University of Science and Technology, Fall 2004; National University of Singapore, Fall 2004; INSEAD – Fontainebleau, April 2004; Distinguished Speaker Series, Leeds School of Business, University of Colorado, Boulder, Oct. 2003.

Krishna, Aradhna and Linda Salisbury, "Consumer Refund Behavior: A Waste Aversion and Responsibility Perspective", University of Michigan Decision Consortium, February 2004.

INFORMS Doctoral Consortium Faculty, July 2003.

Krishna, Aradhna and Michel Wedel, "A Behaviorist Approach to Non-Linear Pricing: How Do Consumers Respond to Non-Linear Prices?", Duke University, Spring 2003; Pricing Camp at the University of Illinois, Urbana-Champaign, Spring 2003.

Christina L. Brown and Aradhna Krishna, "Default Effects in Choice," University of Michigan Decision Consortium, February 2002, University of Michigan Hosmer Lunch series, September 2003.

Fred Feinberg, Aradhna Krishna and John Z. Zhang, "Do Relative Prices Matter?: A

Bounded-Rationality Approach to Targeted Pricing”, University of British Columbia, Spring 2001; Hosmer Series, University of Michigan Business School, 2001.

AMA Doctoral Consortium Faculty, University of Southern California, August 1999

Krishna, Aradhna and Z. John Zhang, “Short- or Long-fuse Coupons: The Effect of Expiration date on Coupon Profitability”, Univ. of Michigan, University of Wisconsin at Madison, University of North Carolina at Chapel Hill, Tuck School of Business –Dartmouth, University of Illinois, Urbana-Champaign, 1998.

Featured speaker at a conference on “Planning, Measuring and Evaluating Consumer Promotions”, organized by the Institute for International Research, New York, September 1998.

“Consumer Perception of Deals: Biasing Effects of Varying Deal Prices”, Pricing Camp at the University of Illinois, Urbana-Champaign, Fall 1997.

Krishna, Aradhna, “A Normative Retailer Ordering and Pricing Model Incorporating Expectations of Future Deals”, New York University Brown Bag Lunch Series, Spring 1996; Management Science Seminar Series, Columbia University, Fall 1995; Marketing Modelers, New York, Fall 1995; Temple University Seminar Series, Spring 1995; Washington University at St. Louis, Seminar Series, Spring 1995; Cornell University, Fall 1994; Columbia/NYU/Yale symposium, Summer 1994.

Krishna, Aradhna, “Consumer Expectations of Promotions and How These Expectations Affect Purchase Behavior”, University of Florida, Gainesville, Fall 1993.

Krishna, Aradhna and Robert W. Shoemaker, “The Effects of Higher Coupon Face Values on Brand Choice, Purchase Quantity and Timing of Redemption Purchases”, MSI Conference on Sales Promotion, Boston, Summer 1991.

Krishna, Aradhna, Imran C. Currim and Robert W. Shoemaker, “Consumer Perceptions of Promotional Activity”, Columbia-Wharton Colloquium, Philadelphia, Spring 1990.

Krishna, Aradhna, “Consumer Expectations of Deal Frequency and Sale Price and How These Expectations Affect Purchase Behavior”, invited presentation for winning the AMA Doctoral Dissertation Competition, AMA Summer Educators' Conference, Washington, D.C., Summer 1990, Columbia University, University of Chicago, Rutgers University, University of Madison at Wisconsin, University of Minnesota and Minneapolis, University of Southern California, University of Texas at Dallas, University of Illinois at Urbana-Champaign, 1990.

#### CONFERENCES ORGANISED

Sensory Marketing Conference, Ann Arbor, June 2008.

## PROFESSIONAL SERVICE

EDITORIAL BOARD  
Area Editor, Management Science (2008-)  
Area Editor, International Journal for Research in Marketing (2007-)  
Journal of Marketing Research (1995-)  
Marketing Letters (1995-)  
Review of Marketing Science (2000-)  
Marketing Science (2003-)  
Journal of Consumer Research (2003-2005; 2008-2009)

Outstanding reviewer Award for JCR (2002-2003)  
Among top 10 reviewers (#6) for Marketing Science, 2003  
Guest Area Editor, Marketing Science, 2005, 2006, 2007.

AD-HOC REVIEWER  
Management Science  
Journal of Marketing  
Journal of Retailing  
Journal of Public Policy and Marketing  
International Journal of Industrial Organization  
International Journal of Research in Marketing  
AMA Conferences and Dissertation Competitions  
MSI Conferences and Grant Proposals  
ACR Conferences

## SOME TEACHING RATINGS

5.0 (on a 5 scale) at Michigan for BBA course on Pricing – Fall 2007.  
4.9 (on a 5 scale) at Michigan for MBA course on Pricing – Fall 2005  
5.0 (on a 5 scale) at Michigan for doctoral course on Marketing Models –  
Winter 2002, Fall 2004; Experimental Economics -- Winter 2003  
4.8 (on a 5 scale) at Michigan for MBA course on Designing and Managing  
a Sales Team – Fall 2002  
4.8 (on a 5 scale) at Michigan for undergraduate course on Sales Force  
Management – Winter 1999  
  
6.3 (on a 7 scale) at Columbia for MBA course on Marketing Planning –  
Spring 1997  
6.9 (on a 7 scale) at NYU for MBA course on Sales Management – Spring  
1996

## CONSULTANCY

Has served on the Board of Directors of Northern Technology International Corporation, a consistent Forbes best 200 small company (2002-2005), and is currently on the advisory board of Dr. Maths. Her consulting and research relationships include Best Buy, CVS, Dykema Gossett PLLC, Hallmark Entertainment Inc., IRI, Nielsen,

Ohrenstein & Brown LLP, Procter & Gamble, among many others.