

AMAR CHEEMA

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Academic Positions

Aug 2014 – present: Frank S. Kaulback, Jr. Professor of Commerce, University of Virginia
Aug 2013 – present: Professor of Commerce, McIntire School of Commerce, University of Virginia
Aug 2009 – Aug 2013: Associate Professor, McIntire School of Commerce, University of Virginia
July 2003 – June 2009: Assistant Professor, Olin Business School, Washington University in St. Louis

Education

PhD 2003 University of Colorado at Boulder (Business, Marketing)
MBA 1996 Indian Institute of Management Calcutta (PGDM, Marketing)
BE 1994 Delhi University, India (Electronics and Communication Engineering)

Honors and Awards

Marketing Science Institute Young Scholar, 2009
Winner, Journal of Consumer Psychology Young Contributor Award, 2006
Fellow, AMA-Sheth Doctoral Consortium, University of Miami, FL, 2001
Citibank Award for Academic Excellence and Leadership, IIM Calcutta, 1996

Teaching Experience

McIntire School of Commerce, University of Virginia, 2009 - present
Consumer Behavior and Pricing Strategies (GCOM7150): Spring '14 - '15
Consumers and Markets in India (COMM4393): May '12, Jan '13 - '15
Consumer Behavior and Marketing Strategy (COMM4380): Fall '09, '10, '15; Spring '12-'13
Integrated Core Experience (Marketing, COMM3020): Fall '09-'12

Olin Business School, Washington University in St. Louis, 2003-2009
BSBA: Consumer Behavior (MKT377): Fall '03-'08
MBA: Understanding & Influencing Consumer Behavior (MKT576A): Fall '05-'08
Graduate Management Seminar (GMS-India): Spring '04
PhD: Decision Making Seminar (MKT674): Spring '06, '08, '09

Leeds School of Business, University of Colorado at Boulder, 1999-2002
Product Strategy (MKTG 4250): Fall '99-'00, Summer '00-'02

Publications in Refereed Journals

- Goodman, Joseph K., Cynthia E. Cryder, and Amar Cheema (2013), "Data Collection in a Flat World: The Strengths and Weaknesses of Mechanical Turk Samples," *Journal of Behavioral Decision Making*, 26, 3 (July), 213-224. (Lead Article)
- Bagchi, Rajesh and Amar Cheema (2013), "The Effect of Red Background Color on Willingness-to-pay: The Moderating Role of Selling Mechanism," *Journal of Consumer Research*, 39, 5 (February), 947-960.
- Mehta, Ravi, Juliet (Rui) Zhu and Amar Cheema (2012), "Is Noise Always Bad? Exploring the Effects of Ambient Noise on Creative Cognition," *Journal of Consumer Research*, 39, 4 (December), 784-799.
- Cheema, Amar and Vanessa M. Patrick (2012), "Influence of Warm versus Cool Temperatures on Consumer Choice: A Resource Depletion Account," *Journal of Marketing Research*, 49, 6 (December), 984-995.
- Cheema, Amar, Dipankar Chakravarti, and Atanu R. Sinha (2012), "Bidding Behavior in Descending and Ascending Auctions," *Marketing Science*, 31, 5 (September-October), 779-800.
- Cheema, Amar and Rajesh Bagchi (2011), "Goal Visualization and Goal Pursuit: Implications for Consumers and Managers," *Journal of Marketing*, 75, 2 (March), 109-123.
- Soman, Dilip and Amar Cheema (2011), "Earmarking and Partitioning: Increasing Saving by Low-income Households," *Journal of Marketing Research*, 48, Special Interdisciplinary Issue on Consumer Financial Decision Making (November), S14-S22.
- Ülkümen, Gülден and Amar Cheema (2011), "Framing Goals to Influence Personal Savings: The Role of Specificity and Construal Level," *Journal of Marketing Research*, 48, 6 (December), 958-969.
- Cheema, Amar and Andrew M. Kaikati (2010), "The Effect of Need for Uniqueness on Word of Mouth," *Journal of Marketing Research*, 47, 3 (June), 553-563.
- Cheema, Amar and Purushottam Papatla (2010), "Relative Importance of Online versus Offline Information for Internet Purchases: The Effect of Product Category and Internet Experience," *Journal of Business Research* (Special Issue on Internet Customer Behavior), 63, 9-10, 979-985.
- Cheema, Amar (2008), "Surcharges and Seller Reputation," *Journal of Consumer Research*, 35, 1 (June), 167-177.
- Cheema, Amar and Dilip Soman (2008), "Effect of Partitions on Controlling Consumption," *Journal of Marketing Research*, 45, 6 (December), 665-675.
- Cheema, Amar and Vanessa M. Patrick (2008), "Anytime versus Only: Mindsets Moderate the Effect of Expansive versus Restrictive Frames on Promotion Evaluation," *Journal of Marketing Research*, 45, 4 (August), 462-472.

Publications in Refereed Journals (continued)

Cheema, Amar and Dilip Soman (2006), "Malleable Mental Accounting: The Effect of Flexibility on the Justification of Attractive Spending and Consumption Decisions," *Journal of Consumer Psychology*, 16, 1, 33-44.

Soman, Dilip and Amar Cheema (2004), "When Goals are Counter-Productive: The Effects of Violation of a Behavioral Goal on Subsequent Performance," *Journal of Consumer Research*, 31, 1 (June), 52-62.

Soman, Dilip and Amar Cheema (2002), "The Effect of Credit on Spending Decisions: The Role of Credit Limit and Credibility," *Marketing Science*, 21, 1 (Winter), 32-53.

Soman, Dilip and Amar Cheema (2001), "The Effect of Windfall Gains on the Sunk Cost Effect," *Marketing Letters*, 12, 1 (February), 51-62.

Invited Articles and Chapters

Roy, Sudipt, Tat Chan and Amar Cheema (2014), "Price Expectations and Purchase Decisions: Evidence from an Online Store Experiment," *Customer Needs and Solutions*, 1, 2 (June), 117-130.

Lambrecht, Anja, Katja Seim, Naufel Vilcassim, Amar Cheema, Yuxin Chen, Gregory Crawford, Kartik Hosanagar, Raguram Iyengar, Oded Koenigsberg, Robin Lee, Eugenio Miravete and Ozge Sahin (2012), "Price Discrimination in Service Industries," *Marketing Letters*, 23, June, 423-438.

Soman, Dilip, Amar Cheema and Eugene Chan (2012), "Understanding Consumer Psychology for Avoiding Abuse of Credit Cards," in D. G. Mick, S. Pettigrew, C. Pechmann and J. L. Ozanne (Ed.), *Transformative Consumer Research for Personal and Collective Well-Being*. New York: Routledge.

Cheema, Amar, Peter T. L. Popkowski-Leszczyc, Rajesh Bagchi, Richard P. Bagozzi, James C. Cox, Utpal M. Dholakia, Eric A. Greenleaf, Amit Pazgal, Michael H. Rothkopf, Michael Shen, Shyam Sunder, and Robert Zeithammer (2005), "Economics, Psychology, and Social Dynamics of Consumer Bidding in Auctions," *Marketing Letters*, 16, 3/4, 401-413.

Chakravarti, Dipankar, Eric Greenleaf, Atanu Sinha, Amar Cheema, James Cox, Daniel Friedman, Teck Ho, R. Mark Isaac, Andrew Mitchell, Amnon Rapoport, Michael Rothkopf, Joydeep Srivastava, and Rami Zwick (2002), "Auctions: Research Opportunities in Marketing," *Marketing Letters*, 13, 3 (August), 281-296.

Industry Experience

Asian Paints (India) Ltd., 1996-97, Sales and Marketing (Ghaziabad, Chandigarh, Jalandhar, Indore)

Blow Plast Ltd., New Delhi, Summer Trainee, 1995

Invited Presentations

- 2014 INSEAD Singapore (May)
Social Psychology Brown Bag, University of Virginia (Mar)
University of Miami, FL (Feb)
- 2012 Panelist, Conversations on Motivation, SCP Winter Conference Las Vegas (Feb)
- 2011 Baruch College, City University of New York (Nov)
London Business School (Oct)
Singapore Management University (Jun)
University of Maryland (Apr)
Dartmouth College (Mar)
- 2010 Georgetown University (Nov)
National University of Singapore (Apr)
University of Missouri (Oct)
Virginia Tech (Oct)
- 2009 University of Illinois Pricing Camp (Jun)
University of Chicago (Feb)
- 2008 University of British Columbia (Nov)
University of Virginia (Sep)
- 2006 University of Georgia (Apr)
- 2002* Washington University in St. Louis, University of Arizona, University of Toronto (Nov)
University of Indiana-Indianapolis, Rutgers University, University of Minnesota (Oct)
Columbia University, New York University (Oct) * *job market campus visits*

Professional Service

Conference Co-Chair, SCP Winter Conference 2004 San Francisco
Conference AE, ACR 2011 St. Louis; ACR 2013 Chicago
Conference Committee Member (ACR: 2012, 2009, 2007; SCP: 2014, 2010, 2009)
Invited Faculty for the ACR Doctoral Symposium Roundtable, ACR 2007 Memphis
(ACR = Association for Consumer Research; SCP = Society for Consumer Psychology)

Journal Editorial Review Boards

Journal of Consumer Psychology, January 2011 – present
Journal of Consumer Research, August 2008 – June 2014; August 2015 – present
Journal of Marketing Research, August 2015 – present

Professional Service (continued)

Service at the University of Virginia

University-wide provost's promotion and tenure committee: August 2015 – present

McIntire Committees: ICE Steering ('09-'12); Research ('10-'15)

McIntire Internal Promotion and Tenure Subcommittees

Zhaohui Chen (2014) at the school level, associate with tenure, chair

Zhaohui Chen (2011) at the school level, 3rd year reappointment, chair

Michael Gallmeyer (2010) at the school level, associate with tenure, chair

Natasha Zhang Foutz (2010) at the department level, 3rd year reappointment, chair

Dissertation Committee External Member (Marketing)

Yong Kyu Lee (Virginia Tech), 2015

Ciju Nair (Washington University in St. Louis), 2010

Ethan Pew (University of Colorado), 2010

Deny Belisle (Concordia University), 2010

Service at Washington University in St. Louis

Dissertation Committee Member (Marketing)

2008: Sudipt Roy, Ping Xiao

Dissertation Committee External Member (Psychology)

2008: Inbal Gurari; 2006: Laurel Newman, Yuj Shimizu; 2005: Anthony Bishara

Faculty Search Committee (External Member), Psychology, 2005

Faculty Associate for Liggett2 residence hall, 2005-2006

Faculty Brother, Delta Sigma Pi, 2007

Olin Committees: BSBA Curriculum (04-07); Affirmative Action (07-08); MBA Curriculum (08-09)

Selected Media Citations

Chicago Tribune, CNNMoney.com, Diet magazine, Economist.com, London Times, Los Angeles Times, Money magazine, New York Times, Self magazine, Times of India, USA Today, Wall Street Journal, Women's Health magazine