

AMAR CHEEMA

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Academic Positions

2018-present: William F. O'Dell Professor of Commerce, University of Virginia
2014-2018: Frank S. Kaulback, Jr., Professor of Commerce, University of Virginia
2013-present: Professor, McIntire School of Commerce, University of Virginia
2009-2013: Associate Professor, McIntire School of Commerce, University of Virginia
2003-2009: 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

Outstanding Reviewer Award, Journal of Consumer Research, 2018
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 & Marketing Strategy (COMM4380): Spring '12-'13, Fall '09-'10, '15-'18
Consumer Behavior & Pricing Strategies (GCOM7150): Spring '14-'19
Integrated Core Experience (Principles of Marketing, COMM3020): Fall '09-'12
Consumers & Markets in India (COMM4393 study abroad): May '12, Jan '13 - '16

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

Zhang, Yi, Ronald Wilcox and Amar Cheema, "The Effect of Student Loan Debt on Spending: The Role of Repayment Format," *Journal of Public Policy and Marketing*, forthcoming.

O'Connor, Kieran and Amar Cheema (2018), "Do Evaluations Rise with Experience?" *Psychological Science*, 29, 5 (May), 779-790.

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.

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.

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

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, Gülden 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.

Publications in Refereed Journals (continued)

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.

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.

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.

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.

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.

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.

[Google Scholar Metrics (May 2019): Citations = 3,787; h-index = 19]

Invited Book Chapter

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

Invited Presentations

- 2019 University of Washington, Seattle (May)
- 2018 McGill University, Montreal (Apr)
University of Cincinnati (Apr)
- 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)
University of Missouri (Oct)
Virginia Tech (Oct)
National University of Singapore (Apr)
- 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*

Industry Experience

Asian Paints (India) Ltd., 1996-97, Sales & Marketing (Ghaziabad, Chandigarh, Jalandhar, Indore)
Blow Plast Ltd., New Delhi, Summer Trainee, 1995

Professional Service

Journal Editorial Review Boards

Journal of Consumer Research, August 2008 – June 2014; August 2015 – present

Journal of Consumer Psychology, January 2011 – present

Journal of Marketing Research, August 2015 – present

Journal of Marketing, May 2018 – present

Academic Conferences

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)

Service at the University of Virginia

University-wide Provost's promotion and tenure committee: January 2016 – present

McIntire School of Commerce

Marketing Recruiting Committee, fall 2017; Research Committee ('10-'15)

ICE Steering Committee ('09-'12)

Dissertation Committee 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

Olin Business School

MBA Curriculum Committee ('08-'09); Affirmative Action Committee ('07-'08)

BSBA Curriculum Committee ('04-'07)

Dissertation Committee Member

Marketing: Sudipt Roy & Ping Xiao (2008)

Psych: Inbal Gurari (2008); Laurel Newman & Yuj Shimizu (2006); Anthony Bishara (2005)

Faculty Search Committee (External Member), Psychology, 2005

Faculty Associate for Liggett2 residence hall, 2005-2006; Faculty Brother, Delta Sigma Pi, 2007

Selected Media Citations

The Economist, *London Times*, *Money* magazine, *New York Times*, *USA Today*, *Wall Street Journal*