

AMIT BHATTACHARJEE

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ACADEMIC POSITIONS

INSEAD

Associate Professor, Department of Marketing (2020-present)

Rotterdam School of Management, Erasmus University

Assistant Professor, Department of Marketing Management (2015-2019)

Stern School of Business, New York University

Visiting Scholar, Marketing Department (2017-present)

Tuck School of Business, Dartmouth College

Visiting Assistant Professor of Business Administration (2012-2015)

EDUCATION

The Wharton School, University of Pennsylvania

Ph.D., Marketing (2012)

M.S., Marketing (2010)

B.S., Economics, Magna Cum Laude (2004)

HONORS AND AWARDS

AMA-Sheth Foundation Doctoral Consortium Faculty Fellow (2019)

Marketing Science Institute Young Scholar (2019)

Finalist, Thomas C. Kinnear Award, *Journal of Public Policy & Marketing* (2019)

Best Article Award, *Journal of Consumer Research* (2017)

Erasmus Research Institute of Management High Performer (2015-present)

Benton Junior Faculty Fellowship (research award for one Tuck junior scholar; 2013-2015)

Winkelman Fellowship (award for scholarly excellence for two Wharton PhD students; 2009-2012)

AMA-Sheth Foundation Doctoral Consortium Fellow (2010)

Russell Ackoff Fellowship, Risk Management and Decision Processes Center (2008-2010)

Wharton Doctoral Fellowship (2007-2011)

RESEARCH INTERESTS

Morality, fairness, and welfare in markets

Moral, political, and economic psychology

Signaling and symbolic consumption

Well-being and utility from experience

Judgment and decision making

JOURNAL ARTICLES AND INVITED PUBLICATIONS

Berman, Jonathan Z., **Amit Bhattacharjee**, Deborah Small, and Gal Zauberman (2020), “Passing the Buck to the Wealthier: Reference-dependent Standards of Generosity,” *Organizational Behavior and Human Decision Processes*, 157, 46-56.

Bhattacharjee, Amit, and Jason Dana (2018), “Not All Folk-Economic Beliefs are Best Understood through Our Ancestral Past,” *Behavioral and Brain Sciences*, 41, 21-22.

Bhattacharjee, Amit, and Jason Dana (2017), “People Think Companies Can’t Do Good and Make Money. Can Companies Prove Them Wrong?” *Harvard Business Review*, November 28.

Bhattacharjee, Amit, Jason Dana, and Jonathan Baron (2017), “Anti-Profit Beliefs: How People Neglect the Societal Benefits of Profit,” *Journal of Personality and Social Psychology*, 113(5), 671-696.

Selected Press: *Scientific American*, *National Review*, *Marginal Revolution*, *Bloomberg Businessweek*

Bolton, Lisa, **Amit Bhattacharjee**, and Americus Reed II (2015), “The Perils of Marketing Weight Management Remedies and the Role of Consumer Knowledge,” *Journal of Public Policy & Marketing*, 34(1), 50-62.

Honors: Finalist, Thomas C. Kinnear Award, *Journal of Public Policy & Marketing* (2019)

Selected Press: *Washington Post*, *New York Magazine*, *The Atlantic*, *BBC*, *Daily Mail*, *Yahoo! News*

Bhattacharjee, Amit, Jonah Berger, and Geeta Menon (2014), “When Identity Marketing Backfires: Consumer Agency in Identity Expression,” *Journal of Consumer Research*, 41(2), 294-309

Selected Press: *New York Times*, *Chicago Tribune*, *WAMC Radio*, *Fox Business*, *Science Daily*

Bhattacharjee, Amit, and Cassie Mogilner (2014), “Happiness from Ordinary and Extraordinary Experiences,” *Journal of Consumer Research*, 41(1), 1-17. (Lead Article)

Honors: Best Article Award, *Journal of Consumer Research* (2017)

Selected Press: *New York Times*, *The Atlantic*, *NPR*, *Fox News*, *BBC Radio*, *Bloomberg Businessweek*, *The New Republic*, *Fast Company*, *Forbes*, *TIME*, *ABC News*, *Yahoo! News*

Bhattacharjee, Amit, Jonathan Z. Berman, and Americus Reed II (2013), “Tip of the Hat, Wag of the Finger: How Moral Decoupling Enables Consumers to Admire and Admonish,” *Journal of Consumer Research*, 39(6), 1167-1184.

Selected Press: *Wall Street Journal*, *Financial Times*, *BusinessWeek*, *Smithsonian*, *Globe & Mail*

Hardy, Sam, **Amit Bhattacharjee**, Karl Aquino, and Americus Reed II (2010), “Moral Identity and Psychological Distance: The Case of Adolescent Parental Socialization,” *Journal of Adolescence*, 33, 111-123.

Reed II, Americus, Joel Cohen, and **Amit Bhattacharjee** (2009), “When Brands are Built from Within: A Social Identity Pathway to Liking and Evaluation,” in *Handbook of Brand Relationships*, Eds. D.J. MacInnis, C.W. Park, & J.R. Priester. Armonk, NY: M.E. Sharpe, Inc., 124-150.

Verona, Edelyn, Naomi Sadeh, Steve M. Case, Americus Reed II, and **Amit Bhattacharjee** (2008), “Self-Reported Use of Different Forms of Aggression in Adolescence and Young Adulthood: Validation and Correlates,” *Assessment*, 15 (4), 493-510.

WORKING PAPERS AND WORK UNDER REVIEW

Bhattacharjee, Amit, Jonathan Z. Berman, Jason Dana, Barbara Mellers, and Camilla Zallot, “Producer Motives and Consumer Perceptions of Symbolic Product Value,” Invited for 2nd round review, *Journal of Consumer Research*.

Bhattacharjee, Amit, and Gabriele Paolacci, “Can Concern for the Disadvantaged Promote Disadvantage? Neglecting the Benefits of Exploitation,” Invited for 2nd round review, *Journal of Marketing Research*.

Wertenbroch, Klaus, Rom Y. Schrift, Joseph W. Alba, Alixandra Barasch, **Amit Bhattacharjee**, Markus Giesler, Joshua Knobe, Donald R. Lehmann, Sandra Matz, Gideon Nave, Jeffrey Parker, Stefano Puntoni, Yanmei Zheng, and Yonat Zwebner, “Autonomy in Consumer Choice,” Invited for 2nd round review, *Marketing Letters*.

Bhattacharjee, Amit, Alixandra Barasch, and Klaus Wertenbroch, “Too Good to be True: Imperfection as a Signal of Authenticity,” Under review.

Weingarten, Evan, **Amit Bhattacharjee**, and Patti Williams, “So Bad it’s Good: When Consumers Prefer the Bad Option,” Under review.

Bhattacharjee, Amit, Jonathan Z. Berman, and Americus Reed, II, “Motivated Moral Decoupling among Liberals and Conservatives,” Manuscript in preparation.

Shaddy, Franklin, Alixandra Barasch, and **Amit Bhattacharjee**, “The Perceived Fairness of Technological Disruption,” Manuscript in preparation.

Gai, Phyliss, and **Amit Bhattacharjee**, “The Moral Advantage of Successful Self-Control,” Manuscript in preparation.

Zallott, Camilla, Gabriele Paolacci, and **Amit Bhattacharjee**, “Have More, Pay More: Distributive Concerns in Price Fairness Perceptions,” Manuscript in Preparation.

SELECT RESEARCH IN PROGRESS

Duani, Nofar, Alixandra Barasch, and Amit Bhattacharjee, “The Perceived Drivers of Gender Inequality,” Data collection in progress.

Bhattacharjee, Amit, Graham Overton, Jason Dana, and Maurice Schweitzer, “Income Inequality and Individuals’ Value to Society,” Data collection in progress.

Bhattacharjee, Amit, Anuj Shah, and Jason Dana, “Price Fairness and Neglect of Supply Dynamics,” Data collection in progress.

Bhattacharjee, Amit, Jonathan Z. Berman, and Gizem Yalcin, “The Upside of Immorality: The Signal Value of Offensive Producer Behavior,” Data collection in progress.

Bhattacharjee, Amit, and Stephen Spiller, “Moralization and Objectivity in Taste domains,” Data collection in progress.

Ailawadi, Kusum, Scott Neslin, and Amit Bhattacharjee, “Political Ideology and Preference for Corporate Social Responsibility,” Data collection in progress.

INVITED TALKS

“Too Good to be True? Imperfection as a Costly Signal of Authenticity”
IÉSEG Winter Symposium (December 2019)

“Moral Intuitions toward Market Exchange”

Vrije Universiteit Amsterdam (October 2019)

Coller School of Management, Tel Aviv University (March 2019)

Kelley School of Business, Indiana University (March 2019)

Dyson School of Business, Cornell University (March 2019)

University of Illinois at Chicago (March 2019)

INSEAD (February 2019)

Nanyang Technological University (February 2019)

Zicklin School of Business, Baruch College (November 2018)

London Business School (April 2018)

Rutgers University (April 2018)

Colorado State University (April 2018)

Tilburg University, Department of Social Psychology (December 2017)

Stern School of Business, New York University (December 2017)

The New School of Social Research, Psychology (September 2017)

Delft University of Technology, Ethics/Philosophy of Technology (April 2017)

University of Groningen (November 2015)

“The Moralization of Intertemporal Choice”

IDEA Conference, Georgia Institute of Technology (June 2017)

“Authenticity and Value: The Signal Value of Offensive Behavior”

Alienation and Meaning Symposium, Technische Universitat Munchen (January 2017)

“Selling Out: How Producer Motives Affect Perceived Artistic Quality”

Rotterdam School of Management, Erasmus University (December 2014)

Foster School of Business, University of Washington (November 2014)

Robinson College of Business, Georgia State University (November 2014)
INSEAD (October 2014)
Tuck School of Business, Dartmouth College (April 2014)

“Can Profit Be Good? Zero-Sum Thinking, Neglect of Incentives, and Anti-Profit Beliefs”
Sloan School of Management, Massachusetts Institute of Technology (April 2013)
Tuck School of Business, Dartmouth College (July 2012)

“How Moral Decoupling Enables Consumers to Admire and Admonish”
Marketing in New York Forum, Stern School of Business, New York University (May 2012)
Rotman School of Management, University of Toronto (November 2011)
Sauder School of Business, University of British Columbia (October 2011)
Gabelli School of Business, Fordham University (October 2011)
Tuck School of Business, Dartmouth College (October 2011)

CONFERENCE PRESENTATIONS

“The Upside of Immorality: The Signal Value of Offensive Producer Behavior”
Society for Consumer Psychology, Savannah, GA (March 2019)
Association for Consumer Research, Dallas, TX (October 2018)

“Can Concern for the Disadvantaged Promote Disadvantage? The Benefits of Exploitation”
La Londe Conference, La Londe, France (June 2019)
SCP Boutique Conference on Vice & Virtue, Sydney, Australia (January 2018)
Society for Judgment and Decision Making, Vancouver, Canada (November 2017)
Association for Consumer Research, San Diego, CA (October 2017)
European Marketing Academy, Groningen, Netherlands (May 2017)
Society for Consumer Psychology, San Francisco, CA (February 2017)

“Motivated Moral Decoupling Among Liberals and Conservatives”
Society for Personality and Social Psychology, San Diego, CA (January 2016)
Association for Consumer Research, New Orleans, LA (October 2015)

“Judging True Good Taste: True Preference or Pretense?”
Society for Judgment and Decision Making, Chicago, IL (November 2015)
Society for Consumer Psychology, Phoenix, AZ (February 2015)
Association for Consumer Research, Baltimore, MD (November 2014)

“Selling Out: How Producer Motives Affect Perceived Artistic Quality”
Society for Consumer Psychology, Phoenix, AZ (February 2015)
Society for Judgment and Decision Making, Long Beach, CA (November 2014)
Association for Consumer Research, Baltimore, MD (November 2014)

“Happiness from Extraordinary versus Ordinary Experiences”
Association for Consumer Research, Chicago, IL (October 2013)
Society for Consumer Psychology, San Antonio, TX (March 2013)

“When Identity Marketing Backfires: Consumer Agency in Identity Expression”

Society for Consumer Psychology, San Antonio, TX (March 2013)

Association for Consumer Research, Vancouver, Canada (October 2012)

“Can Profit Be Good? Zero-Sum Thinking, Neglect of Incentives, and Anti-Profit Beliefs”

Society for Judgment and Decision Making, Minneapolis, MN (November 2012)

Association for Consumer Research, Jacksonville, FL (October 2011)

Behavioral Decision Research in Management, Pittsburgh, PA (June 2010)

“How Moral Decoupling Enables Consumers to Admire and Admonish”

Association for Consumer Research, Vancouver, Canada (October 2012)

Behavioral Decision Research in Management, Boulder, CO (June 2012)

Society for Personality and Social Psychology, San Diego, CA (January 2012)

Society for Consumer Psychology, Atlanta, GA (February 2011)

“The Perils of Marketing Weight Management Remedies”

Whitebox Graduate Student Conference, Yale University (April 2010)

Association for Consumer Research, Pittsburgh, PA (October 2009)

Society for Consumer Psychology, San Diego, CA (February 2009)

PROFESSIONAL AFFILIATIONS

Heterodox Academy (scholarly society to promote viewpoint diversity in academia)

Association for Consumer Research

Society for Consumer Psychology

Society for Judgment and Decision Making

PROFESSIONAL SERVICE

Editorial Review Board

Journal of Consumer Research (2016-2018)

International Journal of Research in Marketing (2016-present)

Ad Hoc Journal Reviewing

Journal of Marketing Research, *Journal of Marketing*, *Journal of Consumer Psychology*, *Management Science*, *Organizational Behavior and Human Decision Processes*, *Journal of Personality and Social Psychology*, *Journal of Business Ethics*, *Journal of Experimental Social Psychology*, *Journal of Public Policy & Marketing*

Conference Program Committee

Behavioral Decision Research in Management (2020-present)

European Association for Consumer Research (2017-present)

Association for Consumer Research (2015-present)

Society for Consumer Psychology (2014-present)

Doctoral Consortia

Society for Consumer Psychology (2019)

Conference and Professional Society Reviewing

Association for Consumer Research, Society for Consumer Psychology, Society for Judgment and Decision Making, European Marketing Academy, European Association for Consumer Research, American Marketing Association, Marketing Science Institute

TEACHING EXPERIENCE

Rotterdam School of Management, Erasmus University

Undergraduate Course Development and Teaching

Introduction to Marketing, Erasmus University College (2016-present)

Marketing Research, BSc in Business Administration (2016-present)

Marketing Research, BSc in International Business Administration (2016-present)

Graduate Course Development and Teaching

Specialization Module on Consumer Behavior, PhD/MSc in Marketing Management

“Moralization and Market Exchange” (2016-2018)

Tuck School of Business, Dartmouth College

Graduate Course Development and Teaching

Integrated Marketing Communications, Tuck MBA (2015)

Consumer Moral Judgment, Tuck MBA (2013-2015)

Consumer Behavior, Tuck MBA (2012)

The Three Indias: Doing Business across Economic and Cultural Divides, Tuck MBA (2015)

Introduction to Marketing, Thayer Master of Engineering Management (2012-2013)

The Wharton School, University of Pennsylvania

Undergraduate Teaching

Introduction to Marketing (2010-2011)

ADVISING AND INSTITUTIONAL SERVICE

Rotterdam School of Management, Erasmus University

Invited Talks and Panels

“Big Data and Little People: The Personal Side of Analytics,” *Frontiers in Marketing* (2016)

Judge and Selection Committee Co-Chair, Erasmus Marketing Thesis Awards (2015)

Graduate Student Advising (PhD)

Camilla Zallot, Libby Chun (2018-present)

Graduate Student Advising (MSc)

Felix Dressel, Yavor Gospodinov, Marlijn van Raaij, Erik van Rijthoven, Anne-Carien

Schuller, Iulia Tomescu, Dennis Tuk (2018)

Nina Egner, May Oltmans, Gaya Renil, Yuliya Tukmakova, Freek Van der Voort (2017)

Emily Greenwood, Marc Pollemans, Alexandra Prodan, Marie-Julie Schellens (2016)

Tuck School of Business, Dartmouth College

Invited Talks and Panels

“Ethics Session: Give & Take,” Business and Society Conference (2014)

“Ethics, Marketing, and Bottom-of-the-Pyramid Consumers” (2013)

Graduate Student and Business Competition Advising (MEM)

Mengying Ai, Prashanth Narayanan, Alexander Sofianos (2013)

“Marketing Montshire Museum of Science,” Google Online Marketing Challenge (2013)

Undergraduate Student Advising (James O. Freedman Presidential Scholars research program)

Emily Chan (2015), Ellen Wu (2014)

Tuck MBA International Mentor Program (2013-2015)

The Wharton School, University of Pennsylvania

Undergraduate Student Advising

William Le (2011), Alberto Cohen (2008), Michael Durkheimer (2008)

Penn Interactive Meeting of the Minds (2010-2011)

Wharton Lunch & Learn Program (2010-2011)

Wharton Doctoral Council (2007-2010)