

MANOJ THOMAS

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Associate Professor of Marketing
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EDUCATION

- PhD in Marketing, 2006
Stern School of Business, New York University
- Master of Business Administration, 1994
Indian Institute of Management, Calcutta, India
- Bachelor of Engineering (Electronics), 1992
National Institute of Technology (MANIT), Bhopal, India

HONORS/AWARDS

- Stephen Russell Teaching Award based on vote by students who graduated 5 years ago, 2016
- S.C. Johnson Professor of Marketing (2013 – 2016)
- Apple Award for Excellence in Teaching based on vote by graduating MBA class, 2010
- Half Century Research Fellowship, 2010
- Marketing Science Institute Young Scholar, 2009
- Clifford H. Whitcomb Faculty Fellow, 2008
- Johnson School Teaching Honor Roll, 2006 - 2011
- Stern Award for PhD Teaching Excellence, 2005, 2006
- Nadler Fellowship, Stern school-wide competitive funding, 2005
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2004
- HMM Award for Excellence in Marketing, IIM Calcutta, 1994

PUBLICATIONS – BOOK

- Chakravarti, Amitav and Manoj Thomas (2015), *Why Consumer (Don't) Buy: The GO and STOP Signals*, Palgrave Macmillan

PUBLICATIONS – PEER-REVIEWED JOURNAL ARTICLES

- Kyung, Ellie, Manoj Thomas and Aradhna Krishna (Accepted) "When Bigger is Better (and When it is Not): Implicit Bias in Numeric Judgments" *Journal of Consumer Research*
- Kyung, Ellie and Manoj Thomas (2016), "When Remembering Disrupts Knowing: Blocking Implicit Price Memory" *Journal of Marketing Research*
- Hamilton, Rebecca W.; Thompson, Debora V.; Arens, Zachary G.; Blanchard, Simon J.; Haubl, Gerald; Kannan, P.K.; Khan, Uzma; Lehmann, Donald R.; Meloy, Margaret G.; Roese, Neal J.; Thomas, Manoj (2014), "Consumer Substitution Decisions: An Integrative Framework" *Marketing Letters*

- Thomas, Manoj (2013) "Commentary on Behavioral Price Research: The Role of Subjective Experiences in Price Cognition" *Academy of Marketing Science Review*
- Ülkümen, Gülden and Manoj Thomas (2013), "Personal Relevance and Mental Simulation Amplify Duration Framing Effect." *Journal of Marketing Research*
- Thomas, Manoj and Claire I. Tsai (2012) "Distancing from Subjective Experience: How Psychological Distance Reduces Feeling of Difficulty," *Journal of Consumer Research*
- Thomas, Manoj, Kalpesh Desai and Satheeshkumar Seenivasan (2011), "How Credit Card Payments Increase Unhealthy Food Purchases: Visceral Regulation of Vices," *Journal of Consumer Research*
This paper was discussed on *CBS news* and *Scientific American Podcast*, and reported in *TIME*, *New York Times*, *Wall Street Journal*, *Business Week* and several other major media outlets.
- Tsai, Claire I. and Manoj Thomas (2011), "When Do Feelings of Fluency Matter? How Abstract and Concrete Thinking Influence Fluency Effects," *Psychological Science*
- Thomas Manoj, Daniel Simon and Vrinda Kadiyali (2010), "The Price Precision Effect: Evidence from Laboratory and Market Data" *Marketing Science*
This paper was discussed on *NPR* and reported in *Science* magazine, *Washington Post* and several other major media outlets.
- Thomas, Manoj and Vicki G. Morwitz (2009), "The Ease of Computation Effect: The Interplay of Metacognitive Experiences and Naïve Theories in Judgments of Price Difference." *Journal of Marketing Research*
- Ülkümen, Gülden, Manoj Thomas and Vicki G. Morwitz (2008), "Budgeting Bias: The Effect of Temporal Frames on Budget Estimates." *Journal of Consumer Research*
- Thomas, Manoj and Geeta Menon (2007), "When Internal Reference Prices and Price Expectations Diverge: The Role of Confidence," *Journal of Marketing Research*
- Thomas, Manoj and Vicki G. Morwitz (2005), "Penny Wise and Pound Foolish: The Left Digit Effect in Price Cognition," *Journal of Consumer Research*

PUBLICATIONS – BOOK CHAPTERS

- Thomas, Manoj; Park, Joowon (2014), "The Precision Effect: How Numerical Precision Influences Everyday Judgments," in *Neuroeconomics, Judgment, and Decision Making*, eds Evan A. Wilhelms, Valerie F. Reyna, Psychology Press.
- Thomas, Manoj and Vicki G. Morwitz (2009), "Heuristics in Numerical Cognition: Implications for Pricing," in *Handbook of Research in Pricing*
This paper was the basis of an article on numerical cognition effects in pricing in the *Wall Street Journal*.

REFEREED CONFERENCE PROCEEDINGS & OTHER PUBLICATIONS

- Ellie Kyung, Manoj Thomas, and Aradhna Krishna (2015), "The Rating Polarity Effect: Overcoming the Surreptitious Influence of Implicit Numerical Associations on Consumer Judgments", in *NA - Advances*

in *Consumer Research*, Volume 43, eds. Kristin Diehl and Carolyn Yoon, Duluth, MN : Association for Consumer Research, Pages: 282-286.

- Tatiana Sokolova and Manoj Thomas (2014), "Focusing on the Left Digit: an Encoding Or an Estimation Bias?", in NA - *Advances in Consumer Research*, Volume 42, eds. June Cotte and Stacy Wood, Duluth, MN : Association for Consumer Research, Pages: 690-691.
- Manoj Thomas and Ellie Kyung (2011) , "When Recall Disrupts Memory: Evidence For Implicit Reference Prices", in NA - *Advances in Consumer Research*, Volume 39, eds. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca K. Ratner, Duluth, MN: Association for Consumer Research, Pages: 251.
- Manoj Thomas and Joowon Park (2011) , "Habitually Consistent, Contextually Inconsistent: Dispositional and Contextual Determinants of Financial Decisions ", in NA - *Advances in Consumer Research*, Volume 39, eds. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca K. Ratner, Duluth, MN : Association for Consumer Research, Pages: 148-149.
- Thomas Manoj, Vicki Morwitz, Len Lodish and Jin Soek Pyone (2010) "When Does Expensive Food Taste Better? Top-Down And Bottom-Up Processing In Price-Quality Inferences", in *Advances in Consumer Research*, Vol 38, Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN : Association for Consumer Research.
- Tsai, Claire and Manoj Thomas (2010), "When Does Metacognitive Experience Influence Preference? The Moderating Role Of Construal Mindset," in *Advances in Consumer Research*, Vol 38, eds. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN: Association for Consumer Research.
- Thomas, Manoj and Thibault Maitre (2009), "The Brevity Effect In New Product Labels: When Does Linguistic Fluency Affect Consumers' Responses To New Products" in *Advances in Consumer Research*, Vol 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN: Association for Consumer Research.
- Gülden Ülkümen, Manoj Thomas, Vicki Morwitz (2009), "When 12 Months Is Not The Same As One Year: Antecedents Of Confidence In Consumer Budgets" in *Advances in Consumer Research*, Vol 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN: Association for Consumer Research.
- Manoj Thomas, Vicki Morwitz, Jin Seok Pyone (2009), "The Precision Effect In Numbers: How Processing Fluency Of Numbers Influence Response Confidence", in *Advances in Consumer Research* Vol 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN: Association for Consumer Research.
- Manoj Thomas, Daniel Simon, Vrinda Kadiyali (2009), "Do Consumers Perceive Precise Prices to be Lower than Round Prices? Evidence From Laboratory And Market Data" in *Advances in Consumer Research*, Vol 36, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research, 184-87.
- Thomas, Manoj (2006), "The Role of Metacognition in Consumers' Judgments," in *Advances in Consumer Research*, Vol 34, eds. Gavan Fitzsimons and Vicki Morwitz, Duluth, MN: Association for Consumer Research, 28-30.
- Thomas, Manoj and Vicki G. Morwitz (2005), "A Penny Saved," *Stern Business*, Fall/Winter, 20-23.

- Thomas, Manoj, Sucharita Chandran and Yaacov Trope (2005), “Distance Lends Structure to the View: Temporal Construal and Value Perceptions,” in *Advances in Consumer Research*, Vol 32, eds. Geeta Menon and Akshay R. Rao, Duluth, MN: Association for Consumer Research, 182-184.
- Thomas, Manoj and Geeta Menon (2005), “Effects of Repetition on Price Comparison Process,” in *Advances in Consumer Research*, Vol 32, eds. Geeta Menon and Akshay R. Rao, Duluth, MN: Association for Consumer Research, 72-74.
- Thomas, Manoj and Vicki G. Morwitz (2005), “Holistic Versus Digital Models of Multi-Digit Numerical Comparison,” in *Advances in Consumer Research*, Vol 32, eds. Geeta Menon and Akshay R. Rao, Duluth, MN: Association for Consumer Research, 445-448.
- Thomas, Manoj and Vicki G. Morwitz (2004), “Effects of Framing on Magnitude Perceptions of Prices,” in *Advances in Consumer Research*, Vol 31, eds. Barbara E. Kahn and Mary Frances Luce, Valdosta, GA: Association for Consumer Research, 454-456.

WORKING PAPERS/UNDER REVIEW

- Joowon Park, Clarence Lee and Manoj Thomas “Electrodermal Responses to Mode of Payment: The Somatic Marker Hypothesis,” under review
- Lee, Leonard and Manoj Thomas, “Music and Consummatory Focus: How Background Music Changes Preferences” being revised for third review at Journal of Consumer Research
- Gauri, Dinesh, Yu Ma and Manoj Thomas “Shopping Behaviors of Food Stamp Users: The Role of Decision Conflict,” manuscript under preparation
- Goenka, Shreyans and Manoj Thomas “The Effect of Gratitude on Hedonistic Bias,” manuscript under preparation
- Sokolova, Tatiana and Manoj Thomas “Towards a Better Understanding of the Left-Digit Effect,” manuscript under preparation
- Park, Joowon and Manoj Thomas, “Towards a Better Understanding of Post-Consumption Regret,” manuscript under preparation

RESEARCH PRESENTATIONS

- “When Remembering Blocks Knowing,” University of Utah, Salt Lake City 2016.
- “Participative Pricing Mechanisms,” 10th Invitational Choice Symposium, Lake Louise, Canada 2016.
- “Construal Mindset & Memory-Based Judgments,” BCRST Rochester University 2016.
- “Construal Mindset & Memory-Based Judgments,” National University of Singapore 2016.
- “Prospective and Retrospective Regret,” Oklahoma State University 2014.
- “Consumer Insight: GO and STOP signals,” PBCSF, Tsinghua University, Beijing 2014.
- “Spontaneous Regret Regulation,” HEC Paris Research Camp 2013.

- “When Consumption Rate Estimation Backfires,” SUNY Binghamton 2012.
- “When Consumption Rate Estimation Backfires,” NEMC, Harvard Business School 2012.
- “Failing to Anticipate Regret,” Harvard Business School 2012.
- “Visceral Regulation of Vices: How Pain of Payment Affects Unhealthy Food Purchases,” Society for Consumer Psychology, Atlanta, 2011.
- “Regret Modulation Effects in Impulsive Consumption,” Nutrition Sciences Group, Cornell University 2011.
- “The Role of Emotion in Cognitive Restraint,” University of Michigan, 2011.
- “The Role of Emotion in Cognitive Restraint,” Indian Institute of Management Bangalore, 2011.
- “Fluency Effects and Consumer Behavior,” Syracuse University, 2011.
- “Visceral Regulation of Vices,” Boston University, 2011.
- “When Does Expensive Food Taste Better? Top-Down And Bottom-Up Processing In Price-Quality Inferences,” Association for Consumer Research, Jacksonville, 2010.
- “When a Year feels different from 12 months: On Intuitive Confidence,” Society for Consumer Psychology, St. Pete’s Beach, 2010.
- “The Price Precision Effect,” Society for Consumer Psychology, San Diego, 2009.
- “The Role of Metacognitive Experiences in Consumers’ Responses to Prices and New Products,” BBCRST, 2009.
- “The Precision Effect: The Role of Metacognitive Experiences in Consumer Behavior,” University of Texas at Austin, 2009.
- “Nonconscious Price Cognition & Metacognitive Experiences,” MSI Young Scholars Conference, 2009.
- “Encoding, Remembering, and Using Numeric Information: Implications for Pricing,” Association for Consumer Research, San Francisco, 2008.
- “Does Price Precision Affect Magnitude Judgment? Evidence from Laboratory and Market Data,” Pricing Conference at Drexel University, Philadelphia, 2008.
- “The Left-Digit Effect: Is it Volitional or Unintended,” Special session organized by Kent Monroe at AMA Summer Educators' Conference, Washington D.C., 2007.
- “The Nonconscious Nature of Everyday Consumer Behavior,” Society for Consumer Psychology, Las Vegas, 2007.
- “Delineating the Influence of Metacognition in Judgments,” Society for Consumer Psychology, Las Vegas, 2007.

- “The Conjunction Effect in Product Quality Judgments,” University of Illinois Pricing Camp, 2007.
- “The Ease of Computation Effect: The Interplay of Metacognitive Experiences and Naïve Theories in Numerical Judgments.” NEMC, MIT, 2006.
- “The Role of Metacognition in Consumers’ Judgments,” Association for Consumer Research, Orlando, 2006.
- “The Role of Metacognitive Experiences in Consumers’ Responses to Prices,” Cornell University, 2005
- “The Role of Metacognitive Experiences in Consumers’ Responses to Prices,” Dartmouth College, 2005
- “The Role of Metacognitive Experiences in Consumers’ Responses to Prices,” University of Chicago, 2005
- “The Role of Metacognitive Experiences in Consumers’ Responses to Prices,” University of Delaware, 2005
- “The Role of Metacognitive Experiences in Consumers’ Responses to Prices,” University of Georgetown, 2005
- “The Role of Metacognitive Experiences in Consumers’ Responses to Prices,” University of Illinois at Urbana-Champaign, 2005
- “The Role of Metacognitive Experiences in Consumers’ Responses to Prices,” University of South Carolina, 2005
- “The Role of Metacognitive Experiences in Consumers’ Responses to Prices,” University of Toronto, 2005
- “When 1.00 is Larger than 1.01: The Effects of Computation Fluency,” University of Illinois Pricing Camp, 2005.
- “Analog vs. Digital Models of Numerical Comparison: Evidence for a Two-Stage Model,” Association for Consumer Research, Portland, 2004.
- “Price Comparison as a Cognitive Skill: Effects of Repetition on Price Knowledge,” Association for Consumer Research, Portland, 2004.
- “Distance Lends Structure to View: The Effect of Temporal Construal on Price and Discount Cognitions,” Association for Consumer Research, Portland, 2004.
- “The Left Digit Effect in Price Cognition,” Society for Consumer Psychology, San Francisco, 2004.
- “A Cognitive Account of Price Ending Effects,” University of Illinois Pricing Camp, 2003.
- “Penny Wise and Pound Foolish: The Left Digit Effect in Price Cognition,” Association for Consumer Research, Toronto, 2003.
- “Reference Prices and 9-Ending Effects,” Fordham Pricing Conference, New York, 2002.

TEACHING EXPERIENCE

- Johnson Graduate School of Management, Cornell University
 - MBA Program: Strategic Brand Management (Marketing Immersion)
Product Marketing Insights
 - PhD Program: Consumer Psychology Seminar
 - Executive Education: Osram Sylvania, Welch Allyn, Kuwaiti Promising Leaders Program, Cornell Executive MBA, SP Jain Marketing Immersion

- Stern School of Business, NYU
 - Undergraduates: Introduction to Marketing (core)

INDUSTRY EXPERIENCE

- June 1994 – August 2001: Seven years experience in consumer products marketing. Worked in several marketing roles - Product Manager, Area Sales Manager, and Regional Sales Manager – with consumer products companies Marico, ICI Paint (ICI plc.) and International Bestfoods (Unilever plc.). Hands on experience in product management, channel and promotions management, and in leading large sales teams.

PROFESSIONAL SERVICE - EXTERNAL

- Associate Editor
 - Journal of Consumer Psychology

- Editorial Review Board:
 - Journal of Consumer Research
 - Journal of Marketing Research
 - Journal of Academy of Marketing Science

- Ad hoc reviewer for the following journals:
 - International Journal of Research in Marketing
 - Journal of Experimental Social Psychology
 - Journal of Experimental Psychology: General
 - Journal of Marketing
 - Journal of Retailing
 - Management Science
 - Marketing Science
 - Marketing Letters
 - Psychological Science

- Co-chair, Society for Consumer Psychology Doctoral Consortium 2016

- Program Committee Member/Reviewer for the following conferences:
 - Association for Consumer Research (2004 to 2013)
 - Society for Consumer Psychology (2005 to 2012)
 - Academy of Marketing Science
 - European Marketing Academy
 - Pricing Conference

PROFESSIONAL SERVICE – INTERNAL

- Chair, Executive MBA Committee
- Area Coordinator for Marketing (2013-2014)
- Director of Business Simulation Laboratory (2011 onwards)
- Faculty Policy Committee (member 2012-2013, 2016)
- Committee Work: EMBA review committee 2015, 2016; Weill-Johnson Review Committee 2015; JS Branding Committee 2015; Non-Tenure Recruiting Committee 2015; Curriculum Review Committee 2011-2013; Marketing Recruiting Committee (member 2007, 2009; chair 2013)
- Workshop coordinator (2009-2012)
- Inaugural Behavioral Marketing Journal club coordinator (2006 – 2010)

PHD/THESIS ADVISING

- Shreyans Goenka (Chair)
- Joowon Park (Chair)
- Anne-Sophie Chaxel (Committee Member)
- Tatiana Sokolova – HEC Paris (Committee Member)
- Sandra Wakabayashi (Undergraduate thesis - Committee Member)