

## MANOJ THOMAS

Breazzano Family Term Professorship of Management  
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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

- Breazzano Family Term Professorship of Management, 2017
- Outstanding Reviewer Award, Journal of Consumer Research, 2016
- 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

- Martin Spann, Robert Zeithammer, Marco Bertini, Ernan Haruvy, Sandy D. Jap, Oded Koenigsberg, Vincent Mak, Peter Popkowski Leszczyc, Bernd Skiera and Manoj Thomas (2017) Beyond Posted Prices: the Past, Present, and Future of Participative Pricing Mechanisms. *Customer Needs and Solutions*
- Kyung, Ellie, Manoj Thomas and Aradhna Krishna (2017) "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.; Roesch, 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
- Gauri, Dinesh, Yu Ma and Manoj Thomas “Shopping Behaviors of Food Stamp Users: The Role of Decision Conflict,” 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
- Thomas, Manoj and Ellie Kyung “Sliding Away Money: How Response Formats Change Willingness to Pay,” manuscript under preparation
- Goenka, Shreyans and Manoj Thomas “The Effect of Gratitude on Hedonistic Bias,” manuscript under preparation
- Park, Joowon and Manoj Thomas, “Towards a Better Understanding of Post-Consumption Regret,” manuscript under preparation

#### **RESEARCH PRESENTATIONS**

- “How Mode of Payment Affects Unhealthy Consumption,” Psycho-Economics Symposium, University of Cologne, 2017.
- “How Mode of Payment Affects Unhealthy Consumption,” Association for Consumer Research, San Diego, 2017.
- “Implicit Memory in Consumer Judgments,” University of South Carolina, Columbia 2017.

- “When Remembering Blocks Knowing,” University of Utah, Salt Lake City 2016.
- “Participative Pricing Mechanisms,” 10<sup>th</sup> Invitational Choice Symposium, Lake Louise, Canada 2016.
- “Construal Mindset & Memory-Based Judgments,” BBCRST 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 (Co-director),  
Welch Allyn,  
Kuwaiti Promising Leaders Program,  
Cornell Executive MBA (core, elective)  
SP Jain Marketing Immersion (Co-director)
- 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 (2013 onwards)
- Editorial Review Board:
  - Journal of Consumer Research (2010 onwards)
  - Journal of Marketing Research (2014 onwards)
  - Journal of Academy of Marketing Science (2015 onwards)
- 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
- Participant, Society for Consumer Psychology Doctoral Consortium 2015, 2017
- 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 (2016 onwards)
- Area Coordinator for Marketing (2013-2014)
- Director of Business Simulation Laboratory (2011 onwards)
- Faculty Policy Committee (member 2012-2013, 2016-2017)
- 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)