

# UZMA KHAN

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## CONTACT INFORMATION

Jenkins 314K  
School of Business Administration  
University of Miami  
Coral Gables, FL 33124

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[Webpage](#)

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## EMPLOYMENT HISTORY

Associate Professor of Marketing, 2016-  
School of Business Administration, University of Miami  
  
Associate Professor of Marketing, 2011–2016  
Graduate School of Business, Stanford University  
  
Assistant Professor of Marketing, 2007–2010  
Graduate School of Business, Stanford University  
  
Assistant Professor of Marketing, 2005–2007  
Tepper School of Business, Carnegie Mellon University

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## EDUCATION

Yale University, School of Management  
Ph.D., Marketing, 2005  
  
University of Peshawar, Pakistan  
M.A., Economics, 1997

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## RESEARCH INTERESTS

Judgment and Decision-Making, Motivation, Emotions, Self-Control, Risk Perception

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## PUBLICATIONS

### Referred Articles

1. Khan, Uzma & Daniella Kupor (Forthcoming), "Value Atrophy in Risk Perception," *Journal of Consumer Research*.
2. Jia, Jayson, Uzma Khan & Ab Litt (2015), "The Effect of Self-Control on the Construction of Risk Perceptions," *Management Science*, 61(9), 2259-2280.
3. Hamilton et al. (2014), "Consumer Substitution Decisions: An Integrative Framework," *Marketing Letters*, 25(3), 305-317.
4. Kim, Eunice, Uzma Khan, & Ravi Dhar (2013), "Comparing Apples to Apples or Apples to Oranges: The Role of Mental Representation in Choice Difficulty," *Journal of Marketing Research*, 50(4), 505-516.
5. Khan, Uzma & Zakary Tormala (2012), "Inviting Questions", *Journal of Consumer Psychology*, 22(3), 408-417.
6. Khan, Uzma, Meng Zhu & Ajay Kalra (2011), "When Tradeoffs Matter: The Effect of Choice Construal on Context Effects," *Journal of Marketing Research*, 48(1), 62-71.
7. Khan, Uzma & Ravi Dhar (2010), "Price Framing Effects on Purchase of

Hedonic & Utilitarian Bundles,” *Journal of Marketing Research*, 47(6): 1090-1099.

8. Litt, Ab, Uzma Khan & Baba Shiv (2010), “Lusting While Loathing: Parallel Counter-Driving of Wanting & Liking,” *Psychological Science* 21(1): 118-25.
9. Khan, Uzma & Ravi Dhar (2007), “Where There Is a Way, Is There a Will? The Effect of Future Choices on Current Preferences,” *Journal of Experimental Psychology-General*, 136: 277-288.
10. Dhar, Ravi, Joel Huber & Uzma Khan (2007), “The Shopping Momentum Effect,” *Journal of Marketing Research*, 44 (3): 370-378.
11. Khan, Uzma & Ravi Dhar (2006), “Licensing Effect in Consumer Choice,” *Journal of Marketing Research*, 43: 259-266.
12. Griffin, Dale, Wendy Liu & Uzma Khan (2005), “A New Look at Constructed Choice Processes,” *Marketing Letters*, 16(3): 321-333.
13. Khan, Uzma, Klaus Wertenbroch & Ravi Dhar (2005), “A Behavioral Decision Theory Perspective on Hedonic & Utilitarian Choice,” in *Inside Consumption: Frontiers of Research on Consumer Motives, Goals, & Desires* (Ed.) S. Ratneshwar & David Glen Mick, *Routledge*: 144-165.

Other Publications

14. Kim, Eunice, Uzma Khan & Ravi Dhar (2013), “Comparing Apples to Apples or Apples to Oranges: Choice Difficulty in Home Buying,” *Keller Center Research Report*, 6(3), 505-516.
15. Khan, Uzma & Ravi Dhar (March 2011), “Making the Price of Indulgence Right,” *Sloan Management Review*.
16. Khan, Uzma (June 2010), “The More People Want Something, the Less They’ll Like It,” *Harvard Business Review*, Defend-your-research section.
17. Khan, Uzma, Ravi Dhar & Svenja Schmidt (April 2010), “Giving Consumers License to Enjoy Luxury,” *Sloan Management Review*.

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**UNDER REVIEW  
& WORKING  
PAPERS**

18. Favorites Fall Faster: Greater Liking Leads to Greater Satisfaction, (with Alex DePaoli).
19. Defeating Depletion: Motivational Impact of Exerting Self-Control.
20. Winning through Conflict: When Goal Conflict Increases Motivation (with Jordan Etkin & Anastasiya Pocheptova).
21. Guilt as Motivation (with Ayelet Fishbach & Ravi Dhar).
22. Positive Upshots of Anger (with Michal Maimaran, Alex DePaoli, & Ravi Dhar).
23. Reason-Product (In)Compatibility: Affective and Cognitive Factors in Consumer Reasoning (with Alex DePaoli & Itamar Simonson)
24. When Altruism Trumps Self-Interest: The Effect of Donation-Incentives on Motivation (with Kelly Goldsmith & Ravi Dhar)

**SELECTED  
WORK-IN-  
PROGRESS**

25. Interpersonal Costs of Indulgence (with Stephanie Lin, Benoit Monin, & Anna Merritt)
  26. Reconciling Assimilation vs. Contrast in Sequential Choices.
  27. Righteously Wrong: Perverse Effects of Virtue on Moral Hypocrisy (with Evan Polman).
  28. Do Consumers Choose the Right Substitutes?
  29. Minding Mindsets in Licensing Effects (with Kelly Goldsmith & Ravi Dhar).
  30. Justification Mindset in Sequential Choices (with Qing Yao & Ravi Dhar).
  31. Moralizing Effort.
  32. Unanticipated Negative Effects of Gift-Wrapping (with JongMin Kim, Nathan Novemsky & Ravi Dhar)
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**Honors &  
Awards**

Top 10 Reviewers Award, Journal of Consumer Psychology, 2011  
Marketing Science Institute's Young Scholar, 2011.  
Ormond Family Faculty Scholar 2010-2011, Stanford Graduate School of Business.  
Hillel Einhorn New Investigator Award (honorable mention), Society of Judgment & Decision Making, 2009.  
Frank A. & Helen E. Risch Faculty Development Professorship in Business Chair, Carnegie Mellon University, 2006, 2007.  
Winner John A. Howard/AMA Doctoral Dissertation Award, 2005.  
SCP-SHETH Doctoral Dissertation Award (honorable mention), 2004.  
WhiteBox Advisors Doctoral Fellow, International Center for Finance, Yale University, 2004-2005.  
AMA Doctoral Consortium Fellow, 2002.  
Yale University Graduate Fellowship, 2000-2004.  
Gold Medal (ranked first in Economics Department), University of Peshawar, 1997.  
Roll of Honor & Faculty Record (ranked first in the Faculty of Arts), University of Peshawar, 1997.  
Prince of Wales Scholarship, United World College of Atlantic, U.K., 1990

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**INVITED  
TALKS**

Invitational Choice Symposium, Lake Louise, Canada, 2016  
University of Miami, School of Business Administration, 2016.  
Indiana University, Kelly School of Business, 2015.  
Yale University, School of Management, Marketing Seminar, 2014.  
Tulane University, A.B. Freeman School of Business, Marketing Seminar, 2014.  
Harvard University, School of Business, Marketing Seminar, 2014.  
Hong Kong University of Science & Technology, Marketing Seminar, 2014.  
Boston College, School of Business, Marketing Seminar, 2014.  
University of Houston, Bauer College of Business, Marketing Seminar, 2013.  
Washington University, Olin Business School, Marketing Seminar, 2013.  
Invitational Choice Symposium, The Netherlands, 2013.  
Judgment & Decision-Making Winter Symposium, Utah, 2013.

University of Pennsylvania, Wharton School of Business, Marketing, 2011.  
 Duke University, Marketing Seminar, 2011.  
 INSEAD, Marketing Camp, 2011.  
 University of California Berkeley, Hass School of Business, Marketing Seminar, 2011.  
 Cornell University, Behavioral Economics & Decision Research Seminar, 2008.  
 Chicago University, Graduate School of Business, Marketing Seminar, 2007.  
 Washington University, Olin School of Business, Marketing Seminar, 2007.  
 National University of Singapore, Business School, Marketing Seminar, 2007.  
 UCLA, Anderson School of Business, Marketing Seminar, 2006.  
 Carnegie Mellon University, Social & Decision Sciences Seminar, 2006.  
 Carnegie Mellon University, Tepper School of Business Brown Bag Seminar, 2006.  
 Harvard University, Marketing Seminar, 2004.  
 University of Pennsylvania, Wharton Decision Processes Seminar, 2006.  
 Massachusetts Institute of Technology, Marketing Seminar, 2004.  
 London Business School, Marketing Seminar, 2004.  
 University of Maryland &, Marketing Seminar, 2004.  
 Kellogg, Northwestern University, Marketing Seminar, 2004.

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**CONFERENCE  
TALKS &  
SYMPOSIA**

“Value Atrophy in Consumer Assessment of Risky Options” with Daniella Kupor, presented at Association for Consumer Research conference, New Orleans, LA, 2015.

“Defeating Depletion”. Presented at Society of Consumer Psychology conference, Vienna, Austria, 2015.

“How Outside Options Influence Choice of Substitutes”, presented at Association for Consumer Research conference, Baltimore, MD, 2014.

“The Risk Dilution Effect” with Daniella Kupor, presented at Behavioral Decision Research in Management conference, London, UK, 2014.

“Consequences of Substitution”, presented at 9<sup>th</sup> Invitational Choice Symposium, Amsterdam, 2013.

“Justification Mindset: How Hedonic versus Utilitarian Purchase Influences Subsequent Choice” with Ravi Dhar & Qing Yao, presented at Association for Consumer Research conference, Chicago, IL, 2013.

“Temporal Effects in Depleting vs. Replenishing Self-Control”, presented at European Association for Consumer Research conference, Barcelona, Spain, 2013.

“When Goal-Conflict Increases Motivation” with Anastasiya Pochepstova & Jordan Etkin, presented at European Association for Consumer Research conference, Barcelona, Spain, 2013.

“Defeating Depletion,” presented at Association for Consumer Research conference, Jacksonville, FL, 2010.

“Positive Upshots of Anger in Decision-Making” with Ravi Dhar & Michal Mimaran, presented at Association for Consumer Research conference, Jacksonville, FL, 2010

“Rosy Side of Negative Emotions: The Effect of Anger in Decision-Making” with Ravi

Dhar & Michal Mimaran, presented at Society of Consumer Psychology conference, San Diego, CA, 2009.

“The Effect of Mindsets on Common Decision Biases”, presented at Society of Consumer Psychology conference, San Diego, CA, 2009.

“Guilt as Motivation: A New Look at the Role of Guilt in Self-Control”, with Ayelet Fishbach & Ravi Dhar, presented at Society of Consumer Psychology conference, San Diego, CA, 2009.

“Guilt as Motivation: Role of Guilt in Choice Justification” with Ayelet Fishbach & Ravi Dhar, presented at Judgment & Decision Making conference, Chicago, IL, 2008.

“Guilt as Motivation” with Ayelet Fishbach & Ravi Dhar, presented at Association for Consumer Research conference, San Francisco, CA 2008.

“Differential Effectiveness of Price Discounts in Mixed Product Bundles” with Ravi Dhar, presented at Association for Consumer Research conference, Memphis, TN 2007.

“Reconciling Assimilation vs. Contrast in Sequential Decisions”, presented at Association for Consumer Research conference, Memphis, TN, 2007.

“Product Bundles & Differential Effectiveness of Price Discounts” with Ravi Dhar, presented at Society of Consumer Psychology conference, Las Vegas, NV, 2007.

“Self Control in Sequential Choices,” Behavioral Economics of Obesity conference, Washington DC, 2007.

“Effect of Highlighting Future Choices on Current Preferences” with Ravi Dhar, presented at First Annual WhiteBox Advisors conference, Yale University, 2005.

“Effect of Future Expected Decisions on Current Choices” with Ravi Dhar, presented at Association for Consumer Research conference, Portland, OR, 2004.

“Effect of Past Credentials on Sequential Choices” with Ravi Dhar, presented at Association for Consumer Research conference, Toronto, Canada, 2003.

“The Shopping Momentum Effect” with Ravi Dhar & Joel Huber, presented at Association for Consumer Research conference, Atlanta, GA, 2002.

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<b>PROFESSIONAL AFFILIATIONS</b>	American Marketing Association Association for Consumer Research Society for Consumer Psychology Marketing Science Institute
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<b>PROFESSIONAL SERVICE</b>	Editorial Review Board Membership Journal of Consumer Psychology Journal of Marketing Research  Ad hoc Associate Editor Journal of Marketing Research  Reviewing for Journal of Consumer Research Marketing Science Psychological Science
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Journal of Marketing  
 Journal of Behavioral Decision Making  
 Journal of Cognitive Psychology  
 Research in Consumer Behavior  
 International Journal of Research in Marketing  
 Psychology and Marketing  
 Journal of Public Policy and Marketing  
 Organization Behavior and Human Decision Processes  
 Perspectives of Psychological Science  
 Journal of Marketing Behavior

Conference (Program and/or Reviewing) Committee Member

Association of Consumer Research annual conference, 2005–present.  
 Society for Consumer Psychology, annual conference, 2005–present.

Award Reviewer

SCP-Seth Doctoral Dissertation Award, 2007–2008, 2010.  
 U.S.-Israel Bi-National Science Foundation, 2007–2008.  
 MSI Alden G. Clayton Doctoral Dissertation Award, 2007–2008, 2012.

Invited faculty at Association of Consumer Research Doctoral Symposium, 2010–2011.

Invited faculty at Society for Consumer Psychology Doctor Symposium, 2012.

Invited faculty at Association of Consumer Research Doctoral Symposium, 2013.

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**UNIVERSITY  
SERVICE**

Member, Academic Coordinating Committee, Stanford GSB, 2011–2016.  
 Member, Siebel Award Committee, Stanford GSB, 2011–2014.  
 Organizer, Bay Area Marketing Consortium, Stanford GSB, 2009.  
 Organizer, Marketing Seminar Series, Stanford GSB, 2008, 2009, 2013–2016  
 Member, PhD Admissions Committee, Stanford GSB, 2007–2016.  
 Member Faculty Recruiting Committee, Stanford GSB, 2007–2016.  
 Freshmen Mentor, Stanford University, 2011–2012.  
 Member, PhD Admissions Committee, CMU, 2005–2006.  
 Member, Undergraduate Curriculum Review Committee, CMU, 2005–2006.

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**TEACHING  
INTEREST**

Consumer Behavior, Marketing Management, Branding, Marketing Strategy,  
 Experiential Marketing.

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**TEACHING  
EXPERIENCE**

Branding In the Digital Age (Stanford, MBA Elective), 2015–2016. Developed New.  
 Marketing Management (Stanford, Sloan/MsX Core), 2011–2015.  
 Strategic Service Management (Stanford, MBA Elective), 2007–2010. Developed New.  
 Behavioral Research in Marketing (Ph.D.) Stanford University, 2009–2016.  
 Behavioral Foundations of Marketing (Ph.D.) Carnegie Mellon University, 2006–2007.  
 Introductory Marketing (Undergraduate), Carnegie Mellon University, 2005–2007.

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**PH.D. & MBA  
ADVISING**

*Ph.D. Dissertation Co-Advisor*

Alex DePaoli (Marketing), 2016

*Ph.D. Dissertation Committee Member*

Alex DePaoli (Marketing), 2015

Stephanie Lin (Marketing), 2015

Anna Merritt (Psychology), 2013

Jayson Jia (Marketing), 2012

Ab Litt (Marketing), 2011

Uma Karmarker (Marketing), 2010

Gabrielle S. Adams (Organization Behavior), 2009

Cassie Mogilner (Marketing), 2009

Scott Wiltermuth (Organization Behavior), 2008

Monica Wadhwa (Marketing), 2007

*Ph.D. Summer Paper Advisor*

Alex DePaoli (Marketing), 1<sup>st</sup> Year Paper, 2013

Jayson Jia (Marketing), 1<sup>st</sup> Year Paper, 2009

Ab Litt (Marketing), 2<sup>nd</sup> Year Paper, 2009

*Ph.D. Summer Paper Committee Member*

Uma Karmarker (Marketing), 2<sup>nd</sup> Year Paper, 2009

Uma Karmarker (Marketing), 1<sup>st</sup> Year Paper, 2008

Ab Litt (Marketing), 1<sup>st</sup> Year Paper, 2008

Aner Sela, (Marketing), 2<sup>nd</sup> Year Paper, 2008

*MBA Advising*

390 advisor for Deepti Tiku, 2014

390 advisor for Siddhartha Singh, 2013

GMIX advisor for Diana Rosa, 2010

390 advisor for Eric John Dayton, 2009

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**PROFESSIONAL  
EXPERIENCE**

Director of Business Development

AIS Consulting, Islamabad, Pakistan, 1998–2000

Associate Director

NatWest Bank-ICA, Islamabad, Pakistan, 1997–1998

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