

AMIT BHATTACHARJEE

Leeds School of Business, University of Colorado at Boulder
995 Regent Drive, Boulder, CO 80309, USA
<https://www.colorado.edu/business/leeds-directory/faculty/amit-bhattacharjee>
amit.bhattacharjee@colorado.edu

ACADEMIC POSITIONS

Leeds School of Business, University of Colorado at Boulder

Associate Professor, Marketing Department (2022-present)

INSEAD

Associate Professor, Department of Marketing (2020-2022)

Rotterdam School of Management, Erasmus University

Assistant Professor, Department of Marketing Management (2015-2020)

Stern School of Business, New York University

Visiting Scholar, Marketing Department (2017-2019)

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

Best Paper Award, La Londe Conference (2023)

Finalist, Best Practical Course Teaching Award, INSEAD MIM Program (2021)

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

Weingarten, Evan, Rachel Gershon, and **Amit Bhattacharjee** (2025), "The Interpersonal Consequences of Community Gatekeeping," *Journal of Personality and Social Psychology*, forthcoming.

Lamberton, Cait, Martin P. Fritze, Ed Love, **Amit Bhattacharjee**, Philip Fernbach, and Corey Cusimano (2025), "Hidden Commitments and Future Opportunities: Implicit Moral Philosophies in Consumer Psychology," *Journal of the Association for Consumer Research*, 10(1), 107-117.

Bhattacharjee, Amit, and Jason Dana (2024), "Lay Economic Reasoning: An Integrative Review and Call to Action," *Consumer Psychology Review*, 7(1), 3-39.
Selected Press: Yale Center for Customer Insights, CU Boulder Today

Weingarten, Evan, **Amit Bhattacharjee**, and Patti Williams (2024), "So Bad it's Good: When and Why Consumers Prefer Bad Options," *Journal of Consumer Psychology*, 34(2), 224-232.
Selected Press: Today in Digital Marketing, Knowledge@Wharton, CU Boulder Today

Gai, Phyliss, and **Amit Bhattacharjee** (2022), "Willpower as Moral Ability," *Journal of Experimental Psychology: General*, 151(8), 1999-2006.
Selected Press: INSEAD Knowledge

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 (2020), "Autonomy in Consumer Choice," *Marketing Letters*, 491, 1-11.

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.
Selected Press: INSEAD Knowledge, Yale Insights

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 Symbolic Product Value,” Invited for 2nd round review.

Zallot, Camilla, Gabriele Paolacci, and **Amit Bhattacharjee**, “Some Value is Not for the Taking: Redistributive Concerns and the Fairness of Value Pricing,” Under revision.

Honors: Best Paper Award, La Londe Conference (2023)

Bhattacharjee, Amit, Gabriele Paolacci, and William Rose, “Inclusive Yet Inequitable: Consumer Reactions to Low-Wage Labor Practices,” Under revision.

Shaddy, Franklin, **Amit Bhattacharjee**, and Alixandra Barasch, “The Psychology of Technological Disruption: Implications for Fairness,” Under revision.

Bhattacharjee, Amit, Alixandra Barasch, and Klaus Wertenbroch, “Imperfection as a Costly Signal of Authenticity: An Integrative Theoretical Framework,” Under revision.

INVITED TALKS

Research Workshop, Center for Empirical Philosophy and Behavioral Insights (October 2025)
Kellogg School of Management, Northwestern University (October 2024; deferred: parental leave)
Eller College of Management, University of Arizona (April 2024)
Tandem Talk Series, Center for Empirical Philosophy and Behavioral Insights (February 2024)
Colorado Winter Conference on Marketing and Cognition (February 2024)
Marketing in Israel Conference (December 2023; canceled: Oct 2023 terrorist attacks)
12th Triennial Invitational Choice Symposium, INSEAD (August 2023)
Grenoble Ecole de Management (March 2022)
Foster School of Business, University of Washington (February 2022)
Leeds School of Business, University of Colorado Boulder (November 2021)
EMAC Consumer Behavior Research Seminar Series (December 2020)
USC Marshall School of Business, University of Southern California (May 2020)
IÉSEG Winter Symposium, IÉSEG School of Management (December 2019)
School of Business and Economics, Vrije Universiteit Amsterdam (October 2019)
11th Triennial Invitational Choice Symposium, Georgetown University (May 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)
Liautaud Graduate School of Business, University of Illinois at Chicago (March 2019)
INSEAD, Singapore Campus (February 2019)
Nanyang Business School, Nanyang Technological University (February 2019)
Zicklin School of Business, Baruch College (November 2018)
London Business School (April 2018)
Rutgers Business School, Rutgers University (April 2018)
CSU College of Business, Colorado State University (April 2018)
Department of Social Psychology, Tilburg University (December 2017)
Stern School of Business, New York University (December 2017)
Psychology Department, The New School of Social Research (September 2017)
IDEA Conference, Georgia Institute of Technology (June 2017)
Ethics & Philosophy of Technology Department, Delft University of Technology (April 2017)
Alienation and Meaning Symposium, Technische Universität München (January 2017)
International Business School, University of Groningen (November 2015)
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, Fontainebleau Campus (October 2014)
Tuck School of Business, Dartmouth College (April 2014)
Sloan School of Management, Massachusetts Institute of Technology (April 2013)
Tuck School of Business, Dartmouth College (July 2012)
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

“Scholarly Rent-Seeking in Behavioral Science: Navigating the Challenges and Political Realities”
Society for Judgment and Decision Making, Denver, CO (November 2025)
Association for Consumer Research, Washington, DC (October 2025)

“The Unique Moral Diagnosticity of Sexual Desires”
Society for Personality and Social Psychology, Denver, CO (February 2025)

“Imperfection as a Costly Signal of Authenticity: An Integrative Theoretical Framework”
Association for Consumer Research, Seattle, WA (October 2023)

“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)

“Inclusive Yet Inequitable: Consumer Reactions to Low-Wage Labor Practices”
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)

“Anti-Profit Beliefs: How People Neglect the Societal Benefits of Profit”

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 Health Remedies and the Role of Consumer Knowledge”

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)

SELECTED MEDIA COVERAGE

New York Times, *Wall Street Journal*, *Chicago Tribune*, *Boston Globe*, *Toronto Star*, *The Atlantic*, *New York Magazine*, *Scientific American*, *Time Magazine*, *Smithsonian*, *NPR*, *BBC Radio*, *WAMC Radio*, *ABC News*, *Fox Business*, *Financial Times*, *Bloomberg BusinessWeek*, *Fast Company*, *Forbes*, *National Review*, *Marginal Revolution*, *Daily Mail*, *Globe & Mail*, *Yahoo! News*, *Science Daily*

PROFESSIONAL AFFILIATIONS

Heterodox Academy (HxA)

Center for Empirical Philosophy and Behavioral Insights (CEPBI)

Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

Society for Judgment and Decision Making (SJDM)

Society for Personality and Social Psychology (SPSP)

American Marketing Association (AMA)

PROFESSIONAL SERVICE

Editorial Review Board

Journal of Consumer Psychology (2023-present)

International Journal of Research in Marketing (2016-2022)
Journal of Consumer Research (2016-2018)

Ad Hoc Journal Reviewing

Journal of Marketing Research, *Journal of Marketing*, *Marketing Science*, *Management Science*,
Organizational Behavior and Human Decision Processes, *Journal of Experimental Psychology: General*,
Journal of Personality and Social Psychology, *Psychological Science*, *Cognition*, *Science*, *Nature*, *Journal of*
Business Ethics, *Journal of Experimental Social Psychology*, *Journal of Public Policy & Marketing*, *Journal*
of the Association for Consumer Research, *Marketing Letters*, *Motivation and Emotion*

Conference Organization and Editorial Roles

Co-Chair, *13th Triennial Invitational Choice Symposium* (2025-2026)
Track Chair (Competitive Papers), *Association for Consumer Research* (2025-2026)
Associate Editor, *Association for Consumer Research* (2021-2024), *Society for Consumer Psychology*
(2022-2023)
Program Committee, *Association for Consumer Research* (2015-2020), *Society for Consumer*
Psychology (2014-2021), *European Association for Consumer Research* (2017-2023), *Behavioral*
Decision Research in Management (2020)
Conference and Professional Society Reviewing, *Society for Judgment and Decision Making*,
European Marketing Academy, *American Marketing Association*, *Marketing Science Institute*, *Israeli*
Science Foundation

Conference and Professional Society Service Roles

Advisory Board Member, *Center for Empirical Philosophy and Behavioral Insights* (2023-present)
Early Career Workshop Panelist, *Association for Consumer Research* (2023)
Doctoral Symposium Panelist, *Association for Consumer Research* (2021), *Society for Consumer*
Psychology (2019)
Invited Panelist, *American Marketing Association* (Sustainability Special Interest Group, 2026),
Society for Judgment and Decision Making (Session MC, 2022)
Faculty Mentor, *The Tenure Project Conference* (2024-present), *Society for Judgment and Decision*
Making (2025), *Underrepresented Scholars in SJDM* (2025)

TEACHING EXPERIENCE

Leeds School of Business, University of Colorado at Boulder

Undergraduate Teaching
Marketing Research and Analytics (2022-2023)
Graduate Teaching
Market Intelligence (2024-present)
Marketing Strategy PhD Seminar (2026-present)

INSEAD

Graduate Course Development and Teaching
Keep INSEAD Safe & Social: Nudge Competition, MBA Launch Week (2021-2022)
Strategic Marketing Intelligence, MBA Elective (2020-2021)
Leveraging Data in Marketing Science, MIM Practical Period (2020-2022)
Ethical Considerations in Marketing Practice (2020-2022)

Digital MarkStrat Simulation (2020-2022)
Honors: Finalist, Best Practical Course Teaching Award, INSEAD MIM Program (2021)
Consumer Behavior B, PhD Seminar (2020-2021)

Rotterdam School of Management, Erasmus University

Undergraduate Course Development and Teaching
Introduction to Marketing, Erasmus University College (2016-2019)
Marketing Research, BSc in Business Administration (2016-2019)
Marketing Research, BSc in International Business Administration (2016-2019)
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

Leeds School of Business, University of Colorado at Boulder

Center for Teaching & Learning Early Career Program, Director (2026-2026)
Diverse Doctorates in Business, Faculty Coordinator (2025-2026)
Marketing Division Teaching Mentor (2024-present)
Marketing Division PhD Committee (2022-present)
Primary Unit Evaluation Committee
Nick Reinholtz (2025-2026)
Quentin Andre (Chair, 2025-2026)
Federico Bumbaca (Chair, 2023-2024)
Scott Shriver (2022-2023)
Graduate Student Advising (PhD)
Brandon Christensen (Dissertation Committee, 2023-2025; Placement: Univ. of Arkansas)
William Rose (2023-present)
Paul Blythe (2022-present)
Graduate Student Advising (MSc)
Santiago Ventura (2022-2023; Placement: University of Warwick, PhD Program)
Invited Talks and Panels
“Sportswashing,” Conference on World Affairs Speaker Series (2022)
Faculty Panelist, Leeds Advisory Board Meeting (2022)

INSEAD

Keep INSEAD Safe & Social: Behavioral Nudge Competition, MBA Launch Week (2021-2022)
Institutional Review Board (2020-2022)

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 (Dissertation Co-Chair, 2017-2022; Placement: ESSEC Business School)

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)