

July 2025

AMAR CHEEMA

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<https://www.commerce.virginia.edu/faculty/ac3cq>

Academic Positions

July 2025 - : Senior Associate Dean for Faculty and Research, McIntire School of Commerce
2018-present: William F. O'Dell Eminent Professor of Commerce, University of Virginia
2014-2018: Frank S. Kaulback, Jr., Professor of Commerce, University of Virginia
2013-present: Professor, McIntire School of Commerce, University of Virginia
2009-2013: Associate Professor, McIntire School of Commerce, University of Virginia
2003-2009: Assistant Professor, Olin Business School, Washington University in St. Louis

Education

PhD 2003 University of Colorado at Boulder (Business, Marketing)
MBA 1996 Indian Institute of Management Calcutta (PGDM, Marketing)
BE 1994 Delhi University, India (Electronics and Communication Engineering)

Honors and Awards

Outstanding Reviewer Award, Journal of Marketing, 2020
Outstanding Reviewer Award, Journal of Consumer Research, 2018
Marketing Science Institute Young Scholar, 2009
Winner, Journal of Consumer Psychology Young Contributor Award, 2006
Fellow, AMA-Sheth Doctoral Consortium, University of Miami, FL, 2001
Citibank Award for Academic Excellence and Leadership, IIM Calcutta, 1996

Teaching Experience

McIntire School of Commerce, University of Virginia, 2009 – present
Consumer Behavior & Marketing Strategy (COMM 4380): Fall 2009 – present
Consumer Behavior & Pricing Strategies (GCOM 7150): Spring 2014 – 2025
Global Immersion Experience (GIE; GCOM 7549): UAE, Singapore, Indonesia: May 2025
McIntire Business Institute (MBI) Marketing Module: 2019 – 2022
Integrated Core Experience (ICE) Principles of Marketing (COMM 3020): Fall 2009-2012
Consumers & Markets in India (COMM 4393 study abroad): May 2012, Jan 2013-2016

Olin Business School, Washington University in St. Louis, 2003-2009
BSBA: Consumer Behavior (MKT377): Fall 2003-2008
MBA: Understanding & Influencing Consumer Behavior (MKT576A): Fall 2005-2008
Graduate Management Seminar (GMS-India): Spring 2004
PhD: Decision Making Seminar (MKT674): Spring 2006, 2008, 2009

Leeds School of Business, University of Colorado at Boulder, 1999-2002
Product Strategy (MKTG 4250): Fall 1999-2000, Summer 2000-2002

Publications in Refereed Journals

- Li, Jingjing, Ahmed Abbasi, Amar Cheema, and Linda B. Abraham (2020), "Path to Purpose? How Online Customer Journeys Differ for Hedonic versus Utilitarian Purchases," *Journal of Marketing*, 84, 4 (July), 127-146.
- Zhang, Yi, Ronald Wilcox and Amar Cheema (2020), "The Effect of Student Loan Debt on Spending: The Role of Repayment Format," *Journal of Public Policy and Marketing*, 39, 3 (July), 305-318.
- O'Connor, Kieran and Amar Cheema (2018), "Do Evaluations Rise with Experience?" *Psychological Science*, 29, 5 (May), 779-790.
- Roy, Sudipt, Tat Chan, and Amar Cheema (2014), "Price Expectations and Purchase Decisions: Evidence from an Online Store Experiment," *Customer Needs and Solutions*, 1, 2 (June), 117-130.
- Goodman, Joseph K., Cynthia E. Cryder, and Amar Cheema (2013), "Data Collection in a Flat World: The Strengths and Weaknesses of Mechanical Turk Samples," *Journal of Behavioral Decision Making*, 26, 3 (July), 213-224. (Lead Article)
- Bagchi, Rajesh and Amar Cheema (2013), "The Effect of Red Background Color on Willingness-to-pay: The Moderating Role of Selling Mechanism," *Journal of Consumer Research*, 39, 5 (February), 947-960.
- Mehta, Ravi, Juliet (Rui) Zhu and Amar Cheema (2012), "Is Noise Always Bad? Exploring the Effects of Ambient Noise on Creative Cognition," *Journal of Consumer Research*, 39, 4 (December), 784-799.
- Cheema, Amar and Vanessa M. Patrick (2012), "Influence of Warm versus Cool Temperatures on Consumer Choice: A Resource Depletion Account," *Journal of Marketing Research*, 49, 6 (December), 984-995.
- Cheema, Amar, Dipankar Chakravarti, and Atanu R. Sinha (2012), "Bidding Behavior in Descending and Ascending Auctions," *Marketing Science*, 31, 5 (September-October), 779-800.
- Lambrecht, Anja, Katja Seim, Naufel Vilcassim, Amar Cheema, Yuxin Chen, Gregory Crawford, Kartik Hosanagar, Raghuram Iyengar, Oded Koenigsberg, Robin Lee, Eugenio Miravete, and Ozge Sahin (2012), "Price Discrimination in Service Industries," *Marketing Letters*, 23, June, 423-438.
- Cheema, Amar and Rajesh Bagchi (2011), "Goal Visualization and Goal Pursuit: Implications for Consumers and Managers," *Journal of Marketing*, 75, 2 (March), 109-123.
- Soman, Dilip and Amar Cheema (2011), "Earmarking and Partitioning: Increasing Saving by Low-income Households," *Journal of Marketing Research*, 48, Special Interdisciplinary Issue on Consumer Financial Decision Making (November), S14-S22.

Publications in Refereed Journals (continued)

- Ülkümen, Gülden and Amar Cheema (2011), "Framing Goals to Influence Personal Savings: The Role of Specificity and Construal Level," *Journal of Marketing Research*, 48, 6 (December), 958-969.
- Cheema, Amar and Andrew M. Kaikati (2010), "The Effect of Need for Uniqueness on Word of Mouth," *Journal of Marketing Research*, 47, 3 (June), 553-563.
- Cheema, Amar and Purushottam Papatla (2010), "Relative Importance of Online versus Offline Information for Internet Purchases: The Effect of Product Category and Internet Experience," *Journal of Business Research* (Special Issue on Internet Customer Behavior), 63, 9-10, 979-985.
- Cheema, Amar (2008), "Surcharges and Seller Reputation," *Journal of Consumer Research*, 35, 1 (June), 167-177.
- Cheema, Amar and Dilip Soman (2008), "Effect of Partitions on Controlling Consumption," *Journal of Marketing Research*, 45, 6 (December), 665-675.
- Cheema, Amar and Vanessa M. Patrick (2008), "Anytime versus Only: Mindsets Moderate the Effect of Expansive versus Restrictive Frames on Promotion Evaluation," *Journal of Marketing Research*, 45, 4 (August), 462-472.
- Cheema, Amar and Dilip Soman (2006), "Malleable Mental Accounting: The Effect of Flexibility on the Justification of Attractive Spending and Consumption Decisions," *Journal of Consumer Psychology*, 16, 1, 33-44.
- Cheema, Amar, Peter T. L. Popkowski-Leszczyc, Rajesh Bagchi, Richard P. Bagozzi, James C. Cox, Utpal M. Dholakia, Eric A. Greenleaf, Amit Pazgal, Michael H. Rothkopf, Michael Shen, Shyam Sunder, and Robert Zeithammer (2005), "Economics, Psychology, and Social Dynamics of Consumer Bidding in Auctions," *Marketing Letters*, 16, 3/4, 401-413.
- Soman, Dilip and Amar Cheema (2004), "When Goals are Counter-Productive: The Effects of Violation of a Behavioral Goal on Subsequent Performance," *Journal of Consumer Research*, 31, 1 (June), 52-62.
- Chakravarti, Dipankar, Eric Greenleaf, Atanu Sinha, Amar Cheema, James Cox, Daniel Friedman, Teck Ho, R. Mark Isaac, Andrew Mitchell, Amnon Rapoport, Michael Rothkopf, Joydeep Srivastava, and Rami Zwick (2002), "Auctions: Research Opportunities in Marketing," *Marketing Letters*, 13, 3 (August), 281-296.
- Soman, Dilip and Amar Cheema (2002), "The Effect of Credit on Spending Decisions: The Role of Credit Limit and Credibility," *Marketing Science*, 21, 1 (Winter), 32-53.
- Soman, Dilip and Amar Cheema (2001), "The Effect of Windfall Gains on the Sunk Cost Effect," *Marketing Letters*, 12, 1 (February), 51-62.

[[Google Scholar](#) Metrics as of July 2024: Citations = 8,300; h-index = 24]

Invited Articles and Book Chapters

O'Connor, Kieran and Amar Cheema (2018), "Why Ratings on Everything from Wine to Amazon Products Improve Over Time," *Harvard Business Review Online* (HBR.org, October 3, 2018).

Soman, Dilip, Amar Cheema, and Eugene Chan (2012), "Understanding Consumer Psychology for Avoiding Abuse of Credit Cards," in D. Mick, S. Pettigrew, C. Pechmann and J. Ozanne (Ed.), *Transformative Consumer Research for Personal and Collective Well-Being*. NY: Routledge.

Soman, Dilip, Jing Xu, and Amar Cheema (2010), "Decision Points: A Theory Emerges," *Rotman Magazine*, Winter 2010, 64-68.

Invited Academic Presentations

2019	Univ. of Washington, Seattle	2010	Georgetown University University of Missouri Virginia Tech National University of Singapore
2018	McGill University, Montreal University of Cincinnati		
2014	INSEAD Singapore UVA Social Psych. Brown Bag University of Miami, FL	2009	University of Illinois Pricing Camp University of Chicago
2012	Panelist, Conversations on Motivation, SCP Las Vegas	2008	University of British Columbia University of Virginia
2011	Baruch College, CUNY London Business School Singapore Management Univ. University of Maryland Dartmouth College	2006	University of Georgia
		2002*	Washington University in St. Louis, U of Arizona, U of Toronto, Rutgers U, U of Minnesota, Columbia U, New York U * <i>job market campus visits</i>

Selected Media Citations

The Economist, London Times, Money magazine, New York Times, USA Today, The Wall Street Journal

Industry Work Experience

Asian Paints, 1996-97, Sales & Marketing (Ghaziabad, Chandigarh, Jalandhar, Indore)
Blow Plast (VIP Luggage), New Delhi, Summer Trainee, 1995

Professional Service

Associate Editor

Journal of Consumer Research, February 2020 – December 2020

Journal of Marketing, 2019 (Guest AE for Special Issue on New Technologies and Marketing)

Editorial Review Boards

Journal of Consumer Research, 2008-2014; Aug 2015 - Feb 2020; January 2021 - present

Journal of Consumer Psychology, 2011 – present

Journal of Marketing Research, 2015 – present

Journal of Marketing, 2018 – present

Academic Conferences

Chair, Marketing Area Research Conference (MARC), Charlottesville, May 2022

Conference Co-Chair, SCP Winter Conference 2004 San Francisco

Conference AE, ACR 2011 St. Louis; ACR 2013 Chicago

Conference Committee Member (ACR: 2012, 2009, 2007; SCP: 2014, 2010, 2009)

Invited Faculty for the ACR Doctoral Symposium Roundtable, ACR 2007 Memphis
(ACR: Association for Consumer Research; SCP: Society for Consumer Psychology)

Service at the University of Virginia

Marketing Area Coordinator (Dept. Chair), McIntire School of Commerce, Aug 2024 – July 2025

Chair of the ARPT (Appointments, Reappointments, Promotion, and Tenure) Committee,
McIntire School of Commerce, 2021 – 2024

University-wide Provost's Promotion and Tenure committee: 2016 – 2020

Dean Reappointment Committee (Fall 2024); Marketing Recruiting Committee (2017, 2019, 2023); McIntire Research Committee (2010-2015); ICE Steering Committee (2009-2012)

Dissertation Committee Member (Marketing): Stephen Hood (Virginia Tech), 2021; Yong Kyu Lee (Virginia Tech), 2015; Ciju Nair (Washington University in St. Louis), 2010; Ethan Pew (University of Colorado), 2010; Deny Belisle (Concordia University), 2010

Service at Washington University in St. Louis

Olin Business School: MBA Curriculum Committee (2008-2009); Affirmative Action Committee (2007-2008); BSBA Curriculum Committee (2004-2007)

Dissertation Committee Member: Marketing: Sudipt Roy & Ping Xiao (2008);
Psychology: Inbal Gurari (2008); Laurel Newman & Yuj Shimizu (2006); Anthony Bishara (2005)

Faculty Search Committee (External Member), Psychology, 2005

Faculty Associate for Liggett2 residence hall, 2005-2006; Faculty Brother, Delta Sigma Pi, 2007