

# **INDRANIL GOSWAMI**

Curriculum Vitae (Last Updated: 7/20/2020)

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## **EMPLOYMENT HISTORY**

Assistant Professor, School of Management, The State University of New York at Buffalo, 2016-Present

## **EDUCATION**

Ph.D., Marketing (Minor: Economics), University of Chicago, 2016

M.B.A., University of Chicago, 2016

Post Graduate Diploma in Management, MICA (India), 2009

Bachelor of Engineering, Computer Science & Engineering, NIT (India), 2001

## **PAPERS PUBLISHED**

**Goswami, I.**, & Urminsky O. (2020), No Substitute for the Real Thing: The Importance of In-Context Field Experiments in Fundraising. Forthcoming at *Marketing Science*

**Goswami, I.**, & Urminsky, O. (2017). The dynamic effect of incentives on postreward task engagement. *Journal of Experimental Psychology: General*, 146(1), 1. (*Lead article*)

**Goswami, I.**, & Urminsky, O. (2016). When Should the Ask Be a Nudge? The Effect of Default Amounts on Charitable Donations. *Journal of Marketing Research*, 53(5), 829-846. (*Equal authorship*)

Hahn, P. R., **Goswami, I.**, & Mela, C. F. (2015). A Bayesian hierarchical model for inferring player strategy types in a number guessing game. *The Annals of Applied Statistics*, 9(3), 1459-1483.

## **OTHER PUBLICATION**

**Goswami, I.**, & Urminsky, O. (2016). When and How Fundraisers Should Suggest How Much to Donate, *Harvard Business Review*

## **WORK UNDER REVIEW**

**Goswami, I.**, & Urminsky O., “Don’t Fear the Meter: How Longer Time Limits Bias Managers to Prefer Hiring with Flat Fee Compensation” (fourth round review at *Organizational Behavior and Human Decision Processes*)

**Goswami, I.**, & Urminsky O., “More Time, More Work: How Time Limits Bias Estimates of Task Scope and Project Duration” (revise and resubmit at *JDM Online*)

**Goswami, I., & Chen X.,** “Overhead Cost Neglect in Charitable Giving” (under review at *Journal of Consumer Research*)

## **SELECTED WORK IN PROGRESS**

**Goswami, I.,** Schley D., & Greenberg A, “Undersum Bias” (manuscript under preparation)

**Goswami, I.,** “The Special Two: Biased Beliefs about Parity in Allocation Judgments” (manuscript under preparation)

**Goswami, I.,** “I Will Start Next Week When the Task Looks Easy: How Beliefs about Tasks Affect Procrastination” (work in progress)

Urminsky, O. & **Goswami I.,** “Impatient to Receive or Impatient to Achieve: How Goal Gradients Underlie Time Discounting (work in progress)

**Goswami, I., & Urminsky O.,** “The “Mere-Reminder” Effect of Salient Calorie Labeling: Results from Multi-site Experiments” (work in progress)

**Goswami I.,** “Gender Difference in Online Participation: A Natural Field Experiment on Facebook” (work in progress)

## **RESEARCH GRANTS**

Tata Centre for Development at UChicago, 2018, \$21,240

Social Enterprise Initiative, University of Chicago, 2017, \$15,000

University of Chicago Center in New Delhi Grant, 2017, \$10,000

University of Chicago BIG Ideas Seed Grant, 2015, \$15,000

Initiative on Global Markets Grant, University of Chicago, 2015, \$19,600

University of Chicago Center in New Delhi Grant, 2014, \$30,000

Initiative on Global Markets Grant, University of Chicago, 2012, \$10,000

## **HONORS AND AWARDS**

Media Star Award, University at Buffalo, 2017

AMA Sheth Consortium Fellow, Northwestern University, 2014

Albert Haring Symposium Fellow, Indiana University, 2013

Kilts Center for Marketing Doctoral Fellow, University of Chicago, 2015

Katherine Dusak Miller PhD Fellow, University of Chicago, 2014

Wesley C. Pickard PhD Fellow, University Chicago, 2013

MICA Gold Medal, Highest GPA, Ahmedabad (India), 2009

Governor's Gold Medal, First in First Class, B.E. Computer Sc. & Engg, Durgapur (India), 2001

## **TEACHING EXPERIENCE**

MGM 403 Marketing Research (Undergraduates, 2016 – present, SUNY Buffalo)  
MGM 667 Marketing Research (MBA Elective, 2016 – present, SUNY Buffalo)

### **SERVICE EXPERIENCE**

Coordinator of the PhD program, Department of Marketing, School of Management,  
SUNY Buffalo, 2017-Present

Ad-hoc Reviewer: *Marketing Science, Management Science, Journal of Marketing, Journal of Experimental Psychology: General, Psychological Science, Journal of Experimental Social Psychology, Frontiers in Psychology, Journal of Environmental Psychology, Health Economics, Social Science Research.*

### **PROFESSIONAL AFFILIATIONS**

Association for Consumer Research  
Society for Consumer Psychology  
Society for Judgment and Decision Making

### **INDUSTRY EXPERIENCE**

Senior Applications Engineer, Oracle Software Development Center, India (2002-2007)  
*Notable Achievement:* US Patent 7720867: Natural Language Based Query  
Construction Using Purpose-Driven Templates, Oracle Corporation, 2004  
Senior Research Associate, Nielsen BASES Marketing Research, India (2009-2011)

### **INVITED TALKS AND CONFERENCE PRESENTATIONS**

- 2020: Society for Consumer Psychology, Huntington Beach (USA) (March, Peer Reviewed, Appeared in Conference Proceedings)
- 2019: Participated in the Professors Institute Conference at Southern Methodist University, Cox School of Business, Dallas (USA) (January)  
Invited talk scheduled at the Association of Fundraising Professional Western New York (AFP-WNY) conference, Buffalo (USA) (May)  
Society for Judgment and Decision Making Conference, Montreal (Canada) (October, Peer Reviewed)
- 2018: Association for Consumer Research Conference, Dallas (USA) (October, Peer Reviewed, Appeared in Conference Proceedings)  
Rady School of Business, San Diego (USA) (November)
- 2017: ClearView CRM User Conference on Fundraising, Buffalo (USA) (June)  
Association for Consumer Research Conference, San Diego (USA) (October, Peer Reviewed, Appeared in Conference Proceedings)

- Society for Judgment and Decision Making Conference, Vancouver (Canada)  
(October, Peer Reviewed, Appeared in Conference Proceedings)
- 2016: 10th Triennial Invitational Choice Symposium, Lake Louise (Canada) (September,  
Peer Reviewed)  
Society for Consumer Psychology, St. Pete Beach (USA) (March, Peer Reviewed,  
Appeared in Conference Proceedings)  
The Science of Philanthropy Conference, Chicago (USA) (June, Peer Reviewed)
- 2015: Stanford University (USA) (October)  
Columbia University (USA) (October)  
Texas A&M University (USA) (September)  
Singapore Management University (Singapore) (September)  
ESMT, Berlin (Germany) (November)  
Koc University, Istanbul (Turkey) (November)  
Bilkent University, Ankara (Turkey) (November)  
Indian School of Business, Hyderabad (India) (November)  
Association for Consumer Research Conference, New Orleans (USA) (October)  
Society for Judgment and Decision Making Conference, Chicago (USA)  
(October)  
Society for Consumer Psychology Conference, Phoenix, AZ (March)  
The Science of Philanthropy Conference, Chicago (USA) (June)
- 2014: Association for Consumer Research Conference, Baltimore (USA)  
(October)  
Society for Consumer Psychology Conference, Miami (USA) (March)  
Behavioral Decision Research in Management Pre-Conference, London (UK)  
(September)
- 2013: Association for Consumer Research Conference, Chicago (USA)  
(October)  
Society for Judgment and Decision Making Conference, Toronto (Canada)  
(October)  
Direct/Interactive Marketing Research Summit, Chicago (USA) (June)  
Haring Symposium, Indiana University, Bloomington (USA) (June)
- 2012: Association for Consumer Research Conference, Vancouver (Canada)  
(October)
- 2011: Society for Judgment and Decision Making Conference, Seattle (USA)  
(October)