EDUCATION

PhD. in Marketing, The Ohio State University, Columbus OH, 2004
Post Graduate Diploma in Management, Indian Institute of Management, Ahmedabad, 1994
Bachelor of Commerce, Narsee Monjee College, Bombay, 1992

ACADEMIC EXPERIENCE

Assistant Professor, Cox School of Business, Southern Methodist University, June 2004-present
Instructor, Fisher College of Business, The Ohio State University, 2000-2003

SELECTED HONORS AND AWARDS

Runner up, MSI H. Paul Root Award, 2010
Who's Who in America 2009, 2011
Who's Who Among America's Teachers, 2006-2007
Outstanding teaching in the BBA program, Cox School of Business, 2006-2007
HOPE Professor, SMU Office of Residence life and Student Housing, 2006
Fellow, AMA Doctoral Consortium, Emory University, 2002
Pace Setter Award for academic excellence, The Ohio State University, 2002

PUBLICATIONS

- Rajagopal, Priyali, Sekar Raju and H. Rao Unnava (2006) "To do or not to do: Differences in the cognitive accessibility of action and inaction regrets." *Journal of Experimental Social Psychology*, 42 (May), 302-313.
- Rajagopal, Priyali and Robert E. Burnkrant (2009) "Consumer evaluations of hybrid products," *Journal of Consumer Research*, 36 (August), 232-241.
- Rajagopal, Priyali and Jong Youn Rha (2009) "The mental accounting of time," *Journal of Economic Psychology*, 30 (5), 772-781.
- Raju, Sekar, Priyali Rajagopal and Timothy J Gilbride (2010) "Marketing healthful eating to children: the role of incentives, pledges and competitions," *Journal of Marketing*, 74(3), 74(3), 93-106. (Runner up for MSI H. Paul Root award 2010)
- Briesch, Richard and Priyali Rajagopal (2010) "Neural network applications in consumer behavior," *Journal of Consumer Psychology*, 20(3), 20(3), 81-389.
- Rajagopal, Priyali and Nicole V. Montgomery, "I imagine I experience, I like: The false experience effect," Forthcoming at the *Journal of Consumer Research*
- Park, Joonwook, Priyali Rajagopal and Wayne DeSarbo, "A Heterogeneous Dimensional Multidimensional Unfolding Methodology," conditionally accepted at *Psychometrika*

WORKING PAPERS

- Park, Joonwook, Priyali Rajagopal, Wayne DeSarbo and William Dillon, "A Heterogeneous Dimensional Multidimensional Unfolding Methodology," Revision requested at *Journal of Marketing Research*
- "Responding to alleged ethical and competence failures: the moderating role of prior trust," with Sekar Raju
- "Memory for rejoicing" with Rao Unnava and Sekar Raju

- "Comparative Advertising: implications for perceived similarity," with Rao Unnava

SELECTED RESEARCH IN PROGRESS

- "Age effects on false memory" with Nicole Montgomery
- "Effects of prior brand commitment on false brand memories" with Nicole Montgomery
- "Experience effects on categorization of ambiguous products"

SERVICE

- Editorial review Board for the *Journal of Business Research* (Buyer Behavior) 2006-present
- Editorial Review Board for *Social Influence* 2008 - present
- Ad hoc reviewer for the *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Journal of Marketing*, *Journal of Research in Personality*
- ACR 2011 conference program committee member
- Faculty member, ACR Doctoral Consortium, 2007
- Associate Editor- For Consumers section of the ACR website, 2004-2006
- Co-Chair, Marketing Promotions and Communications track, Academy of Marketing Science conference, 2007

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
American Marketing Association
Society for Consumer Psychology
Society for Personality and Social psychology