

# INDRANIL GOSWAMI

Curriculum Vitae (Last Updated: 05/13/2025)

Google Scholar Link: <https://rb.gy/n3vzvww>

## EMPLOYMENT HISTORY

Dean's Faculty Fellow, 2024-

Associate Professor with Tenure, University at Buffalo School of Management, Sep 2023-

Assistant Professor, University at Buffalo School of Management, Aug 2016-Sep 2023

## EDUCATION

Ph.D., Marketing, 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

## SELECT PUBLICATIONS

Talukder Animesh, Islam M. N., Sarker M., **Goswami I.**, Siddiqua R. R., Akter F., Chowdhury S., Chowdhury I. A., Rahman A., Latif A. H. M. M., (2022). Knowledge and practices related to COVID-19 among mothers of under-2 children and adult males: a cross-sectional study in Bangladesh. *BMJ open*, 12(5), e059091.

**Goswami, I.**, & Urminsky O. (2022) "Why Many Behavioral Interventions Have Unpredictable Effects in the Wild: The Conflicting Consequences Problem." Chapter in the Mažar, N., & Soman, D. (Eds.). *Behavioral Science in the Wild*. University of Toronto Press.

**Goswami, I.**, & Urminsky, O. (2021). Don't fear the meter: How longer time limits bias managers to prefer hiring with flat fee compensation. *Organizational Behavior and Human Decision Processes*, 162, 42-58.

**Goswami, I.**, & Urminsky, O. (2020). More time, more work: How time limits bias estimates of task scope and project duration. *Judgment & Decision Making*, 15(6).

**Goswami, I.**, & Urminsky, O. (2020). No substitute for the real thing: The importance of in-context field experiments in fundraising. *Marketing Science*, 39(6), 1052-1070.

**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.

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 PUBLICATIONS**

Member of the Management Science Reproducibility Collaboration: Fišar, M., Greiner, B., Huber, C., Katok, E., Ozkes, A., and the Management Science Reproducibility Collaboration. *Management Science* Reproducibility in Management Science. (forthcoming)

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

US Patent 7720867 (2004). Natural Language Based Query Construction Using Purpose-Driven Template, *Oracle Corporation, USA*

## **SELECTED WORK IN PROGRESS**

Goswami, I., Schley D., & Greenberg A, “Unpacking Judgments of Sums and Consequences for Consumption Behavior” (*under review at Management Science*)

Goswami, I., “The Special Two: Biased Beliefs about Parity in Allocation Judgments”

Goswami, I. & Chen X., “Overhead Cost Neglect in Charitable Giving”

## **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)  
MGM 796 Marketing Seminar (PhD students, Fall 2023)

## **SERVICE EXPERIENCE**

Co-chair, Future of Marketing Conference, University at Buffalo, May 2024  
PhD Program Advisor, Department of Marketing, School of Management, SUNY Buffalo, 2017-Present

Ad-hoc Reviewer:

**Marketing:** *Marketing Science, Journal of Marketing, Journal of Marketing Research*

**Management:** *Management Science, PLOS One*

**Psychology:** *Journal of Experimental Psychology: General, Psychological Science, Journal of Experimental Social Psychology, Frontiers in Psychology, Journal of Environmental Psychology, Social Science Research, Journal of Behavioral Decision Making.*

**Economics:** *Health Economics, Journal of Economic Behavior and Organization, Journal of Public Economics*

## **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)  
Senior Research Associate, Nielsen BASES Marketing Research, India (2009-2011)

## **INVITED TALKS AND CONFERENCE PRESENTATIONS**

2023: Indian School of Business, Hyderabad, India (October)

2021: Association for Consumer Research Conference, Online (USA) (October, Peer Reviewed)  
Numerical Markers in Judgments, Choices, and Consumption, Tucson (USA) (September)

- 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)