

## CURRICULUM VITAE

### Indranil Goswami

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### EMPLOYMENT HISTORY

Assistant Professor, School of Management, University at Buffalo, 2016-Present

### EDUCATION

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

MBA, University of Chicago, 2016

Post Graduate Diploma in Management, Mudra Institute of Communications,  
Ahmedabad (India), 2009

Bachelor of Engineering, Computer Science & Engineering, National Institute of  
Technology, Durgapur (India), 2001

### ARTICLES

**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.\*

*\*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.

## **BOOK CHAPTERS**

**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.

## **OTHER 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.

Mohmand S. K., Baliqi, B. & **Goswami, I.** (2021), Incentivising participation and responsiveness within Kosovo local governance system, Technical White Paper, Decentralisation and Municipal Support, *HELVETAS Swiss Intercooperation-Kosovo*.

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

Subramanian, K., Joby, G., Ranka, S. S., Bhandarkar, V., **Goswami, I.**, Li, H., & Segó, R. M. (2010). US Patent No. 7,720,867. Washington, DC: US Patent and Trademark Office.\*

\*Patent filed during employment at *Oracle Corporation*

## **WORK UNDER REVIEW**

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

**Goswami, I.**, & Chen X., “Can Neglect but Cannot Ignore: On the Psychology of Overhead Costs in Charitable Donations”

## **MANUSCRIPT UNDER PREPARATION**

**Goswami, I.**, Schley D., & Greenberg A, “Undersum Bias”

Chen, X., Talukdar, D., **Goswami, I.** “Income Transparency in Action: The Effect of an Emerging Workplace Policy on Consumption Behavior of Lower-Income Groups”

## **SELECTED WORK IN PROGRESS**

**Goswami I.**, “Cost of Recognition: Gender Differences in Online Information Sharing”

**Goswami I.**, “Default Responsibility: Impediments to Adopting Opt-out Defaults”

**Goswami, I.**, “How Beliefs about Tasks Affect Procrastination: A Natural Field Experiment with Step Challenge contest”

Urminsky, O. & **Goswami I.**, “Impatient to Receive or Impatient to Achieve: How Goal Gradients Underlie Time Discounting”

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

**Goswami, I.**, & Urminsky O., “Figuring Out Preference or Balancing Out Effort: Do Inferences from Incentives Undermine Post-Incentive Motivation”

## **RESEARCH GRANTS**

Tata Centre for Development, University of Chicago, 2018, \$21,240

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

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

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

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

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

Initiative on Global Markets, 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 Ph.D. Fellow, University of Chicago, 2014

Wesley C. Pickard Ph.D. Fellow, University Chicago, 2013

MICA Gold Medal, Post Graduate Diploma in Management, Ahmedabad (India), 2009

Governor’s Gold Medal, Bachelor of Engineering, Durgapur (India), 2001

## **TEACHING**

Courses:

- MGM 403 Marketing Research (Undergraduate), 2016 – present
- MGM 667 Marketing Research (MBA), 2016 – present

Students:

- Xinghui Chen (Ph.D., ABD), Bunyong Dejanipont (Ph.D., Year 1),

**SERVICE**

Ad hoc Reviewer:

- *Marketing*: Marketing Science, Journal of Marketing
- *Management*: Management Science, Organizational Behavior and Human Decision Processes, 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, Motivation Science
- *Economics*: Journal of Public Economics, Journal of Economic Behavior and Organization, Journal of Behavioral and Experimental Economics, Health Economics
- *Grant-Making Agency*: Israel Science Foundation
- *Book Review (invitation from the publisher)*: An Introduction to Statistics by Kieth A. Carlson and Jennifer R. Winquist, Third Edition, SAGE Publishing.

Pro bono Consulting:

- Helvetas (Switzerland, Kosovo), *Soondra* Foundation (USA, India), Foundation for Mother & Child Health (Mumbai, India), Swasth Foundation (Mumbai, India), Teach for India (Mumbai, India)
- Offered services as an expert in research design and evaluation with professionals at the Diabetic Association of Bangladesh (DAB), *Jeeon* (a Bangladesh-based NGO), along with researchers at BRAC James P Grant School of Public Health (BRAC-JPGSPH, Bangladesh) and McGill University (Canada) to submit a proposal (under review) in response to funding calls by Global Alliance for Chronic Diseases (GACD).

University Service:

- Ph.D. Program Advisor and Coordinator, Dept. of Marketing, and Member, Ph.D. Program Committee, School of Management, 2017 – present
- Member, Drs. John and Arlyn Myers Award Committee, School of Management, 2019 – present

Community Service:

- Collaborated with Annual Alumni Fundraising efforts of the University of Chicago's Booth School of Business to scientifically test interventions for donation outcomes (2014-2015)
- Collaborated with Alumni Engagement & External Relations, School of Management, University at Buffalo, to increase signups for the "100 Alumni Who Care" event (2019)

- Collaborated with School of Public Health and Health Profession, University at Buffalo, to improve engagement in UB Annual Step Challenge event (2019)
- Presented at AFP WNY Annual Fundraising and Networking Conference, Buffalo, to share the latest research on fundraising practices and common pitfalls. Attendees were non-profit organizations of WNY (2019)
- Delivered a talk on Evidence-Based Fundraising at the ClearView CRM Fundraising Software Conference, Buffalo. Attendees were fundraisers and fundraising consultants (2017)

## **PROFESSIONAL AFFILIATIONS**

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

## **INDUSTRY EXPERIENCE**

Senior Applications Engineer, Oracle Corporation, India (2002-2007)  
Senior Research Associate, Nielsen BASES, India (2009-2011)

## **INVITED TALKS AND CONFERENCE PRESENTATIONS**

- 2021: Association for Consumer Research Conference, Online (October, *peer-reviewed*,  
Appeared in conference proceedings)  
Numerical Markers in Judgments, Choices, and Consumption, Tucson (September,  
*peer-reviewed*)
- 2020: Society for Consumer Psychology, Huntington Beach (March, *peer-reviewed*,  
Appeared in conference proceedings)
- 2019: Society for Judgment and Decision Making Conference, Montreal (Canada)  
(October, *peer-reviewed*, Appeared in conference proceedings)  
Association of Fundraising Professional Western New York (AFP-WNY)  
conference, Buffalo (May)  
Professors Institute Conference at Southern Methodist University, Cox School of  
Business, Dallas (January)
- 2018: Rady School of Business, University of California San Diego (November)  
Association for Consumer Research Conference, Dallas (October, *peer-reviewed*,  
Appeared in conference proceedings)
- 2017: Association for Consumer Research Conference, San Diego (October, *peer-  
reviewed*, Appeared in conference proceedings)

- Society for Judgment and Decision Making Conference, Vancouver, Canada  
(October, *peer-reviewed*, Appeared in conference proceedings)  
ClearView CRM User Conference on Fundraising, Buffalo (June)
- 2016: 10th Triennial Invitational Choice Symposium, Lake Louise, Canada (September, *peer-reviewed*)  
The Science of Philanthropy Conference, Chicago (June, *peer-reviewed*)  
Association for Psychological Science Convention, Chicago (May, *peer-reviewed*,  
Appeared in conference proceedings)  
Society for Consumer Psychology, St. Pete Beach (March, *peer-reviewed*,  
Appeared in conference proceedings)
- 2015: Stanford University (November)  
Columbia University (October)  
University at Buffalo (October)  
ESMT, Berlin, Germany (October)  
Koc University, Istanbul, Turkey (October)  
Bilkent University, Ankara, Turkey (October)  
Texas A&M University (September)  
Singapore Management University, Singapore (September)  
Indian School of Business, Hyderabad, India (September)  
Association for Consumer Research Conference, New Orleans (October, *peer-reviewed*,  
Appeared in conference proceedings)  
Society for Judgment and Decision Making Conference, Chicago (October, *peer-reviewed*,  
Appeared in conference proceedings)  
The Science of Philanthropy Conference, Chicago (June, *peer-reviewed*)  
Society for Consumer Psychology Conference, Phoenix (March, *peer-reviewed*,  
Appeared in conference proceedings)
- 2014: Association for Consumer Research Conference, Baltimore (October, *peer-reviewed*,  
Appeared in conference proceedings)  
Behavioral Decision Research in Management Pre-Conference, London, UK  
(September, *peer-reviewed*)  
Society for Consumer Psychology Conference, Miami (March, *peer-reviewed*,  
Appeared in conference proceedings)
- 2013: Association for Consumer Research Conference, Chicago (October, *peer-reviewed*,  
Appeared in conference proceedings)  
Society for Judgment and Decision Making Conference, Toronto, Canada  
(October, *peer-reviewed*, Appeared in conference proceedings)  
Direct/Interactive Marketing Research Summit, Chicago (June)  
Haring Symposium, Indiana University, Bloomington (June)
- 2012: Association for Consumer Research Conference, Vancouver, Canada (October,  
*peer-reviewed*, Appeared in conference proceedings)

2011: Society for Judgment and Decision Making Conference, Seattle (October, *peer-reviewed*, Appeared in conference proceedings)