

DIPAYAN (DIP) BISWAS

Professor of Marketing, University of South Florida
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EDUCATION/DEGREES

Ph.D. University of California, Irvine (Major: Marketing)
MBA Indian Institute of Management, Ahmedabad (Major: General Management)
BA Jadavpur University (India) (Major: Economics. Minor: Mathematics)

SELECT HONORS, AWARDS, AND GRANTS

Federally Funded Grants

- Principal Investigator for grants totaling \$22,049 funded by the *USDA* (US Department of Agriculture), for research on sensory factors influencing children's food choices.
 - Grant of \$11,318 in 2014
 - Grant of \$10,731 in 2013
- Co-Investigator, *Environmental Protection Agency - National Science Foundation* Research Grant (# R826611) for \$181,851 (for research project on beach pollution), 2002.

Other Awards and Grants

- *Association for Consumer Research – Sheth Foundation Dissertation Proposal Award* (and \$2,000 Grant), October 2002.
- Runner-up, *Academy of Marketing Science – Mary Kay Dissertation Award*, May 2003.
- *Society for Marketing Advances Dissertation Proposal Award* (and \$500 Grant), November 2003.
- Award for Best Paper in CB Track at the *AMA Winter Conference*, Tampa, February 2009.
- Award for Best Paper in CB Track at the *AMA Summer Conference*, Boston, August 2010.
- Grants totaling \$6,340 from *Association of Consumer Research* for projects on *Transformative Consumer Research*, related to food consumption, 2013–2016.

Other Honors

- AMA–Sheth Foundation Doctoral Consortium Fellow, Minneapolis, June 2003.
- Recipient of *Academy of Marketing Science Outstanding Teacher Award*, 2015.

Major Discipline-Based Services

- Area Editor, *Journal of the Academy of Marketing Science* (since June 2017).
- Associate Editor, *Journal of Business Research* (since February 2016).
- Editor, *Journal of Consumer Marketing*, 2014 – 2016.
- Associate Editor, *European Journal of Marketing*, (2010 – 2014).
- Conference Co-Chair, *Academy of Marketing Science Conference*, 2016.

RESEARCH INTERESTS

- **Sensory Marketing**: Food/Beverages and Healthful Consumption; Sensory Aspects of Retail Atmospherics; Sensory Aspects of Branding; General Sensory Perceptions.
- **Behavioral Judgment & Decision Making**: Sequences and Order Effects; Computational and Numerical Biases.
- **Digital Marketing**: Sensory and Interactive Aspects of Digital Marketing; Impression Management in Social Media.

RECENT JOURNAL PUBLICATIONS (SINCE 2010)

Biswas, Dipayan, Courtney Szocs, Roger Chacko, and Brian Wansink (2017), “Shining Light on Atmospherics: How Ambient Light Influences Food Choices,” *Journal of Marketing Research*, February, 111-123.

Lee, Na Young, Stephanie M. Noble, and **Dipayan Biswas** (2017), “Hey Big Spender! A Golden (Color) Atmospheric Effect on Tipping Behavior,” *Journal of the Academy of Marketing Science*, forthcoming.

Romero, Marisabel and **Dipayan Biswas*** (2016), “Healthy Left, Unhealthy Right: Can Displaying Healthy Items to the Left (versus Right) of Unhealthy Items Nudge Healthier Choices?” *Journal of Consumer Research*, 43 (1), 103-112.

*(Both authors contributed equally.)

Szocs, Courtney, **Dipayan Biswas**, and Adilson Borges (2016), “Cheers to Haptic Sensations and Alcohol Consumption: How Glassware Weight Impacts Perceived Intoxication and Positive Emotions,” *Journal of the Association for Consumer Research*, 1 (4), 569-578.

Szocs, Courtney and **Dipayan Biswas** (2016), “Forks Over Spoons: The Impact of Cutlery on Calorie Estimates,” *Journal of the Association for Consumer Research*, 1 (1), 161-174.

Szocs, Courtney and **Dipayan Biswas** (2016), “Tasting in 2D: Implications of Food Shape, Visual Cues, and Oral Haptic Sensory Inputs,” *Marketing Letters*, 27 (4), 753-764.

Biswas, Dipayan, Lauren Labrecque, Donald R. Lehmann, and Ereni Markos (2014), “Making Choices While Smelling, Tasting, and Listening: The Role of Sensory (Dis)similarity When Sequentially Sampling Products,” *Journal of Marketing*, 78 (1), 112-126.

Biswas, Dipayan, Courtney Szocs, Aradhna Krishna, and Donald R. Lehmann (2014), “Something to Chew on: The Effects of Oral Haptics on Mastication, Orosensory Perception, and Calorie Estimation,” *Journal of Consumer Research*, 41 (August), 261-273.

Biswas, Dipayan and Cornelia Pechmann (2012), “What Do these Clinical Trial Results Mean? How Product Efficacy Judgments are affected by Data Partitioning, Framing, and Quantification,” *Organizational Behavior & Human Decision Processes*, 117 (March), 341-350.

Biswas, Dipayan, Robin Keller, and Bidisha Burman (2012), “Making Probability Judgments of Future Product Failures: The Role of Mental Unpacking,” *Journal of Consumer Psychology*, 22 (2), 237-248.

Biswas, Dipayan, Guangzhi Zhao, and Donald R. Lehmann (2011), “The Impact of Sequential Data on Consumer Confidence in Relative Judgments,” *Journal of Consumer Research*, 37 (February), 874-887.

Biswas, Dipayan, Dhruv Grewal, and Anne Roggeveen (2010), “How the Order of Sampled Experiential Products Affects Choice,” *Journal of Marketing Research*, 47 (3), 508-519.

SELECT INVITED PRESENTATIONS

On Topics related to Sensory Marketing: Cornell University (2014); Yale University (2013); Vienna University of Economics and Business (Austria) (2014, 2015, 2017); University of Bayreuth (Germany) (2014, 2015, 2016); RWT-Aachen (Germany) (2017); UIT (Norway) (2016); University of Lorraine (France) (2017); Linnaeus University (Sweden) (2013, 2015, 2016); Reims Management School (France) (2013); IBM Center for Social Software (Cambridge, MA) (2011); Nokia (Finland) (2010).

On Multi-Channel Retailing: New York University (2005).

INDUSTRY RESEARCH COLLABORATION

I have collaborated on research projects with several companies/organizations across multiple countries (USA, France, Sweden, Germany, India, and Finland). These include major restaurant chains, supermarkets, major global hotel chains, a major airport retail chain, an airport in Europe, food manufacturers, a major theme park in Florida, a major mall in Europe, a global champagne brand, several restaurants and cafes in the USA and Europe, a resort based in Europe, hospitals based in the USA and Asia, and the food/cafeteria division of one of the largest school districts in the US, among others.

MEDIA COVERAGE

My research and my interviews have been featured extensively in the media, by over 150 media outlets, including the *New York Times*, *ABC*, *CBS*, *CNN*, *Fox*, *NBC*, *BBC*, *Fitness* magazine, *US News & World Report*, *Health* magazine, *Women's Health* magazine, *Men's Health* magazine, *Allure* magazine, *Redbook* magazine, *Huffington Post*, *Prevention* magazine, *Times of India*, *WebMD*, *Daily Mail* (UK), *CNN-IBN Live* (India), *Good Housekeeping* magazine, *Scientific American* magazine, *Tampa Bay Times*, *Zee News* (India), *NPR*, *Shape* magazine, *Glamour* magazine, *Financial Times*, *Der Spiegel* (German magazine), *La Dernière Heure* (French-language newspaper in Belgium), *Goed Gevoel* (Dutch-language magazine in Belgium), *Saldo* (Swiss magazine), and *Bulgaria DNES* (Bulgarian newspaper), among others.

BOOK CHAPTERS

Biswas, Dipayan (2016), "Sensory Aspects of Branding," in the Routledge Companion to Contemporary Brand Management, Eds. Francesca Dall'Olmo Riley, Jaywant Singh, and Charles Blankson. New York: Routledge. 218-227.

Biswas, Dipayan and Courtney Szocs (2014), "Sensory Marketing," in Wiley Encyclopedia of Management. 3rd Edition. Chichester, UK. Wiley.

Szocs, Courtney and **Dipayan Biswas** (2014), "Aesthetics," in Wiley Encyclopedia of Management. 3rd Edition. Chichester, UK. Wiley.

TEACHING

I have experience teaching a wide variety of courses (at Ph.D., Executive, MBA/MS, and undergraduate levels) at various schools. My teaching evaluations have been significantly higher than the department and college averages. I am the recipient of the 2015 AMS Outstanding Teaching Award. I have taught and/or given research talks at several universities across nine

countries (USA, Germany, Austria, France, Norway, Sweden, Finland, India, Peru) spread over four continents.

COURSES TAUGHT

- Sensory Marketing (Ph.D. seminar)
- Sensory Marketing (Executive seminar)
- Sensory Marketing (MBA/MS course)
- Sensory Marketing (Undergraduate course)
- Brand Management (MBA/MS course)
- Brand Management (Undergraduate course)
- Digital Marketing (MBA/MS course)
- Digital Marketing (Undergraduate course)
- Basic Marketing (Undergraduate course)
- International Marketing (Undergraduate course)
- Marketing Management (MBA/MS course)
- Marketing Research (Undergraduate course)
- Marketing of Luxury Products/Brands (Undergraduate course)
- Research Writing (Executive seminar)