

AMIT KUMAR

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Current Position

2018- **THE UNIVERSITY OF TEXAS AT AUSTIN, AUSTIN, TX**
Assistant Professor of Marketing and Psychology

Education

2010-2015 **CORNELL UNIVERSITY, ITHACA, NY**
Ph.D. in Social and Personality Psychology
Dissertation: “From Looking Backward to Looking Forward: On Consuming the Anticipation of Experiential and Material Purchases”
Committee Chair: Tom Gilovich
Committee Members: Melissa Ferguson and Dave Dunning

2004-2008 **HARVARD UNIVERSITY, CAMBRIDGE, MA**
A.B. Magna Cum Laude with Highest Honors in Psychology (Secondary Field: Economics)
Honors Thesis: “The Impact of Outcome Valence on Perceived Duration”
Advisor: Dan Gilbert
Reader: Max Bazerman

Honors and Awards

2021 Fellow, Society of Experimental Social Psychology
2021 Marketing Science Institute Young Scholar
2019 University of Texas at Austin McCombs Research Excellence Grant (\$12,500)
2017 University of Chicago Center for Decision Research Independent Research Grant (\$3000)
2016 Society of Experimental Social Psychology Dissertation Award Finalist
2011-2015 National Science Foundation Pre-Doctoral Fellow (\$96,000 + tuition supplement)
2014 Cornell University Travel Grant (\$675)
2014 Cornell University John S. Knight Fellowship (\$11,735)
2014 Judgment and Decision-Making SPSP Pre-Conference Travel Award (\$200)
2014 Cornell University Travel Grant (\$440)
2013 Fellow, Summer Institute in Social and Personality Psychology
2013 Summer Institute in Social and Personality Psychology Travel Award (\$300)
2013 Society for Personality and Social Psychology Graduate Student Travel Award (\$500)
2013 Judgment and Decision-Making SPSP Pre-Conference Travel Award (\$200)
2013 Cornell University Travel Grant (\$390)
2012 Cornell University Travel Grant (\$440)
2011 Cornell Psychology Department Small Research Grant (\$500)
2008 Phi Beta Kappa, Harvard University
2008 Harvard Psychology Department Faculty Prize for distinguished theses
2007 Summer Fellow, Harvard College Research Program
2007 Harvard College Research Program Grant (\$1600)
2006 Harvard College Scholar (top 10% academic performance in class)

Previous Employment

- 2015-2018 The University of Chicago Booth School of Business, Chicago, IL
Center for Decision Research
Postdoctoral Research Fellow
- 2008-2010 NERA Economic Consulting, New York, NY
Securities and Finance Division
Research Associate (2008-2009), Associate Analyst (2009-2010)
- 2007 Harvard Business School, Boston, MA
Research Associate
Advisors: Mike Norton and Carey Morewedge
- 2005-2007 Harvard Psychology Department, Cambridge, MA
Research Assistant
Advisors: Dan Gilbert and Max Bazerman
- 2006 Dexia Credit Local, NY Branch, New York, NY
Legal and Tax Division
Treasury and Financial Markets Division
Intern
- 2005 Columbia Business School, New York, NY
Research Assistant
Advisors: Sheena Iyengar and Michael Morris
- 2004 Random House Publishing, Inc., New York, NY
Intern

Publications

Kumar, A. (in press). The unmatched brightness of doing: Experiential consumption facilitates greater satisfaction than spending on material possessions. *Current Opinion in Psychology*.

Kardas, M., Kumar, A., & Epley, N. (2022). Overly shallow? Miscalibrated expectations create a barrier to deeper conversation. *Journal of Personality and Social Psychology*, 122(3), 367-398.

Kumar, A. (2022). Some things aren't better left unsaid: Interpersonal barriers to gratitude expression and prosocial engagement. *Current Opinion in Psychology*, 43, 156-160.

Kumar, A. & Epley, N. (2021). It's surprisingly nice to hear you: Misunderstanding the impact of communication media can lead to suboptimal choices of how to connect with others. *Journal of Experimental Psychology: General*, 150(3), 595-607.

Kumar, A. & Epley, N. (2020). Type less, talk more. *Harvard Business Review*.

Kumar, A., Killingsworth, M.A., & Gilovich, T. (2020). Spending on doing promotes more moment-to-moment happiness than spending on having. *Journal of Experimental Social Psychology*, 88, 103971.

- Epley, N. & Kumar, A. (2019). How to design an ethical organization. *Harvard Business Review*, May-June 2019, 144-150.
- Kumar, A. & Epley, N. (2018). Undervaluing gratitude: Expressers misunderstand the consequences of showing appreciation. *Psychological Science*, 29(9), 1423-1435.
- Walker, J. T., Kumar, A. & Gilovich, T. (2016). Cultivating gratitude and giving through experiential consumption. *Emotion*, 16(8), 1126-1136.
- Kumar, A. & Gilovich, T. (2016). To do or to have, now or later? The preferred consumption profiles of material and experiential purchases. *Journal of Consumer Psychology*, 26(2), 169-178.
- Kumar, A. & Gilovich, T. (2015). Some “thing” to talk about? Differential story utility from experiential and material purchases. *Personality and Social Psychology Bulletin*, 41(10), 1320-1331.
- Gilovich, T. & Kumar, A. (2015). We’ll always have Paris: The hedonic payoff from experiential and material investments. In M. Zanna and J. Olson (Eds.), *Advances in Experimental Social Psychology*, Vol. 51 (pp. 147-187). New York: Elsevier.
- Gilovich, T., Kumar, A. & Jampol, L. (2015). A wonderful life: Experiential consumption and the pursuit of happiness. *Journal of Consumer Psychology*, 25(1), 152-165.
- Gilovich, T., Kumar, A. & Jampol, L. (2015). The beach, the bikini, and the best buy: Replies to Dunn and Weidman, and to Schmitt, Brakus, and Zarantonello. *Journal of Consumer Psychology*, 25(1), 179-184.
- Kumar, A., Killingsworth, M. A. & Gilovich, T. (2014). Waiting for merlot: Anticipatory consumption of experiential and material purchases. *Psychological Science*, 25(10), 1924-1931.

In Review

- Epley, N., Kumar, A., Dungan, J., & Echelbarger, M. (2022). *A Prosociality Paradox: Miscalibrated Social Cognition Can Inhibit Prosocial Action*. Manuscript submitted for publication.
- Kardas, M., Kumar, A., & Epley, N. (2022). *Let it Go: How Exaggerating the Reputational Costs of Revealing Secrets Discourages Transparency in Relationships*. Manuscript submitted for publication.
- Kumar, A. & Epley, N. (2022). *A Little Good Goes an Unexpectedly Long Way: Underestimating the Positive Impact of Kindness on Recipients*. Manuscript submitted for publication.

In Preparation

- Alberhasky, M. & Kumar, A. (2022). *A Venmo Effect on Relationships: Electronic Payment Makes Social Relations More Transactional and Experiences Less Enjoyable*. Manuscript in preparation.
- Kumar, A., Mann, T. C. & Gilovich, T. (2022). *The Aptly Buried “I” in Experience: Experiential Purchases Foster Social Connection*. Manuscript in preparation.

Chaired Symposia

Kumar, A. & Goor, D. (2020, October). *Consumer Misunderstandings*. Symposium presented virtually at the Association for Consumer Research Annual Meeting. (Speakers: Amit Kumar, Ovul Sezer, Ed O'Brien, Dafna Goor)

Kumar, A. & Gilovich, T. (2015, February). *Happy Money 2.0: New Insights into the Relationship between Money and Well-Being*. Symposium presented at the Society for Personality and Social Psychology Annual Meeting, Long Beach, CA. (Speakers: Amit Kumar, Jordi Quoidbach, Noah Goldstein, Mike Norton)

Kumar, A. & Gilovich, T. (2014, February). *Let's Get Connected: New and Untapped Routes to Social Connection*. Symposium presented at the Society for Personality and Social Psychology Annual Meeting, Austin, TX. (Speakers: Amit Kumar, Tanya Chartrand, Nick Epley, Lalin Anik)

Kumar, A. & Gilovich, T. (2013, January). *On Doing and Having: 10 Years of Answers to "The Question" of Experiential versus Material Consumption*. Symposium presented at the Society for Personality and Social Psychology Annual Meeting, New Orleans, LA. (Speakers: Amit Kumar, Travis Carter, Peter Caprariello, Ryan Howell)

Conference Oral Presentations

Kumar, A., & Epley, N. (2022, March). *A Little Good Goes an Unexpectedly Long Way: Underestimating the Positive Impact of Kindness on Recipients*. Paper presented virtually at the Society for Consumer Psychology Annual Meeting.

Alberhasky, M. & Kumar, A. (2022, March). *A Venmo Effect on Relationships: Electronic Payment Makes Social Relations More Transactional and Experiences Less Enjoyable*. Paper presented virtually at the Society for Consumer Psychology Annual Meeting.

Kumar, A., & Epley, N. (2021, May). *A Little Good Goes an Unexpectedly Long Way: Underestimating the Positive Impact of Kindness on Recipients*. Paper presented virtually at the Association for Psychological Science Annual Convention.

Alberhasky, M. & Kumar, A. (2021, February). *A Venmo Effect on Relationships: Electronic Payment Makes Social Relations More Transactional and Experiences Less Enjoyable*. Paper presented virtually at the Happiness and Well-Being Pre-Conference at the Society for Personality and Social Psychology Annual Meeting.

Kumar, A., & Epley, N. (2020, November). *It's Surprisingly Nice to Hear You: Misunderstanding the Impact of Communication Media Can Lead to Suboptimal Choices of How to Connect with Others*. Paper presented virtually at the UT COVID-19 Conference.

Kumar, A., & Epley, N. (2020, October). *A Little Good Goes an Unexpectedly Long Way: Underestimating the Positive Impact of Kindness on Recipients*. Paper presented virtually at the Association for Consumer Research Annual Meeting.

- Kumar, A. & Epley, N. (2020, August). *It's Surprisingly Nice to Hear You: Misunderstanding the Impact of Communication Media Can Lead to Suboptimal Choices of How to Connect with Others*. Paper presented virtually at The Love Consortium.
- Kumar, A. & Epley, N. (2019, November). *It's Surprisingly Nice to Hear You: Miscalibrated Expectations of Connection and Awkwardness Affect How People Choose to Connect with Others*. Paper presented at the Society for Judgment and Decision-Making Annual Conference, Montreal, QC.
- Kardas, M., Kumar, A., & Epley, N. (2019, April). *Digging Deeper: Meaningful Conversations are Surprisingly Pleasant*. Paper presented at the Midwestern Psychological Association Annual Meeting, Chicago, IL.
- Kardas, M., Kumar, A., & Epley, N. (2019, February). *Digging Deeper: Meaningful Conversations are Surprisingly Pleasant*. Paper presented at the Society for Personality and Social Psychology Annual Meeting, Portland, OR.
- Kumar, A. & Epley, N. (2018, November). *Undervaluing Gratitude: Expressers Misunderstand the Consequences of Showing Appreciation*. Paper presented at the Society for Judgment and Decision-Making Annual Conference, New Orleans, LA.
- Kardas, M., Kumar, A., & Epley, N. (2018, November). *Digging Deeper: Meaningful Conversations are Surprisingly Pleasant*. Paper presented at the Society for Judgment and Decision-Making Annual Conference, New Orleans, LA.
- Kumar, A. & Epley, N. (2018, October). *It's Surprisingly Nice to Hear You: Miscalibrated Expectations of Connection and Awkwardness Affect How Consumers Choose to Connect with Others*. Paper presented at the Association for Consumer Research Annual Meeting, Dallas, TX.
- Kardas, M., Kumar, A., & Epley, N. (2018, August). *Exaggerating the Reputational Costs of Revealing Secrets*. Paper presented at the Academy of Management Annual Meeting, Chicago, IL.
- Kardas, M., Kumar, A., & Epley, N. (2018, April). *Exaggerating the Reputational Costs of Revealing Secrets*. Paper presented at the Midwestern Psychological Association Annual Meeting, Chicago, IL.
- Kumar, A. & Epley, N. (2018, March). *Under-Valuing Gratitude: Expressors Misunderstand the Consequences of Showing Appreciation*. Paper presented at the Society for Personality and Social Psychology Annual Meeting, Atlanta, GA.
- Kumar, A., Walker, J. T., & Gilovich, T. (2017, February). *Cultivating Gratitude and Giving Through Experiential Consumption*. Paper presented at the Society for Consumer Psychology Annual Meeting, San Francisco, CA.

Kumar, A., Walker, J. T., & Gilovich, T. (2017, January). *Cultivating Gratitude and Giving Through Experiential Consumption*. Paper presented at the Society for Personality and Social Psychology Annual Meeting, San Antonio, TX.

Kumar, A., Walker, J. T., & Gilovich, T. (2016, October). *Cultivating Gratitude and Giving Through Experiential Consumption*. Paper presented at the Association for Consumer Research Annual Meeting, Berlin, DE.

Kumar, A., Walker, J. T., & Gilovich, T. (2016, June). *Cultivating Gratitude and Giving Through Experiential Consumption*. Paper presented at the Behavioral Decision Research in Management Conference, Toronto, ON.

Kumar, A., Killingsworth, M. A., & Gilovich, T. (2016, January). *Spending on Doing, Not Having, Promotes Moment-to-Moment Happiness*. Paper presented at the Society for Personality and Social Psychology Annual Meeting, San Diego, CA.

Kumar, A. & Gilovich, T. (2015, October). *To Do or To Have, Now or Later? The Preferred Consumption Profiles of Material and Experiential Purchases*. Paper presented at the Association for Consumer Research Annual Meeting, New Orleans, LA.

Kumar, A., Killingsworth, M. A. & Gilovich, T. (2015, February). *Waiting for Merlot: Anticipatory Consumption of Experiential and Material Purchases*. Paper presented at the Society for Personality and Social Psychology Annual Meeting, Long Beach, CA.

Kumar, A., Killingsworth, M. A. & Gilovich, T. (2014, November). *Waiting for Merlot: Anticipatory Consumption of Experiential and Material Purchases*. Paper presented at the Society for Judgment and Decision-Making Annual Conference, Long Beach, CA.

Kumar, A., Mann, T. C. & Gilovich, T. (2014, October). *Questioning the "I" in Experience: Experiential Purchases Foster Social Connection*. Paper presented at the Association for Consumer Research Annual Meeting, Baltimore, MD.

Kumar, A., Killingsworth, M. A. & Gilovich, T. (2014, July). *Waiting for Merlot: Anticipatory Consumption of Experiential and Material Purchases*. Paper presented at the Judgment and Decision-Making Pre-Conference at the European Association of Social Psychology General Meeting, Amsterdam, NL.

Kumar, A., Mann, T. C. & Gilovich, T. (2014, March). *Questioning the "I" in Experience: Experiential Purchases Foster Social Connection*. Paper presented at the Society for Consumer Psychology Annual Meeting, Miami, FL.

Kumar, A., Mann, T. C. & Gilovich, T. (2014, February). *Questioning the "I" in Experience: Experiential Purchases Foster Social Connection*. Paper presented at the Society for Personality and Social Psychology Annual Meeting, Austin, TX.

Kumar, A. & Gilovich, T. (2014, February). *Do Losses Really “Loom Larger” than Gains? Loss Aversion Isn’t Just in the Mind; It’s in the Eyes, Too*. Paper presented at the Judgment and Decision-Making Pre-Conference at the Society for Personality and Social Psychology Annual Meeting, Austin, TX.

Kumar, A., Mann, T. C. & Gilovich, T. (2013, November). *Questioning the “I” in Experience: Experiential Purchases Foster Social Connection*. Paper presented at the Society for Judgment and Decision-Making Annual Conference, Toronto, ON.

Kumar, A. & Gilovich, T. (2013, October). *Talking About What You Did and What You Have: The Differential Story Utility of Experiential and Material Purchases*. Paper presented at the Association for Consumer Research Annual Conference, Chicago, IL.

Kumar, A. & Gilovich, T. (2013, January). *We’ll Always Have Paris: Differential Story Utility from Experiential and Material Purchases*. Paper presented at the Society for Personality and Social Psychology Annual Meeting, New Orleans, LA.

Kumar, A. & Gilovich, T. (2012, June). *We’ll Always Have Paris: Story Utility for Experiential (But Not Material) Purchases*. Paper presented at the Behavioral Decision Research in Management Conference, Boulder, CO.

Conference Poster Presentations

Alberhasky, M. & Kumar, A. (2021, February). *A Venmo Effect on Relationships: Electronic Payment Makes Social Relations More Transactional and Experiences Less Enjoyable*. Poster presented virtually at the Society for Personality and Social Psychology Annual Meeting.

Alberhasky, M. & Kumar, A. (2020, December). *A Venmo Effect on Relationships: Electronic Payment Makes Social Relations More Transactional and Experiences Less Enjoyable*. Poster presented virtually at the Society for Judgment and Decision-Making Annual Conference.

Alberhasky, M. & Kumar, A. (2020, May). *A Venmo Effect on Relationships: Electronic Payment Makes Social Relations More Transactional and Experiences Less Enjoyable*. Poster presented virtually at the Association for Psychological Science Annual Convention.

Alberhasky, M. & Kumar, A. (2020, March). *A Venmo Effect on Relationships: Electronic Payment Makes Social Relations More Transactional and Experiences Less Enjoyable*. Poster presented at the Society for Consumer Psychology Annual Meeting, Huntington Beach, CA.

Kardas, M., Kumar, A., & Epley, N. (2018, November). *Digging Deeper: Meaningful Conversations are Surprisingly Pleasant*. Poster presented at the Society for Judgment and Decision-Making Annual Conference, New Orleans, LA.

Kardas, M., Kumar, A., & Epley, N. (2018, March). *Exaggerating the Reputational Costs of Revealing Secrets*. Poster presented at the Society for Personality and Social Psychology Annual Meeting, Atlanta, GA.

Kardas, M., Kumar, A., & Epley, N. (2017, November). *Exaggerating the Reputational Costs of Revealing Secrets*. Poster presented at the Society for Judgment and Decision-Making Annual Conference, Vancouver, BC.

Walker, J. T., Kumar, A. & Gilovich, T. (2016, January). *Fostering Gratitude and Giving through Experiential Consumption*. Poster presented at the Society for Personality and Social Psychology Annual Meeting, San Diego, CA.

Walker, J. T., Kumar, A. & Gilovich, T. (2015, November). *Fostering Gratitude and Giving through Experiential Consumption*. Poster presented at the Society for Judgment and Decision-Making Annual Conference, Chicago, IL.

Kumar, A., Killingsworth, M. A. & Gilovich, T. (2014, July). *Waiting for Merlot: Anticipatory Consumption of Experiential and Material Purchases*. Poster presented at the European Association of Social Psychology General Meeting, Amsterdam, NL.

Kumar, A. & Gilovich, T. (2014, February). *Do Losses Really “Loom Larger” than Gains? Loss Aversion Isn’t Just in the Mind; It’s in the Eyes, Too*. Poster presented at the Judgment and Decision-Making Pre-Conference at the Society for Personality and Social Psychology Annual Meeting, Austin, TX.

Kumar, A., Mann, T. C. & Gilovich, T. (2013, October). *Experiential Purchases Foster Social Connectedness*. Poster presented at the Association for Consumer Research Annual Conference, Chicago, IL.

Kumar, A. & Gilovich, T. (2013, January). *To Do or to Have, Now or Then: Anticipatory Effects for Material and Experiential Purchases*. Poster presented at the Judgment and Decision-Making Pre-Conference at the Society for Personality and Social Psychology Annual Meeting, New Orleans, LA.

Kumar, A. & Gilovich, T. (2012, November). *Do Losses Really “Loom Larger” than Gains? Loss Aversion isn’t Just in the Mind; It’s in the Eyes, Too*. Poster presented at the Society for Judgment and Decision-Making Annual Conference, Minneapolis, MN.

Kumar, A. & Gilovich, T. (2012, January). *We’ll Always Have Paris: Talking about Experiences and Possessions*. Poster presented at the Society for Personality and Social Psychology Annual Meeting, San Antonio, TX.

Invited Talks

2021	Texas A&M University, Mays Business School
2021	University of Texas at Austin Center for Global Business, Board of Advisors
2020	Texas McCombs Alumni Network
2020	Osher Lifelong Learning Institute
2019	University of Pennsylvania, The Wharton School
2019	University of Texas at Austin, Women in Psychology
2019	Partners in Business Ethics Symposium
2019	University of Houston, Bauer College of Business
2018	University of Texas at Austin, Department of Psychology

2018	University of Chicago, Booth School of Business
2018	London Business School
2017	Indiana University, Kelley School of Business
2017	University of Texas at Austin, McCombs School of Business
2016	University of Chicago, Booth School of Business
2015	Harvard University, Department of Psychology
2015	University of Chicago, Booth School of Business
2014	Yale University, Human Cooperation Laboratory
2014	Virginia Tech, Pamplin College of Business
2014	Duke University, Fuqua School of Business
2014	University of Utah, David Eccles School of Business
2014	Cornell University, Department of Psychology
2013	Cornell University, Graduate School of Arts and Sciences
2012	Cornell University, Department of Psychology
2011	Cornell University, Department of Psychology

Teaching Experience

2021	<p>The Science of Good Business (undergraduate course), <i>Professor</i> Overall Instructor Rating: 4.9 / 5 Overall Course Rating: 4.9 / 5 Sample Open-Ended Comments: “This is the best class that I have taken at McCombs so far.” “Professor Kumar and his course are truly amazing. I believe the Science of Good Business should be part of the business core required of McCombs students. Of the many courses I took with the ‘Ethics’ flag, this was the most deserving, and arguably the only deserving course. Professor Kumar cares about what he teaches, and he and his course encouraged me to think in different ways, apply what I have learned to my life, and work to make the places around me better. I have enjoyed this course more than any in my four years, and learned more than any as well. The material is presented in a clear way, and Professor Kumar uses great examples and data to back up the information he presents.”</p>
2021	<p>The Science of Good Business (MBA course), <i>Professor</i> Overall Instructor Rating: 3.3 / 5 Overall Course Rating: 3.2 / 5 Sample Open-Ended Comments: “This might end up being my favorite course in the MBA. I didn’t exactly know what to expect with this course but I felt like there are more actionable takeaways that might lead to a happy life and or career. Amit is a great teacher that really cares about his students, it was a shame that this happened during Covid because I’m pretty sure it would benefit from in person. Really incredible guest speakers and really inspiring course. This should be mandatory for MBAs because I really think it can improve people’s daily lives in a measurable way.” “Amrit is a really great professor and extremely dedicated. He is understanding and extremely approachable. I actually ended up learning way more than I thought in this class because it covers in depth the ethical conflicts in the financial crisis, Enron, and in companies today.”</p>
2020	<p>The Science of Good Business (MBA course), <i>Professor</i> Overall Instructor Rating: 4.1 / 5 Overall Course Rating: 4.3 / 5 Sample Open-Ended Comments:</p>

“Great course! Professor Kumar clearly put a lot of thought into all of his lectures and the structure of the course. The content of the course was interesting and relevant. He provided us with practical applications of all of the concepts. I thought all of the readings were really interesting. I’m also glad we had weekly contributions to motivate us to actually do the readings. I admire Professor Kumar’s passion for the subject and his dedication to making us better people. I will definitely be incorporating our learnings into my daily life after business school.”

“This class opened my eyes to things I thought I knew but only later realized I did not actually understand. Professor Kumar has an incredible way of engaging his students to think more deeply on the inside and then use that in more intentional action in our real lives.”

2020 The Science of Good Business (undergraduate course), *Professor*

Overall Instructor Rating: 4.4 / 5

Overall Course Rating: 4.2 / 5

Sample Open-Ended Comments:

“I loved this class. Being a graduating senior, it was bittersweet in the way that it ended, but the things I learned here I will carry with me for the rest of my life. Not enough classes in McCombs cover this type of material and I was very pleasantly surprised with the content and format of the course. Overall it was great, and I would recommend the course.”

“I really enjoyed taking this class. When I first registered for the course, I wasn’t quite sure what it was about and just signed up to fulfill elective requirements. However, upon taking the course it was one of my favorites that I have taken at UT! It was quite different yet refreshing from my other business classes. The lectures were interesting and research based, yet equally as applicable for the real business environment.

Appreciated how it took a closer look at people’s behavior.”

2020 Buyer Behavior (PhD course), *Professor*

Overall Instructor Rating: 4.8 / 5

Overall Course Rating: 5.0 / 5

Sample Open-Ended Comments:

“Amit is incredible. It is very apparent that he meticulously designed the course, and puts a lot of time and energy into developing his students. Each assignment pushed us to dive deeper into the literature, which fostered a rich and interactive discussion environment in class. He provided timely and detailed feedback on our weekly reflection topics, which is invaluable as we develop our ideas and identities as researchers. He compiled an incredible roster of guest speakers to discuss papers with us, which is an opportunity that almost no PhD students get. Amit developed us not only in theories of consumer behavior, but also in methods, and I feel much better prepared to conduct and present my own research after taking this course. I am grateful to scientists like Amit for exploring important topics, remaining committed to the truth, and generously sharing his expertise and passion with the next generation of academics. I highly recommend Amit and this course to others.”

“I appreciated how organized the class was, and I thought the selection of papers was generally really good. I appreciate Dr. Kumar’s efforts to facilitate a conversation while also bringing up points he wanted us to consider. Zoom, of course, could make these conversations feel a little more forced than they would have been in person, but I think for an online environment class went really well!”

2019 The Science of Good Business (MBA course), *Professor*

Overall Instructor Rating: 4.8 / 5

Overall Course Rating: 4.8 / 5

Sample Open-Ended Comments:

“Great class. Nice and very helpful professor. Interesting and insightful readings.”

- 2019 “This class is one of the best I’ve ever taken.”
 The Science of Good Business (undergraduate course), *Professor*
 Overall Instructor Rating: 4.7 / 5
 Overall Course Rating: 5.0 / 5
 Sample Open-Ended Comments:
 “Wonderful course! I really learned a lot and Dr. Kumar was very effective at communicating. The content of the course, I believe, is something all students (especially those in business) should learn.”
 “This course was amazing! Truly enjoyed learning about ethics and design concepts. The topics on happiness are also very applicable to daily life. Great course and professor.”
- 2019 The Science of Good Business (undergraduate course), *Professor*
 Overall Instructor Rating: 4.2 / 5
 Overall Course Rating: 4.1 / 5
 Sample Open-Ended Comments:
 “This has been my favorite class at UT thus far! Professor Kumar was always cheerful and easy to talk to. The material was different from any other MKT class I took, and I retained so much of what we learned. Truly an inspirational professor!”
 “Professor Kumar was always excited to teach and it showed. I enjoyed this class and material was relevant to the everyday.”
- 2018 Social Psychology, *Guest Lecturer*
- 2017 Designing a Good Life, *Teaching Assistant* (Professor: Nicholas Epley)
- 2016 Designing a Good Life, *Teaching Assistant* (Professor: Nicholas Epley)
- 2014 Writing in the Majors: Introductory Social Psychology, *Instructor*
- 2014 Introduction to Social Psychology, *Teaching Assistant* (Professor: Thomas Gilovich)
- 2013 The Science of Happiness, *Instructor*
- 2013 Introduction to Psychology, *Teaching Assistant* (Professor: David Pizarro)
- 2011 The Individual in the Social World, *Discussion Seminar Instructor*
- 2011 The Individual in the Social World, *Teaching Assistant* (Professor: Thomas Gilovich)
- 2011 Introduction to Social Psychology, *Guest Lecturer*
- 2011 Introduction to Social Psychology, *Teaching Assistant* (Professor: Thomas Gilovich)
- 2010 Statistics and Research Design, *Teaching Assistant* (Professor: Thomas Cleland)

Theses Supervised

Emily Powell, Undergraduate Honors Thesis (Initial Placement: NYU Stern Marketing PhD Program)
 Samantha Kassirer, Master’s Thesis (Initial Placement: Northwestern Kellogg Management PhD Program)

Professional Affiliations

American Marketing Association (AMA)
 American Psychological Association (APA)
 Association for Consumer Research (ACR)
 Association for Psychological Science (APS)
 European Association of Social Psychology (EASP)
 Phi Beta Kappa
 Psi Chi
 Society for Consumer Psychology (SCP)
 Society for Judgment and Decision-Making (SJDm)
 Society for Personality and Social Psychology (SPSP)
 Society of Experimental Social Psychology (SESP)

Service

Ad hoc Reviewer

Baltic Journal of Management
British Journal of Social Psychology
Collabra: Psychology
Current Psychology
Design Science
Ethics & Behavior
Emotion
European Journal of Marketing
European Journal of Social Psychology
International Journal of Research in Marketing
International Review of Administrative Sciences
Journal of Behavioral Decision Making
Journal of Business Research
Journal of Consumer Behaviour
Journal of Consumer Culture
Journal of Consumer Psychology
Journal of Consumer Research
Journal of Experimental Psychology: Applied
Journal of Experimental Social Psychology
Journal of Happiness Studies
Journal of Marketing
Journal of Marketing Research
Journal of Personality and Social Psychology
Journal of Positive Psychology
Journal of Public Policy and Marketing
Journal of Retailing
Journal of Retailing and Consumer Services
Management Science
Marketing Letters
Nature Scientific Reports
Organizational Behavior and Human Decision Processes
Personal Relationships
Personality and Social Psychology Bulletin
Perspectives on Psychological Science
PLOS ONE
Psychological Science
Psychology & Marketing
Psychonomic Bulletin & Review
Social and Personality Psychology Compass
Social Psychological and Personality Science
Social Science Research
The Spanish Journal of Psychology
Technology, Mind, and Behavior
Trends in Cognitive Sciences

Organizer, University of Texas at Austin Behavioral Science Colloquium

Executive Committee, University of Texas at Austin Marketing Department

Doctoral Advisory Committee, University of Texas at Austin Marketing Department

Graduate Studies Committee, University of Texas at Austin Marketing Department
Faculty Recruiting Committee, University of Texas at Austin Marketing Department
Dean's Faculty Advisory Committee, University of Texas at Austin, McCombs School of Business
Chair, Third Year Doctoral Paper Committee, University of Texas at Austin Marketing Department
Doctoral Student Comprehensive Exam Committee, University of Texas at Austin Marketing Department
First Year Doctoral Paper Committee, University of Texas at Austin Marketing Department
Seminar Series Coordinator, University of Texas at Austin Marketing Department
Marketing Department Representative, Underrepresented Minority Outreach, McCombs School of Business
Faculty Mentor, Harvard Behavioral Insights Group Doctoral Workshop
Faculty Mentor, Society for Personality and Social Psychology Student Committee
Reviewer, Marketing Science Institute Alden G. Clayton Doctoral Dissertation Proposal Competition
Reviewer, Association for Consumer Research conference submissions
Reviewer, Israel Science Foundation national grant applications
Reviewer, Society for Consumer Psychology conference submissions
Reviewer, Society for Judgment and Decision-Making conference submissions
Postdoctoral Coordinator, University of Chicago Booth School of Business Behavioral Science Workshop
Graduate Liaison, Cornell University Psychology Department Faculty Search Committee
Coordinator, Cornell University Psychology Department Graduate Student Recruitment
Graduate Mentor and Honors Thesis Advisor, Cornell University Psychology Department
Graduate Student Affiliate, Cornell Institute for Social Sciences
Committee on Undergraduate Instruction, Harvard University Psychology Department
Peer Academic Advisor, Harvard University Psychology Department

Media Coverage

AARP; ABC News; ABP Live (India); Adnkronos (Italy); A Better Life with Dr. Sanjay Gupta; Advisory Board; Aftonbladet (Sweden); Air Canada enRoute; A Las Siete (Argentina); Alaska Dispatch News; Albany Times Union; Albuquerque Journal; All Things Considered; Alton Telegraph; AOL; APA Monitor; A Plus; APS Observer; Ani News (India); Arab News; The Arbiter; Arizona Daily Independent; Arizona Daily Star; Arizona Family; Arkansas Democrat Gazette; Arkansas Online; The Asian Age; Asia First; AsiaOne; AskMen; Associated Press; The Atlantic; Atlantic Re:think; August Man; Austin Indian; The Australian; Australian Financial Review; Austin Business Journal; The Baltimore Sun; BBC; Beaumont Enterprise; The Bellingham Herald; Best Life; Best New Ideas in Money Podcast; Better Homes and Gardens; Big Brains Podcast; Big News Network; Big Think; Biobio Chile; The Blacklight; Bloomberg; Blueboard; The Boar; Booktrib; Bollywood Country; The Borneo Post; Boston.com; Boston Herald; Bottom Line Inc; Bottom Line Personal; Bozeman Daily Chronicle; BPS Research Digest; Brain Blogger; Bright Surf; Brinkwire; Brisbane Times; Bristol Herald Courier; The Buffalo News; Business 2 Community; Business Insider; Business Radio KDOW; Business Standard; Business World; Bustle; BuzzFeed; The Californian; CanIndia News; Canvas8; Capital Public Radio News; Care2; CBC; CBS News; Cedar City News; Cedar Mill News; Channel News Asia; Character & Context; Charleston Post Courier; Charlotte Business Journal; The Cheat Sheet; Chegg Life; Chicago Booth Review; Chicago Business Journal; Chicago Daily Herald; The Chicago Maroon; Chicago Tonight; Chicago Tribune; Chilango (Mexico); China News Service; The Citizen; Clarin; Cleveland.com; Clozette; Cowboy State Daily; CNBC; CNN; Coastal Living Magazine; The Columbian; Communities Digital News; Consumer Affairs; Consumer Reports; The Conversation; Cornell Alumni Magazine; Cornell Chronicle; Cornell Daily Sun; Counsel & Heal; Crain's Chicago Business; Creators Syndicate; Crossroads Today; CT Post; CTV News; Curiosity; Customer Think; D'Marge; The Daily Briefing; Daily Express (UK); Daily Hunt; Daily Magazine; Daily Mail; Daily Maverick (South Africa); The Daily Nebraskan; The Daily News; The Daily Texan; Daiji World (India); Danbury News Times; The Darien Times; Dawn; Dayton Daily News; Deakin University News; Debugger; Demotivateur (France); Dentistry IQ; De Standaard (Belgium); Deccan Chronicle (India); Delaware Online; Delayed Gratification; Deseret News; The Detroit News; Dev Discourse; Diabetes.co.uk; Diário Da Saúde (Brazil); Diario De Cuyo (Argentina); Digital Industry Wire; Digital Journal;

Discover Magazine; The Doctor Will See You Now; Doctors Lounge; Dove Med; Dubai Chronicle; The Durango Herald; Earth.com; East Bay Express; Eater; The Economic Times; Edge Media Network; El Confidencial (Spain); Elemental; El Pais; El Paso Herald-Post; Elite Daily; Ellwood City Ledger; El Meridiano de Córdoba (Colombia); El Mundo; El Semanario; El Tiempo; El Universal; Entrepreneur; Epoca Negocios (Brazil); The Epoch Times; Erie News Now; The Escalon Times; Essential Baby; ETC Blog; Eurasia Review; Examiner; The Exception; Express Belgium; Fairfield Citizen; Fashion Beauty Guide; Fashion Portal; Fast Company; The Financial Express; Find Your Joy; Finger Lakes Times; The Fiscal Times; FM104 (Ireland); Focus Technica; Forbes; Foreign Affairs; Forge; Forskning (Norway); Fox 7 Austin; Fox Business; Fox Cleveland; Fox LA; Fox News; Franchise-Info; Free Malaysia Today; The Free Press Journal; Fresh News Magazine; The Full Helping; Futurity; Galesburg Register-Mail; Global Advisors; Global Banking & Finance Review; 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