

**Shailendra Pratap Jain**

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Michael G. Foster School of Business  
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**EDUCATION**

Ph. D. (Marketing), 1995, Stern School of Business, New York University. Minor areas: Psychology and Statistics.

M. Phil. (Marketing), 1992, Stern School of Business, New York University.

M. B. A. (Marketing), 1984, Indian Institute of Management, Ahmedabad, India.

B. E. (Hons) Chem. Eng., 1982, Birla Institute of Technology & Science, Pilani, India.

**ACADEMIC APPOINTMENTS**

James D. Currie Professor of Marketing, Michael G. Foster School of Business, University of Washington, Seattle, WA, September 2011.

James D. Currie Endowed Professorship in Marketing & Associate Professor of Marketing, Michael G. Foster School of Business, University of Washington, Seattle, WA, July 2010-August 2011.

Associate Professor of Marketing, Michael G. Foster School of Business, University of Washington, Seattle, WA, June 2008-June 2010.

Assistant Professor of Marketing & 3M Research Scholar, Kelley School of Business, Indiana University, 2002-08. *Received tenure and promotion to Associate Professor w.e.f. July 1, 2008.*

Visiting Professor of Marketing, Judge Business School, University of Cambridge, UK, Summer'12.

Visiting Associate Professor of Marketing, Richard Ivey School of Business, University of Western Ontario, Canada. Summer'10.

Visiting Professor of Marketing, School of Inspired Leadership (SOIL), India. Summer'09.

Visiting Assistant Professor of Marketing, Indian School of Business (ISB), Winter 2008; Winter 2007; Johnson Graduate School of Management, Cornell University, 2001-02. Assistant Professor of Marketing, Simon School of Business, University of Rochester, 1994-2001.

Instructor, Stern School of Business, New York University, 1993-94.

## **INDUSTRY APPOINTMENTS**

Branch Manager, Mudra Communications Ltd., India, an affiliate of DDB Needham Worldwide, an Omnicom Group agency, 1987-90.

Manager, Business Development, Strategy, and Research, Ulka Advertising, India, an affiliate of FCB, 1985-1987.

Assistant Brand Manager, McDowell & Co. Ltd., India, 1984-85.

## **TEACHING**

### Executive Education

*Marketing Strategy*: Boeing (US), Ingersoll Rand (US, Europe, China), Microsoft (US – for a multi country audience), POSCO (S. Korea), Philip Morris (US).

*Brand Management*: Max Group (India), Mengnui Corp. (China).

*Brand and Product Line Management, Competitor and Customer Analysis, Marketing Productivity, Value Proposition*: 3M Corp (US).

*Models of Advertising Processing & Judgments*: Ogilvy & Mather (India).

*Health Care Marketing*: Wisconsin Medical Society (US).

### Doctoral

*Consumer Behavior & Behavioral Decision Theory*: Simon School, University of Rochester, 1996-97.

### Graduate

*Marketing Management (EMBA)*: Foster School, University of Washington, Fall 2009, 2010, 2011.

*Marketing Core (MBA)*: Foster School, University of Washington, 2008- ; Kelley School, Indiana University, 2002-2008; Simon School, University of Rochester, 1994-2001.

*Marketing Core (Executive MBA)*: Foster School, University of Washington, 2009-.

*Advertising & Promotion (MBA)*: ISB, Winter 2008; Johnson School, Cornell University, 2001-02; Simon School, University of Rochester, 1994-2001.

*Consumer Behavior (MBA)*: ISB, Winter 2007.

*Strategic Brand Management (MBA)*: Johnson School, Cornell University 2001-02.

*Marketing Strategy (Executive MBA)*: Simon School, University of Rochester, 1995-96.

Undergraduate

*Introduction to Marketing*, Stern School, 1993-94.

**RESEARCH INTERESTS**

Branding, Categorization, Comparative Advertising, Economics of Information, Health Care Messaging, Motivational and Individual Differences (Self-regulation, Culture, Self-Constraint, Implicit Theories) in responses to marketing stimuli, Motivated Reasoning, Warranties.

**ACADEMIC AWARDS & HONORS**

Outstanding Reviewer Award from the *Journal of Consumer Psychology*, 2011.

Teaching Excellence Award in the EMBA program from Regional 27 class, Foster School of Business, University of Washington, 2011.

Nominated for doctoral faculty mentor award, Foster School of Business, University of Washington, 2010.

Research Productivity Award, Foster School of Business, University of Washington, 2010.

Daniel Siegel Award for Outstanding Service and Contribution to the Full Time MBA community, Foster School of Business, University of Washington, 2010.

Teaching Excellence Award in the EMBA program from North America 11 class, Foster School of Business, University of Washington, 2010.

Teaching Excellence Award in the EMBA program from Regional 26 class, Foster School of Business, University of Washington, 2010.

PACCAR Award for Teaching Excellence in the Full Time MBA program, Foster School of Business, University of Washington, 2009.

MBA Core Professor of the Year, Foster School of Business, University of Washington, 2008-09.

MBA Core Professor of the Quarter, Foster School of Business, University of Washington, Winter 2009.

Conference Co-Chair

- Society for Consumer Psychology (SCP) Conference, San Diego, 2009.
- Haring Symposium, Kelly School of Business, Indiana University, 2008.
- American Psychological Association (APA) Division 23 Conference, 2005.

Research Productivity Award, Kelley School of Business, Indiana University, 2007.

3M University Relations Faculty Research Grant, Kelley School of Business, Indiana University, 2006-08.

Nominated for doctoral faculty mentor award, Kelley School of Business, Indiana University, 2005.

MBA Teaching Excellence Award, Kelley School of Business, Indiana University, 2004, 2005, 2008.

MBA First Year Professor of the Year, Simon School of Business, University of Rochester, 1997, 1998, 2001.

Finalist, Trustees Teaching Award in the MBA program, Kelley School of Business, Indiana University, 2005, 2006, 2007.

Teaching Honor Roll (Spring 1998-99, Spring 1997-98, Spring 1996-97, and Winter 1995-96), Simon School of Business, University of Rochester.

Received research (summer) support each year since 1994.

Undergraduate Teaching Excellence Award (Spring 1993-94), Stern School of Business, New York University.

Quoted in national and local media (Advertising Age, Fox TV, Indianapolis Star Rochester TV).

Member of the Kelley School MBA core faculty that was ranked # 1 for core teaching in the 2004 Business Week B-School Rankings and Profiles.

Listed as a four-star teacher at William E. Simon Graduate School of Business Administration in the 1998 Business Week B-Schools Rankings and Profiles.

**PUBLISHED/FORTHCOMING RESEARCH MANUSCRIPTS**

1. Pragma Mathur, Shailendra P. Jain, & Durairaj Maheswaran, "The Influence of Consumers' Implicit Theories and Brand Extensions on Brand Personality Impressions and Overall Brand Evaluations," accepted for publication, *Journal of Consumer Psychology*.
2. Wiles, Michael, Shailendra P. Jain, Saurabh Mishra, & Charles D. Lindsey (2010), "Stock Market Response to Regulatory Reports of Deceptive Advertising: The Moderating Effect of Omission Bias and Firm Reputation," *Marketing Science*, 19 (5), 828-845.
3. Mao, Huifang, Xueming Luo, & Shailendra P. Jain (2009), "Consumer Responses to Brand Elimination: An Attributional Perspective," *Journal of Consumer Psychology*, 19 (3), 280-289.
4. Posavac, Steve, J. Josko Brakus, Maria Cronley, & Shailendra P. Jain (2009), "On Assuaging Positive Bias in Environmental Value Elicitation," *Journal of Economic Psychology*, 30 (3), 482-489.
5. Jain, Shailendra P., Pragma Mathur, & Durairaj Maheswaran (2009), "The Influence of Consumers' Lay Theories on Approach/Avoidance Motivation," *Journal of Marketing Research*, 46 (1), 56-65.
6. Jain, Shailendra P., Charles Lindsey, Nidhi Agrawal, & Durairaj Maheswaran (2007), "For Better or For Worse? Valenced Comparative Framing and Regulatory Focus," *Journal of Consumer Research*, 34 (1), 57-65.
7. Jain, Shailendra P., Kalpesh Desai, & Huifang Mao (2007), "The Influence of Chronic and Situational Self-Constraint on Categorization," *Journal of Consumer Research*, 34 (1), 66-76.
8. Jain, Shailendra P., Rebecca J. Slotegraaf, & Charles D. Lindsey (2007), "Towards Dimensionalizing Warranty Information: The Role of Warranty Redemption Costs," *Journal of Consumer Psychology*, 17 (1), 70-80.
9. Jain, Shailendra P., Nidhi Agrawal, & Durairaj Maheswaran (2006), "When More may be Less: The Impact of Regulatory Focus on Responses to Different Comparative Frames," *Journal of Consumer Research*, 33 (1), 91-98.
10. Posavac, Steve, J. Josko Brakus, Shailendra P. Jain, & Maria Cronley (2006), "Selective Assessment and Positivity Bias in Environmental Evaluations," *Journal of Experimental Psychology: Applied*, 12 (1), 43-49.

11. Jain, Shailendra P. & Steve Posavac (2004), "Valenced Comparisons," *Journal of Marketing Research*, 41(1), 46-58.
12. Jain, Shailendra P. (2003), "Preference Consistency and Preference Strength: Processing and Judgmental Issues," *Journal of Applied Social Psychology*, 33 (5), 1088-1109.
13. Jain, Shailendra P. & Steve Posavac (2001), "Pre-purchase Attribute Verifiability, Source Credibility, and Persuasion," *Journal of Consumer Psychology*, 11(3), 169-180.
14. Jain, Shailendra P. & Durairaj Maheswaran (2000), "Motivated Reasoning: A Depth-of-Processing Perspective," *Journal of Consumer Research*, 27(4), pp. 358-371.
15. Jain, Shailendra P., Bruce Buchanan, & Durairaj Maheswaran (2000), "Comparative versus Noncomparative Advertising: The Moderating Impact of Pre-purchase Attribute Verifiability," *Journal of Consumer Psychology*, 9(4), 201-211.
16. Jain, Shailendra P. (1993), "Positive versus Negative Comparative Advertising," *Marketing Letters*, 4:4, 309-320.

## BOOK CHAPTERS

17. Hsieh, Meng-Hua, Kyra Blower, Xingbo Li, Shailendra Pratap Jain, and Steven S. Posavac (2011), "Comparative Advertising Research: A Review and Research Agenda," forthcoming in *Cracking the Code: How Managers Can Drive Profits by Leveraging Consumer Psychology (Ed. Steven Posavac)*.
18. Posavac, Steven, David Sanbonmatsu, and Shailendra Pratap Jain, "A Managerial Guide to Leveraging Focal Information Processing," (2011), forthcoming in *Cracking the Code: How Managers Can Drive Profits by Leveraging Consumer Psychology (Ed. Steven Posavac)*.

## PAPERS INVITED FOR RESUBMISSION/UNDER REVIEW

19. Yang, Xiaojing, Shailendra P. Jain, Charles D. Lindsey, & Frank R. Kardes, "Effects of Matching and Mismatching Construal Levels on Resistance to Persuasion in Comparative Advertising," *invited re-submission*.
20. Levy, Eric, Mark Forehand, and Shailendra P. Jain, "Identity Threat and Materialism: The Role of Social Self-Esteem and Attitude Function," *under review*.

21. Jain, Shailendra P. Jain, Meng-Hua Hsieh, Pragya Mathur, Durairaj Maheswaran, & Charles D. Lindsey, "The Influence of Implicit Theories and Message Frame on the Persuasiveness of Disease Prevention and Detection Advocacies," *under review*.
22. Jain, Shailendra P., Pragya Mathur, Huifang Mao, & Durairaj Maheswaran, "Implicit Theories and Brand Extensions: Different Strokes for Different Folks", *under review*.

### **WORKING PAPERS**

23. Hsieh, Meng Hua and Shailendra P Jain, "Implicit Theories and Consumer Choice."
24. Wang, Kai-Yu, Xiaojing Yang, and Shailendra P. Jain, "Negative Consumption Episodes, Counterfactual Thinking, and Persuasion".
25. Teng, David and Shailendra P. Jain, "Empathy Effect in Comparative Advertising".
26. Xingbo Li, Shailendra P. Jain, and Michael Barone, "Culture and Comparative Advertising."
27. Mao, Huifang, Shailendra P. Jain, Kalpesh Desai, & Xingbo Li, "The Influence of Self-Construal on the Use of Mutable and Immutable Features".

### **OTHER WORKS-IN-PROGRESS**

28. Jain, Shailendra P., Meng-Hua Hsieh, Xing Li, and Vanitha Swaminathan, "Self Construal and Brand Personality."
29. Jain, Shailendra P., Detra Montoya, Steve Posavac, and Eric Levy, "Social Simplicity and Mental Construal."
30. Jain, Shailendra P. Jain, Charles D. Lindsey, Pragya Mathur, Durairaj Maheswaran, & Meng-Hua Hsieh, "Approach/Avoidance Framing and Implicit Theories Revisited".
31. Lindsey, Charles D., Shailendra P. Jain, Arun Lakshmanan, and Mauricio Palmiera, "The Size Heuristic."
32. Mao, Huifang, Shailendra P. Jain, & H. Shanker Krishnan, "Brand-Referencing".
33. Lindsey, Charles D., Shailendra P. Jain, and H. Shanker Krishnan, "The Effects of Temporal Framing on Memory Confidence and Behavioral Intentions."

34. Jain, Shailendra P., Suresh Kotha, and Ruchi Rikhi, "Online Consumer Psychology."
35. Jain, Shailendra P., "Is Good Fit Always Good? Vividness Effects and Brand Equity Enhancers."

## CONFERENCE PROCEEDINGS

Jain, Shailendra P., Nidhi Agrawal, & Durairaj Maheswaran (2006), "When More may be Less: The Effects of Regulatory Focus on Responses to Maximal/Minimal Comparative Frames," *Advances in Consumer Research*, Volume 34, eds. Gavan Fitzsimons and Vicki Morwitz, Orlando, FL: Association for Consumer Research.

Yang, Xiaojing, Shailendra P. Jain, Charles D. Lindsey, & Frank Kardes (2006), "Perceived Variability, Category Size, and the Relative Effectiveness of 'Leading Brand' versus 'Best in Class' comparative Advertising Claims," *Advances in Consumer Research*, Volume 34, eds. Gavan Fitzsimons and Vicki Morwitz, Orlando, FL: Association for Consumer Research.

Jain, Shailendra P., Charles D. Lindsey, Nidhi Agrawal, & Durairaj Maheswaran (2006), "Regulatory Focus and Direct Comparative Ad Framing," *Advances in Consumer Research*, Volume 34, eds. Gavan Fitzsimons and Vicki Morwitz, Orlando, FL: Association for Consumer Research.

## CONFERENCE PRESENTATIONS

Hsieh, Meng Hua and Shailendra P Jain, "Implicit Theories and Consumer Choice," paper presented at the 2011 *Advances in Consumer Research* conference.

Levy, Eric, Mark Forehand, and Shailendra P. Jain, "The Effect of Social Threat on Consumer Self-Esteem and Materialism," paper presented at the 2011 *Advances in Consumer Research* conference.

"The Influence of Self-Construal on the Use of Mutable and Immutable Features," with Huifang Mao, Kalpesh Desai, & Xingbo Li, paper presented at the 2011 *Society for Consumer Psychology* conference.

"An Ontological Investigation of The Sources of Regret: The Effects of Expertise," with Neel Das, paper presented at the 2009 *Society for Consumer Psychology* conference.

"When More may be Less: The Effects of Regulatory Focus on Responses to Maximal/Minimal Comparative Frames," paper presented at the 2006 *Advances in Consumer Research* conference.

“Perceived Variability, Category Size, and the Relative Effectiveness of ‘Leading Brand’ Versus ‘Best in Class’ Comparative Advertising Claims,” paper presented at the 2006 *Advances in Consumer Research* conference.

“Regulatory Focus and Direct Comparative Ad Framing,” paper presented at the 2006 *Advances in Consumer Research* conference.

Discussant, Round Table Session: “The Manipulation and Measurement of Regulatory Focus in Consumer Research,” 2005 *Advances in Consumer Research* conference.

Discussant, Round Table Session: “Beyond Individualism/Collectivism: New Theoretical Perspectives in Culture Based Research,” 2005 *Advances in Consumer Research* conference.

“The Influence of Cultural Orientation on Categorization,” paper presented at the 2005 *Society for Consumer Psychology* conference.

“The Impact of Consumers’ Warranty Redemption Costs on Quality Perceptions,” paper presented at the 2005 *Society for Consumer Psychology* conference.

“Regulatory Focus and Comparative Message Framing,” paper presented at the 2005 *Society for Consumer Psychology* conference.

Chair (Competitive Paper Session: Trust and Credibility), 2003 *Advances in Consumer Research* conference.

“Disentangling the Insurance and Quality Signal Effects of Warranties”, with Steve Posavac, paper presented at the 1999 Conference, “Delivering Service Quality: Managerial Challenges for the 21<sup>st</sup> Century” at the Indian Institute of Management, Ahmedabad, India. Abstract published in a Book titled “Delivering Service Quality”. Eds. M. Raghavachari and K. V. Ramani, MacMillan India Limited.

“Positioning, Categorization Processes, and Low-Involvement Shopping”, with Debra Desrochers, paper presented at the 1997 *Advances in Consumer Research* conference and the 1996 *American Marketing Association* conference.

Discussant, 1996 *American Marketing Association* conference.

“Motivated Reasoning: A Depth-of-Processing Framework”, with Durairaj Maheswaran, paper presented at the 1995 *American Psychological Association* convention.

“Comparative Ads are Processed more Centrally than Noncomparative Ads”, paper presented at the 1995 *Society for Consumer Psychology* conference.

“Attributional Analysis of Valenced Comparisons”, paper presented at the 1994 *Society for Consumer Psychology* conference.

## **RESEARCH PRESENTATIONS AT UNIVERSITIES/SCHOOLS**

- Buffalo-Cornell-Rochester-Syracuse-Toronto Colloquium
- Cornell University
- City University of New York
- DePaul University
- Hong Kong University of Science and Technology
- Kelley School of Business, Indiana University
- London Business School
- McGill University
- New York University (Department of Psychology)
- Nijenrode University, Netherlands
- Rollins College
- University of British Columbia-University of Washington Colloquium
- University of California (Riverside)
- University of Central Florida
- University of Chicago
- University of Houston
- University of Rochester
- University of Texas (San Antonio)
- University of Washington (Bothell)
- University of Washington (Seattle)
- University of Western Ontario
- University of Wisconsin (Parkside)
- Emory University
- Indian School of Business
- University of Cambridge (Summer 2012)
- Imperial College, London (Summer 2012)

## **ADMINISTRATIVE SERVICE**

Member, Adjudication Panel, University of Washington, 2012-2015.

Member, Management & Organizations Department Chair Search Committee, Foster School of Business, University of Washington (2011-12).

Member, Professorship Committee, Foster School of Business, University of Washington (2012- ).

Member, Promotion & Tenure Committee, Foster School of Business, University of Washington (2011- ).

Member, Special Committee on Honorary Degrees, University of Washington (2010- ).

Chair, Faculty Recruiting Committee, Marketing & International Business Department, Foster School of Business, University of Washington (2010- ).

Member, Faculty Recruiting Committee, Marketing & International Business Department, Foster School of Business, University of Washington (2009-10).

Coordinator, Research Seminar Series, Marketing & International Business Department, Foster School of Business, University of Washington (2009- ).

Member, Doctoral Program Committee, Marketing & International Business Department, Foster School of Business, University of Washington (2009-11).

Member, Faculty Awards Committee, Foster School of Business, University of Washington (2009, 2011).

Member, Masters Program Committee, Foster School of Business, University of Washington (2009-).

Member, Curriculum Review Committee (Full Time Day MBA program), Foster School of Business, University of Washington (2009-10).

Member, Accounting Department Chair Search Committee, Foster School of Business, University of Washington (2009-10).

Member, Global Policy Committee, Kelley School of Business, Indiana University (2005-06).

Member, Teaching Excellence Committee

- Kelley School of Business, Indiana University (2006-08).
- Simon School of Business, University of Rochester (1995-2001).

Member, Research and Doctoral Policy Committee, Marketing Department, Kelley School of Business, Indiana University (2003-08).

Member, Faculty Recruiting Committee, Marketing Department, Kelley School of Business, Indiana University (2003-05, 2007-08).

## **PROFESSIONAL SERVICE**

Chair, Advisory Council, *Society for Consumer Psychology*, 2012.

Member, *Association for Consumer Research International Task Force*, 2011.

Associate Editor, *Advances in Consumer Research Conference*, 2011.

Guest Associate Editor: *Journal of Consumer Psychology*, 2008.

Editorial Review Board: *Journal of Consumer Psychology*, 2005-.

Program Committee: *Various conferences (ACR, SCP)*.

Ad Hoc Reviewer: *Journal of Consumer Research, Journal of Marketing, Journal of Marketing Research, Journal of Experimental Psychology, Journal of Retailing, Journal of Service Research, Journal of Advertising, various conferences and dissertation competitions.*

## **DOCTORAL DISSERTATION COMMITTEES**

Co-chair (Marketing):

Meng-Hua Hsieh, University of Washington (in progress).

Eric Levy, University of Washington (first placement: Judge Business School, University of Cambridge).

Committee Member (Marketing):

Conor Henderson, University of Washington (in progress).

Julian St. Clair, University of Washington (in progress).

Stephen Samaha, University of Washington (first placement: Pacific Lutheran University).

Arun Lakshmanan, Indiana University (first placement: SUNY, Buffalo).

Charles Lindsey, Indiana University (first placement: SUNY, Buffalo).

Huifang Mao, Indiana University (first placement: University of Central Florida).

Debra Desrochers, University of Rochester (first placement: University of Notre Dame).

Committee Member (Economics):

Robert Ridlon, Indiana University (first placement: SKK University, Korea).

External Reader, Proposal Defense Committee:

Aarti Ramaswami, Indiana University (Management).

Jeong-Yeon Lee, Indiana University (Management).

Debabrata Talukdar, University of Rochester (Marketing).

Chair, Proposal Defense Examination Committee (Economics):  
Wen Cao, Indiana University, Economics Department.

## **FELLOWSHIPS & FUNDING**

Full faculty summer support: Foster School (2008- ), Kelley School (2002-08), Johnson School (2001-02), and Simon School (1994-2001).

‘Culture and Categorization’, project funded in part by CIBER, Indiana University, Bloomington, IN, Spring/Summer/Fall 2006.

“Consumer Behavior on the Internet”, project funded in part by a) Center for Brand Leadership and b) Center for Education and Research in Retailing, Indiana University, Bloomington, IN, Spring/Summer 2006.

George Burton Hotchkiss Fellowship, Stern School of Business, New York University, for outstanding performance in the Doctoral program, 1993-94.

Doctoral Fellowship, Stern School of Business, New York University, 1990-93.

## **OTHER MEMBERSHIPS**

American Marketing Association

American Psychological Association

Association for Consumer Research

Society for Consumer Psychology

Soka Gakkai International (a Buddhist Non-Governmental Organization of the UN, involved in promoting peace, culture, and education).