

DIPAYAN (DIP) BISWAS

Exide Professor of Business & Professor of Marketing; Director of Marketing PhD Program
University of South Florida (Tampa)

Email: dbiswas@usf.edu

Website: www.dipayanbiswas.com

EDUCATION/DEGREES

Ph.D. (2004) University of California, Irvine (Major: Marketing)
MBA (1998) Indian Institute of Management, Ahmedabad (Major: General Management)
BA (1995) Jadavpur University (India) (Major: Economics. Minor: Mathematics)
(Honors, 3-year program)

ACADEMIC EXPERIENCE

Since 2018: Exide Professor of Business & Professor of Marketing (University of South Florida).
Since 2018: Chair of PhD Committee, Muma College of Business (University of South Florida).
Since 2016: Marketing PhD Director/Coordinator (University of South Florida).
Since 2015: Full Professor (University of South Florida).
2011 – 2015: Associate Professor (University of South Florida).
2004 – 2011: Bentley University (2004-2010: Assistant Professor; 2010-2011: Associate Professor)

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, National Science Foundation - EPA 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.
- Award for Best Conference Paper at *French-Austrian-German Workshop on CB*, Vienna, 03/17.
- Award for Best Paper in Food/Health Track at the *AMA Winter Conference*, New Orleans, 02/18.
- *Excellence in Scholarship Award* from *Marketing Management Association*, Chicago, April 2018.
- Grants totaling \$6,340 from *Association of Consumer Research* for projects on *Transformative Consumer Research*, related to food consumption, 2013–2016.
- **Outstanding Area Editor Award, Journal of the Academy of Marketing Science, 2018.**
- *Outstanding Educator Award*, from AMA-Tampa (Award given by Marketing Executives), 03/19.
- Award for Best Paper in “Consumer Wellbeing” Track at the *AMA Winter Conference*, Austin, 02/19.

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 2017).
- Guest Associate Editor, *Journal of Consumer Research* (2018).
- Associate Editor: *Journal of Retailing* (since 2018); *Journal of Business Research* (since 2016).
- Editorial Review Board Member, *Journal of Marketing*; *Journal of Public Policy & Marketing*.
- Editor, *Journal of Consumer Marketing* (2014 - 2016).
- Associate Editor, *European Journal of Marketing* (2010 - 2014).
- Conference Co-Chair, *Academy of Marketing Science Conference*, 2016.
- Vice-President (Programming), for AMA-CBSIG (2016 - 2019).
- Guest Editor, Special Section on “Sensory Aspects of Retailing” at *Journal of Retailing*, 2019.

RESEARCH INTERESTS

Overall, I do managerially relevant behavioral research. My key research areas are:

- **Sensory Marketing**: Food Marketing and Healthful Consumption; Sensory Aspects of Retail Atmospherics; Experiential Marketing; Sensory Aspects of Services Marketing.
- **Digital Marketing**: Sensory and Interactive Aspects of Digital Marketing; Impression Management in Social Media; Sensory Elements of Digital Environments.

RESEARCH IMPACT

My research has influenced business practices – for example, my research findings have influenced business practices for a global hotel chain, a global casual dining chain, a US-based airport retail chain, a champagne brand, and a supermarket based in Europe, among others.

My research has also received wide media coverage – for example, it has been covered by over 200 media outlets worldwide.

Several of my published papers have high Altmetric scores (“which examine each article’s record of attention, measure of dissemination, and indicator of influence and impact”: JCR website).

- My 2017 JMR and 2019 JMR papers have the **highest Altmetric scores among all JMR papers**.
- My 2019 JAMS paper has the **highest Altmetric score among all JAMS papers**.
- My forthcoming JCR paper has the **tenth highest Altmetric scores among all JCR papers**.

JOURNAL PUBLICATIONS

Biswas, Dipayan and Courtney Szocs (2019), “The Smell of Healthy Choices: Cross-Modal Sensory Compensation Effects of Ambient Scent on Food Purchases,” *Journal of Marketing Research*, 56 (1), 123-141.

*This article has an Altmetric score of 479, which is the **second highest Attention Score among all JMR papers**: <https://sage.altmetric.com/details/53575899>*

*This article is also the **most read/downloaded JMR paper in the last six months** (with 4900+ downloads).*

Received media coverage by Time, Newsweek, Women’s Health, etc.

Biswas, Dipayan, Courtney Szocs, and Annika Abell (2019), “Extending the Boundaries of Sensory Marketing and Examining the Sixth Sensory System: Effects of Vestibular Sensations for Sitting versus Standing Postures on Food Taste Perception,” *Journal of Consumer Research*, forthcoming.

An earlier version of this research received the award for best paper in the “Consumer Wellbeing” track at the 2019 Winter AMA Conference.

Received media coverage by US News & World Report, Times of India, etc.

*This article has an Altmetric score of 280, which is the **tenth highest** Attention Score among all JCR papers: <https://oxfordjournals.altmetric.com/details/60534872>*

Ruzeviciute, Ruta, Bernadette Kamleitner, and **Dipayan Biswas**, “Designed to S(m)ell: When Scented Advertising Induces Proximity and Consequently Enhances Appeal” *Journal of Marketing Research*, conditionally accepted.

Lefebvre, Sarah and **Dipayan Biswas** (2019), “Influence of Ambient Scent Temperature on Food Consumption Behavior” *Journal of Experimental Psychology: Applied*, forthcoming.

Biswas, Dipayan, Kaisa Lund, and Courtney Szocs (2019), “Sounds like a Healthy Retail Atmospheric Strategy: Effects of Ambient Music and Noise on Food Sales,” *Journal of the Academy of Marketing Science*, 47 (1), 37-55.

*This article has an Altmetric score of 298, which is the **highest** Attention Score among all JAMS papers: <https://www.altmetric.com/details/40754739>*

Received coverage by 100+ media outlets, including by NY Times, Washington Post, Fox, etc.

An earlier version of this research received the award for best paper in the “Food & Health” track at the 2018 Winter AMA Conference.

Girard, Anna, Marcel Lichters, Marko Sarstedt, and **Dipayan Biswas** (2019), “Short- and Long-term Effects of Nonconsciously Processed Ambient Scents in a Servicescape: Findings from Two Field Experiments” *Journal of Service Research*, November, forthcoming.

Lee, Na Young, Stephanie M. Noble, and **Dipayan Biswas** (2018), “Hey Big Spender! A Golden (Color) Atmospheric Effect on Tipping Behavior,” *Journal of the Academy of Marketing Science*, 46 (2), 317-337.

*This article has an Altmetric score of 61, which is the **eighth highest** Attention Score among all JAMS papers: <https://www.altmetric.com/details/13862525>*

Biswas, Dipayan, Courtney Szocs, Roger Chacko, and Brian Wansink (2017), “Shining Light on Atmospherics: How Ambient Light Influences Food Choices,” *Journal of Marketing Research*, 54 (1), 111-123.

*This article has an Altmetric score of 539, which is the **highest** Attention Score among all JMR papers: <https://sage.altmetric.com/details/7315996>*

Received media coverage by Food Network, Men’s Health, etc.

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.

This article has an Altmetric score of 30, which is among the top 5% of all research outputs scored by Altmetric: <https://oxfordjournals.altmetric.com/details/6192739>

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.

This article has an Altmetric score of 92, which is a 98% Percentile Attention Score:

<https://oxfordjournals.altmetric.com/details/2266816>

Received coverage by 100+ media outlets, including by NY Times, Men’s Health, Women’s Health Redbook, etc.

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.

An earlier version of this research received the award for best paper in the “Consumer Behavior” track at the 2009 Winter AMA Conference.

Biswas, Dipayan, Abhijit Biswas, and Subimal Chatterjee (2009), “Making Judgments in a Two-Sequence Cue Environment: The Effects of Differential Cue Strengths, Order Sequence, and Distraction,” *Journal of Consumer Psychology*, 19 (1), 88-96.

Kopalle, Praveen, **Dipayan Biswas**, Pradeep K. Chintagunta, Jia Fan, Koen Pauwels, Brian T. Ratchford, and James A. Sills (2009), "Retailer Pricing and Competitive Effects," *Journal of Retailing*, 85 (1), 56-70.

Biswas, Dipayan and Stacy Landreth Grau (2008), "Consumer Choices under Product Option Framing: Loss Aversion Principles or Sensitivity to Price Differentials?" *Psychology & Marketing*, 25 (5), 399-415.

Biswas, Dipayan, Abhijit Biswas, and Neel Das (2006), "The Differential Effects of Celebrity and Expert Endorsements on Consumer Risk Perceptions: The Role of Consumer Knowledge, Perceived Congruency, and Product Technology Orientation," *Journal of Advertising*, 35 (2) Summer, 17-32.

Biswas, Dipayan and Abhijit Biswas (2004), "The Diagnostic Role of Signals in the Context of Perceived Risks in Online Shopping: Do Signals matter more on the Web?" *Journal of Interactive Marketing*, 18 (3) Summer, 30-45.

Biswas, Dipayan (2004), "Economics of Information in the Web Economy: Towards a New Theory?" *Journal of Business Research*, 57 (7) (July), 724-733.

SELECT INVITED PRESENTATIONS (NON-JOB RELATED)

Vienna University of Economics & Business (Austria); University of Amsterdam (Netherlands); University of Bayreuth (Germany); LMU-Munich (Germany); RWT-Aachen (Germany); Magdeburg University (Germany); UIT (Norway); University of Lorraine (France); Linnaeus University (Sweden); Reims Management School (France); IDRAC (France); INSEEC (France); University of Manitoba (Canada); University IBM Center for Social Software (Cambridge, MA); Kent State University; Florida International University; Yale University (Customer Insights Conference); New York University (Multi-Channel Retailing Conference); Keynote address at DLG Food Testing Agency Conference on Sensory Marketing (Germany).

MEDIA COVERAGE

My research and my interviews have been featured extensively in the media, by over 200 media outlets, including the *New York Times*, *Washington Post*, *ABC*, *CBS*, *CNN*, *Fox*, *NBC*, *Today Show*, *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. See www.dipayanbiswas.com for web links to some these media coverages.

INDUSTRY RESEARCH COLLABORATIONS

I have collaborated on research projects with several companies/organizations across multiple countries (USA, France, Sweden, Germany, Norway, India, and Finland). These include restaurant chains, supermarkets, 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, hospitals based in the USA and Asia, and the food/cafeteria division of one of the largest school districts in the US, 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. I am the recipient of the 2015 *AMS Outstanding Teaching Award*. I have taught and/or given research talks at several universities across ten countries (USA, Germany, Austria, France, Norway, Sweden, Canada, Finland, India, Peru).

COURSES TAUGHT

- Digital Marketing (MBA/MS course)
- Digital Marketing (Undergraduate course)
- 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)
- Basic Marketing (Undergraduate course)
- International Marketing (Undergraduate course)
- Marketing Management (MBA/MS course)
- Marketing Research (Undergraduate course)
- Marketing of Luxury & Fashion Products/Brands (Undergraduate course)
- Research Writing (Executive seminar)

TEACHING INTERESTS

Digital Marketing; Sensory Marketing; Brand Management; International Marketing; Principles of Marketing; Marketing Research; Retailing.

PHD STUDENT SUPERVISION AND JUNIOR SCHOLAR MENTORING

Most of my recent and ongoing research projects are in collaboration with my current and former PhD students and with other junior scholars.

I have been dissertation chair/co-chair of three PhD students till date. All three of them have done well in terms of publications, receiving external grants, receiving dissertation proposal awards, and getting jobs at PhD-granting, research-oriented universities.

- **Courtney Szocs** (Dissertation Chair): Currently, Assistant Professor at Louisiana State University (a PhD-granting school). At time of graduation, she had publication in *JCR*, and received grants funded by ACR-TCR and USDA. Also, received dissertation proposal awards from *Academy of Marketing Science* and *SMA*.

- **Ruta Ruzeviciute** (Dissertation Co-Chair): Currently, Assistant Professor at University of Amsterdam (a PhD-granting school). At the time of graduation, she had R&R at *JMR* and received grants funded by the Austrian government. Received the *Academy of Marketing Science* dissertation proposal award.

- **Annika Abell** (Dissertation Chair): Assistant Professor at University of Tennessee, Knoxville (a PhD-granting school). At the time of graduation, she had a paper accepted at *JCR* and another R&R at *JCR*. Received two grants funded by ACR-TCR.

REFERENCES

Available on request.