

## Kanchan Mukherjee

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Blog: <https://kanchanmukherjee.wordpress.com/>

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- Winner (top 5 out of 2538 submissions) of the Global Call for Ideas & Papers for “Lifestyle for Environment” (LiFE), a sustainability effort launched by India’s Prime Minister Mr. Narendra Modi at COP26, Glasgow.
  - Winner of the Hillel Einhorn award, for research in Judgment & Decision Making.
  - Several publications in A+ academic journals.
  - Media coverage of research: *The Indian Express*, *India Today*, *Times of India*, *Hindustan Times*, *Business World*, *Business Today*, *The Hans India*, *Forbes India*, *Observer*, *Indiawaterportal.org*, *CitizenMatters.in*, *Ideas for India*, *Rajasthan Patrika*, etc.
  - Extensive domestic as well as international experience, both in industry and academia.
  - Served on the Editorial Board of *Behavioural Public Policy*, edited by Nobel laureate George Akerlof,
  - Advised government departments in India on matters of National importance.
  - Invited for talks at several national and international institutions such as Yale School of Management, Chicago Booth School of Business, RAND Corporation, UT Austin, NUS, etc.
  - Mentored 13 PhD students across disciplines.

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### Education

Ph.D.	: INSEAD, France, (2004 – 09)
M.Sc.	: INSEAD, France, 2006
P.G.D.M.	: Indian Institute of Management (IIM), Calcutta, India, (1994 – 96)
B. Tech. (Electrical Eng.)	: Indian Institute of Technology (IIT), Kanpur, India, (1989 – 93)

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### Academic experience

Visiting Professor, INSEAD, France (May – July 2023)  
Chairperson (HoD), Organizational Behaviour Area, IIM Bangalore (April 2022 – present)  
Chairperson, Research & Publication, IIM Bangalore (April 2020 – present)  
Visiting Professor, XLRI, Jamshedpur (April 2018 – March 2020)  
Chairperson, Organizational Behaviour Area, XLRI (2019 – 20)  
Member, Academic Council, XLRI (2019 – 20)  
Professor, IIM Bangalore (Feb 2017 – present)

Associate Professor, IIM Bangalore (July 2010 – Feb 2017)

Member, Board of Studies, Institute of Finance & International Management, Bangalore (2016 - 18)

Young Faculty Research Chair, IIM Bangalore (May 2012 – April 2015)

Visiting Professor, Indian School of Business, Hyderabad

Visiting Professor, Union Bank of India Staff College, Bangalore

Post-doctoral Research Fellow, Centre for Decision Making & Risk Analysis, INSEAD (2009 – 10)

### Corporate experience

Nine years in India and the United States, primarily in consulting and financial services, spanning multiple roles and responsibilities. Main roles:

Sr. Analyst at Capital One Finance, Inc., Virginia, U.S.A. (Sep 2001 – Apr 2004)

– Credit policy and risk management

Team Leader, Global Re-engineering at American Express (Sep 1999 – Aug 2001)

– Business process re-engineering

Consultant, Corporate Advisory Services at Ernst & Young, New Delhi (Oct 1997 – Aug 1999)

– Valuations, business restructuring, India entry strategy

Manager, Ranbaxy Laboratories, New Delhi (Jun 1996 – Sep 1997)

– Financial analysis and management information systems

Trainee, Bharat Petroleum Corporation Ltd., Various locations (Jun 1993 – May 1994)

– Short assignments in various departments

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### Research interests

Behavioural economics; judgment and decision making; dual system thinking; risk and uncertainty.

### Peer reviewed research articles

- Vivek, V., Malghan, D. & Mukherjee, K. (2021) Towards achieving persistent behavior change in household water conservation. *Proceedings of the National Academy of Sciences*, 118(24).  
<https://doi.org/10.1073/pnas.2023014118>.

[Non-academic press coverage in *The Indian Express*, *India Today*, *Times of India*, *Business World*, *Hindustan Times*, *The Hans India*, *Forbes India*, *Indiawaterportal.org*, *CitizenMatters.in*, *Ideas for India*, *Rajasthan Patrika*]

- Mukherjee, K. & Upadhyay, D. (2019) Effect of mental construals on cooperative and competitive conflict management styles. *International Journal of Conflict Management*, 30(2), 202-226.  
[Winner of the Best Paper award in the IIMB Management Review Doctoral Conference]
- Tatavarthi, D.A. & Mukherjee, K. (2019) Payment modes and their effect on durable goods replacement. *Journal of Consumer Marketing*, 36(4), 484-493.

- Jain, K., Mukherjee, K., Bearden, J.N., Gaba, A. (2013). Unpacking the future: A nudge toward wider subjective confidence intervals. *Management Science*, 59(9), 1970-1987.
  - Hogarth, R.M., Mukherjee, K., Soyer, E. (2013). Assessing the chances of success: Naïve statistics vs. kind experience. *Journal of Experimental Psychology: Learning, Memory and Cognition*, 39(1), 14-32.
  - Mukherjee, K. (2011). Thinking styles and risky decision making: Exploration of the affect probability weighting link. *Journal of Behavioural Decision Making*, 24(5), 443-455.
  - Mukherjee, K. & Hogarth, R. M. (2010). The N-effect: Possible effects of differential probabilities of success. *Psychological Science*, 21(5), 745-747.  
[Non-academic press citation in “Vying for the prize: Competition in large and small groups” in *Observer*, Nov 2010]
  - Mukherjee, K. (2010). A dual system model of preferences under risk. *Psychological Review*, 117(1), 243-255.  
[Winner of the 2011 Hillel Einhorn Award from the Society of Judgment and Decision Making]
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### Thought leadership, Op-Eds

- Swept by intuition: Bad decisions of good leaders. Mar 9, 2023, *Forbes India*.  
[Swept By Intuition: Bad Decisions Of Good Leaders - Forbes India](#)
- Can children make parents adopt more sustainable lifestyles? What is the role of New Education Policy? Feb 28, 2023, *Times of India*  
[Can children make parents adopt more sustainable lifestyles? What is the role of New Education Policy? \(indiatimes.com\)](#)
- संपन्न शहरी परिवारों में जल संरक्षण को प्रेरित करना, Sep 14, 2021, *Ideas for India*.  
<https://www.ideasforindia.in/topics/environment/inducing-water-conservation-in-affluent-urban-households-hindi.html>
- Inducing water conservation in affluent urban households, Aug 23, 2021, *Ideas for India*.  
<https://www.ideasforindia.in/topics/environment/inducing-water-conservation-in-affluent-urban-households.html>
- जल संरक्षण के लिए कारगर होगी 'ब्रेन ट्रेनिंग' की मुहिम ('Brain Training' campaign will be effective for water conservation), Aug 18, 2021, *Rajasthan Patrika*.  
<https://www.patrika.com/opinion/brain-training-campaign-will-be-effective-for-water-conservation-7015442/>

- Can we train the brain to conserve water? July 5, 2021, *Forbes India*.  
<https://www.forbesindia.com/article/iim-bangalore/can-we-train-the-brain-to-conserve-water/68941/1>
  - Behavioral lessons from the great Indian Covid migration, June 30, 2020, *Forbes India*.  
<https://www.forbesindia.com/article/iim-bangalore/behavioral-lessons-from-the-great-indian-covid-migration/60445/1>
  - Coronavirus impact: How consumer behaviour will change post-Covid-19 lockdown, June 6, 2020, *Business Today*.  
<https://www.businesstoday.in/opinion/columns/coronavirus-lockdown-impact-consumer-behaviour-post-covid-19-shopping-malls/story/406126.html>
  - How framing the Covid numbers changes individual's risk perception, May 25, 2020, *Indian Express*.  
<https://indianexpress.com/article/opinion/india-coronavirus-lockdown-how-framing-the-covid-numbers-changes-individuals-risk-perception-6426819/>
  - Leading in troubled times. *Indian Management*, Feb 2014, 84-87.
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#### **Consulting & sponsored projects; Professional services**

- United Nations Development Program sponsored project for the Department of Personnel and Training, Ministry of HRD: Development of a comprehensive and dynamic framework for the evaluation and selection of international training programs for the Indian bureaucracy.
  - Aeronautical Development Authority, Ministry of Defense: Strategic analysis of program execution models for the design and development of Advanced Medium Combat Aircraft. [*This is a project of National importance*]
  - Information Technology Research Academy, Ministry of Electronics & IT sponsored project: Decongesting India's transportation networks using mobile devices (in collaboration with IIT Chennai, IMSc Chennai, and a number of other smaller institutions)
  - Consulting for several organizations in the private sector, helping solve complex problems in varied businesses.
  - Customized executive programs on leadership, decision making & strategic thinking for senior management at several organizations such as Tata Motors, IDAS, IBM, CGI Group, Union Bank of India, Adani Group of Companies, Fidelity Investments, Accenture, Reliance Industries, etc.
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## U.S. patent application

- System and method for objectively evaluating and managing the performance of human credit analysts. (*Assignee: Capital One Finance, Inc.; unpublished*)
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## Teaching

- Decision Making (MBA elective)
  - Managing people and performance in organizations (MBA core course)
  - Behavioural decision making (Doctoral elective)
  - Decision making; leadership; strategic thinking (Other academic institutions; Executive Education programs)
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## Awards & achievements

- Winner of LiFE's Global Call for Ideas, 2023 (grant of USD 25,000)
  - The 2011 Hillel Einhorn Award for research excellence from the Society of Judgment and Decision Making, U.S.A. (Highest award in the field for young researchers)
  - Information Technology Research Academy, Media Lab Asia research grant of Rs. 3.2 million (~USD 50,000)
  - Winner of IIMB Challenge Grant of Rs. 2.5 million (~USD 40,000)
  - Young Faculty Research Chair at IIM Bangalore, 2012-2015
  - INSEAD PhD fellowship, 2004-2009
  - INSEAD R & D grant of €16,000, 2007-2008
  - Ranked 189/200,000+ candidates (99.9 percentile) in the All India IIT Entrance Exam
  - Played Table Tennis at the National level. Many times State T.T. champion and State team captain
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## Invited talks

- Forbes India Event on "30 Promising Leaders of 2023", Bangalore, India
- Indian Institute of Management, Udaipur, India, on *Improving decision making in supply chains*
- Indian Institute of Management, Calcutta, India, on *Improving decision making in supply chains*
- Christ University, Department of Economics, Bangalore, India, on *Brain, behavior and society*
- Confederation of Indian Industries (CII), Mysore, India, on *Re-engaging human capital*
- Yale School of Management, Connecticut, USA, on *Subjective probability assessments in market entry decisions*
- Singapore Management University, Singapore, on *Subjective probability assessments in market entry decisions*

- Einhorn Award Lecture at the Society for Judgment and Decision Making conference, Seattle, USA, on *Decision modelling under risk*
- International Conference on Decision Making, Centre for Behavioural and Cognitive Sciences, University of Allahabad, India, on *Decision modelling under risk*
- University of Chicago Booth School of Business, Chicago, USA, on *Thinking and emotions in risky decision making*
- University of Texas, Austin, USA, on *Modelling contextual effects in risky decision making*
- RAND Corporation, Santa Monica, USA, on *Decision modelling*
- Indian School of Business, Hyderabad, India on *Decision modelling*
- National University of Singapore, Singapore, on *Decision modelling*

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### Conference paper presentations

- Behavioural Decision Research in Management (BDRM), London Business School, 2014
- European Collective Research Program (ECRP) Workshop, Fontainebleau, 2009.
- Society for Judgment and Decision Making (SJDM), Chicago, 2008.
- INFORMS, Washington DC, 2008.
- Foundations and Applications of Utility, Risk & Decision Theory (FUR), Barcelona, 2008.
- European Collective Research Program (ECRP) Workshop, Lausanne, 2008.
- Transatlantic Doctoral Conference, London Business School, 2005.

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### Editorial & peer review services

- Former member of Editorial Board, *Behavioural Public Policy*, published by Cambridge University Press, and edited by Nobel Laureate George Akerlof, Cass Sunstein & Adam Oliver.
- Expert reviewer, National Science Foundation, USA.
- Expert reviewer, Israel Science Foundation.
- Peer review for journals:
  - Psychological Review
  - Management Science
  - Organizational Behaviour and Human Decision Processes
  - Journal of Experimental Psychology: General
  - Journal of Behavioral Decision Making
  - Cognition
  - PLOS ONE
  - International Journal of Mind, Brain and Cognition
  - European Journal of Social Psychology
  - Journal of Economic Psychology

- European Economic Review
- British Journal of Social Psychology
- International Journal of Conflict Management
- Journal of Consumer Marketing
- IIMB Management Review
- Vikalpa

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**Doctoral thesis supervision**

- Divya Upadhyay (OBHRM, Chair)
- Raj Dash (Marketing, Chair)
- Ashwani Kumar (Marketing, Chair)
- Aruna Divya T (Marketing, Member)
- Vinay Kalakbandi (Operations, Member)
- Vipul Mathur (Economics, Member)
- Dinesh Kumar Masta (Economics, Member)
- Avadhoot Jathar (Quantitative Management, Member)
- Sneha Thapliyal (Public Policy, Member)
- Vivek (Public Policy, Member)
- Rajani Singh (Strategy, Member)
- Diptiprakash Pradhan (Strategy, Member)
- Uma Cherukuri (Strategy, Member)

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**Administrative Service**

- Chairperson, OB Area, IIMB
- Chairperson, Research & Publication, IIMB
- Courses Committee, IIMB
- IIMB Test panel
- Journal ranking and research incentives committee
- Pre-doc admission committee
- Chairperson, OB Area, XLRI
- Academic Council, XLRI
- International Affairs committee, XLRI
- Executive Programs committee, XLRI
- Interview panel for PGP admissions, IIMB and XLRI
- IIMB committee on GoI's World Class University initiative
- Interview panel for Doctoral admissions, IIMB

- Co-founder of the IIMB Behavioural Science Lab
  - Computation Facilities Committee, IIMB
  - Founder and administrator of Brown Bag research seminar series, IIMB
  - Contributor to CAT examination question bank
  - Co-ordinator for Round Tables and Interviews for the journal, IIMB Management Review
  - Faculty in-charge of IIMB student journal “Tejas”
  - Doctoral admission interview panel, IIM Ranchi
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