

Kanchan Mukherjee

Indian Institute of Management, Bannerghatta Road, Bangalore 560076

Phone (M): +91 96202 71946; Email: kanchan.mukherjee@iimb.ac.in

Webpage: <https://www.iimb.ac.in/user/102/kanchan-mukherjee>

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

-
- 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.
 - 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.
 - Advised multiple government departments in India on matters of National importance.
 - Mentored 13 PhD students across disciplines.

Education

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

Academic experience

Chairperson, Doctoral Program, IIM Bangalore (April 2025 – present)

Professor, IIM Bangalore (Feb 2017 – present)

Chairperson (HoD), Organizational Behaviour Area, IIM Bangalore (April 2022 – March 2024)

Visiting Professor, Decision Sciences, INSEAD, France (May – July 2023)

Chairperson, Research & Publication, IIM Bangalore (April 2020 – March 2023)

Visiting Professor, XLRI, Jamshedpur (April 2018 – March 2020)

Chairperson, Organizational Behaviour Area, XLRI (2019 – 20)

Member, Academic Council, XLRI (2019 – 20)

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
-

Research interests

Behavioural economics; judgment and decision making; risk and uncertainty; behavioral sustainability.

Current research

Behavioural sustainability:

- Large scale field studies on reducing energy use in airconditioned hotel rooms.
- Multiyear study on inducing water conservation behavior in households.

Gen AI as a team member: Effects on group dynamics

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]

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.
-

Consulting & sponsored projects; Professional services

- Field studies on the “Reduction of energy use in air-conditioned hotel rooms,” sponsored by Niti Aayog under the LifeStyle for Environment (LiFE) initiative of the Government of India.
- 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.

U.S. patent application

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 (*Assignee: Capital One Finance, Inc.; unpublished*)

Teaching

- Decision Making (MBA elective)
- Managing people and performance in organizations (MBA core course)
- Behavioural decision making (Doctoral elective)
- Behavioral sustainability (Doctoral elective)
- Decision making; managerial psychology; leadership; strategic thinking (Other academic institutions; Executive Education programs)

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
- 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

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*

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.

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

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)

Administrative Service

- Chairperson, Doctoral Program, IIMB
- 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
-