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Office: 215, Ballentine Hall

Education:

Ph.D. (Marketing), The University of Texas at Arlington, Arlington, Texas, 2014

M.S.S (Economics), The University of Dhaka, Dhaka, Bangladesh, 2008

B.S.S Honours (Economics), The University of Dhaka, Dhaka, Bangladesh, 2006

Academic experience:

- Associate Professor of Marketing, July 2022- present, The University of Rhode Island.
- Assistant Professor of Marketing, August 2018- June 2022, The University of Rhode Island.
- Assistant Professor of Marketing, August 2015- Summer 2018 (Tenured), Southern Connecticut State University.
- Assistant Professor of Marketing, August 2014- July 2015, Minot State University.
- Part-time Lecturer, 2012-2014, The University of Texas at Arlington, Arlington, Texas, U.S.A.
- Graduate Teaching Associate, 2010-2014, The University of Texas at Arlington, Arlington, Texas, U.S.A.

Industry experience:

Key Account Manager, 2007-2010, Grameenphone Ltd., Dhaka, Bangladesh.

Research interests:

- Mental accounting
- Neuromarketing

Awarded grants:

Project / Proposal Title: **THE PSYCHOLOGICAL UNDERPINNINGS OF PANIC BUYING DURING THE COVID-19 OUTBREAK AND HOW TO MITIGATE THEM**

Role: Sole PI

Source of Support: National Science Foundation

Total Award Amount: USD 135,825

Total Award Period Covered: 05/01/2020 – 04/30/2023

Pending grants:

Project / Proposal Title: RII Track-1: Ecological and Societal Impacts of Plastic Degradation Products in Rhode Island's Coastal Ecosystem: Informing Mitigation Strategies and Materials Innovation

ROLE: Co-PI, thrust 5: **Human Dimensions: Understanding and Addressing Human Perceptions and Behaviors**

Source of Support: National Science Foundation

Total Award Amount: USD 20,000,000.00

Total Award Period Covered: 05/01/2024 – 04/30/2028

Grants under revision (upon rejection):

Project / Proposal Title: The Effects of Threat to Situational Control on the Mental Accounting of Funds

Source of Support: National Science Foundation

Role: Sole PI

Total Award Amount: USD 717,795

Total Award Period Covered: TBD

Project / Proposal Title: FW-HTF-R: Collaborative Research: The Impact of Interaction with Chatbots on Perspective Taking in The Context of Mental Health Care Services

Source of Support: National Science Foundation

Role: PI

Total Award Amount: USD \$757,476

Total Award Period Covered: TBD

Project / Proposal Title: Effects of Dietary Habits on Human Behavior and Brain Function: A Multi-Modal Investigation of Decision Under Uncertainty

Source of Support: National Science Foundation

Role: PI

Total Award Amount: USD \$346,119

Total Award Period Covered: TBD

Project / Proposal Title: The Effect of Mental Accounting on Consumers' Morality in the Marketplace

Role: PI

Source of Support: National Science Foundation

Total Award Amount: USD \$281,114

Total Award Period Covered: TBD

Project / Proposal Title: The Multi-Modal Investigation into Effect of Sleep Deprivation on Social Emotions

Role: PI

Source of Support: National Science Foundation

Total Award Amount: USD \$1,177,191

Total Award Period Covered: TBD

Publications in peer reviewed journals

- Nagpal, Anish, Khare , Adwait and **Mehdi T. Hossain** (2024), “Continued Goal Pursuit in Time-Bound Goals,” *Marketing Letters*, 1-13.
- **Hossain, Mehdi T.** and Jonathan Ross Gilbert** (2021) “Satisfactory Listening: The Differential Role Of Salesperson Communication In (Co)Creating Value For B2b Buyers,” *Industrial Marketing Management*, 98, 222-240.
- Yang, Zhiyong, Narayan Janakiraman, **Mehdi T. Hossain**, and Douglas B. Grisaffe (2020). "Differential effects of pay-it-forward and direct-reciprocity on prosocial behavior." *Journal of Business Research*, 121, 400-408.
- **Hossain, Mehdi Tanzeeb**, and Zhiyong Yang. "Outwitting the rational mind: How effortful thinking influences price cognition." *Journal of Behavioral Decision Making* 32, no. 3 (2019): 280-296.
- **Hossain, Mehdi T.** (2018), “How Cognitive Style Influences the Mental Accounting System: Role of Analytic versus Holistic Thinking,” *Journal of Consumer Research*, 45(3), 615-32.
- **Hossain, Mehdi T.** and Lawrence B. Chonko (2018), "Relational communication and illusionary loyalty: Moderating role of self- construal,” *Industrial Marketing Management*, 69, 221-234.
- **Hossain, Mehdi T.** and Ritesh Saini (2015), “Free Indulgences: Enhanced Zero-Price Effect for Hedonic Options,” *International Journal of Research in Marketing*, 32 (4), 457-460.
- **Hossain, Mehdi T.** and Ritesh Saini (2014), “Suckers in the Morning, Skeptics in the Evening: Time-of-Day Effects on Consumers' Vigilance Against Manipulation,” *Marketing Letters*, 25(2), 109-121. (A in ABDC list of journals; respected journal in marketing)
- Abrams, Roy**, Seungmin Han, and **Mehdi T. Hossain** “Environmental Performance, Environmental Management and Company Valuation,” *Journal of Global Responsibility* (Accepted for publication) ***

Manuscripts Under Review/Revision

- **Hossain, Mehdi T.**, Adwait Khare, Traci Freling, Sultan Alkhuzam, and Ashok Lalwani, “..... A Meta-analysis and an Experiment,” **
- **Hossain, Mehdi T.** and Leger, Rosemary **, “A Multi-group Longitudinal Experiment in Reducing Vaccine Hesitancy”.

**Full titles are not provided to maintain anonymity in the review process.

Manuscripts under preparation

- **Hossain, Mehdi T.** and Tracy Khan**, “The Psychological Underpinnings of Panic Buying During the COVID-19 Pandemic: The Mitigating Role of Hope-based Interventions” (data collection completed). Manuscript under preparation for submission to *Journal of Marketing*

Research.

- **Hossain, Mehdi T.** and Leger, Rosemary **, “A Multi-group Longitudinal Experiment on the Effectiveness of Communication Framing(s) in Reducing Vaccine Hesitancy” (data collection completed). Manuscript under preparation for submission to *Journal of Consumer Psychology*.
- **Hossain, Mehdi T.**, “The Effect of Construal Level on Mental Accounting,” (Nine studies completed). Manuscript under preparation for submission to *Journal of Marketing*.
- **Hossain, Mehdi T.**, and Ashok Lalwani, “The Effect of Money Priming on Variety Seeking” (Nine studies completed). Manuscript under preparation for submission to *Journal of Consumer Research*.
- **Hossain, Mehdi T.**, Zhiyong Yang, and Ashok Lalwani, “Thinking Style and Donation Decision Making: The Role of Cause Type,” (seven studies completed, manuscript under preparation for submission to *Journal of Marketing Research*).
- **Hossain, Mehdi T.**, “How Does Resource Construal Influence Mental Accounting?” (Six studies (including an incentive compatible study) has been completed; manuscript under preparation for submission to *Journal of Consumer Research: A** journal in ABDC ranking of journals and one of the elite journals in marketing).
- **Hossain, Mehdi T.** and Min Zhao, “So Far yet So Close: When the Angel is in Deliberation,” (six studies completed). manuscript under preparation for submission to *International Journal of Research in Marketing*.
- **Hossain, Mehdi T.** and Tracy Khan**, “An Exploratory Study of Panic Buying Among the Socially Vulnerable Population,” (data collection completed). Manuscript under preparation for submission to *Plus One*.
- **Hossain, Mehdi T.**, “The Effect of Hope-framed Interventions on Pro-environmental Preference,” (data collection completed). Manuscript under preparation for submission to *Journal of Consumer Psychology*.
- **Hossain, Mehdi T.**, “The Effect of Hope-framed Interventions on Calorie Consumption,” (data collection completed). Manuscript under preparation for submission to *Journal of Consumer Psychology*.
- **Hossain, Mehdi T.**, “The Effect of Belief in God on Consumer Stockpiling,” (data collection completed). Manuscript under preparation for submission.
- **Hossain, Mehdi T.**, “The Effect of Regulatory Focus on Consumer Stockpiling,” (data collection completed). Manuscript under preparation for submission.

**Indicates PhD students

Working papers:

- **Hossain, Mehdi T.**, Robert Forbus, Elizabeth Glagkowski and Farhana Tabassum** “The Effect of Intrinsic Versus Extrinsic Attribute Framing on Persuasion: A Mental Accounting Perspective,” (5 studies completed including a field study; More studies required to explicate the underlying psychological process)

- **Hossain, Mehdi T.** and Dorin Micu** “The Effect of Thinking Style on Eco-Consumerism: A Mental Accounting Perspective” (4 studies completed including a field study; More studies required to explicate the underlying psychological process)
- **Hossain, Mehdi T.** and Ashok Lalwani, “The Effect of Power Distance Belief on Mental Accounting,” (1 study completed, preliminary evidence obtained).
- **Hossain, Mehdi T.**, “The Effect of Thinking Style (Analytic vs. Holistic) on Variety Seeking; Trait (vs. Situational) Holistic Thinking Increases Variety Seeking,” (2 studies completed, preliminary evidence obtained).
- **Hossain, Mehdi T.**, Yi Zheng**, Shashi Minchael** and Traci Freling, “A Meta-analysis on the Effects of Money Priming,”

***Indicates PhD students.*

Honors and awards:

- Project completion grant (2019-20), University of Rhode Island (USD 3000)
- Nominated for the 2018 J. Philip Smith Award for Outstanding Teaching (university wide award based on research excellence, Southern Connecticut State University)
- Nominated for the 2016 J. Philip Smith Award for Outstanding Teaching (university wide award based on teaching excellence, Southern Connecticut State University)
- Minority Recruitment & Retention Committee research grant 2015-16 (Southern Connecticut State University)
- Faculty-student research collaboration grant, 2016, USD \$4000 (School of Business, Southern Connecticut State University)
- Faculty-student research collaboration grant, 2016, USD \$5000 (School of Business, Southern Connecticut State University)
- Business Marketing Fund, 2016, USD 4000 (Southern Connecticut State University)
- Doctoral Consortium Fellow, Society for Marketing Advances, Orlando, 2012
- Doctoral Student Research and Teaching Award, 2013 (based on research and teaching excellence)
- Member of The Honor Society of Phi Kappa Phi, The University of Texas at Arlington, 2013 (based on academic excellence)
- Member of The Honor Society of Beta Gamma Sigma, The University of Texas at Arlington, 2014 (based on academic excellence and invitation from the Dean of College of Business)
- Dean’s Dissertation Fellowship 2014, University of Texas at Arlington

Courses taught:

PhD/DBA Seminars

- Seminar in Marketing: Consumer Behavior (University of Rhode Island)
- Ethics and Evidence (University of Rhode Island)

MBA Courses

- International Marketing (Southern Connecticut State University)
- Marketing Management (Southern Connecticut State University)

Undergraduate Courses

- Marketing Principles (University of Rhode Island, Southern Connecticut State University)
- Buyer Behavior (Southern Connecticut State University, Minot State University)
- Integrated Marketing Communications (Minot State University)
- Global Marketing (Southern Connecticut State University, Minot State University)
- Marketing Strategy (Southern Connecticut State University, Minot State University)

Ph.D. student mentorship and service

Doctoral advisor: Howard Holmes (Effects of behavioral nudging across consumer segments).
Graduated in Summer 2023.

Doctoral advisor: Frank Tomei (The Effect of Human-Machine Interaction on Decision Making;
Expected graduation: Summer 2026).

Services:

Reviewing services in 2023

Nature Human Behavior: Reviewed 1 full-length manuscript.

Journal of Personal Selling and Sales Management: Reviewed 1 full-length manuscript.

Journal of Business Research: Reviewed 8 full-length manuscripts.

Research Grants Council, Hong Kong: Reviewed 1 full-length grant proposal.

Association for Consumer Research: Reviewed 3 competitive papers.

University of Rhode Island

- Faculty senator
- Member, Center Review Sub-Committee, Faculty Senate
- Member, MBA assessment committee
- Chair, Undergraduate Assessment Committee
- Member, Administrator Evaluation Committee for Dean Maling Ebrahimpour

- M.A. thesis committee member: Patricia Shea (Communication studies)
- External committee member, oral doctoral comprehensive examination: Sarah M Ismail Hosni (Electrical, computer and biomedical engineering)
- External committee member, oral doctoral comprehensive examination: Md. Tahsin Hasan (Environmental and Natural Resource Economics)
- Tenure-track Faculty Search Committee
- Lecturer Search Committee

Southern Connecticut State University

- Chaired the university wide Global Education Advisory Committee which plays a pivotal role in university wide internationalization effort.
- Served as faculty advisor for the AMA chapter of SCSU
- Served the university wide Undergraduate Curriculum Forum
- Served the Notifications Management Committee (Sub-committee of the Undergraduate Curriculum Forum)
- Served the search committee for hiring tenure-track faculty for the Department of Marketing (2015-16)
- Chaired the faculty search committee for hiring tenure-track faculty for the Department of Marketing (2016-17)
- Co-Chaired the faculty search committee for hiring tenure-track faculty for the Department of Marketing (2017-18)
- Served the search committee for Assistant Director of Alumni Giving
- Served as a member of the university wide Brand Identity Committee
- Served as a member of the Strategic Planning Implementation Committee (Goal 2)

Minot State University:

- *Advisor of Collegiate DECA*: Under my supervision, the club excelled at state level and national level competitions. At the state level competition, 5 out of 6 participants won awards and qualified for the national level competition. All participants at the national level competition won awards.
- Served the faculty handbook committee
- Served the faculty affairs committee

Academic community:

- Reviewer at *Journal of Consumer Research*
- Reviewer at *Journal of Experimental Psychology: Applied*
- Reviewer at *Journal of Business Research*
- Reviewer at *European Journal of Marketing*
- Reviewer at *Association for Consumer Research*
- Reviewer at *Society for Consumer Psychology*
- Trainee reviewer at the *Journal of Consumer Research*
- Reviewer at *National Conference in Sales Management*
- Reviewer at *Society for Marketing Advances*

Professional affiliations:

- American Marketing Association
- Association for Consumer Research
- Association for Psychological Science
- Society for Marketing Advances