

Iman Paul

Assistant Professor, Marketing, Rutgers School of Business-Camden
404-797-3084

ACADEMIC POSTIONS

Assistant Professor Rutger University-Camden	September 2025 Camden, USA
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Assistant Professor Montclair State University	September 2022-August 2025 Montclair, USA
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Assistant Professor Clarkson University	August 2019-July 2022 Potsdam, USA
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EDUCATION

Georgia Institute of Technology Scheller College of Business PhD: Marketing	2019 Atlanta, GA, USA
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George Washington University Master of Business Administration (MBA)	2009-2011 Washington, DC, USA
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RESEARCH INTERESTS

- Societal well-being and public policy
- Consumer experiences with AI and Smart Devices
- Political Ideology

PUBLICATIONS

Paul, Iman, Smaraki Mohanty, and Jeffrey Parker, “Foods Produced with Green Energy are Perceived as Being Healthier,” (2025) *Journal of Consumer Research*.

- *Awarded the “Best Paper” in the Consumer Behavior track at Summer AMA conference 2023*

Paul, Iman, Smaraki Mohanty, Monica Wadhwa, and Jeffrey Parker, “The Impact of Political ideology on AI Recommendation Acceptance,” (2025), *Journal of Consumer Psychology*.

- *Awarded the “Best Paper” in the AI, Algorithms and Machine Learning track at Summer AMA conference 2024*
- *Awarded the “Best Overall Paper” at Summer AMA conference 2024*

Paul, Iman, Jeffrey R. Parker, and Sara Loughran Dommer, “Role Integration Increases the Fungibility of Mentally- Accounted Funds,” (2023), *Journal of Marketing Research*.

Jay Carlson and **Iman Paul**, “Pick a Card: Price Ranges and Gift Card Choices,” (2022), *Journal of Retailing and Consumer Service*.

Paul, Iman, Smaraki Mohanty, and Rumela Sengupta (2021), “I Am Invincible: Using Social Virtual World to Increase Psychological Resilience Towards Fear of Contracting Covid-19,” *Computers in Human Behavior*.

Parker, Jeffrey R., **Iman Paul**, Ryan Hamilton, Omar Rodriguez-Vila, and Sundar Bharadwaj (2020), “How Product Type and Organic-Label Structure Combine to Influence the Consumers’ Evaluations of Organic Foods,” *Journal of Public Policy and Marketing*.

Parker, Jeffrey R., **Iman Paul** and Nicholas Reinholtz (2019), “Perceived momentum influences responsibility judgments,” *Journal of Experimental Psychology: General*.

Paul, Iman., Jeffrey R. Parker, and Sara I. Dommer (2019), “The Influence of Incidental Tokenism on Private Evaluations of Stereotype-Typifying Products,” *Social Psychology Quarterly*.

MANUSCRIPTS UNDER REVIEW

Mohanty, Smaraki, **Iman Paul**, and Jeffrey Parker, “Ownership Matters: The Impact of Employee-Owned Labels on Perceived Product Quality,” (reject and resubmit), *Journal of Marketing Research*

Suri, Anshu, **Iman Paul**, and Jeffrey Parker, “Free Will, Free Market: Political Ideology Predicts Consumer Acceptance of Differential Pricing,” (under review), *Journal of Consumer Research*.

Paul, Iman, Smaraki Mohanty and Samuel Bond, “Does Alexa Make Humans More Humane? The Role of Voice Assistants in Encouraging Prosocial Behavior,” (invited second round revision), *Marketing Letters*.

Paul, Iman, Rumela Sengupta, Samuel Bond, and Satadruta Mookherjee, “Partners in Crime”: Smart Technologies, Mind Perception, and Consumer Indulgence,” (invited second round review) *Marketing Letters*.

SELECTED RESEARCH IN PROGRESS

Paul, Iman, Shirley Chen, and Beth Vallen, “The Bitter=Healthy Intuition: How Bitter Taste Impacts Food Healthiness Perception,” manuscript in preparation, targeted journal: *Journal of Consumer Psychology*.

Suri, Anshu, **Iman Paul**, and David DeFranza, “Conservatives Forgive, Liberals Move On? Political Ideology and Reengagement After Service Failure,” manuscript in preparation, targeted journal: *Journal of Consumer Psychology*.

Paul, Iman, Smaraki Mohanty, and Jeffrey Parker, “Political Ideology and Mental Accounting: Conservatives Adhere More Strictly Than Liberals” 4 studies completed.

Paul, Iman, Smaraki Mohanty, Jeffrey Parker, and Anshu Suri. “Political Ideology and Connectedness to Future Self.” Manuscript in preparation, targeted for submission to the *Journal of Consumer Research*.

WORK PRESENTED AT CONFERENCES

Paul Iman, Shirley Chen, and Beth Vallen, “From Aversion to Attraction: The Impact of Bitterness on Health Perception and Product Choice,” *Association of Consumer Research (ACR)*, Washington DC, October 2025*

Paul Iman, Shirley Chen, and Beth Vallen, “From Aversion to Attraction: The Impact of Bitterness on Health Perception and Product Choice,” *Society of Consumer Psychology Annual Conference*, Las Vegas, February 2025

Paul, Iman, Smaraki Mohanty, Monica Wadhwa, and Jeffrey Parker, “Political Ideology and Acceptance of AI- based Recommendations,” *Summer AMA*, August 2024.

Paul, Iman, “Upcycling Products and Price Fairness Perception” *IDEA Conference*, Penn State University, May 2024.

Paul, Iman, Smaraki Mohanty, and Jeffrey Parker, “Foods Produced with Green Energy are Perceived as Being Healthier,” *Association of Consumer Research (ACR)*, October 2023.

Paul, Iman, Smaraki Mohanty, and Jeffrey Parker, “Foods Produced with Green Energy are Perceived as Being Healthier,” *Summer AMA*, August 2023*

- *Awarded the best paper in the consumer behavior track at Summer AMA conference 2023*

Paul Iman, Smaraki Mohanty, Nirajana Mishra and Bart Yakov, “Adoption of Robo-advisors: Role of Agentic Mind Perception and Attribution of Responsibility on the Preference of Financial Advisors,” *Winter AMA*, February 2023.

Paul Iman, Smaraki Mohanty and Samuel Bond, “The Psychology of New Media & Technology Conference,” *Wharton School of the University of Pennsylvania*, November 2022.

Smaraki Mohanty, Shirley Chen and Iman Paul, “The Role of Voice Assistants in Encouraging Shared Experiences,” *Summer AMA*, August 2022.

Paul Iman, Smaraki Mohanty, and Rumela Sengupta, “I am Invincible: Using Social Virtual World to Increase Psychological Resilience Towards Fear of Contracting COVID-19,” *Association of Consumer Research (ACR)*, Virtual, October 2021.

Smaraki Mohanty, Paul, Iman, and Samuel Bond, “Alexa, I want to Do Good: The Role of Voice Assistants in Encouraging Greater Prosocial Behavior,” *Association of Consumer Research (ACR)*, Virtual, October 2021.

Smaraki Mohanty, Paul, Iman and Samuel Bond, “Voice Assistants, Social Norms, and Prosocial Behavior,” *Summer AMA*, August 2021.

Paul, Iman, Rumela Sengupta, Samuel Bond, and Satadruta Mokherjee, “Smart Devices, But Dumb Choices? Utilization of Smart Devices Encourages Unhealthy Consumptions,” *Association of Consumer Research (ACR)*, Atlanta, GA, October 2019.

Paul, Iman, Rumela Sengupta, Samuel Bond, and Satadruta Mokherjee, “Smart Devices, But Dumb Choices? Utilization of Smart Devices Encourages Unhealthy Consumptions,” *Summer AMA Conference*, Chicago, IL, August 2019.

Paul, Iman, Jeffrey R. Parker, and Sara Loughran Dommer, “Don’t Forget the Accountant: Role Integration Increases the Fungibility of Mentally Accounted Resources,” *Association of Consumer Research (ACR)*, Dallas, TX, October 2018.

Parker, Jeffrey R., Omar Rodriguez-Vila, Ryan Hamilton, Iman Paul, and Sundar Bharadwaj, “Label Structure, Processing Disfluency, and Consumers’ Responses to Inception Labeled Food,” *American Marketing Association (AMA)*, winter conference, New Orleans, LA, February 2018 (Session Chair).

Paul, Iman, Jeffrey R. Parker, and Sara Loughran Dommer, “The Influence of Incidental Tokenism on Attitudes towards Stereotype-Typifying Product,” *Association of Consumer Research (ACR)*, San Diego, CA, October 2017.

Parker, Jeffrey R., Omar Rodriguez-Vila, Ryan Hamilton, Iman Paul, and Sundar Bharadwaj, “Label Structure, Processing Disfluency, and Consumers’ Responses to Credence Labeled Food,” *Association of Consumer Research (ACR)*, San Diego, CA, October 2017.

Paul, Iman, Jeffrey R. Parker, and Sara Loughran Dommer, “Numerical Minority Membership Diminishes the Appeal of Identity-Linked Products,” *Society of Consumer Psychology Annual Conference*, San Francisco, CA, February 2017.

Parker, Jeffrey R., Omar Rodriguez-Vila, Ryan Hamilton, Iman Paul, and Sundar Bharadwaj, “What is an ‘Organic Burrito’? How Label Structure Influences Preferences for Organic Foods,” *Summer AMA Conference*, Atlanta, GA, August 2016.

Paul, Iman, Jeffrey R. Parker, and Nicholas Reinholtz, “Perceived Momentum Influences Responsibility Judgments,” *Annual Conference of the Cognitive Science Society*, Philadelphia, PA, August 2016.

Paul, Iman, Jeffrey R. Parker, and Sara Loughran Dommer, “The Influence of Contextual Minority Status on Privately-Held Evaluations,” *Society of Consumer Psychology Annual Conference*, St. Petersburg, FL, February 2016.

Paul, Iman, Jeffrey R. Parker, and Sara Loughran Dommer, “Numerical Minority Membership Diminishes the Appeal of Identity-Linked Products,” *Society for Judgment and Decision Making Conference*, Boston, MA, November 2016.

Paul, Iman, Jeffrey R. Parker, and Nicholas Reinholtz, “Momentum-Based Causal Attributions,” *Society for Judgment and Decision Making Conference*, Chicago, IL, November 2015.

**Scheduled*

INVITED TALKS

Rutgers University-Camden, 2024
Oklahoma State University, 2024
Florida Atlantic University, 2024
Monash University, 2024
University of Arkansas, 2022
Montclair State University, 2022
Penn State Erie, 2022
University of South Florida (USF), 2021
Aarhus University, 2020
London School of Economics (LSE), 2018
Clarkson University, 2018
IESE Business School, 2018
University of Technology Sydney, 2017

AWARDS, HONORS AND FELLOWSHIP

Invited Scholar- University College of Dublin, Ireland	July 2026-August 2026
Bright Idea Award, NJCBAA and Seton Hall University	2024
Finalist, MSI 2021 Research Initiative Grant Proposal	2021
AMA-Sheth Foundation Doctoral Consortium Fellow	2018
PhD Scholarship Award by Georgia Institute of Technology	2015-2019
Dean Scholarship (100% tuition waiver), George Washington School of Business	2009-2011

TEACHING

Assistant Professor	Montclair State University
Marketing Strategy (undergrad)	
Applied Marketing Management (MBA)	
New Product Development (MBA)	
Marketing 300 (undergrad)	
Assistant Professor	Clarkson University
New Product Development and Innovation (MBA elective)	
Marketing Management (undergrad)	
Marketing Management (MBA)	

Instructor
Marketing Management (undergrad)

Georgia Tech
Spring 2019

PROFESSIONAL SERVICE

ERB member- Marketing Letters, Jan 2024
ERB member- Journal of Business Research, Feb 2024

Ad hoc reviewer:
Journal of Marketing Research (JMR)
Journal of Marketing (JM)
Marketing Letters
Journal of Public Policy and Marketing (JPP&M)
Journal of International Journal of Research in Marketing (IJRM)
Social Psychology Quarterly (SPQ)
Journal of Business Research (JBR)
Journal of Consumer Business

Conference Reviewer
SJDM 2022
ACR (2018-present)
AMA Winter Marketing Educator (2017-present)
AMA Summer Marketing Educator (2017-present)
Society of Consumer Psychology (2017-present)

Montclair State University:
Co-Coordinator, Marketing 300 Integrated Core (Jan 2023 onwards)

University Level: Committee member of Clarkson Multidisciplinary Research Focus Group
School level: Strategic planning committee member 2020-2022
Search Committee Member for Marketing Tenure Track Position, 2020-2021
Search Committee Member for Marketing Non-Tenure Track Position, 2021-2022

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
Society of Consumer Psychology
Society of Judgment and Decision Making

INDUSTRY EXPERIENCE

Business Manager (India and Bangladesh), Johnson and Johnson, March 2012-Jan 2014
Business Manager, Akzo Nobel, Jun 2006-Dec2008
Area Manager, SC Johnson, Sept 2003-May 2006