**Ata Jami**

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| **Education** |
|  |
| Ph.D., Marketing, May 2012, University of Utah  |
| M.B.A., June 2006, University of Malaya, Malaysia |
| B.S., Industrial Engineering, July 2003, Sharif University of Technology, Iran |
| **Academic Experience** |
|  |
| Assistant Professor, University of Central Florida, August 2012 - present |
| **Research Interests**Consumer Judgment and Decision Making, Sensory Marketing |
| **Publications** |
|  |
| **Jami, Ata** and Himanshu Mishra, (2014), “Downsizing and Supersizing: How Changes in Product Attributes Influence Consumer Preferences,” *Journal of Behavioral Decision Making*, 27(4), 301-15. |
| Kouchaki, Maryam, Francesca Gino, and **Ata Jami**, (2014), “The Burden of Guilt: Heavy Backpacks, Light Snacks, and Enhanced Morality,” *Journal of Experimental Psychology: General*, 143(1), 414-24.  |
| Ong, Fon Sim, J. Philip Kitchen and **Ata Jami**, (2008), “Consumption Patterns and Silver Marketing: An Analysis of Older Consumers in Malaysia,” *Marketing Intelligence and Planning*, 26(7), 682-98. |
| **Manuscripts Under Review** |
|  |
| **Jami, Ata** and Maryam Kouchaki “The Influence of Haptic Weight Information on Product Evaluations” Invited for resubmission at the *Journal of Consumer Research.* |
| **Jami, Ata** and Maryam Kouchaki “The Influence of Prosocial Marketing Message Frames on Consumer Behavior” Under review at the *Management Science.*Kouchaki, Maryam, Francesca Gino, and **Ata Jami**, “Psychological Ownership and Morality” Under second round of review at the *Organizational Behavior and Human Decision Processes*.**Jami, Ata** “The Influence of Mirror Decoration on Food Taste,” Under review at the *Journal of the Association for Consumer Research.* |
| **Working Papers**  |
|  |
| **Jami, Ata**,Himanshu Mishra, and William L. Moore, “Vertical Position and Consumer Behavior,” Manuscript to be submitted to the *Journal of Consumer Research.* |
| **Conference Presentations** |
|  |
| **Jami, Ata,** Himanshu Mishra, and William L. Moore (October 2013) “The Effect of Perceived Elevation on Consumer Risk Taking,” Association for Consumer Research Conference, Chicago, Illinois. |
| Kouchaki, Maryam, and **Ata Jami** (October 2013) “The Inverse Power of Praise: How Pro-Social Marketing Messages Influence Consumer Behavior,” Association for Consumer Research Conference, Chicago, Illinois. |
| Gino, Francesca, Maryam Kouchaki, and **Ata Jami** (January 2012), “The Burden of Guilt: Heavy Backpacks, Light Snacks, and Enhanced Morality,” Society for Personality and Social Psychology Conference, San Diego, California. |
| Kouchaki, Maryam, Francesca Gino, and **Ata Jami** (November 2011), “The Weight of Guilt,” Society for Judgment and Decision Making Conference, Seattle, Washington. |
| Kouchaki, Maryam and **Ata Jami** (November 2011), “The Framing of Corporate Societal Marketing Messages and Consumers’ Self-Interested Behavior,” Society for Judgment and Decision Making Conference, Seattle, Washington.  |
| **Jami, Ata**, and Himanshu Mishra (August 2011), “The Role of Dual-Systems of Processing in Analyzing Products’ Attribute Modifications,” Summer Marketing Educators’ Conference, San Francisco, California. |
| **Jami, Ata**, and Himanshu Mishra (August 2011), “Mirror, Mirror on the Wall Which Food Is Tastiest of All,” Summer Marketing Educators’ Conference, San Francisco, California. |
| **Jami, Ata**, and Himanshu Mishra (February 2011), “The Effect of Mirror Decoration on Food Taste Perception,” Society for Consumer Psychology Conference, Atlanta, Georgia. |
| **Jami, Ata**, and Himanshu Mishra (February 2011), “Attribute Change and Consumer Preferences: The Role of Dual-Systems of Processing in Analyzing Products’ Attribute Modifications,” Society for Consumer Psychology Conference, Atlanta, Georgia. |
| **Jami, Ata**, and Himanshu Mishra (November 2010), “The Effect of Mirror Decoration on Food Taste Perception,” Society for Judgment and Decision Making Conference, St. Louis, Missouri. |
| **Jami, Ata**, Himanshu Mishra, and William L. Moore (November 2010), “The Effect of Elevation on Risk-taking Behavior,” Society for Judgment and Decision Making Conference, St. Louis, Missouri. |
| **Jami, Ata**, and Himanshu Mishra (October 2010), “Effect of Attribute Change on Preference Modification,” Association for Consumer Research Conference, Jacksonville, Florida. |
| **Jami, Ata**, and Himanshu Mishra (October 2010), “The Influence of Mirror Decoration on Food Taste,” Association for Consumer Research Conference, Jacksonville, Florida. |
| **Jami, Ata**, and Himanshu Mishra (February 2009), “Effect of Attribute Change on Preference Modification,” Society for Consumer Psychology Conference, San Diego, California. |
| **Teaching Experience** |
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| Consumer Behavior, University of Central Florida |
| Services Marketing, University of Central Florida |
| Marketing Research, University of Utah |
| **Professional Service**  |
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| *Reviewing for*  |
| Journal of Consumer ResearchOrganizational Behavior and Human Decision Processes |
| Association for Consumer Research |
| Society for Consumer Psychology*Affiliations*Association for Consumer ResearchSociety for Consumer Psychology |