

## Rajarshi MAJUMDER

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Updated: October 2023

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### Employment

Sales Engineer, Parker Hannifin India Private Limited, India 2015 – 2017

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### Education

PhD in Business Administration (Marketing Consumer Behaviour department),  
Grenoble Ecole de Management, France 2021 – 2026

Advisor: Ignazio ZIANO, Robert MAI

PGDM Marketing, Institute of Management Technology Ghaziabad, India 2018 – 2020  
Exchange Program at EM Strasbourg, France

B.E. Production Engineering, Jadavpur University, India 2011 – 2015

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### Published and accepted papers

(\* indicates first authorship)

\* “*Environmentally Responsible Values, Attitudes and Behaviours of Indian Consumers*”, with Daria Plotkina, Landisoa Rabeson, at *Environmental Values*. [Paper](#).

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### Working papers

(\* indicates first authorship)

\*“*Revisiting the impact of singularity on the Identified Victim Effect: A close replication and extension of Kogut and Ritov (2005a) Study 2*”, with Ignazio Ziano, Gilad Feldman and Yik Long (Caleb) Tai. R&R at *Judgment and Decision Making*. [Preprint](#)

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### Research in progress

(\* indicates first authorship)

1. \**“Money Illusion for Others”*, with Ignazio Ziano and Robert Mai. Targeted at *Journal of Consumer Research*
2. \**“Self-Other Differences in Perceived Reliance on Human Advice”*, with Ignazio Ziano and Minah Jung. Targeted at *Journal of Consumer Research*
3. \**“Causes of Psychophysical Numbing and Sensitization”*. with Ignazio Ziano and Rishad Habib. Targeted at the *Journal of Experimental Social Psychology* as a Registered Report

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### Presentations

“*Environmentally Responsible Values, Attitudes and Behaviours of Indian Consumers*”, EMAC, Madrid, May 2021

“*Money Illusion for Others*”, EMAC, Odense, May 2023

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### Teaching

#### Grenoble Ecole de Management

Research Methods, Bachelor’s in International Business, 2023

Consumer Behaviour, Program Grande Ecole, 2023

Techniques of Decision Making, Program Grande Ecole, 2023

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**Honors & Awards**

Scholarship for College and University Students by the Government of India	2011 – 2015
Research scholarship award for the paper “ <i>Money Illusion for Others</i> ”, Alliance for Decision Education, Pennsylvania, USA	2023

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**Personal interests**

Football, Guitar (playing and listening), Hiking