

UMA R. KARMARKAR

School of Global Policy and Strategy
Rady School of Management
University of California, San Diego

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[GScholar h-index: 20, Citations: 3095](#)

<https://sites.google.com/view/ukarma/>

Academic and Employment History

Assistant Professor, July 2017-present

Rady School of Management, University of California, San Diego
School of Global Policy and Strategy, University of California, San Diego

Assistant Professor, July 2011-June 2017

Marketing Unit, Harvard Business School
Center for Brain Science (Affiliate), Harvard University

Ph.D., Marketing (Consumer Behavior), June 2011

Graduate School of Business, Stanford University

Postdoctoral Fellow 2004-06

HW Neuroscience Institute, University of California Berkeley

Ph.D., Neuroscience, June 2004

University of California, Los Angeles

Neural Systems and Behavior Program, August 2000

Marine Biological Laboratory, Woods Hole, MA

B.S., Symbolic Systems (Neural Systems), March 1998

Stanford University

Research Interests

Consumer neuroscience, information processing, choice architecture, context-dependent value, uncertainty and ambiguity in decision-making, time perception, neuroeconomics.

Teaching

Faculty Instructor: Marketplace Behavior and Survey Design (2019-present)

School of Global Policy and Strategy, UCSD

Faculty Instructor: MBA Marketing Management (2018-present)

Rady School of Management, UCSD

Faculty Instructor: Marketing (2018-present)

School of Global Policy and Strategy, UCSD

Guest Lecturer: Paper or Plastic: Reinventing Shelf Life in the Supermarket Landscape (2014-present)
Harvard Graduate School of Design

Course Designer: BZ 144-Needs Identification and Product Development
Minerva Schools at KGI

Faculty Instructor: MBA FIELD 3 (Design Thinking and Lean Startups 2016)
Harvard Business School

Faculty Instructor: MBA Marketing Core (2011-2013)
Harvard Business School

Faculty Advisor: MBA Individual Independent Projects/Fieldwork (2011-2015)
Harvard Business School

Reviewed Publications

Karmarkar UR[†], Kupor D[†]. The Unlikelihood Effect: When Knowing More Creates the Perception of Less. (2022) *Journal of Experimental Psychology: General*. [†]*Authors contributed equally to this work.*
<https://doi.org/10.1037/xge0001306>

Karmarkar UR, Carroll AL, Burke M, Hijikata S. (2021) Category Congruence of Display-Only Products Influences Attention and Purchase Decisions. *Frontiers in Neuroscience*, 1060.
<https://doi.org/10.3389/fnins.2021.610060>

Clithero J, Karmarkar UR, Hsu M. (2021) Toward an Integrative Conceptualization of Maladaptive Consumer Behavior. *Journal of the Association of Consumer Research*. <https://doi.org/10.1086/714364>

Dellaert, BG., Shu, SB, Arentze, TA, Baker, T., Diehl, K,... Karmarkar UR,... & Oppewal, H. (2020). Consumer decisions with artificially intelligent voice assistants. *Marketing Letters*, 1-13.
<https://doi.org/10.1007/s11002-020-09537-5>

Shenhav A, Karmarkar UR. (2019) Dissociable components of the reward circuit are involved in appraisal versus choice. *Scientific Reports*. 9(1), 1958 <https://doi.org/10.1101/172320>

Karmarkar UR, Plassmann H. (2019) Consumer Neuroscience : Past, Present and Future. *Organizational Research Methods* 22(1), 174-195 <https://doi.org/10.1177/1094428117730598>. Published online 2017.

OConnor S, Sonn, A, Karmarkar, UR, Spencer RMC. (2018) Naps do not change delay discounting behavior in young adults. *Frontiers in Psychology*, 9, 921. <https://doi.org/10.3389/fpsyg.2018.00921>

Shenhav A, Wolf C, Karmarkar UR. (2018) The evil of banality: When choosing between the mundane feels like choosing between the worst. *Journal of Experimental Psychology: General*. 147(12) 1892-1904.
<https://doi.org/10.1037/xge0000433>

Buckholtz JW, Karmarkar UR, Ye S, Brennan G, Baskin-Sommers A. (2017) Blunted ambiguity aversion during cost-benefit decisions in antisocial individuals. *Scientific Reports*, 7. <https://doi.org/10.1038/s41598-017-02149-6>

Karmarkar UR, Shiv B, Spencer, RMC. (2017) Should you sleep on it? The effects of overnight sleep on subjective preference-based choice. *Journal of Behavioral Decision Making*. 30(1), 70-79.
<https://doi.org/10.1002/bdm.1921>. Published online in 2015.

- Karmarkar UR. (2017) The impact of 'display-set' options on decision-making. *Journal of Behavioral Decision Making* 30(3), 744-753. doi: 10.1002/bdm.1998
- Karmarkar UR, Yoon C. (2016) Consumer neuroscience: Advances in understanding consumer psychology. *Current Opinion in Psychology* 10, 160-165. doi:10.1016/j.copsyc.2016.01.010
- Peysakhovich A[†], Karmarkar UR[†]. (2015) Asymmetric effects of favorable and unfavorable information on decision-making under ambiguity. *Management Science* (62(8): 2163-2178 doi: dx.doi.org/10.1287/mnsc.2015.2233. (*Authors contributed equally to this work*)
- Karmarkar UR, Shiv B, Knutson B. (2015) Cost conscious? The neural and behavioral impact of price primacy on decision-making. *Journal of Marketing Research* 52(4): 467-481. <https://doi.org/10.1509/jmr.13.048>
- Karmarkar UR, Bollinger B. (2015) BYOB: How bringing your own shopping bags leads to treating yourself and the environment. (*Lead article*) *Journal of Marketing* 79(4): 1-15. <https://doi.org/10.1509/jm.13.0228>
- Smidts A, Hsu M, Sanfey AG, Boksem, MA, Ebstein, RB, Huettel SA, Kable JW, Karmarkar UR, ... & Yoon, C. (2014). Advancing consumer neuroscience. *Marketing Letters*, 1-11. <https://doi.org/10.1007/s11002-014-9306-1>
- Karmarkar UR. (2011) Defining the contributions of network clock models to millisecond timing. *Front. Integr. Neurosci.* 5:41.
- Karmarkar UR, Tormala ZL. (2010) Believe me, I have no idea what I'm talking about: The effects of source certainty on consumer involvement and persuasion. *Journal of Consumer Research* 36(6):1033-49.
- Spencer RMC, Karmarkar U, Ivry, RB. (2009) Evaluating dedicated and intrinsic models of temporal encoding by varying context. *Phil. Trans. R. Soc. B.* 1525: 1853-1863.
- Karmarkar UR, Buonomano, DV. (2007) Timing in the absence of clocks: encoding time in neural network states. *Neuron.* 53(3):427-38. (*Includes cover illustration*)
- Karmarkar UR, Dan Y. (2006) Experience dependent plasticity in adult visual cortex. *Neuron.* 52(4): 577-85.
- Karmarkar UR, Buonomano DV. (2006) Different forms of homeostatic plasticity are engaged with distinct temporal profiles. *Eur. J. Neurosci.* 23(6):1575-84.
- Karmarkar U, Dan Y. (2005) One circuit, two kinds of timing. *Neuron.* 48(2):165-6.
- Karmarkar UR, Buonomano DV. (2003) Temporal specificity of perceptual learning in an auditory discrimination task. *Learning and Memory.* 10:141-147. (*Includes cover illustration*)
- Karmarkar UR, Najarian M, Buonomano DV. (2002) Mechanisms and significance of spike-timing dependent plasticity. *Biological Cybernetics.* 87:373-382.
- Karmarkar UR, Buonomano DV. (2002) A model of spike-timing dependent plasticity: One or two coincidence detectors? *J. Neurophys.* 88(1):507-13.
- Buonomano DV, Karmarkar UR. (2002) How do we tell time? *Neuroscientist.* 8(1): 42-51.
- Bookheimer SY, Dapretto M, Karmarkar U. (1999) Functional MRI in children with epilepsy. *Dev. Neurosci.* 21: 191-9.

Aphasizhev R, Karmarkar U, Simpson L. (1998) Are tRNAs imported into the mitochondria of kinetoplastid protozoa as 5' extended precursors? *Molec. and Biochem. Parasitology*. 93: 73-80.

Chapters

Karmarkar UR, Jenkins AC. (2020) Neural and behavioral insights into online trust and uncertainty. In JT Martineau, E Racine (Eds.) *Organizational Neuroethics*. Springer.

Plassmann H, Karmarkar UR. (2015) Consumer Neuroscience: Revealing meaningful relationships between brain and consumer behavior. In C Lamberton, M Norton, D Rucker (Eds.) *Cambridge Handbook of Consumer Psychology*. Cambridge University Press.

Karmarkar US, Karmarkar UR. (2014) Customer experience and service design. In E Baglieri and US Karmarkar (Eds), *Managing Consumer Services: Factory or Theater?* (pp. 109-130). Springer.

Knutson B, Karmarkar U. (2014). Appetite, consumption, and choice in the human brain. In SD Preston, M. Kringelbach, & B. Knutson (Ed.), *The interdisciplinary science of consumption* MIT Press.

Other Publications

Karmarkar UR, Volkens N. (2019) "Terms of Disservice" People Science
<https://peoplescience.maritz.com/Articles/2019/Terms-of-Disservice>

Karmarkar UR. (2019) "Note on Neuromarketing" Harvard Business School Note 512-031 (Replaces 2011 version.)

Hamilton R, Karmarkar UR. (2017) The 4 Minds of the Customer: A Framework for Understanding and Applying the Science of Decision-Making. MSI Reports 17-109. <http://www.msi.org/reports/the-4-minds-of-the-customer-a-framework-for-understanding-and-applying-the-science-of-decision-making/>

Plassmann H, Karmarkar UR, Kessler B. (2016) "Brain Imaging Triggers Marketing Breakthroughs" INSEAD Knowledge. <http://knowledge.insead.edu/customers/brain-imaging-triggers-marketing-breakthroughs-4577>

Karmarkar, UR, Dolan RJ. (2016) "Catalina in the Digital Age." Harvard Business School Teaching Note 516-086.

Karmarkar UR, Plassmann H, Yoon C. (2015, 2019) "Marketers Should Pay Attention to fMRI." Harvard Business Review. <https://hbr.org/2015/11/marketers-should-pay-attention-to-fmri>. Reprinted in *The Brain Science Behind Business*, Harvard Business Review Special Issue, January 2019.

Dolan RJ, Karmarkar UR. (2013) "Catalina In the Digital Age." Harvard Business School Case 514-021.

Select media interviews and coverage listed at <https://sites.google.com/view/ukarma/press>

Honors and Awards

- 2022-23 Fellow, Center on Global Transformation, GPS, UCSD
- 2021 Annual Top Relevant Journal Publications, Neuromarketing Science and Business Assoc.
- 2021 Faculty Career Development Program Grant, UCSD
- 2020-2021 Hellman Fellow, UCSD
- 2020, Annual Top Relevant Journal Publications, Neuromarketing Science and Business Assoc.
- 2019, Robert D. Buzzell Marketing Science Institute Best Paper Award (The 4 Minds of the Customer: A Framework For Understanding and Applying the Science of Decision Making, Ryan Hamilton and Uma R. Karmarkar)
- 2018, Early Career Award, Society for Neuroeconomics
- 2017, Marketing Science Institute Young Scholar
- 2016, Annual Top Relevant Journal Publications, Neuromarketing Science and Business Assoc.
- 2016, T32 Training Program Grant to support nanocourse on Management Matters in Science, NIH/NIGMS (Supplement to PA16-133, PI- Catherine Dulac)
- 2014, 2015 Invitations for appointment to ISAT (Information Science and Technology, advisory group to DARPA; *declined due to scheduling conflicts.*)
- 2006, Jaedicke Fellowship, (recognition of outstanding academic performance), Stanford Graduate School of Business.
- 2005, Postdoctoral NRSA, National Institute of Health. Grant title: Visual cortical plasticity induced by motion.
- 2005, President's Postdoctoral Fellowship, (*declined in favor of NRSA*) University of California.
- 2004, Berkeley School of Optometry Training Grant, National Eye Institute.
- 2003, Faculty Women's Club Fellowship, University of California, Los Angeles.
- 1999, National Defense Science and Engineering Graduate Fellowship, Department of Defense.
- 1998, Chancellor's Fellowship, University of California, Los Angeles.
- 1996, Howard Hughes Medical Institute Summer Fellowship, HHMI / University of California, Los Angeles.

Invited Talks and Presentations

- NSF/NIST/White House Office of Management and Budget Open Software Security Workshop (Invited Participant) – August 2022
- Elite Worldwide Invitational (Industry Conference for Auto Shop Owners) – June 2022
- UCSD Osher Lifelong Learning Institute (Ethics in Science and Technology Series) – April 2022
- ICARE (Instituto Chileno de Administración Racional de Empresas / Chilean Institute of Business) Neuromarketing Advances Forum – January 2022
- Jindal Global Business School, India – November 2021
- UC Riverside, Department of Neuroscience – October 2021
- Neptune (Policy Consultancy) – July 2021
- Google, Privacy Spotlight Talk – July 2021
- Dusseldorf Symposium on Decision Neuroscience – June 2021
- Process Tracing and JDM Seminar, Max Planck Institute For Research on Collective Goods – January 2021
- University of Chicago Booth School of Business – November 2020
- UCLA, Decision-Making Affinity Group, Brain Research Institute – October 2020
- Cornell Marketing Camp - October 2020
- Neuromarketing World Forum, NMSBA – July 2020
- Social Psychology Colloquium, UCLA – November 2019

- Eller College of Management, University of Arizona – April 2019
- Lundquist College of Business, University of Oregon – April 2019
- Affective Brain Lab, University College London – March 2019
- Nike, Inc., Data Analytics Group – December 2018
- Filene Research Institute, Center for Consumer Decision-Making – December 2018
- International Neuroethics Society Public Program Event – November 2018
 - Video: https://www.youtube.com/watch?time_continue=2&v=8lQph84492c
- ISAT/DARPA Meeting: Cognitive Defense – October 2018
- School of Business and Economics, Maastricht University – Neuroeconomics Talks – April 2018
- AB InBev Commercial Leadership Academy (Plenary Talk) – March 2018
- ISAT/DARPA Meeting: Reality Jamming #2: Socio-Technological Solutions Workshop (invited participant) – January 2018
- Ipsos Webinar – June 2017
- Rotterdam School of Business, Erasmus University – June 2017
- IDEO San Francisco – May 2017
- Columbia Business School – March 2017
- School of Business, U.C. Riverside – March 2017
- Department of Psychology, U.C. San Diego – March 2017
- Leeds School of Business, C.U. Boulder – March 2017
- Google Cybersecurity group, Mountain View, CA – February 2017
- Rady School of Management, U.C. San Diego – February 2017
- School of Global Policy and Strategy, U.C. San Diego – February 2017
- Cybersecurity: Ignorance is Not an Excuse, RSAC Live Experts Panel, San Francisco – February 2017
- Wharton Neuroscience Initiative, University of Pennsylvania – February 2017
- Enigma/Usenix Cybersecurity Conference – January 2017
 - Video: <https://www.youtube.com/watch?v=FVtQ1fxWHl8>
- University of Connecticut School of Business – December 2016.
- Ross School of Business, University of Michigan – December 2016.
- Haas School of Business, U.C. Berkeley, November 2016.
- Pamplin College of Business, Virginia Tech – October 2016.
- Institute of Personality and Social Research, U.C. Berkeley – September 2016.
- ISAT/DARPA Meeting: Technology of Mass Empowerment meets Radicalization – July 2016.
- INSEAD, Fontainebleau, France – June 2016.
- Rotman School of Management, University of Toronto – May 2016.
- Fuqua School of Business, Duke University – December 2015.
- Kelley School of Business, Indiana University – October 2015.
- Cognitive Neuroscience Seminar, Department of Psychology, Northeastern University – October 2015.
- Haas School of Business, U.C. Berkeley – October 2015.
- International Women In Business Summit, Harvard University – October 2015.
- Goizueta Business School, Emory University – September 2015.
- Anderson School of Business, UCLA – May 2015.
- Keynote: University of Chicago Brain Awareness Week – April 2015.
- Stanford Graduate School of Business – January 2015.
- Fox School of Business/Center for Neural Decision-Making, Temple University – November 2014.
- Department of Psychology, Harvard University – November 2014.
- Social Sciences Librarians Bootcamp, Harvard Business School – June 2014.
- Science of Social Change Seminar, Kennedy School, Harvard University – April 2014.
- Trustees Meeting, Marketing Science Institute– April 2014.
- ISAT/DARPA Workshop on Trust, Keynote Speaker – March 2014.
- Audax (Rally) Health – February 2014.
- Center for Brain Sciences, Harvard University – October 2013.

- Psychology Department, Yale University – September 2013.
- Advanced Management Program (AMP), Harvard Business School Executive Education – May 2013.
- Harvard Undergraduate Women in Business, Harvard University – March 2013.
- Ivey School of Business, University of Western Ontario – March 2013.
- Hubspot BizTalk, Hubspot Offices – February 2013.
- Women in Neuroscience Group, Harvard University – May 2012.
- Frontiers in (Marketing) Research Conference, TRC – May 2012.
- Interdisciplinary Group for Neuroscience and Society, Stanford University – May 2011.
- 50th Anniversary Event, Marketing Science Institute – April 2011.
- Rady School of Management, UCSD – April 2011.
- Kellogg School of Management, Northwestern University – November 2010.
- Rotman School of Business, University of Toronto – October 2010.
- Harvard Business School - October 2010.
- Fox School of Business, Temple University – September 2010.
- Fuqua School of Business / Dept. of Interdisciplinary Brain Science, Duke University - February 2010.
- Knudsen Lab, Stanford University – January 2004
- Dan Lab, U.C. Berkeley – January 2004

Conference Presentations

- Maimone G, Karmarkar UR, Amir O. How Word Polarity Affects Consumers' Judgment Confidence and Attitudes. Society for Consumer Psychology, Annual Meeting 2022. (*Non-presenting author*)
- Clithero J, Karmarkar UR. Sequential Information Preferences in Risky Decision-Making. Society for Judgment and Decision-Making. Annual Meeting 2021.
- Maimone G, Karmarkar UR, Amir O. How Word Polarity Affects Consumers' Judgment Confidence and Attitudes. Association for Consumer Research, Annual Meeting 2021.
- Karmarkar UR, Ye S, Rimeikyte V, Kastman E, Buckholtz JW. Corticostriatal representation of information value during ambiguous decision-making. Interdisciplinary Symposium for Decision Neuroscience, Annual Meeting 2021. (*Invited speaker*)
- Karmarkar UR, Carroll A, Burke M. Choice Framing Effects Arising from Non-Choice Items. Society for Neuroeconomics, Annual Meeting, 2019.
- Karmarkar UR, Carroll A, Burke M. Choice Framing Effects Arising from Non-Choice Items. Consumer Neuroscience Annual Symposium, 2019.
- Karmarkar UR. Creating frameworks for policy and regulation of verbal agent communication. Presented in "Automated Decision Dialogues: Consumer Choice in Algorithm-Supported Interactive Verbal Decision Processes", 11th Invitational Choice Symposium, 2019.
- Shenhav A, Karmarkar UR*. Different Value Mechanisms Involved in Liking a Set vs. Choosing From It. Society for Judgment and Decision-Making, Annual Meeting 2018. **Presenting author*
- Karmarkar UR, Ye S, Rimeikyte V, Kastman E, Buckholtz JW. Corticostriatal representation of information value during ambiguous decision-making. Program No. 697.14. 2018 Neuroscience Meeting Planner. San Diego, CA: Society for Neuroscience, 2018. Online.
- Shenhav A, Karmarkar UR*. Dissociable Mechanisms for Evaluation Involved in Appraising a Set Versus Choosing From It. Association for Consumer Research, Annual Meeting 2018. **Presenting author and session chair*
- Karmarkar UR, Prokhorova E. Gender differences in optimism biases during ambiguous decision-making. Society for Neuroeconomics Annual Meeting, 2018.
- Shenhav A, Wolf CD, Karmarkar UR. The evil of banality: When choosing between the mundane feels like choosing between the worst. Society for Neuroeconomics, Annual Meeting, 2017.
- Shenhav A, Karmarkar UR*. The neural correlates of appraisal versus choice. Society for Neuroeconomics, Annual Meeting 2017. **Presenting author*

- Karmarkar UR. Choosing without knowing: Insights on how people use information under uncertainty. Reinforcement Learning and Decision-Making, Bi-Annual Meeting, 2017. (*Invited speaker*)
- Shenhav A, Karmarkar UR*. Browsing vs. Buying: How evaluation mechanisms differ between appraisal and choice. Interdisciplinary Symposium for Decision Neuroscience, Annual Meeting, 2017. **Presenting author*
- Karmarkar UR, Ye S, Rimeikyte V, Kastman E, Peysakhovich A, Buckholtz JW. The representation of valenced information during ambiguous decision-making, Society for Psychophysiological Research, Annual Meeting 2016.
- Karmarkar UR. Understanding the differences between non-choice value and choice value. Presented in “Predicting choice: Using neural insights for population-level forecasting”, 10th Invitational Choice Symposium, 2016. (*Workshop Co-Organizer*)
- Karmarkar UR, Shenhav A. Neural correlates of appreciating options versus choosing between them. Boston Judgment and Decision-Making Day. Boston College, 2016.
- Karmarkar UR. The impact of “display set composition” on purchase decisions. Society for Consumer Psychology Annual Conference, 2016.
- Karmarkar UR. The impact of “display set composition” on purchase decisions. Society for Judgement and Decision-Making, Annual Conference, 2015.
- Karmarkar UR. Using human and machine insights for behavioral interventions. ISAT/DARPA Workshop on Centaurs: Human-Computer Teams That Win Against Either Humans or Computers Alone, 2015.
- Karmarkar UR. The impact of “display set composition” on purchase decisions. Association for Consumer Research Annual Conference, 2015.
- Karmarkar UR, Peysakhovich A. Biases in information processing in ambiguous decision-making. Association for Consumer Research Annual Conference, 2015.
- Karmarkar UR, Ye S, Rimeikytė V, Kastman E, Peysakhovich A, Buckholtz JW. Corticostriatal representation of information value during ambiguous decision-making. Society for Neuroeconomics Annual Meeting, 2015.
- Peysakhovich A, Karmarkar UR*. Biases in using information to evaluate uncertain financial prospects. Boulder Summer Conference on Consumer Financial Decision-Making, 2015. **Presenting author*
- Karmarkar UR. Choosing without knowing: biased information processing in uncertain financial decisions. Interdisciplinary Symposium on Decision Neuroscience, M.I.T. Annual Meeting 2015.
- Peysakhovich A, Karmarkar UR*. Asymmetric Effects of Favorable and Unfavorable Information on Uncertain Decision-Making. Society for Neuroeconomics, Annual Meeting 2014. **Presenting author*
- Karmarkar UR, Shiv B, Knutson B. Cost conscious? The neural and behavioral impact of price primacy on decision-making. Consumer Neuroscience Symposium, 2014.
- Peysakhovich A, Karmarkar UR*. Asymmetric Effects of Favorable and Unfavorable Information on Uncertain Decision-Making. Behavioral Decision Research in Management, 2014. **Presenting author*
- Karmarkar UR, Bollinger, BK. BYOB: How bringing your own shopping bags leads to indulging yourself and the environment. UCSD Rady Field Experimentation Conference 2014.
- Karmarkar UR*, Bollinger, BK. BYOB: How bringing your own shopping bags leads to indulging yourself and the environment. Association for Consumer Research, Annual Meeting 2013. **Presenting author and session chair.*
- Karmarkar UR. Understanding information processing in ambiguous choice. Session on “Advancing Biological Understanding of Economic and Consumer Decision-Making”, 9th Invitational Choice Symposium, 2013.
- Karmarkar UR, Bollinger BK. BYOB: How bringing your own shopping bags leads to treating yourself and the environment. Customer Insights Conference, Yale School of Management. Annual Meeting 2013.
- Karmarkar UR, Shiv B, Spencer RMC. Sleep on It? The effects of sleep on subjective preference-based choice. Interdisciplinary Symposium on Decision Neuroscience, Fox School, Temple University. Annual Meeting 2013.
- Karmarkar UR, Shiv B, Knutson, B. The Effects of Price Primacy on Decision-Making and Perceptions of Product Value. Society of Consumer Psychology, Annual Meeting, 2012.
- Karmarkar UR, Plassmann H, Shiv B, Rangel A. I Can Almost Taste It Now: Tracking the Neural Effects of Anticipatory Delays on Consumption. Association of Consumer Research, Annual Meeting, 2011.
- Karmarkar UR, Shiv B, Knutson, B. The Effects of Price Primacy on Decision-Making and Perceptions of Product Value. Association of Consumer Research, Annual Meeting, 2011.

- Karmarkar UR, Shiv B, Spencer RMC. The impact of sleep on attribute recall and choice satisfaction. Program No. 910.8. *Abstracts Viewer / Itinerary Planner*. Washington DC : Society for Neuroscience, 2010. CD-ROM.
- Karmarkar UR. Sticker Shock : The Role of Price Primacy in the Decision Process. Interdisciplinary Symposium on Decision Neuroscience, Fox School of Business, Temple University. September 2010.
- Karmarkar UR, Shiv, B, Spencer RMC. Should you sleep on it?: The effects of sleep on attribute recall and decision satisfaction. *Behavioral Decision Research in Management*, 2010.
- Karmarkar UR, Tormala ZL. The Dynamic Effect of Source Certainty on Consumer Involvement and Persuasion. Association of Consumer Research, Annual Meeting, 2009.
- Karmarkar UR, Spencer RMC, Shiv B. Sleep related changes in attribute recall and choice. Society for Neuroeconomics, Annual Meeting, 2009.
- Karmarkar UR, Tormala ZL. Trust Me, Maybe: The Effects of Source Certainty on Consumer Involvement and Persuasion. Yale Whitebox Advisors Doctoral Seminar, 2009.
- Karmarkar UR, Knutson, B, Shiv, B. Accept or Reject? : How task valence interacts with product information processing to alter purchase decisions. Association for Consumer Research, Annual Meeting, 2008.
- Caporale N, Han F, Karmarkar UR, Dan Y. Nonlinear integration of binocular inputs in rat visual cortex in vivo. Program No. 436.9. *Abstracts Viewer / Itinerary Planner*. Washington, DC: Society for Neuroscience, 2006. CD-ROM.
- Buonomano DV, Karmarkar UR. Encoding time: temporal objects and temporal arithmetic. Program No. 774.1. *Abstracts Viewer / Itinerary Planner*. Washington, DC: Society for Neuroscience, 2005. CD-ROM.
- Karmarkar UR, Buonomano DV. Psychophysical analysis of interval discrimination favors state-dependent models of temporal processing. Program No. 321.11. *Abstracts Viewer / Itinerary Planner*. Washington, DC: Society for Neuroscience, 2004. CD-ROM.
- Karmarkar UR, Buonomano DV. Bi-directional homeostatic plasticity of evoked inhibition and intrinsic excitability in organotypic hippocampal slices. Program No. 256.8. *Abstracts Viewer / Itinerary Planner*. Washington, DC: Society for Neuroscience, 2003. CD-ROM.
- Karmarkar UR, Buonomano DV. Activity-dependent age sensitive changes in intrinsic excitability of CA1 pyramidal neurons. Program No. 551.18. *Abstracts Viewer / Itinerary Planner*. Washington, DC: Society for Neuroscience, 2002. CD-ROM.
- Karmarkar UR, Buonomano DV. Generalization of perceptual learning in an auditory temporal discrimination task. Program No. 166.5 *Abstracts Viewer / Itinerary Planner* Washington, DC : Society for Neuroscience, 2001. CD-ROM.
- Karmarkar UR, Buonomano DV. A model of associative LTP/LTD: one or two coincidence detectors? *Society for Neuroscience Abstracts*. Society for Neuroscience, 2000. Vol.26, Part 2, p.1903.

Academic Mentoring

- PhD dissertation committee, Anne Yilmaz (Psychology, UCSD)
- Pre-doctoral advisor, Luis Alvarez-Diaz (2021-2022)
- PhD Advisor Giulia Maimone (Marketing, co-advised with Ayelet Gneezy, Rady, UCSD)
- PhD dissertation committee, Dalin Guo (Cognitive Science, UCSD)
- PhD dissertation committees (Rady, UCSD)
 - Yumeng Gu (Economics and Strategic Management)
 - Gal Smitizsky (Marketing)
 - Ariel Friedman (Marketing)
 - Wujing Zhang (Marketing)
- Research Advisor (UCSD)
 - Priyanka Jhalani, Honors Thesis, International Studies Program, 2018-2019
 - Ekaterina Prokhorova, Robinson Research Fellow, GPS, 2018
 - Nicole Kim, Brown University, Summer Undergraduate Intern, 2019
 - Luis Alvarez-Diaz, Dept. of Psychology and Dept. of Cognitive Science, 2019-2021
 - Tyler Consigny, Stanford University, Summer Undergraduate Intern, 2020

- Literature Thesis Supervisor, Urša Bernardič, Masters in Brain and Cognitive Sciences, University of Amsterdam, 2017
- Research Advisor (Harvard Business School)
 - Undergraduate: Sophia Sampson, Layla Stahr, Shori Hijikata
 - Post-Bachelors: Marina Burke, Ann Carroll, Shengxuan Ye, Vaida Rimeikytė
- Undergraduate Mentor, HBS Program for Research in Markets and Organizations (PRIMO; 2013-2015)
 - Annie Garafalo, Layla Stahr, Shori Hijikata
- PhD thesis committee, Joshua Manning, Brain and Cognitive Sciences Program, M.I.T (Chairs: John D. Gabrieli and Drazen Prelec, Graduated: Spring 2015)
- PhD thesis committee, Alexander Peysakhovich, Harvard Economics Department (Chair: Alvin E. Roth, Graduated: Fall, 2012)
- Harvard Graduate Women In Science and Engineering (HGWISE) Mentoring Program. (2012-2015)
- Undergraduate Academic Advisor, Stanford University. (2007-2011)
- Catalyst Mentor for Women in Science, University of California, Los Angeles. (2000-01)
- Resident Undergraduate Academic Advisor, Stanford University. (1996-1998)

Service and Professional Societies

Associate Editor, Neuroscience, Psychology and Economics (January 2018-present).

Annual Interdisciplinary Symposium on Decision Neuroscience, Conference Board (2014-2020).

MSI Clayton Dissertation Award Reviewer (2018-present)

Conference Program Committees

- Enigma Cybersecurity Conference (2020, 2021)
- Society for Neuroeconomics (2015-2019, 2021; Program Co-Chair 2018, 2019)
- Reinforcement Learning and Decision-Making (2019)
- Society for Judgment and Decision-Making (2018-present)
- Society for Consumer Psychology (2018-present).
- Association for Consumer Research (2007-present, including Associate Editor roles)

Society for Neuroeconomics Board (3 year term; 2016-2019)

Co-organizer, Marketing for Neuroeconomists Journal Club (multi-university, online, 2020-21).

Co-organizer and instructor for “Management Matters in Science” Nanocourse (November 2016). Department of Molecular and Cellular Biology, Harvard University

Neuroscience Roundtables, Association for Consumer Research Annual Conference, (2012, 2014, 2015).

Organizer, MIT/Harvard Decision (Neuro)Science Journal Club (2011-2012).

Journal Reviewing (ad hoc unless otherwise specified): Acta Psychologica, BMC Neuroscience, Behavioural Public Policy, Brain and Cognition, Cerebral Cortex, Cognitive, Affective, and Behavioral Neuroscience, Frontiers in Decision Neuroscience, Frontiers in Human Neuroscience (*Editorial Board*), Frontiers in Psychology, International Journal of Research in Marketing (IJRM), International Public Management Journal (IPMJ), JAMA Psychiatry, Journal of the Association of Consumer Research (JACR), Journal of Consumer Research (JCR), Journal of Consumer Psychology (JCP), Journal of Experimental Psychology: General (JEP:Gen), Journal of Interactive Marketing, Journal of Marketing (JM), Journal of Marketing Research (JMR), Journal of Neuroscience, Journal of Product & Brand Management, Journal of Shopper Research, Leadership Quarterly, Management Science, MIS Quarterly, Marketing Letters, Nature Human Behavior, Nature Reviews Neuroscience,

Neuroimage, Neuropsychologia, Neuroscience, Psychology and Economics (*Associate Editor*), Organizational Behavior and Human Decision Processes (OBHDP), Perspectives on Psychological Science, PLOS ONE, Proceedings of the National Academy of Science (PNAS), Psychology and Economics, Scientific Reports, Social Behavior and Personality, Social Cognitive and Affective Neuroscience (SCAN), WIREs Cognitive Science.

Societies: Association for Consumer Research, Society for Judgment and Decision Making, Society for Neuroeconomics, Society for Neuroscience.

Community Outreach

- Skype a Scientist (2017-present)
- 2 Scientists Walk Into a Bar, Fleet Science Museum, San Diego CA. (2018-present)
- UCSD Clarke Center Public Event (June 2019): A Conversation with the Author of *Alpha Girls*
- Stand Up Science (January 2019)
- Lifelong Learning Program Course Instructor, Stanford Graduate School of Business (2007)
 - o *"Lead or Follow? Perspectives from Mind and Brain on Interpersonal Influence"*
- Project Brainstorm Outreach Program, UCLA (1998-2004)
- California State Science Fair Judge, California Science Center, CA. (2002-04)