

## Access to Experts

### Priya Raghbir

Priya Raghbir is a professor of marketing and the Mary C. Jacoby Faculty Fellow at the Stern School of Business, New York University. Raghbir's research interests are in the area of consumer psychology, including psychological aspects of prices and money, risk perceptions, visual information processing, and survey methods. She has published over 50 articles in journals and books, including in the Journal of Consumer Research, Journal of Marketing Research, Journal of Consumer Psychology, Journal of Marketing, and Marketing Science. She is an associate editor at Management Science, and is on the editorial boards of JCR, JMR, JR, and Marketing Letters, and has presented her work over a hundred times at universities, symposia, and conferences worldwide. Raghbir received her undergraduate degree in economics from St. Stephen's College, Delhi University; her M.B.A from the Indian Institute of Management, Ahmedabad; and her Ph.D. in marketing from New York University.

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## Publications by Priya Raghurir

Director Notes

- [Measuring the Effects of Corporate Social Responsibility](#)  
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