

# Mehdi T Hossain



## **Assistant Professor of Marketing**

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Professor Hossain has received his PhD in Marketing from the University of Texas at Arlington, and his M.S.S and B.S.S degrees in Economics from University of Dhaka, Bangladesh.

Research Interests: Mental accounting in donation decision making, Decision errors caused by effortful thinking, Indulgence. Professor Hossain examines how thinking styles influence people's donation decisions. Specifically, how people's thinking style and the type of the charitable cause interact to facilitate donor's giving intentions. Professor Hossain's research also focus on how overthinking often leads to demonstration of classic biases in decision making. Apart from the above two areas, professor Hossain has conducted research identifying underlying motivations of consumer's choice of vice options over virtuous ones.

Professor Hossain's research has been published in academic journals including *International Journal of Research in Marketing* and *Marketing Letters*. His teaching interests include courses such as *Consumer Behavior*, *International Marketing* and *Principles of Marketing*.

## TEACHING AREAS:

**Undergraduate:** MKT 200: Principles of Marketing

MKT 321: Consumer Behavior

**Graduate:** MBA 536: International Marketing

## RECENT PUBLICATIONS

**Hossain, Mehdi T.** and Ritesh Saini (2015), "Free Indulgences: Enhanced Zero-Price Effect for Hedonic Options," *International Journal of Research in Marketing*, 32 (4), 457-460.

**Hossain, Mehdi T.** and Ritesh Saini (2014), "Suckers in the Morning, Skeptics in the Evening: Time-of-Day Effects on Consumers' Vigilance Against Manipulation," *Marketing Letters*, 25(2), 109-121.

**Hossain, Mehdi T.** and Zhiyong Yang, "Effect of Thinking Style on Donation: Moderating Role of Cause Type", competitive paper (**published extended abstract**), *Association for Consumer Research Conference*, Baltimore, MD, October 2014.

**Hossain, Mehdi T.** and Ritesh Saini, "Cognitive Motivation and Its Impact on Price Cognition", competitive paper (**published extended abstract**), *Association for Consumer Research Conference*, Chicago, IL, October 2013.