Gaurav Jain

Assistant Professor at Rensselaer Polytechnic Institute

Troy, NY, US

Behavioral economist focused on studying how individuals make judgments and decisions in the absence of complete information.

Biography

Gaurav Jain, an assistant professor of marketing at the Rensselaer Lally School of Management, examines how individuals make judgments, estimates, and decisions in the absence of complete information. Prior to earning his Ph.D. from the Tippie College of Business at the University of Iowa, Gaurav earned his bachelor?s degree in engineering and an MBA in marketing. More specifically, his research spans the fields of numerical cognition and judgment, working memory capacity, and, attention limitations. Using psycho-physical methods, such as eye tracking and facial expression analysis, Gaurav makes novel predictions about how various cognitive biases influence consumer choices.

Areas of Expertise

Marketing Communication, Judgment and Decision Making, Consumer Choices and Behavior, Behavioral Economics in Business, Choice Architecture, Marketing Research and Analytics, New Product Development, Pricing Analysis , Behavioral Finance, Marketing Promotions

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Education

University of Iowa, Tippie College of Business
Ph.D Marketing

Management Development Institute (MDI)
MBA

Manipal Institute of Technology
Bachelor of Engineering

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