



Yale SCHOOL OF MANAGEMENT

Center for Customer Insights



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Professor Dhar has been involved in pioneering work in understanding the different factors that influence how consumers think and decide. He has also served as a consultant to dozens of Fortune 500 companies in a wide variety of industries, including CPG, health care, high tech, financial services and luxury goods on developing best practices for generating and using customer insights.

Ravi has published more than 60 articles and serves on the editorial boards of several of the leading marketing journals. The American Marketing Association recently ranked Professor Dhar as the most productive scholar publishing in premier marketing journals from 2009 through 2013. His research and teaching has been honored with various awards including the Distinguished Scientific Contribution Award of the Society for Consumer Psychology, the Distinguished Alumnus Award from the Indian Institute of Management, and the Yale School of Management Alumni Association Teaching Award. His work has been frequently mentioned in Business Week, The New York Times, The Financial Times, The Wall Street Journal, The Economist, USA Today, and other popular media.