

**VITAE
DIPANKAR CHAKRAVARTI**

PERSONAL DATA

DATE/PLACE OF BIRTH: November 9, 1950; Jaipur, India
CITIZENSHIP: U.S. Citizen
MARITAL STATUS: Married (Spouse: Sharmila; Sons: Agnish: dob 12/73 and Arjun: dob 02/77)

ADDRESSES: Office: Robert B. Pamplin College of Business
National Capital Region (Northern Virginia Center)
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EDUCATIONAL BACKGROUND

GRADUATE SCHOOL OF INDUSTRIAL ADMINISTRATION (now Tepper School of Business)
CARNEGIE-MELLON UNIVERSITY, PITTSBURGH, PA.

1979 **Ph.D. in Industrial Administration**
(Specialization – Marketing; Minors - Statistics and Operations Research)
1976 **M.S. in Industrial Administration**
(Concentrations - Marketing and Finance)

PRESIDENCY COLLEGE, UNIVERSITY OF CALCUTTA, INDIA (now Presidency University)
1969 **B.Sc. with Honours in Physics.** Minors in Chemistry and Mathematics

CALCUTTA BOYS' SCHOOL, CALCUTTA, INDIA
1966 Indian School Certificate. (General Certificate of Education O' Level)
Local Examinations Syndicate, University of Cambridge, U.K.

SCHOLASTIC HONORS

American Marketing Association (AMA) Doctoral Dissertation Grant, 1977
Fellow, AMA Doctoral Consortium, Carnegie-Mellon University, 1977
William Larimer Mellon Fellow, Carnegie-Mellon University, 1976-78
National Science Talent Scholar, Govt. of India, 1966-69
National Merit Scholar, Ministry of Education, Govt. of India, 1966
Ranked Third in India, Indian School Certificate examination, 1966
Third prize, Asian Essay Contest - Tokyo Olympic Games, C. Itoh & Co., 1964

ACADEMIC RECOGNITIONS

2016, 2009, 2006, 2005, 2003, 1999, 1997, 1996, 1995, 1993, 1992, 1990, 1986, 1985:
Invited faculty, American Marketing Association - Sheth Foundation Doctoral Consortium

2013 JHU "Green Blue Jay" award for the "Innovation for Humanity" (I4H) course recognizing creativity and innovation in involving Carey Business School MBA students in hands-on learning opportunities emphasizing humanity and social responsibility.

2011, 2002, 1992, 1989: Nominee, Editor, *Journal of Marketing Research* (declined).

2010 "Innovation for Humanity" - *Forbes* list of 10 most innovative new courses in B-school curricula.

2007, 2002: Invited faculty, Association for Consumer Research Doctoral Symposium

2004, 2002, 1992: Nominee, President Association for Consumer Research

2003: Elected President, Society for Consumer Psychology (2003-04)

2002: Lifetime Fellow, Society for Consumer Psychology

1999: Listed among 106 most published authors (unranked) in leading consumer behavior journals (*JCP*, *JCR*, *JMR*, *JM*) during 1977-96 (Eaton et al., "Structural Analysis of Co-author Relationships and Productivity in Consumer Behavior Research," *Journal of Consumer Psychology*, 8, 1, 1999, 39-60).

1995-2000: Distinguished Institute Professor (Honorary), Indian Institute of Management, Calcutta

1995, 1992: Nominee, Editor, *Journal of Consumer Research* (declined)

1994: Winner, ACR/JCR award for best paper in the *Journal of Consumer Research* during 1991-93

1994: Elected Director (Academic), Association for Consumer Research, 1994-97

1993: Listed among 42 most published authors (unranked) in the *Journal of Consumer Research* during 1974-94. (See Hoffman and Holbrook, "The Intellectual Structure of Consumer Research," *Journal of Consumer Research*, 19, 1993, 505-517)

1993: Editor, *Journal of Consumer Psychology* (1993-96); Co-Editor (1993); Associate Editor (1991-93)

1990: Invited coauthor, quadrennial chapter on Consumer Psychology, *Annual Review of Psychology*

1987: Nominee, ACR/JCR award for best paper in the *Journal of Consumer Research* during 1984-86

1984: Runner-up, best paper, AMA Summer Educators' Conference

ACADEMIC APPOINTMENTS

ROBERT B. PAMPLIN COLLEGE OF BUSINESS, VIRGINIA TECH., BLACKSBURG, VA
08/15 to date **The Sonny Merryman Inc. Professor in Business; Professor of Marketing**
Founding Director, Ph.D. in Business, Executive Business Research Concentration

CAREY BUSINESS SCHOOL, THE JOHNS HOPKINS UNIVERSITY, BALTIMORE, MD
01/09 – 08/16 **Professor of Marketing (on leave 2015-16)**
Founding Faculty Director, Innovation for Humanity Program (10/10 – 01/16)
Vice-Dean, Programs (01/09-09/10)
Affiliate Faculty - Nitze School of Advanced International Studies (01/12-08/15)

LEEDS SCHOOL OF BUSINESS, UNIVERSITY OF COLORADO, BOULDER, CO
01/10 to date **Professor Emeritus of Marketing**
08/95 - 12/09 **The Ortloff Professor of Business; Professor of Marketing (On leave 2009; retired 12/09)**
Founding Faculty Director, Program in International Management (07/05 – 06/08)
Interim Dean (09/98-08/99)

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KARL ELLER GRADUATE SCHOOL OF MANAGEMENT, UNIVERSITY OF ARIZONA, TUCSON, AZ
08/86 - 08/95 **Professor of Marketing; Professor of Psychology (07/90 - 08/95)**
The Tracy and Martha Thomas Faculty Fellow (07/92 - 08/95)
Head, Department of Marketing (08/88 - 06/92)

THE FUQUA SCHOOL OF BUSINESS, DUKE UNIVERSITY, DURHAM, NC.
08/85 - 05/86 **Visiting Associate Professor of Marketing.**

GRADUATE SCHOOL OF BUSINESS (now Warrington College of Business),
UNIVERSITY OF FLORIDA, GAINESVILLE, FL.
08/82 - 08/86 **Associate Professor of Marketing**
(Early promotion - 08/82 and tenure - 04/83)
(On leave 1985-86)

09/78 - 07/82 **Assistant Professor of Marketing**

GRADUATE SCHOOL OF INDUSTRIAL ADMINISTRATION, (Now Tepper School of Business),
CARNEGIE-MELLON UNIVERSITY, PITTSBURGH, PA.

09/76 - 08/78 **Instructor**, Administration and Management Science Department.
Independent teaching of undergraduate courses in Marketing and Operations Research.

09/76 - 04/78 **Teaching Assistant**
Assisted Professors Andrew Mitchell, Jay Russo, Richard Staelin and Gerald Thompson in
graduate courses in Marketing and Operations Research

06/75 - 08/78 **Research Assistant**
Assisted Professor Allan Meltzer in statistical and econometric analyses.

12/74 - 06/76 **Research Assistant**
Assisted Professors Robert Kaplan, Lester Lave and Richard Cyert in data analyses related to
expert testimony in a major antitrust case involving the gypsum wallboard industry.

BUSINESS EXPERIENCE

EDIBLE OILS DIVISION, DELHI CLOTH AND GENERAL MILLS, NEW DELHI, INDIA.

01/72 - 08/74 **Marketing Planning and Control Officer.**
Responsible for establishing and operating the marketing planning and control function for a
nationally distributed consumer product line at one of India's largest private corporations at the
time. Related business experience during this period includes field sales assignments in urban
and rural markets in India, management of several national product introductions, as well as
government liaison. Paid study leave to join the MSIA program at Carnegie-Mellon University.

09/69 - 12/71 **Senior Management Trainee**
This was one of the most attractive entry-level positions in Indian industry at the time. One of
ten individuals selected out of 6000+ applicants. Training included academic instruction in
management concepts along with on-the-job assignments in a broad set of management
functions in a highly diversified private corporation. Accelerated completion of training
program.

ACADEMIC RESEARCH

DOCTORAL DISSERTATION

Chakravarti, Dipankar (1979), "A Cognitive Approach to the Development and Implementation of Marketing Decision Models." Graduate School of Industrial Administration, Carnegie-Mellon University.

Supervisors: Richard Staelin (Chair), Andrew A. Mitchell and Robert Atkin.

Winner: AMA Doctoral Dissertation Grant, 1977

PUBLICATIONS

Books/Monographs:

Chakravarti, Dipankar, Philip E. Hendrix and William L. Wilkie (1986), "*Market Segmentation Research, Volumes 1 and 2.*" Monograph 3, Electric Utility Market Research Series, Palo Alto, CA, Electrical Power Research Institute. (169 pages)

Samu, Sridhar, Rajiv Vaidyanathan and Dipankar Chakravarti (2009) eds., "*Asia-Pacific Advances in Consumer Research.*" Vol. 8, Duluth, MN, Association for Consumer Research.

Chakravarti, Dipankar (in press) ed., "*Legends in Consumer Behavior: C. W. Park*, Volume 6, (Series editor: Jagdish.N. Sheth) Sage Publications.

Refereed Journals:

Carnegie-Mellon University Marketing Seminar, (Chakravarti, Dipankar et al.) (1978), "Attitude Change or Attitude Formation: An Unanswered Question." *Journal of Consumer Research*, 4, 4, March, 271-276.

Chakravarti, Dipankar, Andrew A. Mitchell and Richard Staelin (1979), "Judgment Based Marketing Decision Models: An Experimental Investigation of the Decision Calculus Approach." *Management Science*, 25, 3, March, 251- 263.

Chakravarti, Dipankar, Andrew A. Mitchell and Richard Staelin (1981), "Judgment Based Marketing Decision Models: Problems and Possible Solutions." *Journal of Marketing*, 45, 4, Fall, 13-21. (Lead article)

Biehal, Gabriel J. and Dipankar Chakravarti (1982), "Information Presentation Format and Learning Goals as Determinants of Consumers' Memory Retrieval and Choice Processes." *Journal of Consumer Research*, 8, 4, March, 431-441.

Biehal, Gabriel J. and Dipankar Chakravarti (1982), "Experiences with the Bettman-Park Verbal Protocol Coding Scheme." *Journal of Consumer Research*, 8, 4, March, 442-448.

Biehal, Gabriel J. and Dipankar Chakravarti (1983), "Information Accessibility as a Moderator of Consumer Choice." *Journal of Consumer Research*, 10, 4, March, 1-14. (Lead article)

Chattopadhyay, Amitava, Prakash Nedungadi and Dipankar Chakravarti (1985), "Marketing Strategy and

- Differential Advantage: A Comment." *Journal of Marketing*, 49, 2, Spring, 129-136. (Reprinted in V.J. Cook, V.J., J. C. Larreche and E. C. Strong (1989), "*Readings in Marketing Strategy*", 2nd edition, Redwood City, CA, The Scientific Press, 323-330).
- Biehal, Gabriel J. and Dipankar Chakravarti (1986), "Consumers' Use of Memory and External Information in Choice: Macro and Micro Perspectives." *Journal of Consumer Research*, 12, 4, March, 382-405. (Nominee: 1987 ACR/JCR award for the best paper to appear in the *Journal of Consumer Research* during 1984-86).
- Biehal, Gabriel J. and Dipankar Chakravarti (1989), "The Effects of Concurrent Verbalization on Choice Processing." *Journal of Marketing Research*, 26, 1, February, 84-96.
- Dick, Alan S., Dipankar Chakravarti and Gabriel Biehal (1990), "Memory Based Inferences During Consumer Choice." *Journal of Consumer Research*, 17, 1, June, 82-93.
- Lynch, John G. Jr., Dipankar Chakravarti and Anusree Mitra (1991), "Contrast Effects in Consumer Judgments: Changes in Mental Representation or in the Anchoring of Rating Scales." *Journal of Consumer Research*, 18, 3, December, 284-297. (Winner, 1994 ACR/JCR award for the best paper to appear in the *Journal of Consumer Research* during 1991-93).
- Hoffman, Elizabeth, Dale Menkhous, Dipankar Chakravarti, Ray Field and Glen Whipple (1993), "Using Laboratory Experimental Auctions in Marketing Research: A Case Study of New Packaging for Fresh Beef." *Marketing Science*, 12, 3, Summer, 318-338.
- Krishnan, H. Shankar and Dipankar Chakravarti (1999), "Memory Measures for Pretesting Advertisements: An Integrative Conceptual Framework and a Diagnostic Template." *Journal of Consumer Psychology*, 8, 1, 1-37. (Lead Article).
- Srivastava, Joydeep, Dipankar Chakravarti, and Amnon Rapoport (2000), "Price and Margin Negotiations in Marketing Channels: An Experimental Study of Sequential Bargaining Under One-Sided Uncertainty and Opportunity Cost of Delay." *Marketing Science*, 19, 2, Spring, 163-184.
- Chakravarti, Dipankar, Rajan Krish, Pallab Paul and Joydeep Srivastava (2002) "Partitioned Presentation of Multi-Component Bundle Prices: Evaluation, Choice and Underlying Processing Effects." *Journal of Consumer Psychology*, 12, 3, 215-229.
- Krishnan, H. Shanker and Dipankar Chakravarti (2003), "A Process Analysis of the Effects of Humorous Ad Executions on Brand Claims Memory." *Journal of Consumer Psychology*, 13, 3, 231-245.
- Srivastava, Joydeep and Dipankar Chakravarti (2009), "Channel Negotiations with Information Asymmetries: Contingent Influences of Communication and Trustworthiness Reputations." *Journal of Marketing Research*, 46, 4, August, 557-572.
- Srivastava, Joydeep and Dipankar Chakravarti (2011), "Price Presentation Effects in Purchases Involving Trade-ins." *Journal of Marketing Research*, 48, 5, October, 557-572.

Cheema, Amar, Dipankar Chakravarti and Atanu Sinha, (2012) "Bidding Behavior in Descending and Ascending Auctions." *Marketing Science*, 31, 5, September-October, 779-800.

Invited Papers and Book Chapters (Peer reviewed):

Cohen, Joel B. and Dipankar Chakravarti (1990), "Consumer Psychology." in Lyman W. Porter and Mark R. Rosenzweig, eds. *Annual Review of Psychology*, 41, Palo Alto, CA, 243-288.

Chakravarti, Dipankar (1992), "Appraising Consumer Research: There's More to Vision Than Meets the Eye." *Journal of the Academy of Marketing Science*, 20, 4, Fall, 361-366. (Invited, 20th Anniversary Issue).

Krishnan, H. Shanker and Dipankar Chakravarti (1993), "Varieties of Brand Memory Induced By Advertising: Determinants, Measures and Relationships." in *Brand Equity and Advertising: Advertising's Role in Building Strong Brands*, Chapter 14, eds. D. A. Aaker and A. Biel, Hillsdale, NJ, Lawrence Erlbaum Associates, 213-231.

Pallab Paul and Dipankar Chakravarti (1996), "Market Structure Analysis Using Managerial Judgment: A Framework and An Experimental Test." *Competitive Intelligence Review*, 7, 4, Winter, 46-56.

Erdem, Tulin, Joffre Swait, Susan Broniarczyk, Dipankar Chakravarti, Jean-Noel Kapferer, Michael Keane, John Roberts, Jan-Benedict E.M. Steenkamp and Florian Zettelmeyer (1999), "Brand Equity, Consumer Learning and Choice." *Marketing Letters*, 10, 3, 301-318.

Chakravarti, Dipankar and Richard Staelin (2001), "Remembrance: Joseph W. Newman (1918-2001)." *Journal of Consumer Research*, 28, 3, December, 512-513.

Chakravarti, Dipankar, Eric Greenleaf, Atanu Sinha, Amar Cheema, James Cox, Daniel Friedman, Teck Ho, Mark Isaac, Andrew Mitchell, Amnon Rapoport, Michael Rothkopf, Joydeep Srivastava and Rami Zwick (2002), "Auctions: Research Opportunities in Marketing." *Marketing Letters*, 13, 3, 279-293.

Chakravarti, Dipankar (2003), "Marketing: Core Principles for Practitioners." in *Inside the Minds: Marketing*, New York, NY, Aspatore Books, 63-79.

Chakravarti, Dipankar (2005), "Affect Laden Memories." in A. Griffin and C. Otnes, (eds.), *16th Paul D. Converse Symposium*, American Marketing Association Publications, Chicago, IL, 116-135.

Chakravarti, Dipankar, Atanu Sinha and Jaewhan Kim (2005), "Choice Research: A Wealth of Perspectives." *Marketing Letters* 16, 2-3, 173-182.

Chakravarti, Dipankar (2006), "Voices Unheard: The Psychology of Consumption in Poverty and Development." *Journal of Consumer Psychology*, 16, 4, 363-376.

Chakravarti, Dipankar (2016), "Their Systems – Our Systems: Comparisons and Contrasts in a Personal Context." In S. Roy, (ed.), *Building a Nation*, Kolkata, India, Creation Books, 20-30.

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Chakravarti, Dipankar (2016), "Jim Bettman: Mentor at a Distance," in *Legends in Marketing: James Bettman*, (Series editor: Jagdish N. Sheth) Sage Publications. 353-358.

Chakravarti, Dipankar (in press), "C.W.Park: Versatility at its Best," in J. N. Sheth (ed.), *Legends in Consumer Behavior: C.W. Park*, Volume 6, Sage Publications.

Book Reviews:

Chakravarti, Dipankar (1991), "A Comparative Review of *Affect, Cognition and Social Behavior* eds. K. Fiedler and J. Forgas; and *Growth Points in Cognition* ed. G. Claxton." *Journal of Marketing Research*, 28, 2, May, 248-250.

Chakravarti, Dipankar (1991), "Review of *Market Driven Strategies: Processes for Creating Value* by George S. Day." *Journal of Marketing*, 55, 4, October, 116-118.

Chakravarti, Dipankar (1993), "Review of *The Adaptive Character of Thought* by John R. Anderson, *Journal of Marketing Research*, 30, 1, February, 115-117.

Chakravarti, Dipankar (1997), "Review of *The Psychology of Attitudes* by A. Eagly and S. Chaiken, *Journal of Marketing Research*, 34, 2, May, 298-303.

Chakravarti, Dipankar (2007), "Flattening the World: Reviews of *The Fortune at the Bottom of the Pyramid: Eradicating Poverty through Profits* by C. K. Prahalad; and *The End of Poverty: Economic Possibilities for our Times* by Jeffrey Sachs." *Journal of Public Policy and Marketing*, 26, 1, Spring, 152-156.

Conference Proceedings:

Chakravarti, Dipankar, Andrew Mitchell and Richard Staelin (1977), "A Cognitive Approach to Model Building and Evaluation." in *Contemporary Marketing Thought - 1977 AMA Educators' Proceedings*, eds. B. Greenberg and D. Bellenger, Chicago, IL, American Marketing Association, 213-218.

Chakravarti, Dipankar (1979), "A Cognitive Approach to the Development and Implementation of Marketing Decision Models." in *Proceedings, 15th Annual Meeting: Southeastern Chapter - TIMS*, eds. R. Deckro and E. P. Winkofsky, Clemson, SC, SE-TIMS, 165-177.

Chakravarti, Dipankar, Andrew Mitchell and Richard Staelin (1980), "A Procedure for Parameterizing Decision Calculus Models of Dynamic Market Response." in *Market Measurement and Analysis*, 2, ed. R. Leone, Providence, RI, The Institute of Management Sciences, 135-146.

Chakravarti, Dipankar, Andrew Mitchell and Richard Staelin (1980), "Two Experiments Assessing the Efficacy of Judgment Based Models in Aiding Marketing Decisions." in *Market Measurement and Analysis*, eds. D. Montgomery and D. Wittink, Cambridge, MA, Marketing Science Institute, 531-547.

Biehal, Gabriel and Dipankar Chakravarti (1982), "Exploring Memory Processes in Consumer Choice." in *Advances in Consumer Research*, 9, ed. A. Mitchell, Ann Arbor, MI, Association for Consumer Research, 65-71.

- Chakravarti, Dipankar and John G. Lynch, Jr. (1983), "A Framework for Exploring Context Effects in Consumer Judgments and Choice." in *Advances in Consumer Research*, 10, eds. R. Bagozzi and A. Tybout, Ann Arbor, MI, Association for Consumer Research, 289-297.
- Assar, Amardeep and Dipankar Chakravarti (1984), "Attribute Range Knowledge: Effects on Consumers' Evaluation of Brand-Attribute Information and Search Patterns in Choice." in *1984 AMA Educators' Conference Proceedings*, eds. R. Belk et al, Chicago, IL, American Marketing Association, 62-67. (Runner-up Best Paper competition).
- Krishnan, H. Shanker and Dipankar Chakravarti (1990), "Humor in Advertising: Testing Effects on Brand Name and Message Claim Memory." in *1990 AMA Educators' Conference Proceedings*, eds. A. Parasuraman et al, Chicago, IL, American Marketing Association, 10-16.
- Chakravarti, Dipankar, Deborah J. MacInnis and Kent Nakamoto (1990), "Product Category Perceptions, Elaborative Processing and Brand Name Extension Strategies." in *Advances in Consumer Research*, 17, eds. M. Goldberg, G. Gorn and R. Pollay, Ann Arbor, MI, Association for Consumer Research, 910-916.
- Biehal, Gabriel and Dipankar Chakravarti (1995), "Session Summary: Understanding Consumer Decision Processes Using Verbalization Data." in *Advances in Consumer Research*, 22, eds. F. Kardes and M. Sujan, Ann Arbor, MI, Association for Consumer Research, 269-270.
- Paul, Pallab, Dipankar Chakravarti and Jayashree Mahajan (1995), "Using Managerial Judgments for Market Structure Analysis: Some Exploratory Experimental Findings." in *1995 AMA Winter Educators' Conference*, eds. D. Stewart and N. Vitell, Chicago, American Marketing Association, 219-227.
- Chakravarti, Dipankar (2002), "Session Summary: "The Effects of Option Presentation and Preference Measurement on Elicited Preferences." In *Asia-Pacific Advances in Consumer Research*, 4, eds. P. Tu and R. Zwick, Ann Arbor, MI, Association for Consumer Research, 113-115.
- Cheema, Amar and Dipankar Chakravarti (2002), "Session Summary: "Processes Underlying Consumer Valuations and Behavior in Various Auction Mechanisms." In *Advances in Consumer Research*, 30, P.A. Keller and D.W. Rook, eds. Ann Arbor, MI, Association for Consumer Research, 211-212.
- Pacheco, Barney G. and Dipankar Chakravarti (2005), "An Examination of Implicit Priming as a Competitive Strategy for Challenger Brands." In *Proceedings of the Society for Consumer Psychology 2005 Winter Conference*, A. M. Brumbaugh and G. R. Henderson, eds. 68-73.
- Bagchi, Rajesh and Dipankar Chakravarti (2006), "Interpreting Strategic Delay in Consumer Negotiations: (Un)Trustworthy Behaviors and (Un)Trustworthy Faces." In *Proceedings of the Society for Consumer Psychology 2006 Winter Conference*, D. Ariely, B. Shiv and M. Strahilevitz eds. 156-157.
- Bagchi, Rajesh and Dipankar Chakravarti (2007), "The Influence of Facial Characteristics on the Interpretation of Concession Patterns in Marketing Negotiations." In *Proceedings of the Society for Consumer Psychology 2007 Winter Conference*, D. Lerman and D. Luna, eds. 83-84.

Hamilton, Ryan and Dipankar Chakravarti (2008), Session Summary: "New Insights in Consumer Point-of-Purchase Decision Making." In *Advances in Consumer Research*, 35, A. Lee and D. Soman, eds. Duluth, MN, Association for Consumer Research, 52-54.

WORK IN PROGRESS

Papers Under Review/Revision:

Stamatogiannakis, Antonios, Amitava Chattopadhyay and Dipankar Chakravarti, "Attainment Versus Maintenance Goals: Perceived Difficulty and Effects on Goal Choice." Under second review: *Organizational Behavior and Human Decision Processes*.

Yang, Haiyang and Dipankar Chakravarti, "The Discount Integration Effect: How and Why Quantity Discount Presentations Impact Consumer Preference." Under second review: *Journal of Marketing Research*.

Ratchford, Mark, Dipankar Chakravarti and Atanu Sinha, "Partner Poaching in Managerial Decisions on Strategic Alliances." Under review: *Journal of Marketing Research*.

Ye, Ning, Maureen Morrin, Angelika Dimoka and Dipankar Chakravarti, "How Food Serving Formats Bias Consumers' Calorie Estimates." Being revised for second review. *Journal of Consumer Psychology*.

Ratchford, Mark, Dipankar Chakravarti and Atanu Sinha, "Stickiness in Managerial Strategic Alliance Decisions." Being revised for resubmission.

Bagchi, Rajesh, Dipankar Chakravarti and Atanu Sinha, "Seller Facial Expressions Moderate the Effect of Seller Concession Patterns on Buyer Price Expectations." Being revised for resubmission.

Manuscripts in Preparation:

"Negligent Actions in Clinical Trials: Lay Intuition on Legal Culpability." (with S. Lee and Y. Han)

"Choices of Consequence: Some Financial Decisions of the Rural Poor" (with S. Samu and K. Jayashree)

"Parallel Innovation in Disparate Markets: The Case of Medical Devices." (with A. Nimgaonkar and M. Mondry)

"Eating Differently or Eating Less: The Impact of Persuasive Primes." (with H. Yang and Y. Han)

"Is Time Money and Money Time? Mindset as Moderator." (with D. Gupta)

"The Upside and Downside of Price Partitioning: Hedonic and Utilitarian Product Components." (with R. Bagchi and J. Srivastava)

"Hedonic Preferences for Partitioned or Consolidated Prices." (with R. Sett and J. Srivastava)

"Resource Based Coalitions in Marketing Channels: A Cooperative Game-Theoretic Analysis," (with M. Ratchford and A. Sinha).

"Outcome Contingent Regret in Descending and Ascending Auctions." (with A. Cheema and A. Sinha).

"Seller's Facial Trustworthiness Moderates Buyer Price Expectations Induced by Seller Negotiation Tactics." (with R. Bagchi and A. Sinha)

"Reference Dependence in Multiple Product Purchases." (with A. Sinha and S. Reddy)

"Strategic Trade-offs in Team Partner Choices." (with B. Dutta and A. Sinha)

"Quality of Life Oriented Health Interventions for Breast Cancer Patients." (with L. Shockney)

"Competition in Corruptible Markets: An Empirical Test." (with S. Singh) INVITED SCHOLARLY

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PRESENTATIONS

"Judgment Based Marketing Decision Models: An Experimental Investigation of the Decision Calculus Approach."

Recruiting presentations:

Pennsylvania State University, University Park, PA, October, 1977.

University of California, Berkeley, CA, October, 1977.

University of California, Los Angeles, CA, October, 1977.

Purdue University, West Lafayette, IN, October 1977.

University of Pennsylvania, Philadelphia, PA, October, 1977.

University of Tennessee, Knoxville, TN, October 1977.

University of Iowa, Iowa City, IO, November 1977.

University of Chicago, Chicago, IL, November, 1977.

University of Florida, Gainesville, FL, November, 1977.

University of Illinois, Urbana, IL, November, 1977.

"The Decision Calculus Approach: An Examination of Measurement Issues." Invited panelist, Market Measurement and Analysis Conference, The Wharton School, Philadelphia, PA, March, 1982.

"Knowledge and Memory Research in Marketing." AMA Doctoral Consortium, Duke University, Durham, NC, August, 1985.

"Consumers' Use of Memory and External Information in Choice: Macro and Micro Perspectives." (with G. Biehal).

Invited talk:

Ohio State University, Columbus, OH, June, 1985.

University of Pittsburgh, Pittsburgh, PA, October 1985.

University of Illinois, Urbana, IL, October, 1985.

University of Texas, Dallas, TX, November, 1985.

University of Arizona, Tucson, AZ, November, 1985.

Virginia Tech, Blacksburg, VA, February, 1986.

Faculty, AMA Doctoral Consortium, University of Notre Dame, Notre Dame, IN, August, 1986.

"Memory Based Inferential Processes in Consumer Judgments and Choice." (with A. Dick and G. Biehal).

Invited talk:

Duke University, Durham, NC, May, 1985

Univ. of California, Los Angeles, CA, January, 1987.

"Recall and Recognition Patterns as Diagnostics for Assessing Advertising Effectiveness." The Stellner Symposium on Cognitive Psychology in Marketing & Advertising, Univ. of Illinois, Champaign, IL, May, 1987, (with G. Biehal).

"Varieties of Brand Memory Induced By Advertising: Determinants, Measures and Relationships." Invited talk: 10th Annual Advertising and Consumer Research Conference, San Francisco, CA, May 1990, (with S. Krishnan).

Faculty, AMA Doctoral Consortium, University of Florida, Gainesville, FL, August 1990.

"Cross-National Knowledge Transfer." Invited panelist, Third International Conference on Marketing and Development, New Delhi, India, January 1991.

"Memory Processes in Consumer Choice."

Invited talk:

Cognitive Science Colloquium, University of Arizona, Tucson, AZ, September 1990.
University of Texas, Austin, TX, February 1991.

"Memory Based Inferences in Consumer Choice." (with A. Dick and G. Biehal).

Invited talk:

Carnegie-Mellon University, Pittsburgh, PA, May 1990.
Rice University, Houston, TX, April 1991

"Exploring Global Competitive Strategy and Differential Advantage for Developing Nation Firms."

UNDP Fellow's Lecture.

Indian Institute of Management, Calcutta, November 1991
Indian Institute of Foreign Trade, New Delhi, December 1991

"The Framing and Bundling of Choice Alternatives: Effects on Perceived Value and Choice." (with P. Paul).

Invited talk:

University of Tennessee, Knoxville, TN, October 1990.
University of California, Berkeley, CA, April 1991
University of Minnesota, Minneapolis, MN, May 1991
University of Maryland, College Park, MD, October 1991
Indian Institute of Management, Calcutta, November 1991
Indian Institute of Management, Bangalore, November 1991
Jamnalal Bajaj Institute of Management Studies, Bombay, December 1991
International Management Institute, New Delhi, December 1991
University of Tampere, Finland, April 1992

"The Managerial Relevance of Contemporary Consumer Research."

Invited talk:

Southern Methodist University, Dallas, TX, January 1991
Institute of Social Welfare and Business Management, University of Calcutta, November 1991
University of Denver, Denver, CO, April 1992

"Electronic Focus Groups: Information Technology in Qualitative Marketing Research." MSI Conference on New Technologies in Marketing Research Cambridge, MA, June 1992.

"Experimental Research in Marketing." AMA Doctoral Consortium, Michigan St. University, E. Lansing, MI, August, 1992.

"Research in Marketing: Emerging Trends." Marketing Camp, Stanford University, Stanford, CA, August, 1992.

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Faculty, AMA Doctoral Consortium, University of Illinois, Urbana, IL, August, 1993.

"Understanding and Delivering Customer Value in Developing Markets." Keynote Address, 5th International Conference on Marketing and Development, Beijing, P.R. China, June 1995.

Faculty, AMA Doctoral Consortium, The Wharton School, University of Pennsylvania, Philadelphia, PA, August, 1995.

"Facilitation and Inhibition of Brand Claims Memory by Humorous Ad Executions." (with S. Krishnan). Invited address, Annual Meeting of the Society for Consumer Psychology, Hilton Head, SC, February 1996.

"Segregated and Consolidated Presentation and Pricing of Choice Alternatives: Effects on Evaluation and Choice." (with P. Paul, R. Krish and J. Srivastava).

Invited talk:

Indiana University, Bloomington, IN, August 1993

University of Florida, Gainesville, FL, December 1993

Virginia Tech, Blacksburg, VA, May 1994

University of Texas, Austin, TX, June 1994

University of Houston, Houston, TX, July 1994

Carnegie-Mellon University, Pittsburgh, PA, August 1994

Pennsylvania State University, University Park, PA, August 1994

University of Colorado, Boulder, CO, November 1994

University of California, Irvine, February 1995

Hong Kong University of Science & Technology, June 1995

Washington State University, Pullman, April 1996

"Facilitation and Inhibition of Brand Claims Memory by Humorous Ad Executions." (with S. Krishnan).

Invited talk:

University of Pittsburgh, Pittsburgh, PA, February 1996

Georgetown University, Washington, D.C., March 1996

Program Leader and Faculty, AMA Doctoral Consortium, University of Colorado, Boulder, CO, August, 1996.

Faculty Panelist, "Publishing in the Marketing Discipline." Doctoral Symposium, University of Nebraska, Lincoln, April 1997.

Faculty Presenter, "Consumer Analysis." AMA Doctoral Consortium, University of Cincinnati, August 1997.

Invited Panelist, "Brand Equity, Consumer Learning and Choice." Invitational Choice Symposium, HEC School of Management, France, July 1998.

"Marketing in a Boundary-less World: The Case of Efficient Customer Response." Univ. of Delhi, India, December, 1998.

Faculty Presenter, "Consumer Information Processing: Emerging Topics for Basic and Applied Research." AMA Doctoral Consortium, University of Southern California, August 1999.

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"Electronic Focus Groups in Qualitative Market Research." (with C. Bruneau and D. Mittelman).

Invited Talk:

AMA Special Interest Group in Marketing Research, Boston, August 1998.

University of Washington, Seattle, Marketing Camp, September 2000.

"Price and Margin Negotiations in Marketing Channels: An Experimental Study of Sequential Bargaining Under One-Sided Uncertainty and Opportunity Costs of Delay." (with J. Srivastava and A. Rapoport).

Invited talk:

Northwestern University, April 1998

Washington University, St. Louis, April 1998

The Ohio State University, May 1999

New York University, April 2000

"The Shaping of Postcolonial Consumer Preferences: Speaking to Moral Hazards and Adverse Selection."

Invited Keynote Address, Symposium on "Postcolonial Anxieties and the Unmaking of Postcolonial Theory."

Center for the Humanities and Arts, University of Colorado, Boulder, October 2000.

"Consumer Behavior and Business Strategy in the Internet Economy." Invited Speaker, Sewall Academic Program Series, University of Colorado, Boulder, October, 2000.

Session Co-Chair and Panelist, "Auctions: Markets and Mechanisms." UC Berkeley Invitational Choice Symposium, Asilomar, CA, June, 2001, (with E. Greenleaf and A. Sinha).

Invited Panelist, "Asia in the 21st Century: Issues and Insights - Southeast Asia: India and Pakistan." CO Council of International Organizations, USAF Academy, Univ. of Denver, Denver, CO, October 2002.

Discussion Leader, "Methodological and Theoretical Advances in Implicit Memory Research." Third Annual ACR Doctoral Symposium, Atlanta, GA, October 2002.

"Channel Negotiations Under Information Asymmetries: Contingent Influences of Explicit Communication and Trustworthiness Reputations." (with J. Srivastava).

Invited talk:

Virginia Tech., Blacksburg, April 2003

Clark Johnson Marketing Symposium, University of Iowa, Iowa City, May 2003

Yale University, September 2003

Korea University, Seoul, Korea, November 2003

INSEAD, Fontainebleau, France, March 2004

ESSEC, Paris, France, March 2004

University of Washington, Seattle, May 2004

University of Southern California, Los Angeles, January 2005

Carnegie-Mellon University, March 2005

Washington University in St. Louis, March 2006

Indian School of Business, Hyderabad, May 2006

Johns Hopkins University, Baltimore, September 2008

"Partitioned Prices of Hedonic and Utilitarian Product Components: Effects on Processing and Evaluations." (with J. Srivastava)

Invited talk:

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University of Illinois Pricing Camp, Urbana-Champaign, IL, June 2003

Fordham University Pricing Camp, November 2003

"Exploring the Relationship between Price and Perceived (Un)fairness." (with M. Campbell) University of Illinois Pricing Camp, Urbana-Champaign, IL, June 2003

Faculty Presenter, "Doing Interdisciplinary and Multidisciplinary Research." AMA-Sheth Doctoral Consortium, University of Minnesota, Minneapolis, MN, June 2003.

"Conscious and Non-conscious Routes to Advertising Effectiveness." Invitational Workshop on Behavioral Research, Indian School of Business, Hyderabad, India, December 2003.

"Consumers' Mental Accounting in Multi-Product Purchases: To Bundle or Not to Bundle?" (with A. Sinha), Invitational Workshop on Behavioral Research, Indian School of Business, Hyderabad, India, December 2003.

"Outcome Contingent Regret in Ascending and Descending Auctions." 2nd Invitational Conference on Experimental Business Research, Hong Kong University of Science and Technology, China, December 2003, (with A. Cheema and A. Sinha).

"Voices Unheard." Presidential Address, Society for Consumer Psychology Conference, San Francisco, CA, February 2004.

"Affect Laden Memories." Invited discussant, 2004 Paul D. Converse Award to J. G. Lynch, Jr., U. of Illinois, Urbana-Champaign, May, 2004.

"Conscious and Nonconscious Routes to Advertising Effectiveness." Invited Speaker, American Psychological Association Convention, Honolulu, HI, August 2004.

"Marketing and the Internet: What's New and What Isn't?" Session chair and panelist, E-business section, INFORMS National Meetings, Denver, CO, October 2004.

"Voice of the Customer: Helping Consumers Relocate." Allconnect Utility Summit, St. George, UT, February 2005, (with R. Shalaby).

"Creating Markets in the Innovation Economy. Invited Speaker, Young Presidents' Organization, Colorado chapter, Boulder, CO, March 2005.

"Transaction Bundling: Effect of Price Presentation on Consumer Perceptions." (with J. Srivastava), University of Illinois Pricing Camp, Urbana-Champaign, IL, May 2005

Faculty Presenter, "Consumer Memory Research: Ten Observations." AMA-Sheth Doctoral Consortium, University of Connecticut, Storrs, CT, July 2005.

"Value Construction and Bidding Behavior in Descending and Ascending Auctions." (with A. Cheema and A. Sinha).

Invited talk:

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University of Maryland, April 2005
National University of Singapore, May 2006
Institute for Cognitive Science, University of Colorado, Boulder, April 2007
University of Houston, January 2008
Virginia Tech., February 2008
Hong Kong University of Science and Technology, February 2008
Indian School of Business, March 2008

"Colorado Local Businesses with Global Ambitions." Invited Panelist on "Culture of Doing Business with India"
– National US-India Chamber of Commerce, Denver, CO, August 2005.

"Direct Marketing to Relocating Customers: Researching Underlying Service Needs." (with R. Shalaby, R. Bagchi and G Slejko), 2005 Direct Marketing Educators' Foundation Conference, Atlanta, GA, October 2005.

Co-Chair and Panelist, "Korea at the Center: Trade and Security in Northeast Asia." Center for Asian Studies, University of Colorado, Boulder, March 2006.

"How Flat is the World in Which Marketing Academics Live?" Keynote Speech, University of Houston Doctoral Consortium, Houston, TX, April 2006.

Chair, Plenary session on "Research Nightmares: Tales from the Dark Side." AMA-Sheth Doctoral Consortium, University of Maryland, Storrs, CT, July 2006.

Invited Panelist, "Exploring How Neuroscience Can Inform Consumer Research." First ACR Pre-conference on Decision Neuroscience, Orlando, FL, October 2006.

"Direct Marketing to Relocating Customers: Understanding Segmentation and Service Needs." (with R. Shalaby and R. Bagchi) 2006 Direct Marketing Educators' Foundation Conference, San Francisco, CA, October 2006.

"Sustainable Social Enterprise: Truly Flattening the World."

Invited talk:

Vinod Gupta School of Management, Indian Institute of Technology, Kharagpur, March 2007
Entrepreneurship Conclave, Indian Institute of Technology, Kharagpur, August 2007
Engineering for Development: College of Engineering, Univ. of Colorado, Boulder, September 2007
Whiting School of Engineering, Johns Hopkins University, Baltimore, November 2009, 2010

"Research Priorities in Marketing Management and Consumer Behavior." Invited panelist, "Emerging Landscapes and Issues in Management Research." First All-India Doctoral Colloquium, Indian Institute of Management, Ahmedabad, January 2008.

"On Publishing." Invited Lecture, First All-India Doctoral Colloquium, Indian Institute of Management, Ahmedabad, January 2008.

"Consumer Psychology in Subsistence Marketplaces." Invited talk, The Second Subsistence Marketplaces Conference, Sustainable Consumption and Commerce for a Better World, University of Illinois - Chicago, June 2008.

Invited Panelist, "Roundtable on the Chinese and Indian Development Experience." Western Conference of the Association for Asian Studies, University of Colorado, Boulder, September 2008.

Invited Panelist, "Roundtable on Building the Transformational Consumer Research Community: Opportunities and Obstacles for Rising Scholars." ACR Conference, San Francisco, CA, October 2008.

Invited Panelist, "Roundtable on Conducting Consumer Research in Emerging Markets: Challenges, Issues and New Directions." ACR Conference, San Francisco, CA, October 2008.

Chair and Organizer, Plenary session on "Consumer Behavior at the Bottom of the Pyramid." Asia-Pacific Association for Consumer Research Conference, Hyderabad, India, January 2009.

Chair and Organizer, Plenary session on "Consumer India: An Emerging Profile." Asia-Pacific Association for Consumer Research Conference, Hyderabad, India, January 2009.

Faculty Presenter, "A Different Consumer Psychology." AMA-Sheth Doctoral Consortium, Georgia State University, Atlanta, GA, June 2009

Invited Co-Chair and Panelist, Track on "Poverty." Second Transformative Consumer Research Conference, Villanova University, Philadelphia, PA, June 2009.

"Managing Relationships with Bottom of the Pyramid Customers." Invited Presentation, Global Investees Meeting, Acumen Fund, Nairobi, Kenya, May 2009

"The Psychology of Consumption in Subsistence Marketplaces." Invited talk, Oxford-Duke Research Colloquium on Social Entrepreneurship, Skoll Center, Oxford University, U.K. June 2010.

"A Moderating Smile: Seller Concession Patterns and Buyer Price Expectations." (with R. Bagchi and A. Sinha).

Invited talk:

Temple University, Philadelphia, PA, April, 2011

Kuwait University, Kuwait City, May 2011

Erasmus University, Rotterdam, June 2011

University of Maryland, April 2012

University of Toronto, June 2012

University of California, Riverside, February 2015

"Four Lectures on Measurement in Marketing Research: Representational Measurement, Psychometric Measurement, Generalizability Theory and Construct Validation." Temple University, Sept-Oct., 2011.

"Missing the Gorilla: Addressing the Gap between Pro-Social Intentions and Behavior." Special Invited Session on Marketing Behavior, European Marketing Academy, 41st Annual Conference, Lisbon, Portugal, May 2012.

"Choices of Consequence: Some Financial Decisions of the Rural Poor." Invited talk, The Fourth Subsistence Marketplaces Conference, From Micro-level Insights to Macro-level Impact, Loyola University, Chicago, July 2012. (with S. Samu and K. Jayashree)

"The Gap between Pro-Social Intentions and Behavior: From the Lab to the Field and Back." Invited talk, Welch Center for Prevention, Epidemiology & Clinical Research, The Johns Hopkins Medical Institutions, Baltimore, MD, September 2012.

"The Evolving Entrepreneurial Landscape in Healthcare." Invited talk, Innovation Pavilion and TiE Rockies, Denver, CO, June 2013.

"Understanding the Market at the Bottom of the Pyramid." Invited talk, "Understanding Aid: Anthropological Perspectives for Technology Based Interventions, Krieger School of Arts and Sciences, Johns Hopkins University, October 2013.

"Addressing Childhood Obesity in Colorado". - Invited panelist, 2014, Aetna-Primehealth Digital Health Summit, Session on Digital Technology and Public Health, Denver, CO, April 2014.

"Choices of Consequence: Some Financial Decisions of the Rural Poor." (with S. Samu and K. Jayashree). Invited talk:

Syracuse University, New York, NY, April 2014

American University, Washington, DC, April 2014

Yale-CKGSB China-India Insights Conference, Lijiang, PRC, July 2014

Virginia Tech, May 2015

University of Utah, Salt Lake City, April 2016

"Marketing and Sustainability" - Invited talk, 37th ISMS Doctoral Consortium, Baltimore, MD, June 2015.

"Contextualized Product/Service Development for BOP Markets." - Invited presentation:
Nitze School of Advanced International Studies, Johns Hopkins Univ., Washington, DC,
February 2016, 2017, 2018.

Faculty Presenter and Chair, "Small Projects – Big Projects." Session on "Teaching Brilliantly." AMA-Sheth Doctoral Consortium, University of Notre Dame, South Bend, IN, GA, June 2016.

Chair and Discussant, Doctoral Consortium Research Session on Engaged Management Scholarship, 6th Engaged Management Scholarship Conference, University of Paris – Dauphine, France, September 2016.

Invited Panelist, "Perceptions of Doctoral Business Degrees (Executive DBA's and Full-time Ph,D's)." 6th Engaged Management Scholarship Conference, University of Paris – Dauphine, France, September 2016.

Invited Panelist, "Twenty-five Years of the *Journal of Consumer Psychology*: The Past, the Present and the Future." SCP Annual Conference, San Francisco, CA, February 2017.

CONFERENCE PRESENTATIONS

"A Cognitive Approach to Model Building and Implementation." AMA Educators' Conference, Hartford, CT,

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August, 1977, (with A. Mitchell and R. Staelin).

"Two Experiments Assessing the Efficacy of Judgment Based Models in Aiding Marketing Decisions." Market Measurement and Analysis Conference, Stanford University, CA, March, 1979, (with A. Mitchell and R. Staelin).

"A Cognitive Approach to the Development and Implementation of Marketing Decision Models." SE-TIMS Meetings, Myrtle Beach, SC, October, 1979.

"Judgment Based Marketing Decision Models: Problems and Possible Solutions." TIMSCOM session, Association for Consumer Research (ACR) Conference, San Francisco, CA, October, 1979, (with A. Mitchell and R. Staelin).

"A Procedure for Parameterizing Decision Calculus Models of Dynamic Market Response." Market Measurement and Analysis Conference, University of Texas, Austin, TX, March, 1980, (with A. Mitchell and R. Staelin).

"Information Presentation Format and Learning Goals as Determinants of Consumers' Memory Retrieval and Choice Processes." Conference on Social Experimentation, Center for Econometrics and Decision Sciences, University of Florida, Gainesville, FL, January, 1981, (with G. Biehal).

"A Methodology for the Development of Judgment Based Marketing Decision Models." Market Measurement and Analysis Conference, New York University, New York, NY, March, 1981.

"Exploring Memory Processes in Consumer Choice." ACR Conference, St. Louis, MO, October, 1981 (with G. Biehal).

"The Sensitivity of Conjoint Analysis to Context Effects on Consumer Preferences." Market Measurement and Analysis Conference, The Wharton School, Philadelphia, PA, March, 1982, (with J. Lynch).

"Information Accessibility as a Moderator of Consumer Choice." APA Convention, Washington, DC, August, 1982, (with G. Biehal).

"The Design of Behaviorally Based Marketing Decision Support Systems." ACR Conference, San Francisco, CA, October, 1982, (with A. Mitchell).

"A Framework for Exploring Context Effects in Consumer Judgments and Choice." ACR Conference, San Francisco, CA, October, 1982, (with J. Lynch).

"Attribute Range Knowledge: Effects on Consumers' Evaluation of Brand Attribute Information and Search Patterns in Choice." AMA Educators' Conference, Chicago, IL, August, 1984, (with A. Assar).

Discussant, special session: "Memory." ACR Conference, Washington, DC, October 1984.

"Judgment Based Marketing Decision Models: A Proposed Methodology and Its Empirical Test." Marketing Science Conference, Dallas, TX, March, 1986, (with H. Anderson and R. Staelin).

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"Involving Characteristics of Innovation Projects: Perspectives of Key Constituencies." ACR Conference, Toronto, Canada, October, 1986, (with P. Wilton).

"Knowledge of Terminology and Inter-attribute Correlations in a Product Category: Effects on Consumer Search and Choice." ACR Conference, Toronto, Canada, October, 1986, (with M. Brucks).

"Estimating Dynamic Market Response Functions: How a "Smart" Statistician and Simple Statistics can Augment Managerial Judgment." International Symposium on Forecasting, Boston, MA, May, 1987. (with R. Staelin).

"The Framing of Questions to Elicit Managerial Judgments for Subjectively Parameterized Market Response Models." Marketing Science Conference, Paris, France, June, 1987, (with H. Anderson and R. Staelin).

Discussant, special session: "Marketing Mix Research." AMA Educators' Conference, Toronto, Canada, August, 1987.

"Product Category Perceptions, Elaborative Processing and Brand Name Extension Strategies." ACR Conference, Honolulu, Hawaii, October 1988 (with D. MacInnis and K. Nakamoto).

"Humor in Advertising: Facilitation/Inhibition Effects on Memory for Brand Names and Brand Claims." ACR Conference, New Orleans, LA, October, 1989, (with S. Krishnan).

"The Framing and Bundling of Choice Alternatives: Effects on Perceived Value and Choice." Marketing Science Conference, University of Illinois, Urbana-Champaign, IL, March, 1990, (with P. Paul).

"Humor in Advertising: Testing Effects on Brand Name and Message Claim Memory." AMA Educators' Conference, Washington, D.C., August, 1990, (with S. Krishnan).

"Varieties of Brand Memory Induced By Advertising: Determinants, Measures and Relationships." 10th Annual Conference, Advertising and Consumer Psychology, San Francisco, CA, May, 1991, (with S. Krishnan).

"The Pricing of Augmented Product Bundles: Framing Influences on Consumer Choice." Marketing Science Conference, London, UK, July, 1992, (with P. Paul, R. Krish and J. Srivastava).

"Optimal pricing for a Prestigious New Brand Considering Simultaneous Diffusion in Two Diverse Populations." Marketing Science Conference, London, UK, July 1992, (with J. Pantzalis and Ambar Rao).

"Olfaction and Mental Representations: Memory Effects of Imagery Processes in Multiple Sensory Modalities." ACR Conference, Vancouver, Canada, October 1992, (with G. Mani and D. MacInnis).

Discussant, special session: "Brand Name Memory Following Ad Exposure." ACR Conference, Vancouver, Canada, October, 1992.

"Information and Learning in Incentive Compatible Auctions." Economic Science Association Meetings, Tucson, AZ, October, 1992 (with B. Binger and E. Hoffman)

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"An Exploratory Study of the Use of Managerial Judgments as Inputs in Competitive Market Structure Analysis." Marketing Science Conference, St Louis, MO, March, 1993, (with P. Paul and J. Mahajan)

"Optimal Price and Quantity for Limited Edition Brands." Marketing Science Conference, St. Louis, MO, March, 1993, (with J. Pantzalis and A. Rao).

"Memory effects of Imagery Processes in Olfactory and Visual Modalities." ACR Conference, Nashville, TN, October, 1993, (with G. Mani and D. MacInnis).

"Developing Augmented Product Bundles: Framing Effects on Perceived Value and Choice." (with P. Paul, R. Krish and J. Srivastava).

ACR Conference, Nashville, TN, October, 1993

ORSA/TIMS Joint National Meetings, Phoenix, AZ, November, 1993

"Exploring Memory Processes in Multiple Sensory Modalities: Methodological Considerations." SCP Conference, St. Petersburg, FL, February, 1994 (with D. MacInnis and G. Mani).

Discussant, special session: "New Directions in Advertising Research." AMA Winter Educators' Conference, St. Petersburg, FL, February, 1994.

"An Experimental Study of Promotional Effects on Consideration Set Formation and Choice: Implications for Assessing Competitive Market Structure in a Product Category." (with P. Kannan)

ORSA/TIMS Joint National Meetings, Phoenix, AZ, November 1993

Marketing Science Conference, Tucson, AZ, March, 1994

"Positioning New Brands to Capture Latent Demand." Marketing Science Conference, Tucson, AZ, March, 1994. (with J. Cohen).

"Electronic Focus Groups: Information Technology in Qualitative Marketing Research." Marketing Science Conference, Tucson, AZ, March, 1994. (with C. Bruneau and D. Mittelman)

"The Effects of Self-Perceived and Actual Knowledge on Choice Processing: A Verbal Protocol Analysis." ACR Conference, Boston, MA, October, 1994 (with H. Kuusela and O. Ahtola)

Discussant, special session: "New Research on Limited Cognitive Capacity: Effects on Arousal, Mood and Modality." ACR Conference, Boston, MA, October, 1994.

"Using Managerial Judgments for Market Structure Analysis: Some Exploratory Experimental Findings." 1995 AMA Winter Educators' Conference, San Diego, CA, February, 1995 (with P. Paul and J. Mahajan)

"Bundling Transactions: Effects on Fairness Perceptions, Judged Desirability and Choice." (with P. Paul, R. Krish and J. Srivastava).

Marketing Science Conference, Tucson, AZ, March, 1994

ACR Conference, Boston, MA, October, 1994

MSI, Behavioral Perspectives on Pricing Conference, April 1995

"Facilitation and Inhibition of Brand Claims Memory by Humorous Ad Executions." Annual Meeting, SCP Conference, Hilton Head, SC, February 1996. (with S. Krishnan)

"Price and Margin Negotiations in Marketing Channels: The Influence of Uncertainty and Opportunity Costs of Delay on Sequential Bargaining Outcomes." Marketing Science Conference, Gainesville, FL, March 1996. (with J. Srivastava, A. Rao and A. Rapoport)

Discussant, special session: "Embodied Cognition: Toward a More Realistic and Productive Model of Mental Representation." ACR Conference, Tucson, AZ, October, 1996.

Discussant, special session: "When Negative Information May Not be Harmful: Accessibility and Diagnosticity of Inputs as Moderators of the Negativity Effect." ACR Conference, Tucson, AZ, October, 1996.

"Memory Measures for Pretesting Advertisements: An Integrative Conceptual Framework and a Managerial Diagnostic Template." Marketing Science Conference, Berkeley, CA, March 1997. (with S. Krishnan).

Discussant, special session: "Issues in Categorization: Antecedents and Consequences." ACR Conference, Stockholm, Sweden, June, 1997.

"Price and Margin Negotiations in Marketing Channels: An Experimental Study of Sequential Bargaining Under One-Sided Uncertainty and Opportunity Costs of Delay." Behavioral Decision Theory Camp, University of Colorado, Boulder, October 1997. (with J. Srivastava and A. Rapoport)

"Cognitive Perspectives on Social Policy Interventions: Prospects and Priorities." Special session on "Considering Social Marketing from the Perspectives of Several Consumer Research Paradigms." ACR Conference, Denver, CO, October, 1997.

Discussant, special session: "Consumer Research with Special Populations: Issues, Problems and Solutions." ACR Conference, Hong Kong, June, 1998.

"Permeability of Market Partitions Under Promotions: An Experimental Investigation of Promotional Effect on Consideration Set Formation and Choice." Marketing Science Conference, Fontainebleau, France, July, 1998. (with P.K. Kannan).

"Understanding and Delivering Consumer Value in the Context of Consumer Cultures in Developing Markets." Abstract in "Proceedings of the International Conference on ONE WORLD ONE MARKET – GLOBAL VISION 2020, S.P. Jain Center for Advanced Management Research, New Delhi, December, 1998.

"Modeling and Testing Strategic Differentiation as a Market Entry Strategy: Overcoming Negative Country Image in a Developed Market." Marketing Science Conference, Syracuse, NY, May 1999 (with John Story).

"Price Memory of Anchor Categories as Determinants of Grocery Store Perceptions and Consumer Loyalty." Marketing Science Conference, Syracuse, NY, May, 1999 (with Y.S. Kang, D.Soman and A. Cheema).

"Price Negotiations in Marketing: Sequential Bargaining Under One-Sided Uncertainty and Opportunity Costs of Delay." ACR Conference, Columbus, OH, October 1999 (with J. Srivastava and A. Rapoport)

"Trust and Communication Effects on Sequential Bargaining Processes and Outcomes." (with J. Srivastava)
ACR Conference, Columbus, OH, October 1999
Marketing Science Conference, Los Angeles, CA, June 2000

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Discussant, special session: "Comparative Processes in Consumer Choice." ACR Conference, Columbus, OH, October 1999.

Panelist, Roundtable: "Consumer Perceptions of (Un)fairness." ACR Conference, Columbus, OH, October 1999.

Discussant, special session: "Strategic Behaviors in Competitive Games." ACR Conference, Salt Lake City, UT, October 2000.

Discussant, special session: "Hedonic Interactions in Choice and Consumption." ACR Conference, Austin, TX, October 2001.

Discussant, special session: "Generating Options in Consumer Choice." ACR Conference, Austin, TX, October 2001.

"Bargaining Under Asymmetric Information in Marketing Channels: Influence of Explicit Communication and Trustworthiness Reputations." Behavioral Decision Research in Management Conference, University of Chicago, May 2002 (with J. Srivastava).

"Blending Managerial Judgment and Empirical Data to Represent Market Response: An Econometric Procedure and its Empirical Test." Marketing Science Conference, Edmonton, Canada, June 2002 (with M. Hussain).

Discussant, special session: "The Role of Reference Points in Evaluating Price Information." ACR Conference, Atlanta, GA, October 2002.

"Motivational and Cognitive Influences on Consumer Value Construction and Bidding in Descending Auctions." ACR Conference, Atlanta, GA, October 2002 (with A. Cheema and A. Sinha)

"Partitioned Prices of Hedonic and Utilitarian Product Components: Effects on Processing and Evaluations." (with J. Srivastava)

Asia-Pacific ACR, Beijing, P.R. China, May 2002

Marketing Science Conference, College Park, MD, June 2003

"Moderators of Value Liability: There Seems to be Something in There." (with A. Cheema and A. Sinha)

Marketing Science Conference, Edmonton, Canada, June 2002.

APA Convention, Toronto, Canada, August 2003

"Consumer Value Construction and Bidding Behavior: Motivational and Cognitive Influences in Ascending and Descending Auctions." (with A. Cheema and A. Sinha).

Marketing Science Conference, College Park, MD, June 2003

ACR Conference, Toronto, Canada, October 2003

Discussant, special session: "The Psychology of Auctions." ACR Conference, Toronto, Canada, October 2003.

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Discussant, special session: "The Role of Unconscious Processes in Consumer Choice and Decision Making." ACR Conference, Toronto, Canada, October 2003.

"Outcome Contingent Regret in Ascending and Descending Auctions." (with A. Cheema and A. Sinha)
Marketing Science Conference, Rotterdam, The Netherlands, June 2004.
ACR Conference, Portland, OR, October 2004
INFORMS National Meetings, Denver, CO, October 2004

"An Examination of Implicit Priming as a Competitive Strategy for Challenger Brands." SCP 2005 Winter Conference. St. Petersburg, FL, February 2005. (with B. Pacheco).

"Consumers in Transitional Economies: An Interdisciplinary Research Agenda." 2005 ACP Conference on Consumers in Transitional Economies, Washington, DC, May 2005.

"Transaction Bundling: Effect of Price Presentation on Consumer Perceptions." (with J. Srivastava)
ACR Conference, San Antonio, TX, October 2005.
Marketing Science Conference, Pittsburgh, PA, June 2006

Discussant, special session: "Understanding Consumer Enjoyment and Happiness" ACR Conference, San Antonio, TX, October 2005.

"Interpreting Strategic Delay in Marketing Negotiations: (Un)Trustworthy Behaviors and (Un)Trustworthy Faces." (with R. Bagchi)
Marketing Science Conference, Atlanta, GA, June 2005
SCP Winter Conference, Miami, FL, February, 2006

"Implicit Priming as a Competitive Strategy for Challenger Brands: Between and Within Category Priming Effects." SCP 2006 Winter Conference, Miami, FL, February 2006 (with B. Pacheco).

"Face Effects on the Interpretation of Concession Cues in Marketing Negotiations." Marketing Science Conference, Pittsburgh, PA, June 2006 (with R. Bagchi).

"The Influence of Facial Characteristics on the Interpretation of Concession Patterns in Marketing Negotiations." SCP Conference, Las Vegas, NV, February 2007, (with R. Bagchi).

"Seller Negotiation Tactics and Buyer Price Expectations: The Moderating Effects of the Seller's Face." Marketing Science Conference, Singapore, June 2007, (with R. Bagchi and A. Sinha).

"Memory Reconstruction and Consumer Choice." Marketing Science Conference, Singapore, June 2007. (with Q. Li).

"The Psychology of Price Presentation in Purchases with Trade-ins: Playing the Dual Role of a Buyer and a Seller." ACR Conference, Memphis, TN, October 2007, (with J. Srivastava).

"Understanding and Changing Consequences of Poverty: Insights from Consumer Psychology." Special Session on "Creating Sustainable Change for Disadvantaged Individuals, Communities, and Organizations:

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Applications of Psychological and Social Marketing Models to Alleviate Poverty, Reduce HIV, and Improve Quality of Life," Marketing & Public Policy Conference, Philadelphia, May 2008.

Discussant, Special Session on "Encoding, Remembering, and Using Numerical Information: Implications for Pricing." ACR Conference, San Francisco, CA, October 2008.

"Sellers' Facial Expressions and Concession Patterns in Negotiations: Influences on Buyers' Price Expectations," (with R. Bagchi and A. Sinha)

Marketing Science Conference, Vancouver, B.C., June 2008

Asia-Pacific ACR, Hyderabad, India, January 2009

"Maintenance versus Attainment Goals: Why People think it Is Harder to Maintain Their Weight than to Lose a Couple of Kilos. (with A. Stamatogiannakis and A. Chattopadhyay). Special Session on "The Interplay between Goal Categories and Effort." ACR Conference, Pittsburgh, PA, October 2009.

Discussant, special Session: "The Well-being of Subsistence Consumers." ACR Conference, Pittsburgh, PA, October 2009.

"Memory Distortions in Consumer Choice." Marketing Science Conference, Cologne, Germany, June 2010. (with Q. Li)

"Resource based Coalitions in Marketing Channels: A Co-operative Game Theoretic Analysis." Marketing Science Conference, Cologne, Germany, June 2010. (with M. Ratchford)

Co-Convener, Carey Business School Symposium, "Issues in Global Health: Advancing Efficiency and Quality through Regulatory Science." Washington D.C., December 2011.

"Partitioned Pricing of Hedonic and Utilitarian Product Components." Marketing Science Conference, Istanbul, Turkey, July 2013. (with J. Srivastava and R. Bagchi)

"The Hedonics of Apportioning Consolidated Component Prices in Purchases Involving Trade-ins." Marketing Science Conference, Atlanta, GA, June 2014. (with J. Srivastava and R. Sett)

"The Impact of Measuring Risk Attitudes on Risk Attitudes (and Risky Decision Making Behavior)." Marketing Science Conference, Atlanta, GA, June 2014. (with S. Amatucci).

"Partner Poaching in Managerial Decisions on Strategic Alliances." Marketing Science Conference, Baltimore, MD, June 2015 (with M. Ratchford and A. Sinha).

"Leveraging Neural Research to Understanding Consumer Behavior." Marketing Science Conference, Baltimore, MD, June 2015 (with H Yang).

"Is Time Money and Money Time? Mindset as Moderator." Marketing Science Conference, Los Angeles, Ca June 2017 (with D. Gupta).

RESEARCH GRANTS

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Academic Grants

- 06/17 Apex Center for Innovation and Entrepreneurship, Virginia Tech: "A Parallel Innovation Model for Disparate Markets: The Case of Medical Device Technology." (with M. Mondry)
- 12/14 Center for Global Health, Johns Hopkins University: "Parallel Innovation Processes in Medical Devices." (with A. Nimgaonkar and Y. Yazdi).
- 12/06 Innovative Research Grant, University of Colorado, Boulder: "Social Entrepreneurship for Sustainable Community Development." (with S. Clarke et al.).
- 01/93 Center for Advanced Integrated Manufacturing Systems & Technologies, University of Arizona, "Electronic Focus Groups in Cross Functional Decisions." (with S. Weisband).
- 06/90 Division of Sponsored Research, University of Arizona: "Olfaction and Mental Representations." (with D. MacInnis).
- 11/86 Division of Sponsored Research, University of Arizona: "Developing Judgment Based Marketing Decision Models."
- 05/82 College of Business Administration, University of Florida: "Memory Processes in Consumer Judgment and Choice." (with G. Biehal).
- 05/81 Center for Econometrics and Decision Sciences, University of Florida "Context Effects in Consumer Judgments." (with J. Lynch).
- 05/80 Center for Econometrics and Decision Sciences, University of Florida: "Memory Processes in Consumer Choice." (with G. Biehal)
- 05/79 College of Business Administration, University of Florida: "Judgment Based Marketing Decision Models."
- 05/77 AMA Doctoral Dissertation Grant. "A Cognitive Approach to the Development of Judgment Based Marketing Decision Models."

Grants from Agencies/Corporations:

- 09/13 Acidophil, LLC. "Economic Viability of Synthetic Approaches to Natural Product Therapeutics: A Qualitative Assessment."
- 01/07 Division of Minerals & Energy Resources, U.S. Dept. of the Interior (with B. Amadei): "Sustainable Economic Development on Indian Reservations in South Dakota."
- 03/06 Allconnect Inc. "Needs Assessment for Relocating Consumers."
- 12/04 Allconnect Inc, "Design and Implementation Issues in E-mail Panels."
- 06/99 P&G and King Soopers, "Grocery Store Pricing and Assortment: Influences on Consumer Loyalty."
- 05/97 HP, Mfg. Test Division (with P. Herr), "Customer Loyalty Determinants in Electronics Contract Manufacturing."
- 05/91 Marketing Science Institute (with D. MacInnis and J. Laudenbach): "Electronic Focus Groups."
- 11/84 Electrical Power Research Institute (with P. Hendrix and W. Wilkie): "Market Segmentation in the Utility Industry."
- 10/92 UNDP - Govt. of India Fellowship: "International Management Education in Indian Business Schools."
- 01/91 Oak Ridge National Labs and MER Corp., "Technology Forecasting for Heat Exchanger Materials."

RESEARCH SUPERVISION

University of Florida

Doctoral Dissertation Committees

Stephen Smith (Finance, 1980), University of Texas, Austin.
P.C. Venkatesh (Finance, 1983), University of Houston.
Alain D'astous (Marketing, 1985), Universite De Sherbrooke.
Amardeep Assar (Marketing, 1987, Chair), SUNY, Binghamton.

Doctoral Program Committees

P. Latashankar (Finance, 1984),
Prakash Nedungadi (Marketing, 1985),
Amitava Chattopadhyay (Marketing, 1986),
Carolyn Simmons (Consumer Psychology, 1986)

Masters Thesis Committees

Mary Ellen Adams (Marketing, 1983, Chair), Emery Air Freight.
Melanie Albert (Marketing, 1984), R.J. Reynolds Corporation.
Alan Dick (Marketing, 1985, Chair), Doctoral Program in Marketing, Univ. of Florida.

University of Arizona

Doctoral Dissertation Committees

Hyung-Shik Jung (Marketing, 1990), Chosun University
H. Shanker Krishnan (Marketing, 1991, Chair), Indiana University, Bloomington
Vlasis Stathakopoulos (Marketing, 1991), University of Hartford
Pallab Paul (Marketing, 1992, Chair), University of Denver
Seth Ellis (Marketing, 1993, Chair), University of San Diego
Yannis Pantzalis (Marketing, Co-Chair, 1995) CUNY-Baruch College
Sanjay Jain (Marketing, Co-Chair, 1995), Purdue University
Joydeep Srivastava (Marketing, Co-Chair, 1995) University of California – Berkeley

Doctoral Program Committees

Douglas Prawitt (Accounting, 1993),
Todd Sayre (Accounting, 1993),
Randy Johnson (MIS, 1995),
Carol Bruneau (Marketing, 1996)

Masters Thesis Committees

Jon Laudenbach (Marketing, 1991, Chair), Leo Burnett
Alice Shao (Marketing, 1989, Chair), CBS Video.

University of Colorado

Doctoral Dissertation Committees:

Jeff Hess (Marketing, 1998, Chair), Northeastern University
John Story (Marketing, 2000, Chair), University of Texas, San Antonio
Margaret Lorang (Marketing, 2000), Gonzaga University
Mahmood Hussain (Economics, 2000), San Francisco State University
Julien Cayla (Marketing, 2002) Australian Graduate School of Management
Jim Sager (Information Systems, 2002), California State University
Changsoo Park (Economics, 2002), Korea University
Amar Cheema (Marketing, 2003, Co-Chair), Washington University in St. Louis
Barney Pacheco (Marketing, 2005, Chair), University of the West Indies
KyooHong Cho (Economics, 2005), Government of South Korea
Geoffrey Umland (Psychology, 2006)
Katherine Sauer (Economics 2006)
Rajesh Bagchi (Marketing 2008, Co-Chair) Virginia Tech.
Mark Ratchford (Marketing, 2009, Co-Chair) Vanderbilt University
Qiuping Li (Marketing, 2010, Co-Chair) University of Nebraska

Doctoral Program Committees:

Sangkil Moon (Marketing - Hart Fellowship, 1997)
John Story (Marketing - Hart Fellowship, 1998)
Lucia Oliveira (Marketing - Hart Fellowship, 1999)
Amar Cheema (Marketing - Hart Fellowship, 2000)
Jeff Gonzales (Marketing - Hart Fellowship, 2000)
Rajesh Bagchi (Marketing – Hart Fellowship 2004, 2005)
Gina Slejko (Marketing – Hart Fellowship, 2005, 2006)

Masters Thesis Committees:

Jaebeom Suh (Marketing, 1998, Chair), Doctoral Program in Marketing, Univ. of Alabama.
Jeffrey Gonzalez (Marketing, in progress, Chair) Lockheed-Martin
Rian Melnick (MA - Economics, 1999)
Abhijit Sur (ITP Program, College of Engineering, 2004)
Bruce Pfeiffer (Marketing, 2005)

Undergraduate Thesis Committees:

Ravi J. Patel (MASP Program, College of Arts and Science, 2004)

Johns Hopkins University

Doctoral Dissertation Committee:

James Williams (Ph.D., 2013, Department of Anthropology)

MBA Committee

Stephen Amatucci (MBA, 2014, Dean's Research Scholarship)

Virginia Tech.

Doctoral Dissertation Committees:

Josh Penrod (Science & Technology in Society, in progress)
Yegyu Han (Marketing – in progress, Chair)
Debjit Gupta (Marketing – in progress)
Sudipta Mukherji (Marketing – in progress)

Doctoral Program Committees:

Regina Bumper (BXBR, Marketing – in progress, Chair)
Steven Hood (BXBR, Marketing – in progress, Chair)
Dwayne McGraw (BXBR, Marketing – in progress, Chair)
Haribabu Ravella (BXBR, Marketing – in progress, Chair)
Richard Essig (BXBR, Marketing)
Mark Mondry (BXBR, Management)
Brian Morris (BXBR, Accounting)
Julian Thrash (BXBR, Management)
Sarah Tuskey (BXBR, Management)

Other Universities (invited)

Hannu Kuusela (Ph.D., Univ. of Tampere, Finland, Marketing, 1992, External Reader)
Muammar Ozer (Ph.D., Univ. of Pittsburgh, Marketing, 1996, Committee Member)
Michelle Lee (Ph.D., Univ. of Toronto, Canada, Marketing, 2000, External Reader)
Seh-Woong Chung (Ph.D., Univ. of Toronto, Canada, Marketing, 2001, External Reader)
Yun-oh Wang (Ph.D., Univ. of Southern California, Marketing, 2002, Committee Member)
Himadri Roy Chaudhuri (Ph.D., University of Calcutta, India, 2009, External Reader)
Antonios Stamatogiannakis (Ph.D., INSEAD, France, 2011, Committee Member)
Bart de Langhe (Ph.D., Erasmus University, 2011, External Reader)
Derick Davis (Ph.D., Virginia Tech. 2013, Committee Member)
Shih-Ching Wang (Ph.D., 2013, Temple University, External Reader)
Juan Jose Muzio (Ph.D., University of Melbourne, Australia, 2014 External Reader)
Primidiya K. Soesilo (Ph.D., Temple Univ., 2014, Committee member)

INSTRUCTIONAL RESPONSIBILITIES

GRADUATE PROGRAMS

Doctoral Research Seminars

Marketing Strategy and Management (Virginia Tech)
Qualitative and Survey Research Methods (Arizona, Colorado, Virginia Tech)
Perspectives & Priorities for Research in Marketing (Arizona)
Marketing Decision Models & Support Systems (Arizona)
Pro-seminar in Marketing (Colorado)
Consumer and Managerial Decision Making in Marketing (Colorado)
Independent Doctoral Studies (Multiple – Florida, Arizona, Colorado, Virginia Tech)

Professional (MBA) Courses

Marketing Management (Florida, Duke, Colorado, Virginia Tech)
Quantitative Analysis for Marketing Decisions (Florida)
Advanced Marketing Management (Florida)
Advanced Marketing Strategy (Duke)
Industrial Marketing (Duke, Arizona)
International Marketing (Arizona, Colorado)
Marketing Field Project (Colorado, JHU-Carey)
Entrepreneurial Marketing (Colorado)
Graduate Seminar in e-Business (Colorado – sponsored by Accenture)
Social Entrepreneurship in Emerging Markets (Colorado)
Customer Relationship Management (ISB, Hyderabad, IIM-Calcutta, Virginia Tech)
Managerial Decision Behavior (JHU-Carey)
Innovation for Humanity (JHU-Carey)
Social Entrepreneurship: The Business of Development (JHU-Carey joint with SAIS)

UNDERGRADUATE PROGRAMS

Elements of Industrial Administration (Carnegie-Mellon)
Mathematical Methods for Management Science (Carnegie-Mellon)
Marketing Management (Florida)
Marketing Research (Florida)
Consumer Behavior (Florida)
Industrial Marketing (Arizona)
International Marketing (Arizona)
Social Entrepreneurship in Emerging Markets (Colorado)

EXECUTIVE EDUCATION

Full Term Length Courses:

"Marketing Management."
Colorado Executive MBA Program, 2003-05
Duke Executive MBA Program, 1986
Harris Corporation/Univ. of Florida Grad. Business Program, 1981-85
"Customer Relationship Management "
Indian School of Business, Hyderabad, 2007, 2008
Indian Institute of Management, Kolkata, 2007, 2008, 2012, 2015

Short Courses:

"The Power of Store Brands."
CEO Program, Korea University, November 2003
"Strategic Marketing Management."
CEDIR Program, U. of Colorado, Boulder, 2001-06
CEDIR/TLP Program, U. of Colorado, Boulder 2006

- "Practical Approaches to Key Marketing Decisions."
 - SK Telecom Executive MDP; U. of Colorado, Boulder, 1997
 - SK Telecom Global MDP, U. of Colorado, Boulder, 1997
 - Samsung Marketing Leaders' Program, U. of Southern California, 1997
 - Cheil Communications Program, U. of Pittsburgh, 1996
- "Essentials of Business to Business Marketing"
 - Samsung Seminar, Univ. of Pittsburgh, 1993-95
- "Understanding Customers' Markets."
 - Greyhound Financial/U. of Arizona, President's Seminars, 1992-93
- "Marketing Strategy Implementation."
 - Arizona Executive Program, U. of Arizona, Tucson, 1987-94
- "Strategic Market Planning for Utilities."
 - Tucson Electric Power/U. of Arizona, President's Seminars , 1991-93
- "Marketing Management."
 - Greyhound Financial, U. of Arizona, President's Seminars, 1991-92
 - Arizona Executive Program, U. of Arizona, 1986-89
 - Arizona Exec. Dev. Course, U. of Arizona, Tucson, 1986-89
- "Marketing Strategy"
 - Harris Corporation/U. of Florida Senior Executive Seminars, 1982-85
- "Managerial Decision Making: Micro-Economic Foundations"
 - Executive Program, Johns Hopkins Carey Business School, 2011-13
- "Managerial Decision Making: Statistical and Behavioral Foundations"
 - Executive Program, Johns Hopkins Carey Business School, 2011-15
- "Business to Business Marketing."
 - Executive Program, Johns Hopkins Carey Business School, 2012-14

SPECIAL PROGRAMS

- Marketing Strategy/Management
 - Colorado Undergraduate Business Intensive Course, CUBIC 2002-03)
 - (OSEP Program, CU-NIST Joint Institute of Laser and Astrophysics, 2002, 2005)
 - U. of Colorado System Pre-collegiate Development Program, 2001
 - U. of Colorado, ARSC 101-The Contemporary Research University and Student Citizens
- Effective Decision Making
 - JHU Carey Business School: Kennedy Krieger Institute - Leadership Development Program

TEACHING HONORS

- Johns Hopkins University Green Blue Jay Award for "Innovation for Humanity" (I4H) course. "By the book" award for creativity and innovation in involving Carey Business School students in hands-on learning opportunities emphasizing humanity and social responsibility (2013)
- Forbes* magazine: "Innovation for Humanity" listed among ten most innovative courses in B-school curricula (2010)
- University of Colorado, Teaching Commendations, Center for Business Education (2001-2005)
- University of Arizona: Dean's Teaching Distinctions List (1987-95)
- Duke University: Teaching Commendations (1985-86)

06/18

University of Florida: Teaching Commendations (1979-84)
TEACHING GRANTS

Qualitative & Survey Research in Marketing (University of Arizona 1991-1995):

Sponsor: IBM Arizona

Marketing Field Projects (University of Colorado, Boulder 1996-2006):

Sponsors: Agilent, DIA Business Partners, HP, Nortel, King Soopers, Kroger, P&G, Sun Microsystems

Graduate Seminar in e-Business (University of Colorado, Boulder 2001-2002):

Sponsors: Accenture; IBM Printing Services Division

CONSULTING & SPEAKING ASSIGNMENTS

Research:

FTC, Bureau of Consumer Protection.

UNDP/National Council of Educational Research & Training, India

National Institute of Health – Office of Technology Transfer

Strategic Marketing Planning and Marketing Research:

Abacus, Acidophil, Agilent, Allconnect, Case Logic, Chaperone, Cricket Assn. of Bengal, DoubleClick, Harris; IBM; Icelandic Designs, HP; Nortel; P&G; StorageTek; Sun Microsystems; TCIL-India, etc.

Editorial Consultant:

Allyn & Bacon; Dryden Press; Harper & Row;

Harvard Business School Press,

McGraw-Hill, Prentice-Hall; Sage; M.E. Sharpe, etc.

Guest Speaker:

Allconnect Utility Summit, Colorado Council of International Organizations;

Daehong Advt, Lotte Group, Seoul Korea; Electrical Power Research Institute; HP MTD (Agilent);

National U.S. India Chamber of Commerce, TiE–Rockies; TiE-Kolkata, USDA

National Forest Service; Young Presidents Organization, Colorado; etc.

ACADEMIC ADMINISTRATION AND SERVICE

UNIVERSITY LEVEL SERVICE

University of Florida:

Faculty Senate (1983-85)

Faculty Advisor, India Club (1981-85)

Faculty Sabbaticals Committee (1983-84)

Review Committee, Division of Sponsored Research (1983-84)

University of Arizona:

President's Advisory Council (1994-95)

Strategic Planning and Budgeting Committee (1994-95)

Provost's Committee on Faculty Compensation (1993-95)

Arizona Tri-University Faculty Council (1994-95)

Senate Task Force on Tenure and Accountability (1994-95)

Elected at-large: Committee of Eleven (1993-95), Chair (1994-95)

Senate Select Committee on Univ. of Arizona Campus Reorganization, Chair (1993-95)

Senate Executive Committee (1992-93, 1994-95)
Provost's Task Force on Faculty Rewards & Responsibilities, Chair (1994)
Search Committee - Dean of Graduate School (1994)
Senate Academic Personnel Policy Committee (1990-93), Chair (1992-93), Consultant (1993-94)
Subcommittees: Workload Policy (1992-93), Conduct Policy, Chair (1992-93)
Small Grants Committee, Div. of Sponsored Research, Chair (1993)
Research Computing Adv. Committee (1992-93)
Provost's Committee to Evaluate Business College Dean (1989-90)

University of Colorado, System* and Boulder Campus:

*CU Presidential Committee on the CU Colleges of Business, Executive Committee (1999-2000)
*CU-Colorado Springs, Endowed Chair Evaluation Committee (2005-06)
Vice Chancellor's Advisory Committee on Promotion & Tenure (1996-98, 2000-01)
Dean Search Committee for College of Business (1997-98)
Council of Deans, Boulder Campus (1998-99)
VCAA's Task Force for College of Business Objectives and Resources, Chair (1998-99)
Colorado Combined Campaign Committee (1998-99)
College of Engineering Dean's Review Committee (1998-99)
ITP Program Review Committee (1998-99)
Governing Board, Center for Asian Studies (1998-2004; 2007-10), Acting Director (2003-04)
Boulder Campus Information Technology (ATLAS Advisory) Committee (2000-05)
Boulder Campus Minority Advisory Council (2001-04)
Office of International Education, Fulbright Applicants Screening Committee (2002-03)
Boulder Faculty Assembly Executive Committee (2003-05)
BFA Academic Affairs Committee (1996-98); Minority Affairs Committee, Chair (2003-05)
BFA Diversity Committee (2005-06)
Search Committee, Director of Ctr. for Humanities & the Arts/Eaton Professor, A&S College (2005-06)
Faculty Resource, Meeting of the Blue Ribbon Commission on Diversity (2006)
Search Committee for Associate Vice-Chancellor Strategic Communications (2006)
Task Force on Graduate International Studies (2006-07)
Campus IT Strategic Planning, Classroom Technology Committee (2006)
Provost's Task Force: CU-101 Curriculum Design and Evaluation (2006-08)
Office of International Education, Study Abroad Committee (2006-08)
Reviewer, Innovation Grants program, Division of Sponsored Research (2005-2008)

Johns Hopkins University:

Provost Search Committee (2009)
Provost's Academic Board for Carey Business School (2009 to date)
Governing Board, Energy, Environment, Sustainability and Health Institute (2010 to date)
Member, Planning Groups on Strategic Initiatives in Global Health and Water (2012-13)
Associate Director, JHU Center for Global Health (2013 to date)
Search Committee, Bloomberg Distinguished Professorship (2015)

Virginia Tech:

Commission on Research (2016-2019)
Destination Area Research Group – Adaptive Brain and Behavior (2016-

ACADEMIC COLLEGE/DEPARTMENT LEVEL SERVICE

University of Florida:

College level:

MBA Committee (1983-84)
Faculty Sabbaticals Committee, Chair (1983-84)
Teaching Evaluation Committee (1983-84)
Graduate Studies Committee (1979-83)
Business Policy Curriculum Committee (1982)

Department level:

Faculty Merit Pay Criteria Development Committee, Chair (1984-85)
Chair Search Committee (1983-84)
Faculty P&T Committee (1983-84)
Graduate Programs Coordinator (1979-83), Educational Policy Committee (1979-83), Chair (1981-83)
Faculty Search Committee (1978-85), Chair (1981-83)
Consumer Psychology Doctoral Program Committee (1980-82), Chair (1981-82)

University of Arizona:

College level

Elected, BPA Faculty Governance Committee (1993-95)
Honors Program Committee (1990-95)
Departmental P&T Committees – External Chair/Member (1986-95)
Dean's P&T Advisory Committee (1986; 1988-90; 1992-94)
Steering Committee, Center for the Management of Information (1987-94)
Search Committee for Decision Sciences Group Head, Chair (1989-90)
Dean's Administrative Committee (1988-92); Subcommittee on Undergraduate Admissions (1989-90)
Graduate Prof. Programs Committee (1986-87); Chair, Subcommittee on Placement (1986-87)
Ph.D. Committee (1986-87)

Department level:

Research Committee (1994-95)
Undergraduate Committee (1994-95), Honors Program Advisor (1992-95)
Elected, Departmental Executive Committee (1992-95)
Annual Review Committee (1986-88, 1992-95), Chair (1986-88; 1993-95)
Graduate Committee (Chair, 1986-88; Member 1992-94)
Faculty Search Committee (1986-88; 1992-94)
Marketing External Relations Committee (1986-87)

University of Colorado:

College level:

Chair, Centers Liaison Committee (2008-09)
Faculty Director, Programs in International Management (2005-08)

Chair, International Programs Committee (2005-08)
 Faculty Policy Committee, (1996-98), Chair (2004-05)
 Deming Center for Entrepreneurship Steering Committee (2004-08)
 Committee on Research (1995-98; 2001-02), Chair (2002-04; 2005-07)
 Primary Unit Personnel Committee, Chair (1995-97; 2003-04, 2006-07), Member (1996-97; 2003-08)
 Committee on Diversity (2001-04)
 Faculty Liaison to the Business Advisory Committee (2000-04)
 Center for Executive Education Committee (1999-2004, 2006-08)
 External Review (research Standards) Committee, Chair (2002-2003)
 Dean's Advisory Committee (1999-2002)
 Doctoral Curriculum Policy Committee (1995-98; 2004-05), Chair (1999-2001)
 College Marketing Committee, Co-Chair (2000-01)
 Information Sciences Division Faculty Search Committee, Chair (2000-01)
 Deming Center for Entrepreneurship Advisory Board (1998-00)
 CU Real Estate Council Advisory Board (1998-99)
 College Space/Building Committee (1997-99)
 Advisor, MBA Consulting Group (1997-98)
 Salary Equity Review Committee (1995-98)
 College Marketing Plan Development Committee, Chair (1995-98)
 Administrative Reorganization Committee (1997)
 AACSB Accreditation Committee (1995-97)
 Strategic Planning Committee (Entrepreneurship Program) Chair (1996)

Division (Department) level

Division Executive Committee (1995-98; 1999-2001, 2002-09)
 Ph.D. Committee (Chair, 1996-98; 2004-05; Member 1995-98; 1999-2008)
 Department Personnel Committees (1995-97; 2000-04, 2006-07), Chair (1995-96; 2002-04; 2006-08),
 Faculty Search Committee (Chair, 1995-96; 1997-1998; Member, 1995-2008)
 Marketing Advisory Council Committee (1996-98)
 Social Committee (1996-97)

Johns Hopkins University, Carey Business School:

Vice-Dean for Programs (01/2009-09/2010)
 Supervision of all academic programs, admissions, career services and student services
 Curriculum Design: Full time Global MBA Program
 Executive MBA Program
 Full time MS program in Marketing
 Curriculum Review: All Part-time Evening MBA Program and Part time MS Programs
 Academic Policy Board (2009 -2013)
 Dean's Leadership Team (2009-2010)
 Academic Co-Chair, Task Force on the Real Estate Program (2010)
 Faculty Hiring Committee (2009-12)
 CFO Search Committee (Chair, 2009)
 Programs and Student Services Task Force (Chair, 2009)
 Member, ONE Advisory Board (2009-15)
 Faculty Director, Innovation for Humanity Program (2010-2015)

Marketing and Management Curriculum Committee (Chair, 2010-13)
Curriculum Design (Full time MS in Marketing Program, 2011-13)
Marketing Faculty Recruiting Committee (Chair, 2010-13)
Global MBA Curriculum Committee (2010-13)
Executive MBA Curriculum Committee (2010-13, Chair 2010-11)
Search Committee for Bloomberg Distinguished Professor (2014-15)

Virginia Tech.

College Level:

Founding Director, Ph.D. in Business, Concentration in Executive Business Research (2015-)
Research Committee (Member 2015 - 2018, Chair 2015-17)
Doctoral program Committee (2017- 2018)
Graduate Studies and Policy Committee (Member, 2015-17)
Promotion & Tenure Committee (2016-18)
Marketing Depart Head review Committee (2018)

Department level:

Marketing Promotion & Tenure Committee (Member and Chair 2015-16)
Marketing Faculty Recruiting Committee (2016-17)

PROFESSIONAL SERVICE

EDITORIAL AND REVIEWING DUTIES

Editorial Policy Board, *Journal of Consumer Research* (2004-06)
Editor, *Journal of Consumer Psychology* (1993-96);
Co-Editor 1993, Associate Editor 1991-92; Guest Area Editor, 2006, 2007
Guest Editor (with A. Sinha and Jaewhan Kim), *Marketing Letters* (Volume 16, 2-3, 2005)
Special Issue on the 6th CU-Boulder Invitational Choice Symposium.
Guest Editor, *Journal of Marketing*, 2007-10
Guest Area Editor, *Marketing Science*, 2006-07

Editorial Review Boards:

Journal of Marketing (2002-2014);
Journal of Consumer Psychology (1996 – 2011);
Journal of Consumer Research (1989-99; 2002-09);
Journal of Marketing Research (1988-2003)
Journal of Retailing (2011 to date)
Engaged Management Review (Electronic) (2015 to date)
Psychology & Marketing (1999-2016)
Quarterly Journal of e-Commerce (2000-07);
Review of Marketing Science (Electronic) (2000-09)
Journal of Product and Brand Management (2003 to date)
Vikalpa – Indian Institute of Management, Ahmedabad (2008-12)
Journal of Management Research and Review – IIM Kozhikode (2012 to date)

Ad-hoc Reviewing (Journals):

Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Journal of Consumer Psychology, Marketing Science, Management Science, Decision Sciences, International Journal of Research in Marketing, Marketing Letters, Journal of Retailing, Research in Marketing, Research in Consumer Behavior, Journal of the Academy of Marketing Science, International Journal of Forecasting, Journal of Asian Economics; Journal of Economics and Neuroscience

Conference Reviewing:

AMA Conferences (1978 to date); ACR Conferences (1979 to date);
APA/SCP Conferences (1990 to date); 1982 SEMA Conference;
1990 AMS Conference; IIM-Ahmedabad Annual conferences (2005 to date)
EMAC Conferences 2015-17
EDBAC Conference 2016

Publishers (Book Chapters)

Lawrence Erlbaum, McGraw Hill, Now Publishers, Prentice-Hall, Sage, Springer-Verlag, Wiley, etc.

JUDGE/REVIEW PANELS

Program Reviews

Canada Research Chairs Program
New York State Department of Education: Ph.D. Program in Business, SUNY Binghamton
UNDP - Govt. of India: "International Management Education Programs in Indian Business Schools."
CUNY, Baruch College Department of Marketing and International Business
Temple University, Department of Marketing

Research Reviews

European Union - Marie Curie Fellowship Program
Netherlands Organization for Scientific Research
Social Science and Humanities Research Council, Canada
National Science Foundation, Decision Research and Management Science
Hong Kong Research Grants Council

Academic Societies/Journals Awards

JMR, O'Dell Award 1990, 1992, 2003
ACR/*JCR* Robert Ferber Award, 1997
AMA Dissertation Competitions 1985, 1987, 1990-92, 1995-99, 2003, 2005-06
SCP Dissertation Proposal Competitions, 2001 to date

Marketing Science Institute

2003	Advisory Board, MSI/JCP Research Competition on Product Assortments
1989-93	Steering Group, Strategy & International Marketing Research;
1988 to date	Reviewer, Clayton Doctoral Dissertation and other research competitions.
2011	Awards Review Committee

PROFESSIONAL SOCIETY SERVICE

Institute for Operations Research and Management Science (INFORMS Society for Marketing Science)

2015 ISMS Marketing Science Conference, Co-Chair

2015 ISMS Doctoral Consortium, Co-Chair

1995 ISMS Marketing Science Conference, Organizing Committee.

1994 ISMS Marketing Science Conferences, Co-Chair

Association for Consumer Research (ACR):

Asia-Pacific Conference 2009, Co-Chair

Conference Program Committee 1989, 1992, 1995, 2001, 2007

Director-Academic (elected), 1994-97

American Marketing Association (AMA):

Selection Committee, Editor, *Journal of Marketing* (2001-02)

Advisory Council, Marketing Research Special Interest Group (1997-2000)

Program Leader, 1996 AMA-Sheth Doctoral Consortium,

Invitational Choice Symposium

2004 Steering Council; Co-chair,

Conference Steering Council (2004 to date)

Society for Consumer Psychology (SCP):

Lifetime Fellow (elected 2002)

President, 2003-04

Advisory Board 1993-96;

Scientific Affairs Committee, 1993-96;

Publications Board, (Member 1991-98, 2002-05; Chair (2004-05)

Co-Chair, ACP Conference, 2005

Conference Program Committee 1994;

Academy of Marketing Science:

Co-Chair, Consumer Behavior Track, Annual Conference, 1995

North American Society for Marketing Education in India (NASMEI):

President 1992-93.

Board of Directors 1991-95

Advisory Council 1995-2001

The Indus Entrepreneurs (TiE-Rockies Chapter)

Charter Member, 2005-17

Board of Directors 2007-08; Co-Chair Marketing Committee 2008

EXTERNAL EVALUATOR FOR APPOINTMENT/PROMOTION/TENURE REVIEWS

Alberta, American, Arizona, Auburn, British Columbia, Brigham Young, Baruch –CUNY, Carnegie-Mellon, Central Florida, Chicago, Claremont, Clarkson, Colorado-Boulder, Columbia, Connecticut, Dartmouth, Denver, Delaware, Duke, Emory, Florida, Florida Intl., Florida State, Georgetown, Georgia Tech., Georgia St., Hawaii, Hebrew U, Hong Kong UST, Houston, Illinois-Chicago, Illinois-Urbana, Illinois Inst. of Tech., Indiana-Bloomington, Indiana-Indianapolis, INSEAD, Iowa, Iowa State, ISB, IUPUI, Kansas, Kentucky, Lehigh, Louisville, Maryland, McGill, Miami-Ohio, Michigan, Minnesota-Twin Cities, Minnesota-Duluth, Missouri–Columbia, Missouri-St. Louis, MIT, North Carolina –Chapel Hill, Northwestern, Nanyang Tech., National U. of Singapore, NYU, Ohio State, Oklahoma St., Oregon, U. Penn, Penn. State, Pittsburgh, Rhode Is., Rice, Rochester, Rutgers, Southern California, South Carolina, Southern Illinois, Singapore Management, Southern Methodist, Stanford, SUNY - Albany, SUNY- Buffalo, SUNY- Binghamton, Temple, Tennessee. – Knoxville, Toronto; UC-Berkeley, UC-Irvine, UCLA, Utah, Vanderbilt, VA Tech, Wake Forest, Washington, Seattle, Washington U. - St. Louis, Wisconsin-Madison

REFERENCES:

Available on request.