

**ANJALI SUNITI BAL**  
**Babson College**  
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**EDUCATION**

July 2012	Doctor of Philosophy (PhD) Simon Fraser University, Vancouver, BC, Canada PhD program in Marketing Minor: Research Methods  Dissertation Title: Monet's, <i>Nymphs</i> ... \$11 Million; Rothko's, <i>White</i> ... \$73 Million; My Youngest Son's, <i>The Burial of Our Dog Rover</i> ... Priceless!: Consumer Behaviour in the Fine Art Market  Committee:   Leyland F. Pitt, Chair Darren Dahl Michael Parent
June 2011	Certificate in University Teaching and Learning/ ISW Simon Fraser University, Burnaby, BC, Canada
February 2005	Master of Business Administration Rotterdam School of Management Erasmus University, Rotterdam, Netherlands
June 2000	Bachelor of Arts, Theatre University of California, San Diego, La Jolla, CA

**ACADEMIC EXPERIENCE**

July 2014 to present	Babson College, Wellesley, MA Assistant Professor of Marketing Courses Taught: Global Marketing (MBA), Principles of Marketing (UG and MBA, Brand Management (UG)
August 2012 to May 2014	Dominican University of California, San Rafael, CA Assistant Professor of Marketing Courses Taught: Principles, International Marketing, Marketing Strategy and Management Nominated: Professor of the year 2014 Nominated: Professor of the year for the business school 2013/2014

January 2009 to  
August 2012

Simon Fraser University, Beedie School of Business  
Instructor

Teaching Honor Roll: Top 10% of Faculty and Adjuncts  
Courses Taught: Principles, Integrated Marketing  
Communications, Marketing Strategy and Management

## **GUEST EDITORSHIP**

- *Journal of Public Affairs* Guest Editor: Marketing of the Arts and Public Affairs: Value From Different Perspectives.
- *Journal of Public Affairs* 11(3) Guest Editor: Cartoons: when politics are too serious to be left to politicians. Introduction to the special issue, Cartoons and Political Marketing: Challenges in an Age of New Media

## **HONORS/RECOGNITION/AWARDS**

- 2012/2013 Dominican University of California Teacher of the year nominee
- 2012/2013, 2013/2014 School of Business and Leadership Teacher of the year nomination, Dominican University of California
- 2010/2011 Faculty of Business Administration Teaching Honor Roll Top 10%, Simon Fraser University, Beedie School of Business
- SFU AMA/Sheth Foundation Doctoral Consortium Representative (Oklahoma, USA)
- Graduate Fellowship (PhD), Simon Fraser University, Vancouver, BC 2008-2012
- Pearson Prize For Best Case Study, AOM, Coventry, U.K. (2010)
- Morgan Stanley Reach for Excellence Top Tier, Tucson, AZ USA
- Rotterdam School of Management New Business Competition Winner, (Athens, GR)
- Provost's Honor Roll 1996-2000 (University of California, San Diego)

## **RESEARCH**

### **Journals/Monographs/Cases**

1. Bal, A.S., and Pitt, L. "Editorial: Special Issue: Marketing of the Arts and Public Affairs: Value From Different Perspectives". *Journal of Public Affairs*. Forthcoming.
2. Archer-Brown, C., Kampani, J., Marder, B., Bal, A. and Keitzman, J. (2017). "Conditions in Prerelease Movie Trailers For Stimulating Positive Word of Mouth A Conceptual Model Demonstrates the Importance Of Understanding as a Factor for Engagement". *Journal of Advertising Research*. Vol. 57, Issue 2; 159-172.
3. Bal, A., Weidner, K., Hanna, R. and Mills, A. (2017) "Crowdsourcing and Brand Control". *Business Horizons*. Vol. 60; 219-228.
4. Bal, A.S., Weidner, K., Leeds, C., and Raaka, B. (2016). Getting Real About Suicide Prevention in the Classroom and Beyond: Social Marketing

- Communications for at Risk Individuals. *Journal of Marketing Education*. Vol. 38, Issue 2.
5. Weidner, K., Bal, A.S., Rains, S. and Leeds, C. (2016). "Tattooing and Brand Sponsorship: How Far is Too Far?". *Journal of Product and Brand Management*. Vol. 25 Iss 4 pp. 387-393.
  6. Bigi, A., Treen, E., and Bal, A.S. (2016). "How customer and product orientations shape political brands". *Journal of Product and Brand Management*. Vol. 25 Iss 4 pp. 365 – 372.
  7. Bal, A.S., Grewal, D., Mills, A. & Ottley, G. (2015). "Engaging Students With Social Media", *Journal of Marketing Education*, vol. 37, no. 3, pp. 190.
  8. Langowitz, N., and Bal, A.S. (2015). "An Ecosystem Approach to Diversity in Management Education" in *Evolving Entrepreneurial Education: Innovation in the Babson Classroom*, Eds., Victoria L. Crittenden, Kathy Esper, Nathaniel Karst, and Rosa Slegers, Emerald Group Publishing.
  9. Bigi, A., Bonera, M. and Bal, A.S. (2015). Evaluating political party positioning over time: a proposed methodology. *Journal of Public Affairs*. (May 2015)
  10. Bal, A.S., Archer-Brown, C., Robson, K., and Hall, D. E. (2013). Do good, goes bad, gets ugly: Kony 2012. *Journal of Public Affairs*, 13(2).
  11. Parent, M., Bal, A.S., Robson, K. (2012). SalinaBear: 8 Million + Youtube views and Counting. What's Next?. *Ivy Publishing*. Case study and Teaching Note. (over 1500 copies sold)
  12. Bal, A., Campbell, C. and Pitt, L. (2012). Viewer Reactions to Online Political Spoof Videos and Advertisements. Eds. Dr. Angeline Close: *Online Consumer Behavior: Theory and Research in Social Media, Advertising and E-tail*. Routledge: 185-206.
  13. Halvorson, W., Bal, A.S., Pitt, L.P., Parent. M. (2012). Cashing in on the Green Dots: Marketing Ireland in Second Life. *Marketing Intelligence and Planning*, 30(6)
  14. Grant, P., Bal, A.S. and Parent, M. (2012). Operatic Flash Mob and Consumer Arousal, Connectedness and Emotion. *Journal of Consumer Behavior*, 11(3):244-251.
  15. Bal, A.S. (2011). Cartoons: when politics are too serious to be left to politicians. Introduction to the special issue, Cartoons and Political Marketing: Challenges in an Age of New Media. *Journal of Public Affairs*, 11(3): 135.
  16. Payne, N, Campbell, C., Bal, A.S., and Piercy, N. (2011). Placing a Hand in the Fire: Assessing the Impact of a YouTube Experiential Learning Project on Viral Marketing Knowledge Acquisition. *Journal of Marketing Education*, 33(2) 204–216.
  17. Parent, M., Plangger, K., and Bal, A.S. (2011) "The new WTP – Willingness to Participate." *Business Horizons*, 54, 3(May), 219-229.
  18. Bal, A.S., Campbell, C., Payne, N., and Pitt, L. (2010) "Political Ad Portraits: A Visual Analysis of Viewer Reaction to Online Political Spoof Advertisements", *Journal of Public Affairs*, 10(4), 313-328.
  19. Bal, A.S., Pitt, L., Berthon, P., DesAutels, P. (2009). "Caricatures, Cartoons, Spoofs and Satires: Political Brands as Butts". *Journal of Public Affairs*, 9 (4), 229-237.

### **Proceeding Abstracts/Conference Presentations**

1. Bal, A.S., Crittenden, V., Esper, K., Greenberg, D., Karst, N., Levinson, J., Reza, A., Wynstra, B. (2016). "Evolving Entrepreneurial Education: Innovation in the Babson Classroom," Marketing Management Association, Providence, RI. (September 2016).
2. Academy of Marketing Science, Orlando, FL. Academy of Marketing Science Annual Conference. *May 2016 (Orlando, FL)* – 'The Virgin, the Lover, and the Queen: the Value Created by Character Archetypes'. With Julia M. Watson-Foster, Kelly Weidener and Richard Hanna.
3. Academy of Marketing Science, Indianapolis, IN. Academy of Marketing Science Annual Conference. *May 2014 (Indianapolis, IN)* – 'Monet's, Nymphs... \$11 Million; Rothko's, White... \$73 Million; My Youngest Son's, The Burial of Our Dog Rover... Priceless!: Consumer Behavior in the Fine Art Market'. With Leyland Pitt and Michael Parent.
4. Academy of Marketing Science, Indianapolis, IN. Academy of Marketing Science Annual Conference. *May 2014 (Indianapolis, IN)* – 'The Modern Carnival: How the Internet Provides a Space for Community Release'. With Chris Archer-Brown, Kelly Weidner, Samantha Rains, and Adam Mills.
5. Academy of Marketing Science, Indianapolis, IN. Academy of Marketing Science Annual Conference. *May 2014 (Indianapolis, IN)* – 'Going Under the Needle for your Brand: Tattooing as the New Market Medium'. With Samantha Rains, Kelly Weidner and Chris Leeds.
6. Academy of Marketing Science, Indianapolis, IN. Academy of Marketing Science Annual Conference. *May 2014 (Indianapolis, IN)* – 'Celebrating the Pleasure Seekers: A Centenarian Faces the YouTube Generation'. With Archer-Brown, Chris, Kampani, Julia, and Marder, Ben
7. Academy of Marketing Science, Monterey, California. Academy of Marketing Science Annual Conference. *May 2013 (Monterey, CA)* – 'Negative Affect Intimacy: The Role of Negative Affect Tags in the Fine Art Market'. With Darren Dahl and Juliet Zhu.
8. Academy of Marketing Science Annual Conference. *May 2013 (Monterey, CA)* – 'Kony 2012: Mega Viral Political Activism'. With Chris Archer-Brown, Karen Robson, Daniel Hall and Kelly Weidner.
9. Academy of Marketing Science Annual Conference. *May 2013 (Monterey, CA)* – 'I'm Lovin' It: The Salience of McDonald's Logo, Slogans and Colors on Children'. With Amanda Allen, Leyland Pitt and Pierre Berthon.

10. Academy of Marketing Science Annual Conference. May 2013 (Monterey, CA) – ‘Customer Service: The Good, The Bad, The Theory’. With Adam Mills and Kirk Plangger.
11. Academy of Marketing Science, World Marketing Congress. September 2012 (Buckhead, GA) – ‘Confessions of a New Female Marketing Professor: What I've Learned, What I am Learning and What I Hope to Learn’.
12. Academy of Marketing Science Annual Conference. May 2012 (New Orleans, LA) – ‘Cyber-Positioning: Bestselling Authors’ Online Communicated Brand Personalities’. With Adam Mills, Nic Terblanche, Ronika Chakrabarti, and Robert Opaku
13. Academy of Marketing Science Annual Conference. May 2012 (New Orleans, LA) – ‘La Vie Boheme? The Role of an Operatic Flash Mob on Consumer Behavior’ With Philip Grant, Leyland Pitt, Adam Mills, and Anthony Chan.
14. The Association for Consumer Research Annual Conference. October 2011 (St. Louis, MI) – accepted Film Festival. Operatic Flash Mob with, Philip Grant, Leyland Pitt and Michael Parent
15. Academy of Marketing Science, World Marketing Congress. July 2011 (Reims, FR) – ‘A Neophyte Case Teacher’s Travels in Second Life’
16. Academy of Marketing Science Annual Conference. May 2011 (Coral Gables, FL) – ‘Readability and Usefulness: Do the Top 100 MBA Mission Statements Say Anything?’. With Leyland Pitt and Michael Parent.
17. Academy of Marketing Science Annual Conference. May 2011 (Coral Gables, FL) – ‘You Know You've Got to, Express Yourself: A Comparative Study of Self- Expression Through Brand, Women in Six Asian Nations’. With Leyland Pitt, Peter Steyn and Asa Wallstrom.
18. Academy of Marketing Science Annual Conference. May 2010 (Portland, OR). ‘Second Best in Second Life: Teaching Marketing Cases in a Virtual World Environment’ with Wade Halvorson, Victoria Crittendon, Leyland Pitt and Michael Parent.
19. Academy of Marketing Science Annual Conference. May 2010 (Portland, OR). Political Ad Portraits: A Visual Analysis of Constituents’ Reaction to Political Spoof Ads with Colin Campbell and Leyland Pitt.
20. Academy of Marketing Annual Conference. July 2010 (Coventry, U.K.) Cashing in on the Green Dots: Marketing Ireland in Second Life” with Wade Halvorson,

- Leyland Pitt and Michael Parent. Winner of the Pearson Education Prize for the Best Case Study.
21. Academy of Marketing Annual Conference. July 2010 (Coventry, U.K.)  
“Capturing More Asian Business Flyers: Cashing in at YVR” with Leyland Pitt et. al.
  22. Academy of Marketing Science Annual Conference. May 2009 (Baltimore, MA).  
Caricatures, Cartoons, Spoofs and Satires: Political Brands as Butts with Pierre Berthon, Leyland Pitt and Philip DesAutels.

### **Work in Progress**

1. Bal, A.S., Allen, A.J., Pitt, L. and Berthon, P. “I’m Lovin’ It: The Salience of McDonald’s Logo, Slogans and Colors on Children”. To be submitted September 2017 to the *Journal of the Academy of Marketing Science*. All studies complete, editing.
2. Bal, A.S., Archer-Brown, C., and Weidner, K. “Carnival and the Temporary End to Hegemony: Power to the People”. To be submitted December 2017 to the *California Management Review*.
3. Bal, A.S., Hanna, R., Weidner, K., and Watson, J.M., “The Virgin or the Whore: Female Archetypes and a Determinant of Pay scale and Box Office Success.” To be submitted to the *Journal of Consumer Research* August 2017.

### **Speaker**

Invited Lecture: Dominican University of California Global MBA: Social Media for Business Professionals (2012).

Invited Lecture: Dominican University of California undergraduate: Social Media to Build Your Personal Brand (2012).

Invited Lecture: The University of Western Australia: New York Times Case (2009)

### **Conference Chair/Track Chair**

Track Chair Advertising and Integrated Marketing Communications: *The Academy of Marketing Science 46th Annual Conference*, San Diego, CA, May 2017.

Conference Co-Chair: *Wine Marketing: Innovations and Best Practices Conference*, held at Lake Garda, IT July 2015.

Conference Co-Chair: *Wine Marketing: Innovations and Best Practices Conference*, held at the Dominican University of California, San Rafael, CA, May 2013.

Track Chair Political Marketing: *The Academy of Marketing Science 42nd Annual Conference*, Monterey, CA, May 2013.

Track Chair Social Media and User Generated Content: *Academy of Marketing Science World Marketing Congress ~ Cultural Perspectives in Marketing*, Atlanta, Georgia, August 2012.

**Editorial Review Board**

*Journal of Advertising Research*

**Select Ad hoc Reviewing**

*Journal of International Business Research*

*Journal of Consumer Behavior*

*Journal of Business Research*

*Journal of Public Affairs*

*Journal of General Management*

*Journal of Marketing Education*

*International Marketing Review*

*Journal of Product and Brand Management*

*Business Horizons*

**Professional Work Experience**

2006-2008                      Morgan Stanley/Smith Barney, Tucson, AZ, USA  
*Guided Portfolio Manager/Financial Advisor*

2005-2006                      Lifetime Television, Los Angeles, CA  
*Production Coordinator, Unscripted*

2000-2004                      Colony Theatre, Pasadena Playhouse, Laguna Playhouse, LA Phil  
and La Jolla Playhouse  
*Producer, Associate Producer, Assistant Director, Box Office  
Manager, Spot operator, Stage Manager, Intern*