

## DHRUV GREWAL Biographical Sketch



**Dhruv Grewal**, Toyota Chair in Commerce and Electronic Business, Professor of Marketing, Marketing Division  
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Dhruv Grewal (Ph.D. Virginia Tech) is the [Toyota Chair in Commerce and Electronic Business and a Professor of Marketing at Babson College](#). His research and teaching interests focus on direct marketing and e-commerce, marketing research, the broad areas of value-based marketing strategies, services and retailing, and pricing. He is listed in The World's Most Influential Scientific Minds, Thompson Reuters 2014: (only 8 from the Marketing field and 95 from economics and business are listed). He is a Honorary Distinguished Visiting Professor of Retailing and Marketing, Center for Retailing, Stockholm School of Economics, a Honorary Distinguished Visiting Professor of Retailing and Marketing, Tecnologico de Monterrey, a GSBE Extramural Fellow, Maastricht University and has been a Visiting Scholar at Dartmouth. He has also served as a faculty member at the University of Miami, where he has also served as a department chair.

He was ranked 1st in the marketing field in terms of publications in the top-six marketing journals during the 1991-1998 period and again for the 2000-2007 period, and ranked 8th in terms of publications in JM and JMR during the 2009-2013 period. He was also ranked 1st in terms of publications and 3rd in citations for pricing research for the time period 1980-2010 in 20 marketing & business publications. He has published over 150 journal articles in *Journal of Marketing*, *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Retailing*, *Journal of Consumer Psychology*, *Journal of Applied Psychology*, and *Journal of the Academy of Marketing Science*, as well as many other journals. He has over 43,000 citations based on [Google scholar](#). He currently serves on numerous editorial review boards, such as *Journal of Marketing (area editor)*, *Journal of the Academy of Marketing Science (area editor)*, *Journal of Marketing Research*, *Academy of Marketing Science Review*, *Journal of Interactive Marketing*, *Journal of Business Research* and *Journal of Public Policy & Marketing* and the advisory board for *Journal of Retailing*. He has also served on the boards of *Journal of Consumer Psychology* and *Journal of World Business*. He also received Best Reviewer Awards (*Journal of Retailing* 2008, *Journal of Marketing* 2014), Outstanding Area Editor (*Journal of Marketing* 2017, *Journal of the Academy of Marketing Science* 2016) and a Distinguished Service Award (*Journal of Retailing* 2009).

He was awarded the 2017 Robert B. Clarke Outstanding Educator Award (Marketing Edge formerly DMEF), 2013 University wide Distinguished Graduate Alumnus from his alma mater Virginia Tech, the 2012 Lifetime Achievement Award in Pricing (American Marketing Association Retailing & Pricing SIG), the 2010 Lifetime Achievement Award in Retailing (American Marketing Association Retailing SIG), the 2005 Lifetime Achievement in Behavioral Pricing Award (Fordham University, November 2005) and the Academy of Marketing Science Cutco/Vector Distinguished Educator Award in May 2010. He is a "Distinguished Fellow" of the Academy of Marketing Science. He has served as VP Research and Conferences American Marketing Association Academic Council (1999-2001) and as VP-Development for the Academy of Marketing Science (2000-2002). He was co-editor of *Journal of Retailing* (2001-2007).

He has won a number of awards for his research: 2018 William R. Davidson *Journal of Retailing* Best Paper Award (for paper published in 2016), 2017 *Journal of Interactive Marketing* Best Paper Award (for paper published in 2016), 2016 *Journal of Marketing* Sheth Award, 2016 William R. Davidson *Journal of Retailing* Best Paper Award

(for paper published in 2014), 2015 Luis W. Stern Award (American Marketing Association Interorganizational Sig), Babson College Faculty Scholarship Award (2015), William R. Davidson *Journal of Retailing* Best Paper Award 2012 (for paper published in 2010), 2011 Best Paper Award (La Londe Conference for Marketing Communications and Consumer Behavior), 2011 Luis W. Stern Award (American Marketing Association Interorganizational Sig), William R. Davidson *Journal of Retailing* Honorable Mention Award 2011 (for paper published in 2009), Babson College Faculty Scholarship Award (2010), William R. Davidson *Journal of Retailing* Best Paper Award 2010 (for paper published in 2008), William R. Davidson *Journal of Retailing* Honorable Mention Award 2010 (for paper published in 2008), 2017 Best Paper Award, Connecting for Good Track, Winter AMA Conference, Stanley C. Hollander Best Retailing Paper, Academy of Marketing Science Conference 2002, 2008 and 2016, M. Wayne DeLozier Best Conference Paper, Academy of Marketing Science 2002 & 2008, Best Paper, CB Track, Winter AMA 2009, Best Paper, Technology & e-Business Track, AMA Summer 2007, Best Paper Award, Pricing Track, Best Services Paper Award (2002), from the American Marketing Association Services SIG presented at the Service Frontier Conference, October 2003, Winter American Marketing Association Conference 2001, Best Paper Award, Technology Track, Summer American Marketing Association Educators' Conference 2000, and University of Miami School of Business Research Excellence Award for years 1991, 1995, 1996 and 1998. He has also been a finalist for the 2014 *Journal of Marketing* Harold H. Maynard Award, the 2012 Paul D. Converse Award, and the 2005 Best Services Paper Award from the Services SIG.

He has co-edited a number of special issues including: (Spring 1999) of *Journal of Public Policy & Marketing* "Pricing & Public Policy," (Winter 2000) of the *Journal of the Academy of Marketing Science* on "Serving Customers and Consumers Effectively in the 21st Century: Emerging Issues and Solutions," *Journal of Retailing*, "Creating and Delivering Value through Supply-Chain Management," 2000, *Journal of Retailing*, "Branding and Customer Loyalty 2004," *Journal of Retailing*, "Service Excellence," 2007, *Journal of Retailing*, "Customer Experience Management," 2009, and *Journal of Retailing*, "Pricing in a Global Arena, 2012.

He co-chaired the 1993 Academy of Marketing Science Conference, the 1998 Winter American Marketing Association Conference "Reflections & Future Directions for Marketing," Marketing Science Institute Conference (December 1998) on "Serving Customers and Consumers Effectively in the 21st Century: Emerging Issues and Solutions," the 2001 AMA doctoral consortium, American Marketing Association 2006 Summer Educator's Conference, 2008 Customer Experience Management Conference, 2010 Pricing Conference, 2011 DMEF research summit, 2012 AMA/ACRA First Triennial Retailing Conference, 2013 Pricing & Retailing Conferences, 2014 Shopper Marketing conference at SSE, and the 2015 AMA/ACRA Second Triennial Retailing Conference.

He has also coauthored Marketing (publisher McGraw-Hill 1e 2008, 2e 2010-Awarded Revision of the Year, McGraw-Hill Corporate Achievement Award for Marketing, 2e with ConnectMarketing in the category of Content and Analytical Excellence, 3e 2012, 4e 2014, 5e 2016), M Series: Marketing (publisher McGraw-Hill 1e 2009, 2e 2011, 3e 2013, 4e 2015, 5e 2017), Retailing Management (publisher McGraw-Hill 9e 2014, it is the leading textbook in the field), and Marketing Research (publisher: Houghton Mifflin Co., 1e 2004, 2e 2007). He was ranked #86 for Books in Business and Investing by Amazon (1/29/13).

He has won many awards for his teaching: 2005 Sherwin-Williams Distinguished Teaching Award, Society for Marketing Advances, 2003 American Marketing Association, Award for Innovative Excellence in Marketing Education, 1999 Academy of Marketing Science Great Teachers in Marketing Award, Executive MBA Teaching Excellence Award (1998), School of Business Teaching Excellence Awards (1993, 1999), and Virginia Tech Certificate of Recognition for Outstanding Teaching (1989).

He has taught executive seminars/courses and/or worked on research projects with numerous firms, such as Dell, ExxonMobil, IRI, Radio Shack, Telcordia, Khimetriks, Profit-Logic, McKinsey, Ericsson, Motorola, Nextel, FP&L, Lucent, Sabre, Goodyear Tire & Rubber Company, Sherwin Williams, and Asahi. He has delivered seminars in US, Europe, Latin America and Asia. He has served as an expert witness or worked as a consultant on numerous legal cases. He serves on the [Board of Directors of Babson Global](#). He also serves on the [Board of Trustees of Marketing Edge](#). Last Updated: Febraury 2018

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## **EDUCATION**

Ph.D., Virginia Polytechnic Institute and State University, Blacksburg, VA  
Major: Marketing, Minor: Statistics  
M.B.A., Virginia Polytechnic Institute and State University, Blacksburg, VA  
Concentration: Marketing and Management  
B. Commerce, University of Delhi, Delhi, Concentration: Business

## **ACADEMIC EXPERIENCE**

2000-Present Toyota Chair in Commerce and Electronic Business,  
Professor of Marketing, Marketing Division, Babson College, Babson Park, MA.

2013-present Honorary Distinguished Visiting Professor of Retailing and Marketing, Center for  
Retailing, Stockholm School of Economics

2013-present Honorary Distinguished Visiting Professor of Retailing and Marketing, Tecnologico  
de Monterrey

2010-present GSBE Extramural Fellow/Visiting Scholar, Maastricht University

2009 Visiting Scholar, Tuck School of Business, Dartmouth College, NH  
(March–June)

1999-2000 Department Chair, Department of Marketing, University of Miami, Coral Gables,

1998-2000 Professor (with tenure), Department of Marketing, University of Miami, Coral Gables

1995-1998 Associate Professor (with tenure), Department of Marketing, University of Miami,  
Coral Gables

1989-1995 Assistant Professor, Department of Marketing, University of Miami, Coral Gables

1988 - 1989 Cunningham Dissertation Fellowship, Department of Marketing, Virginia  
Polytechnic Institute and State University, Blacksburg, Virginia.

1987 - 1988 Instructor, Department of Marketing, Virginia Polytechnic Institute and State  
University, Blacksburg, Virginia.

1985 - 1987 Graduate Research Assistant, Department of Marketing, Virginia Polytechnic Institute and State University, Blacksburg, Virginia.

1984-1985 Graduate Research Assistant, Department of Management, VPI&SU.

## LIFETIME AWARDS

- **2017 Robert B. Clarke Outstanding Educator Award** (Marketing Edge formerly DMEF)
- **2013 Distinguished Graduate Alumnus Award**, an honor bestowed by the Graduate School, Virginia Tech
- **2012 Lifetime Achievement Award in Pricing** (AMA Retailing & Pricing SIG – Summer 2012: First inductee)
- **2010 Academy of Marketing Science Cutco/Vector Distinguished Educator Award.**
- **2010 Lifetime Achievement Award in Retailing** (AMA Retailing SIG – Summer 2010; 4<sup>th</sup> inductee)
- **2005 Lifetime Achievement in Behavioral Pricing Award**, Fordham University, November 2005 (5<sup>th</sup> inductee).
- **2000 Distinguished Fellow, Academy of Marketing Science.**

## HONORARY APPOINTMENTS

- 2015-present, [International Advisory Council](#), Stockholm School of Economics
- 2013-present, Honorary Distinguished Visiting Professor of Retailing and Marketing, Center for Retailing, Stockholm School of Economics
- 2013-present, Honorary Distinguished Visiting Professor of Retailing and Marketing, Monterrey Tec
- 2010-present, Graduate School of Business and Economics Extramural Fellowship/Visiting Scholar, Maastricht University
- 2009 Visiting Scholar, Tuck School of Business, Dartmouth College, NH (March–June)

## AWARDS & NOMINATIONS

- **2018 William R. Davidson Journal of Retailing Best Paper Award** (for paper published in 2016).
- 2017 Journal of Marketing Editor-in Chief Finalist
- **2017 Journal of Interactive Marketing Best Paper Award (for paper published in 2016)**
- **2017 Outstanding Area Editor Award, Journal of Marketing.**
- **2017 Best Paper Award**, Connecting for Good Track, Winter AMA Conference.
- **2016 Journal of Marketing Sheth Award** for “Factors Influencing the Effectiveness of Relationship Marketing: A Meta-Analysis.” *Journal of Marketing*, 2006.
- **2016 Outstanding Area Editor Award, Journal of the Academy of Marketing Science.**
- **2016 Stan Hollander Award, Best Retailing Paper**, Academy of Marketing Science.
- **2016 Elsevier Highly Cited Research Certificate** for “Are Men Seduced by Red? The Effect of Red Versus Black Prices on Price Perceptions,” *Journal of Retailing*, 2013 (top 5 most cited articles in the journal from 2015-2016).

- **2016 Elsevier Highly Cited Research Certificate** for “Fix It or Leave It? Customer Recovery from Self-service Technology Failures,” *Journal of Retailing*, 2013 (top 5 most cited articles in the journal from 2015-2016).
- **2016 Emerald Citations of Excellence Award** for “Understanding social media effects across seller, retailer, and consumer interactions,” *Journal of the Academy of Marketing Science*, 2013.
- **2016 Emerald Citations of Excellence Award** for “Relationship velocity: Toward a theory of relationship dynamics,” *Journal of Marketing*, 2013.
- **2016 William R. Davidson Journal of Retailing Best Paper Award** (for paper published in 2014).
- **2016 Finalist for the Paul D. Converse Award** (4 selected from the final ballot).
- **2015 Louis W. Stern Award, American Marketing Association IO Sig.** (for an article published 3 to 8 years ago, based on four criteria: contribution to theory and practice, originality, technical competence, and impact on the field of channels of distribution).
- **2015 Babson College Faculty Scholarship Award** (based on scholarship from 2012-2014).
- **2014 Outstanding Reviewer Award, Journal of Marketing** (for 2013-2014)
- **2014 Journal of Marketing Harold H. Maynard Award Finalist** (among the top-5 papers in 2013 Journal of Marketing that have made the most significant contribution to marketing theory and/or marketing thought).
- **2012 William R. Davidson Journal of Retailing Best Paper Award**
- **2012 Finalist for the Paul D. Converse Award** (15 finalists out of which 5 were selected).
- **2012 Elsevier—Journal of Retailing Certificate for Top Cited Article** (top-10), 2007-2011 for: Puccinelli, Nancy, Ronald C. Goodstein, Dhruv Grewal, Rob Price, Priya Raghubir, and David Stewart (2009), “Customer Experience Management in Retailing: Understanding the Buying Process,” *Journal of Retailing*, 85 (1), 15-30.
- **2012 Elsevier—Journal of Retailing Certificate for Top Cited Article** (top-10), 2007-2011 for: Grewal, Dhruv, Michael Levy and V. Kumar (2009), “Customer Experience Management: An Organizing Framework,” *Journal of Retailing*, 85 (1), 1-14.
- **2012 Elsevier—Journal of Retailing Certificate for Top Cited Article** (top-10), 2007-2011 for: Grewal, Dhruv and Michael Levy (2007), “Retailing Research: Past, Present and Future,” *Journal of Retailing*, 83 (4), 447-464.
- **2011 Best Paper Award** (La Londe Conference for Marketing Communications and Consumer Behavior)
- **2011 Louis W. Stern Award, American Marketing Association IO Sig.** (for an article published 3 to 8 years ago, based on four criteria: contribution to theory and practice, originality, technical competence, and impact on the field of channels of distribution).
- **2011 William R. Davidson Journal of Retailing Honorable Mention Paper Award**
- Nominated for Babson College Deans Teaching Awards (2008-2011)
- **2010 Research Award, Marketing Science Institute/Association for Consumer Research – Research Competition on Shopper Marketing**, Co-winners, (with V. Kumar, Sarang Sunder and Yashoda Bhagwat), June 2010.
- **2010 William R. Davidson Journal of Retailing Best Paper Award**

- **2010 William R. Davidson *Journal of Retailing* Honorable Mention Paper Award**
- **2010 Babson College Faculty Scholarship Award** (based on scholarship from 2007-2009).
- **2010 McGraw-Hill Corporate Achievement Award** for Grewal Marketing 2e with Connect in the Category of Excellence in Content and Analytics.
- **2010 Revision of the Year, McGraw Hill** (for 2e Marketing).
- **2009 Best Paper Award, Consumer Behavior Track, Winter AMA.**
- **2009 Distinguished Service Award, Journal of Retailing**
- **2008 Stan Hollander Award, Academy of Marketing Science.**
- **2008 Wayne Delozier Award, Best Overall Conference Paper, AMS.**
- **2008 Best Reviewer Award, Journal of Retailing.**
- **2007 Best Paper Award, Technology and e-Business Track, Summer AMA.**
- **2005 Sherwin Williams Distinguished Teaching Award, Society for Marketing Advances.**
- **2005 Finalist for Best Services Paper Award** from the AMA Services SIG.
- **2003 American Marketing Award for Teaching Innovation.**
- **2002 Best Services Paper Award, from the Services SIG** presented at the Service Frontier Conference, October 2003.
- **2002 Stan Hollander Award, Academy of Marketing Science.**
- **2002 Wayne Delozier Award, Best Overall Conference Paper, AMS.**
- **2001 Best Paper Award, Pricing Track, Winter AMA.**
- **2000 Best Paper Award, Technology Track, Summer AMA.**
- **1999 School of Business Teaching Excellence Award, University of Miami.**
- **1999 Great Teachers in Marketing Award, Academy of Marketing Science**
- **1998 Executive MBA Teaching Excellence Award (Working Professional Group).**
- **1998 Finalist for the University of Miami Teaching Excellence Award** (was among the final 14 out of which 7 were selected).
- **1998 School of Business Research Excellence Award, University of Miami.**
- Nominated for the University of Miami Teaching Excellence Award (1995-1997)
- **1996 School of Business Research Excellence Award, University of Miami.**
- **1995 Honorable Mention Award, Conference on Affect, University of California, Riverside.**
- **1995 School of Business Research Excellence Award, University of Miami.**
- Nominated for the 1994 School of Business Research Award
- **1994 Finalist for the University of Miami Teaching Excellence Award** (was among the final 12 out of which 5 were selected).
- Nominated for the 1993 University of Miami Teaching Excellence Award
- **1993 School of Business Teaching Excellence Award, University of Miami.**
- Nominated for the 1993 School of Business Research Award
- **1991 School of Business Research Excellence Award, University of Miami.**
- **1989 Certificate of Recognition for Outstanding Teaching, VPI & SU.**
- Cunningham Dissertation Fellowship (1988-89), VPI & SU.
- **1988 Southern Marketing Association Best Dissertation Proposal Award.**
- Student Fellow, 1988 American Marketing Association Doctoral Consortium, University of

California, Berkeley, August.

- Pamplin Graduate Fellowship (Spring 1988), VPI & SU.
- Alpha Mu Alpha - National Marketing Honorary Society (1988), VPI & SU.
- Beta Gamma Sigma - The National Business Honors Society (1986), VPI & SU.
- Phi Kappa Phi - Multi-Disciplinary National Honor Society (1986), VPI & SU.
- Instructional Fee Scholarship Award (Summer 1985, Summer 1986, Fall 1986), VPI & SU.
- Graduated first in my College with is part of numerous colleges in Delhi University, Bachelor of Commerce (Honors), (1984).

## **RANKINGS**

- Ranked **15<sup>th</sup> in the marketing** field in terms of publications in the premier AMA marketing journals (JM and JMR) during the 2008-2017 periods (Results of Study posted on AMA website, 2018).
- Ranked **42<sup>nd</sup> in the marketing field** in terms of publications in the top-four marketing journals (JM, JMR, JCR and MS) during the 2008-2017 periods (Results of Study posted on AMA website, 2018).
- Ranked **1st in the retailing field** in terms of publications in the major retailing journals (JR, JR&CS, IJR&DM, and IRRDCR) and JR during the 2009-2015 periods (Results of Study by Seth et al. published in IJR&DM 2017).
- Ranked **15<sup>th</sup> in the marketing** field in terms of publications in the premier AMA marketing journals (JM and JMR) during the 2007-2016 periods (Results of Study posted on AMA website, 2017).
- Ranked **35<sup>th</sup> in the marketing field** in terms of publications in the top-four marketing journals (JM, JMR, JCR and MS) during the 2007-2016 periods (Results of Study posted on AMA website, 2017).
- Ranked **3rd in the marketing** field in terms of publications in the premier AMA marketing journals (JM and JMR) during the 2011-2015 periods (Results of Study posted on DocSig website, 2016).
- Ranked **10<sup>th</sup> in the marketing field** in terms of publications in the top-four marketing journals (JM, JMR, JCR and MS) during the 2011-2015 periods (Results of Study posted on DocSig website, 2016).
- Ranked **6<sup>th</sup> in the marketing** field in terms of publications in the premier AMA marketing journals (JM and JMR) during the 2010-2014 periods (Results of Study posted on DocSig website, 2015).
- Ranked **19<sup>th</sup> in the marketing field** in terms of publications in the top-four marketing journals (JM, JMR, JCR and MS) during the 2010-2014 periods (Results of Study posted on DocSig website, 2015).
- Ranked **12<sup>th</sup> in terms of SSCI citation impact for citations in 2013** with 614 citations, “World’s 50 Most Cited Marketing Scholars 2013,” Report by a University of Minnesota Faculty on their website (posted in 2015). Babson ranked 39<sup>th</sup>.
- Listed in **The World’s Most Influential Scientific Minds**, Thompson Reuters 2014: lists some 3,200 individuals who published the greatest number of highly cited papers in one of 21 broad fields, 2002-2012. Listed among the 95 researchers that were included in the field of

economics and business and the 8 from the Marketing field.

- Ranked **2<sup>nd</sup> in Behavioral Pricing** publications in 20 marketing/business journals (Outi 2014, JP&BM).
- Ranked in top Marketing Faculty List (based on citations from 2003-2012 in certain sub-area journals): **#15 in Marketing Management & Strategy** and **#4 in International Marketing** (Elbeck and Schee, JME 2014).
- Four *Journal of Retailing* articles among the most top 25 cited JR articles since 2009 listed on the journal website (31/12/2014).
- Ranked **8<sup>th</sup> in the marketing** field in terms of publications in the premier AMA marketing journals (JM and JMR) during the 2009-2013 periods (Results of Study posted on DocSig website, 2014).
- Ranked **34<sup>th</sup>** in the marketing field in terms of publications in the top-four marketing journals (JM, JMR, JCR and MS) during the 2009-2013 periods (Results of Study posted on DocSig website 2014).
- Four Journal of Retailing articles among the most top 15 cited JR articles since 2008 listed on the journal website (1/6/2013).
- Ranked **10<sup>th</sup>** in citations in the marketing field for publications in 2006-2010 in JM, JMR, JCR, MS and JAMS (Elbeck and Schee 2012, Summer AMA, 430-438).
- Ranked in the **top 100 Marketing Scholars** based on a threshold citation analysis (Chan et al. European Journal of Marketing, 46 (1/2), 134-156). Article needs to be cited in a set of 9 journals and have at least 18 citations during the time period.
- Ranked **1<sup>st</sup> in the marketing field** for publications in the domain of Pricing for the period of 1980-2010 in 20 marketing/business journals and 3<sup>rd</sup> in total citations (Leone et al 2012, JBR, 65(7), 1001-1024).
- Ranked in the **top 50 marketing scholars** in terms of publications in the top-four marketing journals during the 1982-2006 periods (Results of table (p. 127) in Seggie and Griffin *Journal of Marketing* 2009 article).
- Ranked **6<sup>th</sup>** in the productivity in advertising research in terms of publications in 17 journals during 1997-2006 (*Journal of Advertising* 2008 article, p.85).
- Ranked **1<sup>st</sup> in the marketing field in terms of publications in the top-six marketing journals** during the 2000-2007 periods (Results of Study by Dan Ladik posted on DocSig website).
- Ranked **9<sup>th</sup>** in the field in terms of publications in the top-six marketing journals during the 2000-2005 periods (DocSig file).
- Ranked **24<sup>th</sup>** most recognized marketing author based on journal publications (JAME 2002, Col. 2, article by Kurtz, Christie and Smith, Table 1, p. 3.)
- Ranked **7<sup>th</sup>** in terms of publications in *Journal of Public Policy & Marketing* for the period 1992-2001 (Sprott and Miyazaki, *JPP&M* 2002 article, p.117).
- Ranked **1<sup>st</sup> in the marketing field in terms of publications in the top-six marketing journals during the 1991-1998 periods** (Bakir, et al. (2000), "Publications in Major Marketing Journals," *JME*, 22(2): 99-107).
- Ranked in the **top 2% of researchers** who have published in the top-three marketing journals for the 1985-1999 periods (Baumgartner, JCP 2000).
- Ranked in the **top 48 influential consumer researchers** who have published in the top-three

marketing journals for the 1985-1999 periods (Baumgartner, JCP 2000).

- Ranked **7th in the marketing field** in terms of publications in the top-four marketing journals during the 1990-1996 periods (Spake and Harmon 1997, AMA).

## **CONSORTIUM FELLOW AND THOUGHT LEADER**

- Faculty Fellow, 2017 AMA Sheth Foundation Doctoral Consortium, University of Iowa, June.
- 2016 Haslam Distinguished Visiting Scholar, University of Tennessee, Knoxville, November.
- Faculty Fellow, 2016 AMA Sheth Foundation Doctoral Consortium, University of Notre Dame, June.
- Faculty Fellow, 2015 AMA Sheth Foundation Doctoral Consortium, London School of Business, July.
- Faculty Mentor, Brands and Brand Relationships 2015 Accelerator, Boston University Questrom School of Business, May.
- Organizational Frontlines Research Symposium, Oklahoma State University, April 2015.
- Mobile Marketing Thought Leader, Texas A&M, 2015.
- Faculty Fellow, 2012 AMA Sheth Foundation Doctoral Consortium, University of Washington
- Faculty Fellow, Society for Marketing Advances Doctoral Consortium, 2011
- Faculty Fellow, 2010 AMA Sheth Foundation Doctoral Consortium, Texas Christian University
- Retail Innovation Thought Leader, Texas A&M, 2010.
- Multi-Channel Marketing Thought Leader, Texas A&M, 2009.
- Faculty Fellow, 2009 AMA Sheth Foundation Doctoral Consortium, Georgia State University
- Thought Leader, *AMA Knowledge Coalitions Evidence-Based Marketing Conference of Chief Marketing Officers and Academic Thought Leaders*, Atlanta, 2008.
- Thought Leader, Thought Leadership Conference on Customer Experience Management in Retailing, *Babson College*, Boston, 2008.
- Faculty Fellow, 2008 AMA Sheth Foundation Doctoral Consortium, University of Missouri
- Faculty Fellow, 2007 AMA Sheth Foundation Doctoral Consortium, Arizona State University.
- Faculty Fellow, 2006 AMA Sheth Foundation Doctoral Consortium, University of Maryland.
- Thought Leader, Thought Leadership Conference on Managing Customer Value, *University of Connecticut*, Storrs, 2005.
- Faculty Fellow, American Marketing Association's Sheth Foundation Doctoral Consortium, University of Connecticut, Storrs, 2005.
- Faculty Speaker, Robert M. Hearin Distinguished Editor and Visiting Scholar Series, University of Mississippi, April 2004.
- Faculty Fellow, 2004 AMA Sheth Foundation Doctoral Consortium, Texas A&M University, College Station.
- Faculty Fellow, 2003 Society for Marketing Advances Doctoral Consortium, New Orleans.
- Faculty Fellow, 2002 AMA Sheth Foundation Doctoral Consortium, Emory University, Atlanta.
- Faculty Fellow, 2001 AMA Sheth Foundation Doctoral Consortium, University of Miami, Coral Gables.

- Faculty Fellow, 2000 SMA Doctoral Consortium, Orlando, Florida
- Faculty Fellow, 1998 AMA Doctoral Consortium, University of Georgia, Athens.

## BOOKS

“*Marketing*,” 1<sup>st</sup> Edition, Burr Ridge, IL: McGraw-Hill/Irwin (with Michael Levy), (2008).

“*Marketing*,” 2<sup>nd</sup> Edition, Burr Ridge, IL: McGraw-Hill/Irwin (with Michael Levy), (2010).

“*Marketing*,” 3<sup>rd</sup> Edition, Burr Ridge, IL: McGraw-Hill/Irwin (with Michael Levy), (2012).

“*Marketing*,” 4<sup>th</sup> Edition, Burr Ridge, IL: McGraw-Hill/Irwin (with Michael Levy), (2014).

“*Marketing*,” 5<sup>th</sup> Edition, Burr Ridge, IL: McGraw-Hill/Irwin (with Michael Levy), (2016).

“*Marketing*,” 6<sup>th</sup> Edition, Burr Ridge, IL: McGraw-Hill/Irwin (with Michael Levy), (2018).

Also see Book Blog site: [www.grewallevymarketing.com](http://www.grewallevymarketing.com)

“M-Series: *Marketing*,” 1<sup>st</sup> Edition, Burr Ridge, IL: McGraw-Hill/Irwin (with Michael Levy), (2009).

“M-Series: *Marketing*,” 2<sup>nd</sup> Edition, Burr Ridge, IL: McGraw-Hill/Irwin (with Michael Levy), (2011).

Reprinted in Brazil in 2012.

“M-Series: *Marketing*,” 3<sup>rd</sup> Edition, Burr Ridge, IL: McGraw-Hill/Irwin (with Michael Levy), (2013).

“M-Series: *Marketing*,” 4<sup>th</sup> Edition, Burr Ridge, IL: McGraw-Hill/Irwin (with Michael Levy), (2015).

“M-Series: *Marketing*,” 5<sup>th</sup> Edition, Burr Ridge, IL: McGraw-Hill/Irwin (with Michael Levy), (2017).

“M-Series: *Marketing*,” 5<sup>th</sup> Edition, Burr Ridge, IL: McGraw-Hill/Irwin (with Michael Levy), (2019).

“*Marketing*,” 1<sup>st</sup> Canadian Edition, Burr Ridge, IL: McGraw-Hill/Irwin (with Michael Levy, Ajax Persaud and Shirley Lichti), (2009).

“*Marketing*,” 2<sup>nd</sup> Canadian Edition, Burr Ridge, IL: McGraw-Hill/Irwin (with Michael Levy, Ajax Persaud and Shirley Lichti), (2012).

*Marketing*,” 3<sup>rd</sup> Canadian Edition, Burr Ridge, IL: McGraw-Hill/Irwin (with Michael Levy, Ajax Persaud and Shirley Lichti), (2015).

*Marketing*,” 4<sup>th</sup> Canadian Edition, Burr Ridge, IL: McGraw-Hill/Irwin (with Michael Levy, and Shirley Lichti), (2018).

*Marketing*, Australian Adaptation, North Ryde, N.S.W. McGraw-Hill Education Australia, (with Michael Levy, Shane Mathews, Paul Harrigan and Tania Bucic), (2015).

“*Retailing Management*,” 9e, Burr Ridge, IL: McGraw-Hill/Irwin (with Michael Levy and Barton A. Weitz), (2014).

“*Retailing Management*,” 10e, Burr Ridge, IL: McGraw-Hill/Irwin (with Michael Levy and Barton A. Weitz), (2018).

Also see Book Blog site: [www.theretailingmanagement.com](http://www.theretailingmanagement.com)

"*Marketing Research*," 1st Edition, Boston, MA: Houghton Mifflin Company, (with A. Parasuraman and R. Krishnan), (2004).

"*Marketing Research*," 2<sup>nd</sup> Edition, Boston, MA: Houghton Mifflin Company, (with A. Parasuraman and R. Krishnan), (2007).

"*Marketing Research*," First Indian Adaptation, Dreamtech Press, (with A. Parasuraman and R. Krishnan), (2004).

“Legends in Marketing Series: Kent B. Monroe: The Price-Quality-Value Relationship,” Volume 3, New Delhi: Sage Publication (co-edited with Anne Roggeveen), 2011.

“Shopper Marketing & Role of In-Store Marketing,” Vol. 12, *Review of Marketing Research*, (Co-edited with Anne L. Roggeveen and Jens Nordfält), 2014.

## DISSERTATION

Grewal, Dhruv (1989), "The Effect of Intrinsic, Extrinsic Cues and Reference Prices on Buyers' Perceptions of Quality and Value," unpublished dissertation, Virginia Polytechnic Institute and State University, Blacksburg, Virginia (462 pages). Dissertation Chairman: Kent B. Monroe

**Overall Citations based on Google Scholar and Publish or Perish Software: Over 43,000 citations, an H-Index over 60 and i10-index over 110. See: [Google Scholar Page](#)**

## FT-50 JOURNAL PUBLICATIONS

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#### **JOURNAL PUBLICATIONS-JPP&M, JR, IJRM, JSR, JIM and JASP**

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## RESEARCH GRANTS

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- **Marketing Science Institute** Research Grant 2006 (with Rajiv Dant and Robert Palmatier).
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- School of Business Summer Research Funding, University of Miami (2000).
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- Research Grant for study on "Customer Satisfaction in Markets" from the Institute for the Study of Quality in Manufacturing and Service, University of Miami, 1989.
- **Marketing Science Institute**, Research Grant, 1988.

## PROCEEDING PUBLICATIONS/ABSTRACTS

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## PROFESSIONAL PRESENTATIONS

Presentation made by me or my co-authors. Presentations made for which proceeding publications/abstracts are already listed are not included here. Co-author's name in *italics* if I was not present at the presentation and/or present to address audience questions).

### 2017

*Grewal, Lauren*, Mary Steffel, and Dhruv Grewal (2017), "When Giving Thanks Means More: The Impact of Publicly versus Privately Sharing Gratitude in Gift-Giving," **Association for Consumer Research**, October, San Diego, CA.

*Villarroel Ordenes*, Francisco, Christina Pittas and Dhruv Grewal (2017), "Do You e-Care? Analyzing the Impact of Conversational Agreement on Sentiment Analysis in Online Customer Service," **Frontiers in Service Conference**, June 22-25, New York.

*Nancy M. Puccinelli*, Nancy M., Susan A. Andrzejewski, Krista M. Hill Cummings, and Dhruv Grewal (2017), "Mimicry in Retail and Service Settings: A Meta-Analytic Integration," **Consumer Response to the Evolving Retailing Landscape**, Wharton School, June 22-23. (Round Table).

Grewal, Dhruv, *Venky Shankar*, Unnati Narang, Jens Nordfält and Carl-Philip Ahlbom (2017), "Evolving Mobile Shopping Behavior and its Implications for Shopper Marketing," **Consumer Response to the Evolving Retailing Landscape**, Wharton School, June 22-23.

Mende, Martin, Jenny van Doorn, Maura L. Scott, *Ilana Shanks*, and **Dhruv Grewal** (2017), "How Technology Can Influence Customers' Experiences and Consumption: A Study on Robots," **Marketing and Public Policy Conference**, Washington, D.C., June 2017.

Suri, Rajneesh Suri, Nancy Puccinelli, Dhruv Grewal, Anne Roggeveen, Atahan Agrali, Hasan Ayaz, and K. Izzetoglu, "Which Side Is Right? Visual Price Dominance Under Low and High Engagement," **The La Londe Conference 44th International Research Conference in Marketing**, Aix-Marseille Graduate School of Management La Londe les Maures, France, May 31.

Guha, Abhijit, Abhijit Biswas, Dhruv Grewal, Sandeep Bhowmick and Jens Nordfält (2017), "The Numeric Display Effect: Setting Up a Theory of Subtraction and Then Examining Follow-on Effects," **New Directions in Pricing Management Research and Practice: Pricing Camp**, University of Illinois, Chicago, May 9-10.

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*Schroll, Roland, Benedikt Schnurr* and Dhruv Grewal (2017), “Humanizing Products with Typeface: Effects of Handwritten Typefaces on Consumers’ Product Evaluations,” **EMAC**, University of Groningen, May 23-26.

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- **2017 Best Paper Award**, Connecting for Good Track, Winter AMA Conference.

Guha, Abhijit, Abhijit Biswas, Sandeep Bhowmick, Dhruv Grewal, and Jens Nordfält (2017), “How Vertical Differences in Sale Price Presentation Impact Purchase Intentions,” **Winter AMA**.

Ahlbom, Carl-Phillip, Jens Nordfält, Anne L. Roggeveen and Dhruv Grewal (2017), “When to Set the Tone: Moderators to the Effectiveness of In-Store Music,” **Winter AMA. (Poster)**.

## **2016**

*Grewal, Lauren, Mary Steffel*, and Dhruv Grewal (2016), “How Shall I Thank Thee? Giver-Recipient Discrepancies in Preferences for Public or Private Expressions of Gratitude,” **SJDM Conference**, Boston, November, (poster).

Suri, Rajneesh Suri, Nancy Puccinelli, Dhruv Grewal, Anne Roggeveen, Atahan Agrali, and Hasan Ayaz, “Which Side Is Right? Enhancing Customer Experience Through Visual Price Dominance,” **Association for Consumer Research Conference**, Berlin, October.

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Andrzejewski, Susan, Krista Hill, Dhruv Grewal, and Nancy Puccinelli (2016), “Should I Copy Her? A Meta-Analytic Synthesis of Mimicry Effects,” **Association for Consumer Research Conference**, Berlin, October, (poster).

Schroll, Roland, Benedikt Schnurr, and Dhruv Grewal (2016), “Humanizing Products Through Typeface Design,” **Association for Consumer Research Conference**, Berlin, October, (poster).

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Roggeveen, Anne L., Dhruv Grewal, Jens Nordfält and Ronnie Goodstein (2016), “Product Placement: Does Congruity Matter?” **Academy of Marketing Science Conference**, Orlando, FL.

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Aguirre, Elizabeth, Scott Motyka, Dhruv Grewal, Dominik Mahr<sup>1</sup>, Ko de Ruyter, and Martin Wetzels (2016), “The “Dark Side” of Passionate Reviews: Reverse Alliesthesia and Impulsivity,” **Academy of Marketing Science Conference**, Orlando, FL.

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Ahlbom, Carl-Philip, Jens Nordfält, Anne L. Roggeveen, and Dhruv Grewal (2016), “With or Without You: Playing Music in a Grocery Store,” **Academy of Marketing Science Conference**, Orlando, FL.

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## **2015**

*Puccinelli, Nancy*, Dhruv Grewal, Scott Motyka, Susan Andrzejewski, and Tamar Avnet (2015) “Smiles Lead to More Smiles Unless They Lead to Tears: A Meta-Analytic Integration of Affect Effects,” **Association for Consumer Research**, New Orleans, LA.

*Puccinelli, Nancy*, Dhruv Grewal, Scott Motyka, and Susan Andrzejewski (2015) “How to Make Everyone Happy: Moderators of Affect Induction Effectiveness,” **Association for Consumer Research**, New Orleans, LA.

Anne Roggeveen, Dhruv Grewal, and *Krista Hill* (2015), “The Impact of Service Recovery

Strategies on Consumer Responses: A Conceptual Model and Meta-Analysis," **Association for Consumer Research**. (poster).

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*Villarroel-Ordenes, Francisco, Ko De Ruyter, Stephan Ludwig, Dhruv Grewal and Martin Wetzels (2015), "Patterns of Virality in Twitter: A Linguistics Approach," Frontiers in Service Conference*, San Francisco.

*Puccinelli, Nancy, Keith Wilcox and Dhruv Grewal (2015), Positive, Energetic Multisensory Stimuli: When Ads Can Hurt Your Brand," Society for Consumer Psychology International Conference*, Vienna, Austria, June.

*Puccinelli, Nancy, Keith Wilcox and Dhruv Grewal (2015), Positive, Energetic Multisensory Stimuli: When Ads Can Hurt Your Brand," Association for Consumer Research Asia-Pacific Conference*, Hong Kong, June.

*Ma, Yu, Kusum Ailawadi and Dhruv Grewal (2015), "Big Box Retail and the Nutritional Quality of our Grocery Shopping," Inform Marketing Science Conference*, Baltimore, MD

van Doorn, Jenny, Dhruv Grewal, John Hulland, Martin Mende, Stephanie M. Noble, Amy Ostrom and Andrew Petersen (2015), "Designing Frontline-Scapes: A Research Agenda," **Organizational Frontlines Research Symposium**, Oklahoma State University, April 16-19.

*Edmond, Jennifer A., Diane Gilbert-Diamond, Dhruv Grewal, Yu Ma and Kusum L. Ailawadi (2015), "The Home Food Environment and a Young Child's Weight Status," Experimental Biology*, Boston, March 29, 2015.

González Hernández, Eva, Eduardo Esteva, Anne L. Roggeveen and Dhruv Grewal (2015), "Amount off versus percentage off: When does it matter?" **AMA/ACRA Second Triennial Conference**, Coral Gables, March.

Aguirre, M. Elizabeth, Scott Motyka, Dhruv Grewal, Dominik Mahr, Ko de Ruyter, and Martin Wetzels (2015), "Online Customer Reviews Leads to Impulsive Behaviors," **AMA/ACRA Second**

**Triennial Conference**, Coral Gables, March.

Berg, Hanna, Annika Lindstrom, Anne L. Roggeveen, Dhruv Grewal and Jens Nordfält (2015), “Consumer Response to Store Mannequins with and Without Heads: The Role of Fashion Expertise and Visual Attention,” **AMA/ACRA Second Triennial Conference**, Coral Gables, March.

*Guha, Abhijit*, Sandeep Bhowmick, Abhijit Biswas and Dhruv Grewal (2015), “For a Thumbs Up, Place the Smaller Number Down: How Differences in Vertical Location Affect Attribute Evaluations,” **2015 SCP Winter Conference**, February 26-28, Phoenix, Arizona.

Grewal, Dhruv, Yakov Bart, Martin Spann, Peter Pal Zubcsek, Bharti Mishra (2015), “Mobile Advertising: A Framework and Research Agenda,” **Mobile Thought Leadership Conference**, Texas A&M University, January.

## **2014**

*Nordfält, Jens*, Dhruv Grewal and Anne L. Roggeveen (2014), “Special displays as a tool for promotion and navigation,” **Nordic Retail and Wholesale Conference**, SSE.

Motyka, Scott, Raymond Knight, Dhruv Grewal and Joseph Cunningham (2014), “Clarifying Convergent Validity Issues in Prevention Focus Scales: The Relation of Constraint to Prevention Focus,” **Association for Consumer Research**, Baltimore, Maryland, poster presentation.

*Motyka, Scott*, Nancy Puccinelli, Dhruv Grewal and Susan Andrzejewski (2014), “A Meta-Analysis of Affect Induction Techniques: How do Induction Characteristics, Context, and Measurement Factors Influence the Strength of Affect Induced?” **ACR Latin America**, Guadalajara, July.

Nordfält, Jens, Dhruv Grewal, Anne L. Roggeveen and Krista Hill (2014), “In-store Experiments” presented at **Shopper Marketing and Pricing Conference**, Stockholm, Sweden, May. **Plenary Talk**.

Nordfält, Jens, Dhruv Grewal, Anne L. Roggeveen and Krista Hill (2014), “Conducting Research with Field Studies: In-store Experiments,” with presented at **Retailing Research & Research Methodology**, Babson Park, MA, April 2014.

Nordfält, Jens, Dhruv Grewal, Anne L. Roggeveen, Hanna Berg, and Annika Lindström (2014), “The Impact of the Head of a Mannequin on How Consumers Respond to the Clothes Displayed on the Mannequin,” presented at **Retailing Research & Research Methodology**, Babson Park, MA, April 2014.

Nordfält, Jens, Dhruv Grewal, Anne L. Roggeveen, Hanna Berg, and Annika Lindström “Consumer Response to Variations in Store Mannequins” with presented at **Winter AMA Conference**, Orlando, Florida, February 2014.

Mikhailitchenko, Andrey, *Gopalkrishnan Iyer*, Dhruv Grewal, Babson College and Rajshekhar Javalgi (2014), “Internationalization of Small and Medium-Sized Firms: Does Network Involvement Matter Cross-Nationally?” presented at **Winter AMA Conference**, Orlando, Florida, February 2014.

### **2013**

Aguirre, Elizabeth M., Jan Pelser, Dominik Mahr, Ko de Ruyter and Dhruv Grewal (2013), “The Reversed Effect of Customer Feedback: How Providing Feedback Enhances Customer Motivations to Learn,” **Summer AMA Conference**, Boston, August. (poster presentation).

Biswas, Abhijit, Sandeep Bhowmick, Abhijit Guha and Dhruv Grewal (2013), “Should Sale Price be Presented Above or Below the Original Price?” **Summer AMA Conference**, Boston, August.

Nordfält, Jens, Anne L. Roggeveen, Dhruv Grewal, Annika Lindström, Hanna Berg (2013), “Consumer Responses to Variations In Store Mannequins Is Regulated By Level Of Consumer Knowledge,” **Pricing and Retailing Conference**, Babson College, August.

Bhowmick, Sandeep, Dhruv Grewal, Abhijit Biswas and Abhijit Guha (2013), “Evaluation of Sale Prices: Role of the Subtraction Principle vs. the Division Principle,” **Pricing and Retailing Conference**, Babson College, August.

Aguirre, M. Elizabeth, Scott Motyka, Dhruv Grewal, Dominik Mahr, Ko de Ruyter and Martin Wetzels (2013), “Online Customer Reviews Leads to Impulsive Buying Behavior,” **Pricing and Retailing Conference**, Babson College, August.

Mullins, Ryan, Adam Rapp, *Lauren Beitelspacher*, Dhruv Grewal (2013), “Managing Control Expectations in Business-to-Business Relationships,” **16<sup>th</sup> Biennial World Marketing Congress**, Academy of Marketing Science, Monash University, Australia, July.

*Pelser, Jan*, Ko de Ruyter, Martin Wetzels, Dhruv Grewal and David Cox (2013), “Pricing for Sales Leads,” **European Marketing Science Conference**, Istanbul, July.

*Villarroel-Ordenes, Francisco*, Ko De Ruyter, Stephan Ludwig, Martin Wetzels, and Dhruv Grewal (2013), “Boosting or Attenuating? The Linguistic Features of Sentiment Strength in User Generated Content,” **Frontiers in Service Conference**, Taiwan, Editor: Roland Rust.

*Villarroel, Francisco*, Ko de Ruyter, Martin Wetzels, Dhruv Grewal and Stephan Ludwig (2013), “Boosting or Attenuating? The Linguistic Features of Sentiment Strength in User Generated Conversations,” **European Marketing Academy Conference**, Istanbul, June.

Grewal, Dhruv. *Anne L. Roggeveen* and Joan Lindsey-Mullikin (2013), “Contingent Effects of Semantic Price Cues,” **Marketing and Public Policy**, Washington DC, May.

*Motyka, Scott*, Dhruv Grewal and Nancy M. Puccinelli (2013), “A Meta-Analysis of Affect Induction Techniques: How Do Induction Characteristics, Context, and Measurement Factors Influence the Strength of Affect Induced?” **Society for Consumer Psychology**, San Antonio, Texas, February.

*Roggeveen, Anne L.*, Jens Nordfält and Dhruv Grewal (2013), “The Effectiveness of Digital Signs: The Impact of Store Type,” **AMA Winter Conference**, Las Vegas, NV, February.

*Motyka, Scott*, Rajneesh Suri, Dhruv Grewal and Chiranjeep S. Kohli (2013), “Typeface and Recall of Product and Price Information” **AMA Winter Conference**, Las Vegas, NV, February.

*Aguirre, M. Elizabeth Lopez*, Dominik Mahr, Ko de Ruyter, Dhruv Grewal and Martin Wetzel (2013), “When Covert Becomes Overt: The Effects of Personalization & Information Collection on Consumer Behavior,” **AMA Winter Conference**, Las Vegas, NV, February.

## **2012**

Roggeveen, Anne L., Anirban Mukhopadhyay and Dhruv Grewal (2012), Corporate Communications in Uncertain Times: Messages of Hope or Pride?” **Association of Consumer Research Conference**, Vancouver, British Columbia, October 2012, Poster.

Nancy M. Puccinelli, Dhruv Grewal, *Scott Motyka* and Susan A. Andrzejewski (2012), “Affect and Consumer Behavior: A Meta-Analytic Review,” **Association of Consumer Research Conference**, Vancouver, British Columbia, October 2012, Poster.

Grewal, Dhruv (2012), “Point of Purchase and Beyond,” **Measurable Marketing in the Path-to-Purchase**, NYU Stern conference, September 2012.

Suri, Rajneesh, Dhruv Grewal, Chiranjeep Kohli and Scott Motyka (2012), “Effects of legibility of text in product descriptions on price perceptions” **Summer AMA Conference**, Chicago, August.

Grewal, Dhruv, Anne Roggeveen and Joan Lindsey-Mullikin (2012), “The Impact of Semantic Cues on Performance Risk Perceptions” **Summer AMA Conference**, Chicago, August.

Kim, Namwoon, Dhruv Grewal, Gopalkrishnan Iyer and Rajiv Dant (2012), “Effects of Perceived Opportunism and Managerial Orientation on Performance,” **Summer AMA Conference**, Chicago, August.

Grewal, Dhruv (2012), “Pricing Insights from Practice and Research,” **Pricing Conference**, Wayne State University, August 2012. (**Stand Alone Session**).

*Ailawadi, Kusum*, Yu Ma and Dhruv Grewal (2012), “Drivers of Regular Food Purchases and the Impact of a Change in Health Status: The Case of Diabetes Diagnosis,” **Inform**s, Boston.

*Puccinelli, Nancy M.*, Dhruv Grewal, Susan A. Andrzejewski, Ereni Markos, Tracy Noga and Scott Motyka (2012), “The Value Of Knowing What Customers Really Want: Employee Ability To Read Affect As An Environmental Cue,” **La Londe International Service Management**, La Londe les Maures, May.

*Aguirre, Elizabeth M.*, Dominik Mahr, Dhruv Grewal, Ko de Ruyter and Martin Wetzels (2012), “The Impact of Vulnerability During Covert Personalization – A Regulatory Mode Approach,” **EMAC**, Lisbon, May.

Grewal, Dhruv (2012), “Retailing Insights from Research and Practice,” **AMA/ACRA Conference**, Seattle, April. (**Plenary Session**).

*Iyer, Gopalkrishnan*, Dhruv Grewal and Sandra Rothenbarger (2012), “Effects of Satisfaction and Complaint Handling on Loyalty,” **AMA/ACRA Conference**, Seattle, April.

Roggeveen, Anne L., Dhruv Grewal and Jens Nordfält (2012), “Impact of Digital Displays on Consumer Behavior,” **AMA/ACRA Conference**, Seattle, April.

*Puccinelli, Nancy M.*, Dhruv Grewal, Susan A. Andrzejewski, Ereni Markos, Tracy Noga and Scott Motyka (2012), “The Value of Knowing What Customers Really Want: Employee Ability to Read Affect as an Environmental Cue,” **AMA/ACRA Conference**.

Biswas, Abhijit, Sandeep Bhowmick, Abhijit Guha and Dhruv Grewal (2012), “Does the Display Location of the Sale Price Matter,” **AMA Winter Conference**, St. Petersburg, FL, February.

Suri, Rajneesh, Dhruv Grewal, Anne L. Roggeveen and Nancy Puccinelli (2012), “Effects of Location of Price on Consumers’ Product Evaluation,” **AMA Winter Conference**, St. Petersburg, FL, February.

*Beitelspacher, Lauren S.* Adam Rapp, James ‘Mick’ Andzulis and Dhruv Grewal (2012), “A Multi-Level Perspective of Desired and Perceived Control in Sales Interactions,” **AMA Winter Conference**.

Grewal, Dhruv, Scott Motyka and Nancy Puccinelli (2012), “The Meta-Analytic Technique: Resolving Disputes and Answering Unique Questions,” **AMA Winter Conference**, St. Petersburg, FL, February.

*Iyer, Gopalkrishnan*, Dhruv Grewal and Sandra Rothenbarger (2012), “Effects of Satisfaction and Complaint Handling on Loyalty,” **AMA Winter Conference**, St. Petersburg, FL, February.

Grewal, Dhruv (2012), “Lessons from Innovative Retailers,” **International Conference in Marketing**, IIM Lucknow, Noida, India, January 2012. (**Plenary Session**).

Roggeveen, Anne L., Claudia Townsend, Dhruv Grewal and R. Krishnan (2012), “The Impact of Online Presentation Format on Preference,” **International Conference in Marketing**, IIM Lucknow, Noida, India, January.

## **2011**

*Krishnan, R.*, Claudia Townsend, Anne L Roggeveen and Dhruv Grewal (2011), “The Impact of Online Presentation Format on Preference,” **5th Great lakes NASMEI Marketing Conference**, Chennai, India, December 29.

*Suri, Rajneesh*, Dhruv Grewal, Chiranjeev Kohli and Shan Feng (2011), “Effects of Legibility of Text in Product Descriptions on Price Perceptions,” **Association for Consumer Research**, Poster paper, St. Louis, October.

Puccinelli, Nancy M., Richard Cuthbertson, *Malobi Kar* and Dhruv Grewal (2011), “Retail Format, Consumer Orientation and Pricing: A study of the Indian market.” **Asia Pacific Retailing Conference**, Kuala Lumpur, Malaysia, September.

Dutta, Sujay, Abhijit Biswas and Dhruv Grewal (2011), “Regret from Post-Purchase Discovery of Lower Prices: Do Price Refunds Help?” **Summer American Marketing Association Conference**, San Francisco, CA,

Roggeveen, Anne L., Claudia Townsend, Dhruv Grewal and R. Krishnan (2011), “The Impact of Swoosh in Making Online Product Exposures More Experiential,” **Summer American Marketing Association Conference**, San Francisco, CA, August.

*Iyer, Gopalkrishnan*, Dhruv Grewal and Sandra Rothenbarger (2011), “Impacts of Price Transparency on Price Fairness and Behavioral Intentions,” **World Marketing Congress, Academy of Marketing Science**, Rheims, France, July.

*Wilcox, Keith L.*, Anne L. Roggeveen and Dhruv Grewal (2011), “Shall I Tell You Now or Later? Assimilation and Contrast in the Evaluation of Experiential Products,” **La Londe Conference for Marketing Communications and Consumer Behavior**, La Londe, France, June 2011, **Behavior**.

Wilcox, Keith L., *Anne L. Roggeveen* and Dhruv Grewal (2011), “When to Present Price Information: Before and After Experiencing a Product?” **2011 Academy of Marketing Science Conference**, Coral Gables, FL.

Grewal, Dhruv, *Anne L. Roggeveen* and Joan Lindsey-Mullikin (2011), “When are Semantic Price Cues Effective in Influencing Perceptions of Quality?” **Academy of Marketing Science Conference**, Coral Gables, FL.

Arnold, Todd, Robert Palmatier Dhruv Grewal and Arun Sharma (2011), “Understanding Retail Managers’ Role in the Sales of Products and Services,” **Winter AMA** Conference, Austin,

## **2010**

*George, Morris, V. Kumar* and Dhruv Grewal (2010), “Optimizing Multi-Category Catalog Mailing,” **Direct Marketing Educational Conference**, October.

*Iyer, Gopalkrishnan*, Dhruv Grewal and Sandra Rothenbarger (2010), “Effects of satisfaction and complaint handling on loyalty: A cross-national analysis,” **ICRM**, England, September.

Grewal, Dhruv, Praveen Kopalle, Howard Marmorstein and Anne L. Roggeveen (2010), “How Far Will You Travel to Save Money? The Moderating Effects of Product Availability Uncertainty,” **Summer AMA**, Boston.

*Iyer, Gopalkrishnan*, Dhruv Grewal and Sandra Rothenbarger (2010), “Effects of Satisfaction and Complaint Handling on Loyalty: A Cross-National Analysis,” **AMS**, Lille, France July.

*Gauri, Dinesh*, Yu Ma, Kusum Ailawadi and Dhruv Grewal (2010), “An Empirical Investigation of the Impact of Increasing Gasoline Prices on Consumers Shopping Behavior,” **INFORMS Marketing Science** (June), University of Cologne.

*Grewal, Dhruv, Gopalkrishnan R. Iyer, Rajshekhar (Raj) G. Javalgi* and Lori Radulovich (2010), “Entrepreneurial Orientation and Knowledge Resources,” **Academy of Marketing Science**, Portland Oregon, May.

Gauri, Dinesh and Dhruv Grewal (2010), “Antecedents and Consequences of Retail Strategy: Insights from Recent Retailing Research,” **Winter AMA**, New Orleans.

Grewal, Dhruv, Anne L. Roggeveen and Michael Tsiros (2010), “Service Recovery Strategies,” **Winter AMA**, New Orleans.

Grewal, Dhruv. Kusum Ailawadi, Dinesh Gauri, Kevin Hall, Praveen Kopalle and Jane Robertson (2010), “Innovation in Pricing and Promotion Strategies,” **Thought Leader Conference**, Texas A&M, January.

## **2009**

Grewal, Dhruv, Praveen Kopalle, Howard Marmorstein and *Anne L. Roggeveen* (2009), “How Far Will You Travel to Save Money? The Moderating Effects of Product Availability Uncertainty,” **Behavioral Pricing Conference**, Orlando.

*Rajesh Chandrashekar, Dhruv Grewal, Rajneesh Suri and Nancy Upton (2009), "Price Distinctiveness: Does Background Color and Shape Affect Price Evaluation?" Behavioral Pricing Conference, Orlando.*

*Gauri, Dinesh, Dhruv Grewal, Yu Ma and Kusum Ailawadi (2009), "An Empirical Investigation of the Impact of Gasoline Prices on Consumers Shopping Behavior," Summer AMA Conference.*

*Compeau, Larry D., Dhruv Grewal and Kristy Reynolds (2009), "Giving Meaning to Self and Relationships Through Everyday Retail Shopping Experiences" in 2009 AMA Summer Educators' Conference: The Role of Marketing in Defining the Organization's Sustainability Goals, Chicago, IL: American Marketing Association.*

*George, Morris, V. Kumar and Dhruv Grewal (2009), "What, When, And How Much To Cross-Sell?: Optimizing Multicategory Catalog Mailing" Summer AMA Conference.*

*Grewal, Dhruv, Praveen Kopalle, Howard Marmorstein and Anne L. Roggeveen (2009), "How Far Will You Travel to Save Money? The Moderating Effects of Product Availability Uncertainty," University of Illinois Pricing Camp, June.*

*George, Morris, V. Kumar and Dhruv Grewal (2009), "What, When, And How Much To Cross-Sell? Optimizing Multicategory Catalog Mailing." Marketing Science Conference, University of Michigan, June.*

*Rothenberger, Sandra, Gopalkrishnan Iyer and Dhruv Grewal (2009), "Transparency of Pricing: A Critical Strategic Differentiator," Academy of Marketing Science, Baltimore, MD, May.*

*Grewal, Dhruv and Joan Lindsey-Mullikin (2009), "When Semantic Price Cues are Effective," Academy of Marketing Science, Baltimore, MD, May 2009. Presented by: Gopalkrishnan Iyer.*

*Biswas, Dipayan, Dhruv Grewal, and Anne L. Roggeveen (2009), "How the Order of Sampled Experiential Products Affects Choice," Winter AMA Conference, Tampa.*

**This paper was awarded best paper in the CB Track.**

*Grewal, Dhruv and Michael Levy (2009), "Emerging Issues in Retailing: 2001-2007," Winter AMA Conference, Tampa.*

*Puccinelli, Nancy M. and Dhruv Grewal (2009), "When Positive is Painful: Aversion to Mood Transitioning as an Explanation for the Avoidance of Positive Hedonic Stimuli," Winter AMA Conference, Tampa.*

*Puccinelli, Nancy M., Dhruv Grewal and Susan A. Andrzejewski (2009), "Affect and Consumer Behavior: A Meta-Analytic Review," Society for Consumer Psychology, San Diego, February*

2009.

Puccinelli, Nancy M., Dhruv Grewal, Susan A. Andrzejewski, Ereni Markos and Tracy Noga (2009), "The Value of Knowing What Customers Really Want: Retail Associate Interpersonal Sensitivity as an Environmental Cue," **Society for Consumer Psychology**, San Diego, February. (Poster Session).

Grewal, Dhruv, P Ram Janakiraman, Kirthi Kalyanam, P. K. Kannan, Brian Ratchford, Stephen Tolerico, and Reo Song (2009), "Online and Offline Pricing," **Multi-Channel Marketing Thought Leadership Conference**, Texas A&M, January.

*Puccinelli, Nancy M.*, Dhruv Grewal, Susan A. Andrzejewski, Ereni Markos and Tracy Noga (2009), "The Value of Knowing What Customers Really Want: Retail Associate Interpersonal Sensitivity as an Environmental Cue," **Society for Marketing Advances**, Tampa, November.

## **2008**

Gauri, Dinesh, Dhruv Grewal and *Yu Ma* (2008). "An Empirical Investigation of the Impact of Gasoline Prices on Consumers Shopping Behavior," **Infirms**, October.

Chandrashekeran, Rajesh, Dhruv Grewal, Rajneesh Suri and Nancy M. Puccinelli (2008), "Minding Your Pricing Hues: Effect of Color on Price Perception," **Drexel Pricing Conference**, September.

Grewal, Dhruv and Joan Lindsey-Mullikin (2008), "When are Semantic Price Cues Effective in Influencing Perceptions of Quality?" **Summer Educators Conference**, American Marketing Association, San Diego, CA.

Grewal, Dhruv, Nancy Puccinelli, Ronald C. Goodstein, Rob Price, Priya Raghubir, and David Stewart) (2008), "Customer Experience Management in Retailing: Understanding the Buying Process," **Retailing Thought Leadership Conference**, Babson College.

*Roggeveen, Anne L.*, Dhruv Grewal and Ronald Goodstein (2008), "How Does the Presence of a Guarantee Cue Impact Evaluations of a Retailer? It Depends on Cue Typicality and the Reputation Cue's Valence," **Academy of Marketing Science**, Vancouver, May 2008.

**Best Paper Award – Retailing Track (Stan Hollander Prize).**

**Best Overall Conference Paper Award (Wayne Delozier Prize).**

Grewal, Dhruv, *R. Krishnan* and Joan Lindsey-Mullikin (2008), "Building Customer Relationships through Service Strategies: Bricks, Clicks & Bricks & Clicks," **Service Camp**, Florida Atlantic University, February.

*Rothenberger, Sandra*, Gopalkrishnan Iyer and Dhruv Grewal (2008), "CRM: Complaint Management Strategies," **Service Camp**, Florida Atlantic University, February.

## **2007**

*Krishnan, R.* and Dhruv Grewal (2007), "Changing Landscape of Marketing Research and Customer Value," **International Marketing Conference**, Great Lakes Institute of Management, Chennai, December.

*Suri, Rajneesh*, Rajesh Chandrashekeran and Dhruv Grewal (2007), "When Left is Right and Right Maybe Wrong," **Fordham Pricing Conference**, September.

*Rothenberger, Sandra*, Gopalkrishnan Iyer and Dhruv Grewal (2007), "More efficiency through price transparency," **International Pricing & Marketing Conference (PRIMA 2007)**, Innsbruck (Austria), September.

Rothenberger, Sandra, Gopalkrishnan Iyer and Dhruv Grewal (2007), "Fairness through Transparency," **Fordham Pricing Conference**, September.

*Suri, Rajneesh*, Rajesh Chandrashekeran and Dhruv Grewal (2007), "Mind Your Pricing Hues: Demonstrations of the Impact of Price Color on Evaluations," **University of Illinois Pricing Camp**, May.

*Suri, Rajneesh*, Rajesh Chandrashekeran and Dhruv Grewal (2007), "The Effect of Spatial Presentation of Price on Price Perception," **University of Illinois Pricing Camp**, May.

## **2005-2006**

Grewal, Dhruv (2006), "Environmental Research: A Research Agenda," **Summer AMA**, Chicago, August.

Grewal, Dhruv (2005), "Retail Pricing Research," **Fordham Pricing Conference**, November. **Keynote speaker.**

*Neslin, Scott*, Dhruv Grewal, Bob Leghorn, Venkatesh Shankar, Marije Teerling, Jacquelyn Thomas and Peter Verhoef (2005), "Multi-Channel Management," **Customer Relationship Management Thought Leadership Conference**, University of Connecticut in September.

Grewal, Dhruv and Joan Lindsey-Mullikin (2005), "Semantic Price Cues: When are they Effective in Influencing Consumer Perceptions of Quality," **Fordham Pricing Conference**, November.

*Harris, Katherine E.*, Kenneth L. Bernhardt, Lois A. Mohr and Dhruv Grewal (2005), "Consumer Responses to Service Recovery Strategies: The Moderating Role of Online versus Offline Environment," **Direct Marketing Educational Conference**, October, Atlanta, GA.

## **2004**

Kim, Namwoon, Dhruv Grewal, Arun Sharma, and Rajendra K. Srivastava (2004), "Impact of Store Manager Capabilities on Business Performance: A Social Capital Theory Perspective (**Yale-Marketing Science Collaboration Conference**, December.

*Chandrashekar, Rajesh* and Dhruv Grewal (2004), "Non-Conscious Processing of Print Ads in Price Advertisements," **Fordham Pricing Conference**, October.

*Seiders, Kathleen, Glenn B. Voss*, Dhruv Grewal and *Andrea L. Godfrey* (2004), "Do Satisfied Customers Buy More? The Moderating Roles of Convenience and Individual Characteristics on Repurchase Behavior," **Frontiers in Services**, University of Miami, October.

*Zhu, Zhen*, Nakata, Cheryl, Sivakumar, K., Grewal, Dhruv, "Self-Service Technology Effectiveness: The Role of Comparative Information, Interactivity, and Individual Differences on Perceived Control and Interface Evaluation," **Frontiers in Services Conference**, Miami, Florida. (October 2004).

Grewal, Dhruv, Gopalkrishnan R. Iyer and *David M. Hardesty* (2004), "The Effects of Internet Segment-Based Pricing Tactics on Consumers' Perceptions of Trust, Price Fairness, and Repurchase Intentions," **Marketing Science**, Holland, June.

*Roggeveen, Anne L.*, Dhruv Grewal and Michael Tsiros (2004), "Does Compensation after a Service Failure Always Work? The Moderating Effect of Responsibility, Stability and Severity of Failure," **Marketing Science**, Holland, June.

Grewal, Dhruv, Anne L. Roggeveen and Michael Tsiros (2004), "How Compensating Customers After a Service Failure Affects Loyalty Evaluations," **American Marketing Association Winter Educator's Conference**, Scottsdale, Arizona, February.

### **2002-2003**

Grewal, Dhruv, Gopalkrishnan R. Iyer and David M. Hardesty (2003), "The Effects of Internet Segment-Based Pricing Tactics on Consumers' Perceptions of Trust, Price Fairness, and Repurchase Intentions," **Fordham University Pricing Conference**, New York, NY, November.

*Zhu, Zhen*, Nakata, Cheryl, Sivakumar, K., Grewal, Dhruv, "Perceived Control, Expectation, and Customer Self Service Recovery in Technology-Based Self-Service Failure Encounters: An Exploratory Study," **Third Greater Boston Marketing Research Colloquium**, Boston, Massachusetts. (May 2003).

*Ailawadi, Kusum L.*, Rajiv P. Dant, and Dhruv Grewal (2003), "Linking Performance and Channel Relationship: Perceptual Versus Objective Measures of Performance," 2003 **Marketing Science Conference**, Maryland.

Ailawadi, Kusum L., Rajiv P. Dant, and Dhruv Grewal (2003), "Linking Performance and Channel Relationship: Perceptual Versus Objective Measures of Performance," 2003 **American Marketing Association Winter**, Orlando, FL.

*Ailawadi, Kusum L., Rajiv P. Dant, and Dhruv Grewal (2003), "Linking Performance and Channel Relationship: Perceptual Versus Objective Measures of Performance," Marketing Science Institute Conference on Metrics, Dallas.*

Grewal, Dhruv, Joan Lindsey-Mullikin, Larry Compeau and Ross Petty (2002), "Variations within the Consumers' Interpretation of Reference Price Ads: Avenues for Future Research," **Fordham Pricing Conference**.

Grewal, Dhruv, *Glenn Voss*, Julie Baker and Michael Levy (2002), "Wait Expectations, Store Atmosphere and Gender Effects on Store Patronage Intentions," **5<sup>th</sup> Colloque Etienne THIL**, September, La Rochelle.

### **2000-2001**

Grewal, Dhruv and Joan Lindsey-Mullikin (2001), "The Influence of Market Price Variation and Store Familiarity on Internet Purchase Intentions" **2001 Fordham University Pricing Conference**, New York, NY.

Grewal, Dhruv, Jeanne Munger, Michael Levy, and Gopalkrishnan Iyer (2001), "The Influence of Internet-Retailing Factors on Price Expectations" **2001 Fordham University Pricing Conference**, New York, NY.

Grewal, Dhruv (2000), "Perspectives in Pricing: Research Issues in a Networked Environment," 2000 **Fordham University Pricing Conference**, New York, NY.

Chandrashekeran, Rajesh and Dhruv Grewal (2000), "Effects of Comparative Price Advertisements on Consumers' Internal Reference Prices: The Moderating Role of Savings presentation Format," 2000 **Fordham University Pricing Conference**, New York, NY.

Grewal, Dhruv and Joan Lindsey-Mullikin (2000), "The Changing Face of Objective and Subjective Price Variation in Web-Based Retail Environments," 2000, **Fordham University Pricing Conference**, New York, NY.

Miyazaki, Anthony D. Grewal, Dhruv, and Ronald C. Goodstein (2000), "Role of Alternative Heuristic Cues." **Winter American Marketing Association Conference 2000**, San Antonio, Texas.

### **Prior to 2000**

*Munger, Jeanne L. and Dhruv Grewal (1999), "The Effects of Alternative Price Promotional Methods on Consumers' Product Evaluations and Purchase Intentions," Fordham 2<sup>nd</sup> Pricing*

**Conference**, New York, NY.

Grewal, Dhruv, Arun Sharma and R. Krishnan (1999), "Compete on Value," **Academy of Marketing Science**, Coral Gables, FL.

*Krishnan, R.* and Dhruv Grewal (1999), "Value Based Marketing Strategies," New Delhi, India.

Parasuraman, A. and Dhruv Grewal (1998), "Serving Customers and Consumers Effectively in the 21st Century: An Overview," **Marketing Science Institute Conference**, Coral Gables, Florida.

Grewal, Dhruv, Kent B. Monroe and *R. Krishnan* (1997), "The Effects of Price Comparison Advertising on Buyers' Perceptions of Acquisition Value and Transaction Value," **Marketing Science Conference**, Berkeley, CA.

*Mangleburg, Tamara F.*, Dhruv Grewal and Terry Bristol (1997), "Socialization, Gender and Adolescents' Use of Product Labels," **Winter American Marketing Association Conference**, St. Petersburg, February.

Grewal, Dhruv, Anuj Mehrotra and Arun Sharma (1996), "Evaluation of Efficiency in Marketing: A Conceptual and Empirical Examination," **Winter American Marketing Association Conference**, Hilton Head, South Carolina.

*Compeau, Larry D.*, Kent B. Monroe and Dhruv Grewal (1995), "The Role of Prior Affect and Sensory Cues on Consumers' Affective and Cognitive Responses and Overall Perceptions of Quality," **Association for Consumer Research**, Minneapolis, Minnesota, 1995.

Grewal, Dhruv and Carolyn Costley (1995), "A Methodological Review of Price-Perceived Quality: An Agenda for Future Research," **Marketing Science Conference**, Sydney, Australia.

Grewal, Dhruv and *Michael Levy* (1995), "Legal Issues in Retail Pricing: New Developments in Reference Pricing and Resale Price Maintenance," **Retail Patronage Conference**.

Grewal, Dhruv, Howard Marmorstein and John Charnes (1995), "The Accuracy of Consumers' Internal Reference Prices: Implications for Predicting Brand Choice and Response to Price Promotions," **Winter American Marketing Association Conference**, San Diego, California.

*Sirgy et al.* (1995), "Direct Versus Indirect Measures of Self-Image Congruence," **Annual Conference of the Society For Consumer Psychology**, San Diego, California.

Grewal, Dhruv, Kent B. Monroe and R. Krishnan (1995), "The Effect of Price-Comparison Advertising on Buyers' Perceptions of Acquisition and Transaction Value," **Marketing Science Institute Conference on Behavioral Perspectives in Pricing**, Boston, Massachusetts.

*Lassar, Walfried M., Valerie S. Folkes* Dhruv Grewal and Carolyn Costley (1995), "Consumer Affective Reactions to Product Problems: The Role of Timing," **Conference on The of Role Affect in Marketing**, University of California, Riverside, June.

*Compeau, Larry D., Kent B. Monroe* and Dhruv Grewal (1995), "The Role of Prior Affect and Sensory Cues on Consumers' Affective and Cognitive Responses and Overall Perceptions of Quality," **Conference on The Role of Affect in Marketing**, University of California, Riverside, June.

Grewal, Dhruv and Julie Baker (1994), "Do Retail Store Environment Cues Affect Consumers' Price Acceptability? An Empirical Examination," **Academy of Marketing Science Conference**, Nashville, Tennessee.

Schriesheim, Chet, Howard Marmorstein, Dhruv Grewal, *Claudia Gardiner and Melanie J. Lankau* (1994), "The Polychronic Attitude Index: A Multitrait-Multimethod Validation and Extension," **Causal Modeling Conference**, Purdue University.

Yadav, Manjit and Dhruv Grewal (1993), "An Examination of Buyers' Internal Reference Prices and Transaction Value in Bundle Offers," **American Marketing Association Winter Educators' Conference**, Newport Beach, California.

Grewal, Dhruv and Howard Marmorstein (1992), "Customer Service Time as a Determinant of Store Patronage," **American Marketing Association Educators' Conference**, Chicago, Illinois.

Grewal, Dhruv and Larry Compeau (1992), "Comparative Price Advertising: A Critique of the Theory," **Academy of Marketing Science Conference**, San Diego, California, 1992.

Grewal, Dhruv, R. Krishnan and William Dodds (1992), "The Role of Discount, Brand and Store Information on the Effectiveness of Comparative Price Advertisements," **Academy of Marketing Science Conference**, San Diego, California.

Grewal, Dhruv and Jerry Gotlieb (1992), "A Comparative Advertising Investigation into the Consumers' Decision Making Process," **Academy of Marketing Science Conference**, San Diego, California, 1992.

*Monroe, Kent B., Dhruv Grewal and Larry Compeau* (1991), "Reference Prices: The Concept, Its Historical Meanings, Theoretical Justifications and Current Research Issues," **Association for Consumer Research**, Chicago, Illinois.

*Stone, Eugene F., Diana L. Stone* and Dhruv Grewal (1991), "Development of a Multidimensional Measure of Perceived Product Quality," **American Psychological Society**, Washington, D.C., 1991.

Grewal, Dhruv (1991), "The Effects of Price and Reference Price on Buyers' Perceptions of Quality, Value and Behavioral Intentions," **Academy of Marketing Science Conference**, Ft. Lauderdale, Florida.

Grewal, Dhruv and Howard Marmorstein (1991), "Consumer's Subjective Cost of Time while Shopping," **Academy of Marketing Science Conference**, Ft. Lauderdale, Florida.

Grewal, Dhruv (1991), "The Effects of Acquisition and Transaction Value on Buyers' Perceptions of Value and Behavioral Intentions: An Empirical Test of Transaction Utility Theory," **Winter Marketing Educators' Conference**, Orlando, Florida, 1991.

Grewal, Dhruv (1990), "Managing Technology Transfer in the International Environment," **TIMS/ORSA Conference**, Las Vegas, Nevada.

## **PRESENTATIONS AT DOCTORAL CONSORTIUMS**

“Crafting Your Manuscripts Introduction: SW<sup>2</sup>C,” **Sheth-AMA Doctoral Consortium**, University of Iowa, Iowa, June 2017.

“Pursuing Effective Scholarship: Strategies for Success,” **Sheth-AMA Doctoral Consortium**, University of Notre Dame, Indiana, June 2016.

“Field Studies: Understanding B2B and B2C Relationships,” **Sheth-AMA Doctoral Consortium**, London Business School, London, July 2015.

“Strategies for Success,” **Sheth-AMA Doctoral Consortium**, University of Washington, Seattle, June 2012. (**Stand Alone Session**).

“Publishing and Reviewing: Building a Successful Academic Career” **Society for Marketing Advances Doctoral Consortium**, Memphis, TN, November 2011.

“Building a Successful Academic Career: Publishing Insights,” **Society for Marketing Advances Doctoral Consortium**, Atlanta, November 2010.

“Insights from Retailing Pricing Research,” **Sheth-AMA Doctoral Consortium**, Texas Christian University, June 2010.

“Insights from Retailing Pricing Research,” **Sheth-AMA Doctoral Consortium**, Georgia State University, June 2009.

“Conceptually Driven Managerial Research,” **Service-SIG AMA Doctoral Consortium**, University of Maryland, October 2008.

“Pricing Research: Behavioral Insights,” **Sheth-AMA Doctoral Consortium**, University of Missouri 2008.

“Co-Creating Service Recovery,” **Sheth-AMA Doctoral Consortium**, Arizona State University 2007.

“The Journal of Retailing” **Sheth-AMA Doctoral Consortium**, University of Maryland, 2006.

“Retail Pricing Research,” **Sheth-AMA Doctoral Consortium**, University of Connecticut, Storrs, July 2005.

“Working with Collaborators,” **Sheth-AMA Doctoral Consortium**, Texas A&M University, College Station 2004.

“Building a Successful Academic Career: Perspectives of an Author, Reviewer and Editor,” **Balas Doctoral Consortium**, May 2004, Babson College.

“Retailing Research: Past, Present and Future,” **Society for Marketing Advances Doctoral Consortium and Retailing Conference**, New Orleans, November 2003.

“Insights into Publishing: Perspectives of An Author, Reviewer and Editor,” **Robert Mittlestaedt Doctoral Symposium**, March 2003, Nebraska University, Plenary Speaker.

“The Journal of Retailing” 2002 **Sheth-AMA Doctoral Consortium**, Emory University, Atlanta, GA.

“Bricks and Clicks: What Drives Customers’ Use of the Online Channel and Overall Satisfaction in a Multichannel Context?” Presentation at plenary session of the 2001 **Sheth-AMA Doctoral Consortium**, University of Miami.

“Role of Alternative Heuristic Cues.” 2000 **Society for Marketing Advances Doctoral Consortium**, Orlando, Florida.

"Pricing and Public Policy: An Overview and Avenues for Future Research," 1998 **AMA Doctoral Consortium**, University of Georgia, Athens.

## **PRESENTATIONS AT INVITED UNIVERSITY THOUGHT LEADERSHIP EVENTS, CAMPS AND SEMINARS**

- Northeastern University, Humanizing Products with Typeface, January 25, 2018.
- University of Illinois, Urbana Champaign, Humanizing Products with Typeface, November 3, 2017.
- University of Massachusetts, Amherst, Humanizing Products with Typeface, September 29, 2017.
- University of Bath, May 2017, 5E’s of Retailing: Today, Tomorrow and ...
- University of Tennessee, November 18, 2016: 5E’s of Retailing: Today, Tomorrow and ...
- University of Tennessee, November 17, 2016: How Retailers Should Portray Their Prices.
- University of Pennsylvania Baker Center (at NYC), October 7: Mobile 3.0: Mobile Marketing in the Retail Context, (group presentation).
- University of Pennsylvania Baker Center (at NYC), October 6: How Retailers Should Portray Their Prices and Products: Experimental Evidence.
- Columbia University Red Lab, December 2015: Smiles Lead to More Smiles Unless they lead to Tears, (with Nancy M. Puccinelli).
- Harvard University Gilbert Lab, December 2015: Smiles Lead to More Smiles Unless they lead to Tears, (with Nancy M. Puccinelli).

- Stockholm School of Economics, Center for Retailing, December 2015: The Verticality Effect.
- Harvard University Behavioral Lab, November 2015: Smiles Lead to More Smiles Unless they lead to Tears, (with Nancy M. Puccinelli).
- Oxford University Marketing Camp, July 2015: How Should Online Retailers Portray their Products: The Role of Dynamic and Static Presentation Formats.
- Oklahoma State University, Organizational Frontlines Research Symposium (*Journal of Service Research* special section), April 2015, (group presentation).
- Texas A&M University, Mobile Marketing Thought Leadership (*Journal of Interactive Marketing* Special Issue), January 2015, (group presentation).
- Monterrey Tec, Guadalajara, January 2015: Publishing Workshop.
- Stockholm School of Economics, December 2014: Analytics, Experimentation, Insights and Observation.
- University of Pittsburgh, November 2014: The Numeric Verticality Effect: When Vertical Differences in Number Locations Affect Preferences and Choices.
- Stockholm School of Economics, June 2013: 5E's of Retailing: Today, Tomorrow and ....
- Maastricht University, June 2013: Three Projects: Name-Letter Effects in Pricing, The Effect of Typeface in Ads, and Turning that Smile Upside Down.
- University Oberta de Catalunya, Barcelona Spain, November 2012 (plenary speaker): Retailing Insights: Brick and Clicks.
- Maastricht University, November 2012: Does the Display Location of the Sale Price Matter? The Subtraction Principle.
- Maastricht University, April 2012: Retailing Insights from Research and Practice.
- Stockholm School of Economics, March 2012: Retailing Insights from Research and Practice.
- Maastricht University, December 2011: Social Media: Across the Channel Effects, Shifting Preference Through Vividness of Presentation Form (with Anne L. Roggeveen).
- Maastricht University, June 2011: How Consumers' Health Concerns Change Food Purchases: The Impact of Diabetes Diagnosis, How Cue Congruity Affects Consumer Perceptions (with Anne L. Roggeveen).
- Maastricht University, November 2010: A Multi-Domain Marketing Perspective.
- Texas A&M Thought Leadership (*Journal of Retailing Special Issue*), January 2010, (group presentation).
- Texas A&M Thought Leadership (*Journal of Interactive Marketing Special Issue*), January 2009, (group presentation).
- University of Miami, February 2009: Insights from Affect Research.
- Northeastern University, November 2008: Insights from Pricing & Services Research.
- Babson Retail Thought Leadership (*Journal of Retailing Special Issue*), 2008, (group presentation).

- University of Houston, February 2006: How Cue Congruity Affects Consumer Perceptions of Price Matching Guarantees.
- Texas Christian University, February 2006: How Cue Congruity Affects Consumer Perceptions of Price Matching Guarantees.
- Drexel University, January 2006: How Cue Congruity Affects Consumer Perceptions of Price Matching Guarantees.
- University of Massachusetts, November 2005: How Cue Congruity Affects Consumer Perceptions of Price Matching Guarantees.
- Virginia Tech, September 2005: Compensating Customers After a Service Failure: When and How Much Is Necessary to Maintain Customer Loyalty?
- University of Illinois Pricing Camp, May 2005: Semantic Price Cues: When are they Effective in Influencing Consumer Perceptions of Quality (with Joan Lindsey-Mullikin)
- University of Illinois Pricing Camp, May 2005: What Type of Retailer Should Offer a Price Matching Guarantee? It Depends on the Fit Between the Retailer's Reputational Strategy and the PMG Pricing Tactic (with Hooman Estelami and Anne L. Roggeveen).
- University of Connecticut CRM Thought Leadership (*Journal of Service Research special issue*), 2005, (group presentation).
- Babson Research Forum, February 2005: Does the Frame of a Comparative Ad Moderate the Effectiveness of Extrinsic Information Cues? (with Anne L. Roggeveen).
- Ohio State University, November 2004: Compensation as a Service Recovery Strategy: When Does it work?
- University of Rheims, May 2004: Developing Winning Retail Strategies in a Global Arena.
- Dartmouth College, April 2004: The Effect of Retailer Reputation and Response on Post-Purchase Consumer Reactions to Price-Matching Guarantees.
- Babson Research Forum, 2004: The Effects of Multiple Extrinsic Cues on Quality Perceptions: A Matter of Consistency (with Anne L. Roggeveen).
- University of Mississippi, March 2004: The Effect of Compensation on Consumer Evaluations After a Service Failure: The Moderating Effect of Responsibility, Stability, and Severity of the Failure.
- University of Arkansas Retailing Camp, February 2004: Strategies for Success in Retailing: Some Thoughts and an Opening Dialogue.
- University of Illinois Pricing Camp, 2003: The Changing Face of Objective and Subjective Market Price Variation in Today's Web-Based Retail Environment (with Joan Lindsey-Mullikin).
- University of Illinois Pricing Camp, 2003: Determinants of Post-Purchase Consumer Response to Price-Matching Guarantees (with Hooman Estelami).

- University of Illinois Pricing Camp, 2003: Comparative Advertising: The Moderating Role of Framing on Price & Non-price Information (with Anne L. Roggeveen).
- Temple University Marketing Research Forum, 2003: When and How Much do you have to Pay for a Service Failure.
- Robert Mittlestaedt Doctoral Symposium, University of Nebraska, 2003
- Baruch University Marketing Research Form 2003: When and How Much Do You Need to Pay Customers for a Service Failure?
- Babson Research Forum, 2002: When and How Much Do You Have to Pay Customers for a Service Failure?
- Bentley College 2002: Market Price Variation, Perceived Price Variation and Search.
- Babson College 1999: Compete on Value, The Role of Extrinsic Cue Consistency in Determining Quality Perceptions, The Effects of Store Environment Cues on Consumers' Perceptions Of Price And Non-Monetary Prices, Quality And Value.
- University of Illinois Pricing Camp, September 1997: Acquisition Value, Transaction Value and Behavioral Intent (with Kent Monroe and R. Krishnan).
- University of Oklahoma, 1995: Communicating Price Information through Semantic Cues: The Effects of Situation and Discount Size.
- University of Illinois, 1995: Communicating Price Information through Semantic Cues: The Effects of Situation and Discount Size.
- University of Texas at Arlington, October 1992: Pricing Through The Ages.
- Clarkson University, July 1992: Customer Service Time as a Determinant of Store Patronage.

## **PUBLISHING, JOURNAL EDITOR AND REVIEW PROCESS PRESENTATIONS**

2015: “Developing a Research Agenda,” Hyatt Regency, Coral Gables, March 3, (Participants from Monterrey Tec and SSE – one-day workshop).

2015: “Analytics, Insights, Experimentation and Observation,” Monterrey Tec, January 25. (Participants from Monterrey Tec – ½ day workshop).

2014: “Marketing Experiments,” **Association for Consumer Research Latin America Conference**, Monterrey Institute of Technology and Higher Education, Guadalajara, Mexico, May 24, (2-hour pre-conference workshop).

2014: “Retailing Research and Research Methodology Workshop,” Babson Executive Education Center, April 7-8. (Participants from Monterrey Tec and SSE --2-day workshop).

2014: “Marketing Experimentations,” **Monterrey Institute of Technology and Higher Education**, Guadalajara, Mexico. January 22-January23 (2-day workshop).

2013: “Building a Successful Academic Career: Perspectives of An Author, Reviewer and Editor,” **Monterrey Institute of Technology and Higher Education**, Guadalajara, Mexico. May 29-May 31 (2.5-day workshop).

2010; “Lessons Learned,” **Academy of Marketing Science**, Portland Oregon, May 2010 (Plenary Speech at Annual Dinner).

2006: “Journal of Retailing: The Review Process,” **Summer AMA**, Chicago, August.

2005: “Journal of Retailing: The Review Process,” **Society for Marketing Advances**, November.

2004: “Journal of Retailing: Research Avenues,” **Ohio State University**, November.

2004: “Journal of Retailing: The Process and A Research Agenda,” **American Marketing Association Summer Educators’ Conference**, Boston, August.

2004: “Journal of Retailing: Research Avenues,” **University of Mississippi**, March

2003: “Insights into Publishing: Perspectives of An Author, Reviewer and Editor,” **Babson Research Forum**, December.

2003: “Insights into Publishing: Perspectives of An Author, Reviewer and Editor,” **Society for Marketing Advances Doctoral Consortium**, New Orleans, November 2003. Opening Talk.

2003: “Meet the Editors Session: The Journal of Retailing” **Association for Consumer Research, Toronto**, October.

2003: “Meet the Editors Session: *The Journal of Retailing*,” **Academy of Marketing Science**, Washington D. C.

2003: “The Journal of Retailing” **Robert Mittlestaedt Doctoral Symposium, University of Nebraska**.

2003: “The Journal of Retailing” **Marketing Research Forum**, Temple University 2003.

2003: “Meet the Editors Session: The Journal of Retailing” 2003 **American Marketing Association Winter**, Orlando, FL.

2003: “The Journal of Retailing” **Baruch College Marketing Research Forum**.

2002: “Meet the Editors Session: The Journal of Retailing” 2002 **Association for Consumer Research**, Atlanta, GA.

2002: “The Journal of Retailing” 2002 **Winter AMA Conference**, Austin, TX.

2002: “The Journal of Retailing” 2002 **Bentley College**.

2001: “Journal of Retailing” 2001 **Fordham University Pricing Conference**, New York, NY.

## **TEACHING INTERESTS**

Marketing, Pricing, Marketing Research, Retailing, Global Marketing, Direct Marketing/e-Marketing.

## **CASES**

- ICA: Changing the Supermarket Business, One Screen at a Time, BAB 274 (with Krista Hill, Jens Nordfält and Anne L. Roggeveen) – published December 2014. Available through Harvard Business Publishing.
- Natick Shopping Mall: Segmentation Exercise (with Scott Motyka) – used in SME classes.
- Carpet-Pro Solutions (A &B) (with Jeanne Munger) -- Used in 1-Year MBA Babson Consortium Program, Lucent Program and SME classes Natick Shopping Mall: Segmentation Exercise (with Scott Motyka) – used in SME classes.
- Staples.Com (with Jeanne Munger).
  - Used in e-commerce class at Babson and 1-year MBA.
- eBay.Com (with Jeanne Munger).
  - Used in e-commerce class at Babson, 1-Year MBA, Babson Consortium Program.
- Sports Therapy Cases (A & B) (with Jeanne Munger).
  - Used in Boston University Class for Physical Therapists.
- Tel-Soft.Com (with Jeanne Munger).
  - Used in Lucent Masters Program at Babson College and 1-Year MBA Program.
- Insurance-XYZ.Com (with Jeanne Munger). Adapted version of Tel-Soft.Com. Case used in SEE Met-Life Program.
- Staples, in *Fulfillment in E-Business* (2001), Edited by Petra Schuber, Ralf Wolfle and Walter Dettling, Germany: Hanser, 239-252 (Case is published in German) (case is with J. P. Jeannet, W. Caleb McCann and Martha Lanning).
- Reebok in *Fulfillment in E-Business* (2001), Edited by Petra Schuber, Ralf Wolfle and Walter Dettling, Germany: Hanser, 217-226 (Case is published in German) (case is with J. P. Jeannet, W. Caleb McCann and Martha Lanning).
- Tonernow in *Fulfillment in E-Business* (2001), Edited by Petra Schuber, Ralf Wolfle and Walter Dettling, Germany: Hanser, 227-237 (Case is published in German) (case is with J. P.

Jeannet, W. Caleb McCann and Martha Lanning).

- Zerco Battery Case (with Jeanne Munger). Case used in IMC-2 Classes at Babson College (Fall 2001, Spring 2002, Summer 2004).
- Zerco Cellular Batter Case (with Jeanne Munger). Adapted version of Zerco Battery Case. Case used in Ericsson exec-ed program and Lucent MS Program.
- Z-Battery.Com (with Jeanne Munger). Online adaptation of the Zerco Battery case used in e-commerce class at Babson College.
- Emergin (with Kathi Overby). Case pertains to the change and evaluation of website. Used in e-commerce class Babson college.
- Grewal, Dhruv (1988), "Coke Tries to Counter the Pepsi Challenge", in *Business Strategy and Policy*, 2nd edition, eds. Garry D. Smith, Danny R. Arnold, and Bobby G. Bizzell, Boston, MA: Houghton Mifflin Company, 474-497.
  - Reprinted in *Marketing Management: Knowledge and Skills*, 2nd edition, eds. J. Paul Peter and James Donnelly, Homewood, IL: Business Publications Inc./Irwin, 1988, 756-780.
  - Reprinted in *Marketing Management: Knowledge and Skills*, 3rd edition, eds. J. Paul Peter and James Donnelly, Homewood, IL: Business Publications Inc./Irwin, 1992, 778-801.
  - Reprinted in *Marketing Management: Knowledge and Skills*, 4th edition, eds. J. Paul Peter and James Donnelly, Homewood, IL: Business Publications Inc./Irwin, 1995, 702-722.

## **MARKETING RESEARCH & INDEPENDENT STUDY PROJECTS**

In my marketing research classes, I have encouraged students to pursue projects that would be useful for local firms. Some examples are: Burdines (now Macy's), Staples, Dunkin Donuts, Bose, Fidelity, Virgin Life, Raytheon, Select Comforters, New Balance, Alkami, Smuckers, Lindt, Nalgene, Capital Advisors Group, PBS (Fetch Program) and Cisco. I have supervised numerous independent studies that have focused on new start-up business plans or specific topic areas.

## **PEDAGOGICAL PRESENTATIONS**

"Increasing Student Engagement using Technology," **McGraw-Hill Symposium**, Charleston, February 2015. (Led discussions and demonstrated several options: Connect, Blog, and Facebook exercise). Faculty from over 10 universities and colleges were present and participated in the session.

"Engaging Students Today," **McGraw-Hill Symposium**, Chicago, March 2013.

"Social Media: Enhancing Your Marketing Endeavors," **Using Social Media to redefine the Customer Value Proposition Conference**, Babson College, April 2012. **Plenary opening talk.**

"Teaching Marketing Foundations," **McGraw-Hill Symposium**, San Francisco, March 2011.

“Engaging Students: Interactivity and Analytics,” **Summer AMA**, Boston 2010.

“Engage Your Principles of Marketing Students in New and Fresh Ways in a Changing Learning Environment,” **University of New Hampshire**, April 2009.

“Strategies for teaching to Millennial’s (today’s student),” **McGraw-Irwin Event at NYC** (attended by over 30 faculty from NY schools), April 2009.

“Measuring Value,” **McGraw-Irwin Principle of Marketing Symposium in Memphis**, March 2009.

“Engage Your Principles of Marketing Students in New and Fresh Ways in a Changing Learning Environment,” **University of Miami**, February 2009.

“Insights from Research & Teaching,” **Babson College Marketing Division Colloquium Series**, September 2008.

“Using Electronic Toolkits to Engage Your Principles of Marketing Students,” **Summer Educators Conference**, American Marketing Association, San Diego, August 2008.

“Engage Your Principles of Marketing Students in New and Fresh Ways in a Changing Learning Environment.” **Workshop at George Mason University**, February and May 2008.

“Engage Your Principles of Marketing Students in New and Fresh Ways in a Changing Learning Environment,” (with Michael Levy), **University of New Haven**, (sponsored by AMA Connecticut Chapter and McGraw-Hill), October 12, 2007, (over 15 faculty from New England attended).

“Why Write a Textbook: Pro’s & Cons?” **AMA Summer Educators’ Conference**, August 2007, Washington D.C.

“Delivering Insights: The 3 I’s of Teaching: Integration, Involvement, and Interaction,” Pre-Conference Workshop, **AMA Summer Educators’ Conference**, August 2007, Washington D.C.

“Interactivity in Marketing Foundation Classes,” **2007 Marketing Educators’ Conference**, San Antonio, Texas.

“Engage Your Principles of Marketing Students in New and Fresh Ways in a Changing Learning Environment,” Bentley College, April 2007. (over 25 faculty from New England attended).

“Engage Your Principles of Marketing Students in New and Fresh Ways in a Changing Learning Environment,” Bryant College, April 2007.

“The Changing Learning Environment: Who are Today’s Students?” **NY McGraw-Hill Conference**, 2007, **luncheon keynote speaker**.

“Engage Your Principles of Marketing Students in New and Fresh Ways,” **Web-Ex Presentations, McGraw-Hill**, (made many presentations over the months of February, March and April 2007).

“The 3 I’s of Teaching: Integration, Involvement, and Interaction,” **Society for Marketing Advances** Distinguished Teach Award Finalist Presentations, November 2005.

“Teaching: A Chance to Make a Difference in My Student’s Lives,” in *AMA Winter Educators’ Conference Proceedings*, Henderson and Moore (eds.), Vol. 14, Chicago, IL: American Marketing Association, 40-41. Teaching SIG Awards Session 2003.

“Great Teachers in Marketing Presentation: My Chance to Make a Difference, **Academy of Marketing Science**, Coral Gables, Florida, 1999.

## **SERVICE TO THE DISCIPLINE**

### ***Professional Association Offices Held***

- Board of Trustees, Marketing Edge, 2017-2018
- Board of Directors, Retail & Pricing SIG, American Marketing Association, 2014 - present
- Co-Chair, AMA Retailing & Pricing SIG 2014-present
- Past-Chair, AMA Retailing SIG 2011-present
- Chair, AMA Retailing SIG 2008-2010
- Chair-Elect, AMA Retailing SIG 2007-2008
- Academic Council, VP- Research & Conferences, American Marketing Association (1999-2001)
- VP – Development, Academy of Marketing Science (2000-2002)
- AMA Retailing SIG, VP Conferences

### ***Professional Service***

- Chair, Review Team for Johnson & Wales University Marketing Department (2014).
- Part of Fiver Year Review Team for Montclair State University Marketing Department (May 2011)
- Ad-hoc Committee, Development of a Marketing Certification Program for American Marketing Association (2010-2011)

### ***Professional Awards Committees and Panels***

- AMA Howard Best Dissertation Blue Ribbon Award Panel, 2017 (award presented at Winter AMA).
- Reviewer, Mary-Kay Dissertation Awards Proposal, Academy of Marketing Science 2016.

- Member 2015 AMA Retail and Pricing Lifetime in Pricing Award Committee, 2015
- Member 2014 AMA Retail and Pricing Special Interest Group Young Scholar Committee, 2014
- Member Doctoral Special Interest Group Inaugural Mathew Joseph Emerging Scholar Award Committee, 2014
- Member, 2013 AMA Summer Conference Best Paper Award Blue Ribbon Panel
- Co-Chair, Mary-Kay Dissertation Awards Committee, Academy of Marketing Science 2013.
- Member, 2013 AMA Retailing & Pricing SIG Retailing Lifetime Award Selection Committee
- Member, 2009 AMA Retailing SIG Lifetime Award Selection Committee
- Member, 2008 AMA Summer Conference Best Paper Award Blue Ribbon Panel
- Ad-hoc Reviewer/Member, *Marketing Science Institute* Research Review Committee, 2007-2008.
- Member, 2007 & 2008 Levy-Weitz Dissertation Proposal Award Committee.
- Reviewer, 2007, 2008, 2012, 2013, 2014 and 2015 Sherwin-Williams Distinguished Teaching Award, Society for Marketing Advances.
- Judge, 2008 Sherwin-Williams Distinguished Teaching Award, Society for Marketing Advances.
- Member, 2007 JR/CSL Best Paper Award Panel
- Member, 2006 AMS/ACRA Conference Best Paper Award Panel
- 2004 AMS Distinguished Fellow Selection Committee Chair
- Member, 2004 AMA Winter Conference Best Paper Award Blue Ribbon Panel
- Member, 2003 AMS/ACRA Conference Best Paper Award Panel

### ***Review Boards***

- Editorial Review Board, *Journal of Marketing*, 1996-2002, 2003-2005, 2008-2014.
  - Area Editor, *Journal of Marketing*, 2014-present
  - Guest Editor, *Journal of Marketing*, 2014-present
- Editorial Review Board, *Journal of Marketing Research*, 2016-present
- Editorial Review Board, *Journal of the Academy of Marketing Science*, 1989-2000, 2005-2015.
  - Area Editor, *Journal of the Academy of Marketing Science*, 2015-Present.
- Editorial Review Board, *Journal of Retailing*, 1995-2001, 2007-2014
  - Advisory Board, *Journal of Retailing*, 2015-present
  - Executive Board, *Journal of Retailing*, 2001-2007.
  - Guest Area Editor, *Journal of Retailing*, 2008
- Editorial Review Board, *Journal of Public Policy and Marketing*, 1992-present.
- Editorial Review Board, *Journal of Interactive Marketing*, 2005-Present.

- Editorial Review Board, *Journal of Services Research*, 2017-present.
- Editorial Review Board, *Journal of Business Research*, 2005-Present.
- Editorial Review Board, *Academy of Marketing Science Review*, 2010-Present.
- Editorial Review Board, *International Journal of Internet Marketing and Advertising*, 2003-Present.
- Editorial Review Board, *Journal of Shopper Research*, 2014-present
- Editorial Advisory Board, *Journal of Relationship Marketing*, 2005-Present.
- Senior Advisor Board, *International Journal of Bank Marketing*, 2014-present.
- Editorial Review Board, *Journal of Consumer Psychology*, 2012-2015.
- Editorial Advisory Board, *American Journal of Business*, 2012-2018.
- Editorial Review Board, *Journal of Product and Brand Management* (previously *Pricing Strategy & Practice: An International Journal*), 1994-2005
- Editorial Review Board, *Journal of World Business*, 1996-1998 (formerly *Columbia Journal of World Business*).

### ***Editorial Responsibilities***

Co-Editor, *Journal of Retailing* (March 1, 2001-March 1, 2007) (with Michael Levy).

Co-Editor, Special Issue of *Journal of Retailing*, “Future of Retailing,” 2017 (with Anne L. Roggeveen and Jens Nordfält).

Co-Editor, Special Issue of *Journal of Business Research*, “Shopper Marketing,” 2015 (with Anne L. Roggeveen and Jens Nordfält).

Co-Editor, Special Issue of *Journal of Consumer Marketing*, “Online Marketing,” 2015 (with Anne L. Roggeveen).

Co-Editor, Special Issue (or Section) of the *Journal of Product & Brand Management*, “Pricing & Retailing,” 2014 (with Anne L. Roggeveen and Jens Nordfält).

Co-Editor, Special Issue of *Psychology & Marketing*, “Nonverbal Behavior and In-Store Marketing Activities,” 2014 (with Nancy Puccinelli, Anne L. Roggeveen and Charles Spence).

Co-Editor, Special Issue of *Review of Marketing Research*, “In-Store Marketing,” 2014 (with Anne L. Roggeveen and Jens Nordfält).

Co-Editor, Special Issue of *Journal of Marketing Management*, “Retailing,” 2013 (with Anne L. Roggeveen and Rodney Runyan).

Co-Editor, Special Issue of the *Journal of Retailing*, “Pricing in a Global Arena, 2012 (with Anne L. Roggeveen, Larry D. Compeau and M. Levy). Co-sponsored by Glavin Center and Clarkson University.

Co-Editor, Special section of Issue of the *Journal of Product & Brand Management*, “The Behavioral Aspects of Pricing,” 2011 (with Anne L. Roggeveen, Larry D. Compeau and M. Levy). Co-sponsored by Glavin Center and Clarkson University.

Co-Editor, Special Issue of the *Journal of Retailing*, “Customer Experience Management,” 2009 (with M. Levy and V. Kumar). Co-Sponsored by AMA, MSI, Elsevier and the ING Center.

Co-Editor, Special Issue of the *Journal of Retailing*, "Service Excellence, 2007 (with M. Levy and Ruth Bolton). Co-sponsored by the ASU Center for Service Excellence.

Co-Editor, Special Issue of the *Journal of Retailing*, "Branding and Customer Loyalty, 2004 (with M. Levy and Don Lehman). Co-sponsored by the Marketing Science Institute.

Co-Editor, Special Issue of the *Journal of Retailing*, "Creating and Delivering Value through Supply-Chain Management," 2000 (with M. Levy).

Co-Editor, Special Issue of the *Journal of the Academy of Marketing Science*, "Serving Customers and Consumers Effectively in the 21st Century: Emerging Issues and Solutions," 2000 (with A. Parasuraman). Co-sponsored by the Marketing Science Institute.

Co-Editor, Special Issue of *Journal of Public Policy & Marketing* "Pricing & Public Policy" Spring 1999 (with Larry Compeau).

Co-Editor, Proceeding of the 2006 Summer AMA Conference, (with Michael Levy and R. Krishnan).

Co-Editor, Proceeding of the 1998 Winter AMA Conference, (with Connie Pechmann).

Co-Editor, Proceeding of the Academy of Marketing Science Conference, 1993 (with M. Levy).

#### ***Conference/Research Forums Chair***

Co-Chair, **AMA/ACRA Second Triennial Retailing Conference**, (with Anne L. Roggeveen, Rodney Runyan, Jane Swinney, Jens Nordfält, and Maria Elena Vasquez Lira), Coral Gables, Florida, March 2015.

Co-Chair, **Conference on Shopper Marketing: In-Store, On-line, Social and Mobile**, Stockholm School of Economics, May 2015, (with Anne L. Roggeveen and Jens Nordfält).

Co-Chair, Babson Innovation in Retailing Research Symposium Babson Park, MA, April 8, 2014, (with Anne L. Roggeveen and Scott Motyka).

Co-Chair, **Conference on Pricing & Retailing at Babson College**, August 2013, (with Anne L. Roggeveen and Jens Nordfält). Co-sponsored by SSE.

Co-Chair, Online Marketing and Social Media Event, Babson College, November 2012 (with Anne Roggeveen, Michael Levy and Scott Motyka). Co-sponsored by Retail Supply Chain Institute.

Co-Chair, **AMA/ACRA First Triennial Retailing Conference**, Seattle, WA, 2012 (with Anne L. Roggeveen, Rodney Runyan and Barry Berman).

Co-Chair, Using Social Media to redefine the Customer Value Proposition, Babson College, April 2012 (with Anne Roggeveen, Michael Levy and Scott Motyka). Co-sponsored by Retail Supply Chain Institute.

Co-Chair, **DMEF Research Summit**, Boston 2011 (with Anne Roggeveen).

Co-Chair, **Pricing Conference** at Babson College, August, 2010 (with Larry D. Compeau, Anne Roggeveen and Michael Levy). Co-sponsored by Glavin Center and Clarkson University.

Co-Chair, **Conference on Customer Experience Management** Babson College, April 24-26, 2008 (with Michael Levy and V. Kumar). Co-sponsored by AMA, MSI, Elsevier and the ING Center.

Co-Chair, **Summer Educators' Conference**, Chicago, IL 2006, (with R. Krishnan and Michael Levy).

Co-Chair, Journal of Retailing-Babson Marketing Research Forum, Babson Park, MA, March 2005 (with Michael Levy).

Co-Chair, Journal of Retailing-Babson Marketing Research Forum, Babson Park, MA, February 2004 (with Michael Levy).

Co-Chair, Journal of Retailing-Babson Marketing Research Forum, Babson Park, MA, November 2002 (with Michael Levy).

Co-Chair, **American Marketing Association Doctoral Consortium**, Coral Gables, June 2001 (with A. Parasuraman and A. Sharma).

Co-Chair, Serving Customers and Consumers Effectively in the 21st Century: Emerging Issues and Solutions," **Marketing Science Institute Conference**, Coral Gables, FL, December 1998 (with A. Parasuraman).

Co-Chair, **Winter Educators' Conference**, Austin, Texas, 1998, (with Cornelia Pechmann).

Co-Chair, **National Conference of the Academy of Marketing Science**, Miami, Florida, 1993 (with Michael Levy).

***Professional Service: Conference Track Chair***

- Co-Chair, Pricing Track, AMA Summer Educator's Conference, 2018.
- Co-Chair, Retailing & Pricing Track, AMA Summer Educator's Conference, 2015.
- Co-Chair, Pricing & Revenue Management Track, AMS Conference, 2011.
- Co-Chair, Retailing & Pricing Track, AMA Summer Educator's Conference, 2010.
- Co-Chair, Services Track, AMS/ACRA 2009.
- Co-Chair, Retailing & Pricing Track, SMA Conference, 2008.
- Co-Chair, Retailing & Pricing Track, AMA Summer Educator's Conference, 2008.
- Co-Chair, Services Track, AMS/ACRA Columbus, Ohio 2006.
- Co-Chair, Retailing & Pricing Track, AMA Winter Educator's Conference, 2006.
- Co-Chair, Services Track, AMS/ACRA Columbus, Ohio 2003.
- Co-Chair, Retailing Track, AMA Summer Conference, Washington, D.C. 2001.
- Co-Chair, Pricing Track, Academy of Marketing Science, San-Diego, California 2001.
- Co-Chair, Electronic Business, American Marketing Winter Conference, Scottsdale, Arizona, 2001.
- Co-Chair, Services Track, American Collegiate Retailing Association, Columbus, Ohio 2000.
- Co-Chair, Product & Pricing Track, AMA Winter Conference, St. Petersburg, Florida, 1999.
- Co-Chair, Quality, Value and Customer Satisfaction Track, National Conference of the Academy of Marketing Science, Coral Gables, Florida, 1997.
- Co-Chair, Local Arrangements, National Conference of the Academy of Marketing Science, Florida, 1997.
- Co-Chair, Services Marketing Track, National Conference of the Academy of Marketing Science, Orlando, Florida, 1995.
- Co-Chair, NAFTA Issues, The Seventh Bi-Annual World Marketing Congress, Melbourne, Australia, 1995.
- Co-Chair, Pricing and Counter-trade Track, The Sixth Bi-Annual World Marketing

Congress, Istanbul, Turkey, 1993.

- Chair, Product and Pricing Track, National Conference of the Academy of Marketing Science, San Diego, California, 1992.
- Co-Chair, Local Arrangements, National Conference of the Academy of Marketing Science, Florida, 1991.

***Sessions Chair/Organizer/Moderator***

- Co-Organizer and co-chair of Retailing & Pricing Session 1, AMS 2016.
- Co-Organizer and co-chair of Retailing & Pricing Session 2, AMS 2016.
- Co-Organizer of Retailing & Pricing Session, Summer AMA 2015.
- Co-Organizer of Marketing Research and Analytics Session, Winter AMA 2013.
- Session Moderator Babson Asia Entrepreneurship Forum on Branding, October 2012.
- Co-Chair and Co-Organizer of Price Presentation Cue Session, Summer AMA 2012.
- Co-Chair and Co-Organizer of Emerging Inter-Organizational Issues in Channels, Franchising and Retailing Session, Summer AMA 2012.
- Session Moderator Babson Entrepreneurship Forum Brand Management, November 2011, Babson Park, MA.
- Organizer and Co-Chair, Retailing Special Session, AMA Summer Educators' Conference, August 2010, Boston, MA.
- Organizer and Co-Chair, Qualitative Research in Retailing Special Session, AMA Summer Educators' Conference, August 2009, Chicago, IL.
- Organizer and Co-Chair, Quantitative Research in Retailing Special Session, AMA Summer Educators' Conference, August 2009, Chicago, IL.
- Organizer and Chair, Retail Special Session, AMA Summer Educators' Conference, August 2008, San Diego, CA.
- Co-Organizer and Discussant, Special Session: Cutting Edge in Marketing, AMA Summer Educators' Conference, August 2008, San Diego, CA.
- Chair, Pricing Session, AMA Doctoral Consortium 2008, University of Missouri
- Organizer and Co-Chair, Session on Why Write a Textbook, AMA Summer Educators' Conference, August 2007, Washington D.C.
- Organizer, Session on Benchmarking Customer Behavior, Benchmarking Retailing, Benchmarking Services, Benchmarking Pricing (co-chair of session) and Meet the Editors for Non-AMA Journal, Summer AMA 2006.
- Co-Chair, JR Editorial Board Meeting, Summer AMA Conference (2001, 2002, 2003, 2004, 2005, 2006)
- Co-Chair, Special Session-I, Understanding Metric Issues Within Inter-Organizational Contexts, AMA Winter Conference, Orlando, FL, February 2003.
- Co-Chair, Special Session-II, Understanding Metric Issues Within Inter-Organizational Contexts, AMA Winter Conference, Orlando, FL, February 2003.
- Co-Chair, Special Session "JR Best Paper Awards," Summer AMA, August 2002.
- Chair, Special Session, "Internet and Pricing," 2001 Fordham University Pricing Conference, New York, NY.

- Chair, Special Session, "Reflections of Pricing Research with Kent Monroe," Fordham University Pricing Conference, New York, New York, October 2000.
- Chair, Special Session "JR Best Paper Awards," Summer AMA, Chicago, August 2000.
- Co-Chair, Plenary Session on Serving Customers and Consumers Effectively in the 21st Century: Emerging Issues and Solutions," Marketing Science Institute Conference, Coral Gables, FL, December 1998 (with A. Parasuraman). Speakers: CEO, BK and CEO, Office Depot.
- Chair, Session, "Serving Customers and Consumers Effectively in the 21st Century: Emerging Issues and Solutions," Marketing Science Institute Conference, Coral Gables, FL, December 1998.
- Co-Chair, Special Session "JR Best Paper Awards," Summer AMA, Boston, August 1998.
- Chair, Session on "Environmental and Government Issues," 1998 AMA Doctoral Consortium, University of Georgia, Athens.
- Co-Organizer, Plenary Session, Winter American Marketing Association Conference, Austin, Texas, 1998, Speakers: Glen Urban, John Hauser, and Jerry Wind.
- Co-Chair, Special Session "JR Best Paper Awards," Summer AMA, Chicago, August 1997.
- Co-Chair, Special Session on "Interdisciplinary Issues and an Agenda for Future Research in Retailing," Winter American Marketing Association Conference, St. Petersburg, February 1997.
- Co-Chair, Special Session on "Individual Differences and the Usage of Label Information," Winter American Marketing Association Conference, St. Petersburg, February 1997.
- Co-Chair, Special Session on "Evaluation of Efficiency in Marketing: Data Envelopment Analysis and Other Techniques," Winter American Marketing Association Conference, Hilton Head, South Carolina, February 1996.
- Co-Chair, Special Session on "Information Cues as Signals of Quality," European Association for Consumer Research Conference, Copenhagen, Holland, 1995.
- Chair, Special Session on "Issues with Internal Reference Price," Winter AMA Conference, San Diego, California, 1995.
- Chair, Special Session on "Meet the Editors," Academy of Marketing Science Conference, Nashville, Tennessee, 1994.
- Chair, Special Session on "Meet the Editors," Academy of Marketing Science Conference, Miami Beach, Florida, 1993
- Co-Session Organizer, "Societal and Public Policy Issues with Retail Pricing," Association for Consumer Research, Vancouver, British Columbia, Canada, 1992.
- Co-Chair, Special Session on "Retailing and Services," American Marketing Association Summer Educators' Conference, Chicago, Illinois, 1992.
- Chair, Competitive Session, Winter AMA, 1992, 1995.
- Co-Chair, Special Session on "Comparative Price Advertising, Product Evaluations and Behavioral Intentions," Academy of Marketing Science Conference, San Diego, California, 1992.
- Chair, Special Session on "Information Cue and Buyers' Perceptions of Quality, Value and Willingness to Buy," Academy of Marketing Science Conference, Ft. Lauderdale, Florida,

1991.

- Co-Chair, Special Session on "Price Search and Transaction Utility Theory," Winter Educators' Conference, American Marketing Association, Orlando, Florida, 1991.
- Co-Chair, Special Session on "Marketing and Product Quality," The Third International Conference on Productivity and Quality Research, Miami, Florida, 1991.

#### *Discussant*

- Association for Consumer Research, 1996.

#### *Ad-hoc Journal Reviewing/Dissertation Competitions*

- Ad-hoc, Journal of the Association for Consumer Research, 2017
- Ad-hoc Reviewer, *Journal of Market Behavior*, 2016
- Reviewer, chapter in *The Routledge Companion to Consumer Behavior*, 2016
- Ad-hoc Reviewer, *Research in Consumer Behavior*, 2011
- Reviewer, AMA Howard Dissertation Proposal Competition, 2011.
- Ad-hoc Reviewer, *International Journal of Research in Marketing*, 2010
- Ad-hoc Reviewer, *Journal of Advertising*, 2005, 2015
- Ad-hoc Reviewer, *Journal of Interactive Marketing*, 2003, 2004, 2005.
- Ad-hoc Reviewer, *Production and Operation Management*, 2004.
- Ad-hoc Reviewer, *Marketing Letter*, 2005.
- Ad-hoc Reviewer, *Marketing Science*, 2003, 2005, 2006, 2007.
- Ad-hoc Reviewer, *Journal of Marketing Research*, 1994, 1998, 2001, 2002, 2005, 2007, 2008, 2012, 2015, 2016
- Ad-hoc Reviewer, *Journal of Marketing*, 1994, 1995, 1996, 2002, 2003, 2005, 2007.
- Ad-hoc Reviewer, *Journal of Consumer Research*, 1990-1993, 1995-1996, 2002-2007, 2009-2017.
- Ad-Hoc Reviewer, *Journal of the Academy of Marketing Science*, 2003.
- Ad-hoc Reviewer, *Journal of Business Research*, 1992, 1994, 1995, 2002, 2003.
- Ad-hoc Reviewer, *Journal of Retailing*, 1992, 1993, 1994.
- Ad-hoc Reviewer, *Psychology and Marketing*, 1994.
- Ad-hoc Reviewer, *Journal of Public Policy and Marketing*, 1991-1992.
- Ad-hoc Reviewer, *International Journal of Research in Marketing*, 1991.
- Ad-hoc Reviewer, *Journal of Business and Psychology*, 1990, 1992, 1993.
- Ad-hoc Reviewer, *Journal of Retailing and Consumer Studies*, 1994, 1995, 1996, 2005, 2011.
- Ad-hoc Reviewer, *Journal of Experimental Psychology: Applied*, 1995.
- Ad-hoc Reviewer, *Journal of Consumer Psychology*, 1995, 2011.
- Ad-hoc Reviewer, *Journal of Applied Social Psychology*, 2000.
- Ad-Hoc Reviewer, *Research in Consumer Behavior*, 2011.
- Ad-Hoc Reviewer, *Journal of Asia Business Studies*, 2008.
- Ad-hoc Reviewer, 2012 ACR/Sheth Foundation Dissertation Proposals.
- Reviewer, *Marketing Science Institute* Doctoral Dissertation Proposals, 2003, 2004, 2006,

2007, 2008, 2010, 2012.

#### *Conference Reviewing*

- Reviewer, Frontiers in Services Conference, 2018
- Reviewer Academy of Marketing Science Conference, 2018
- Reviewer, Academy of Marketing Science Singapore Conference, 2008
- ACR 2001 & 2012 (ACR Program Committee),
- 2014 (ACR Latin America Program Committee).
- Reviewer, American Marketing Association Summer Conference, 2001, 2008.
- Reviewer, Association for Consumer Research Conference, 1996
- Reviewer, American Marketing Association Dissertation Competition, 1995, 2004
- Reviewer, Academy of Marketing Science Conference, 1994
- Reviewer, Public Policy Conference, 1994
- Reviewer, Fourth International Conference on Marketing and Development, 1993
- Reviewer, Western Decision Sciences Conference, 1992
- Reviewer, Southern Marketing Association Conference, 1992
- Reviewer, American Marketing Association Winter Conference, 1992, 1993, 1994, 1995, 2004.
- Reviewer, Fourth Quality of Life/Marketing Conference, 1992
- Reviewer, Academy of Marketing Science Retailing Conference, 1991,1994.
- Reviewer, Academy of Marketing Science Singapore Conference, 1989
- Reviewer, Second International Conference on Marketing and Development, 1988

#### *Professional Membership*

- American Marketing Association first joined in 1988.
- Association for Consumer Research, first joined in 1987
- Academy of Marketing Science, first joined in 1987
- American Collegiate Retailing Association, 2014-present
- INFORMS, member 1995-1996
- Southern Marketing Association, member 1988-1989, 2003

## **INSTITUTIONAL SERVICE**

### **Babson College**

- Board of Directors, Babson Global, 2016-present.

#### College

- Moderator, Babson India Forum Session (speaker: Mr. Laxman Narasimhan, CEO PepsiCo Latin America), April 2016.
- Global Center Committee (2015-2016).
- Faculty Senate Member (2015-present) – department representative.
- Legal and Financial Working Group Committee 2015.
- Faculty observer, Trustee Investment Committee 2014.
- Chair, Search/Recruiting Committee for an Endowed Professor 2012-2013

- Successfully completed search of Olin Professor
- Co-Chair, Teaching Innovation Fund, (2011-2012)
  - Drafted revised bylaws and application forms.
  - Budget over \$100,000.
  - Reviewed and awarded numerous TIF grants for summer stipends and/or expense support.
- Committee member, Babson IRB, (2011-present)
- Committee member, Babson Faculty Research Fund, (2011-2015)
  - Funding awarded around a quarter of a million and around 10-12 course releases.
- Committee member, Babson Faculty Research Fund, (2017-present)
- Chair, Dean of Faculty Search Committee (2010): Successfully completed search.
  - Process was open to both external and internal candidates.
- Chair, Graduate Dean Search Committee (2008-09): Successfully completed search.
  - Process was open to both external and internal candidates.
- Co-Director, Retail Supply Chain Institute (2007-present)
  - Organized numerous conferences and events.
- Chair, Babson Faculty Research Fund, (2005-2008)
  - Funding awarded each year around a quarter of a million and 14 course releases.
- Co-Chair, Babson Faculty Research Fund, (2009-2010)
  - Funding awarded each year around a quarter of a million and 14 course releases.
- Committee Member, Babson Faculty Pedagogical Fund (2010-2011)
  - Helped draft bylaws.
- Chair, Academic Dean Search Committee (2008): Successfully completed search.
  - Process was open to internal candidates.
- Chair, Faculty Agenda Committee (2008)
- Chair, Glavin Research Fund (2006-2011)
  - Funding budget around \$75,000 each year
- Babson Sabbatical Committee (2008, 2009)
- Babson College Faculty Scholarship Award Committee (2008, 2009, 2012, 2013)
- Babson IRB Taskforce (2006)
- Faculty Agenda Committee (2005-2008)
- Ph.D. in Entrepreneurship Core Committee (2004).
- Undergraduate Workload Taskforce (2004).
- Ph.D. in Entrepreneurship Committee (2003).
- FRF Committee Chair (2003).
- FRF Committee (2002-2005)
- Glavin Steering Committee (2002-2010)
- MOD-B (1-Year MBA) Redesign Committee (2003)
- IMC/IME Curriculum Redesign Committee (2002)
- IMC2 Project Revision Committee (2001).
- College Advertising Council Member (2000-2001).
- Glavin Center Committee Member (2000-2005).

- Glavin Center Research Proposal Reviewer (2001).
- FRF Reviewer (2001).

#### Marketing Division

- Co-Presenter for Appointments Cases before the ADMB for Olin Chair and Division Chair (2013)
- SME Marketing Lead Faculty Member (2015-2016)
- SME Marketing Redesign Committee (2012-14)
  - Revised curriculum to integrate with Information Technology
- SME Marketing Pilot Lead Faculty Member (2014-2015)
- Marketing Research & Analytics Committee (2010)
- Marketing Division Speaker Series (2001-present)
- Marketing Research Forum – November 2002
- Marketing Division Strategic Plan Committee (2001).
- Marketing Division Recruiting Committee (2000, 2001, 2008, 2014).
- Marketing Division Faculty Mentor. (2000-present)
- Marketing Division IMC2 Coordinator (2000-2002).
  - Worked on revising IMC-2 marketing curriculum.
  - Integrated curriculum with other disciplines.
- Marketing Division One-Year MBA Curriculum Representative (2003-2009)

#### **University of Miami**

##### University Service

- Research Council, Alternate Member, 1998-1999

##### School of Business Administration

- Department Chair, 1999-2000.
- Master's in Business Administration Admissions Committee, 1992-1995.
- Teaching Awards Committee, 1994.
- International Policy Group, University of Miami, 1991.
- Committee on Faculty Productivity, University of Miami, 1991.
- Third Year Review Committee, Business Law Department, 1995
- Tenure Review Committee, Business Law Department, 1998.
- Tenure Review Committee, Finance Department, 1998.

##### Marketing Department

- Visiting Scholar Coordinator, 1998-2000
- United Way Coordinator, 1997.
- Assistant Professor Search Committee, 1995, 1996, 1997, 1999.
- Visiting Professor Search Committee, 1995, 1996, 1997, 1998, 1999.
- Full Professor Search Committee, 1993, 1994.
- James McLamore Chair Search Committee, 1993.

- International Finance and Marketing Committee, 1990
- Committee to Evaluate Summer Grant Activities at Comparable Universities, 1990.

### **THESIS ADVISING**

- Masters in arts (Public Relations) Thesis Committee Member:
  - Susanne P. Conrad, University of Miami.
  - Title: "An Examination of the Professional Public Relations Use of Research Techniques." Completed: June 1992.
- Doctorate in Marketing, Dissertation Committee Member:
  - Sukumar Kavanoor, University of Mississippi.
  - Title: "Comparative Versus Noncomparative Ads: The Moderating Role of Ad Credibility and its Determinants."
  - Completed: October 1995
- Doctorate in Marketing, External Reader:
  - Jill Sweeney, Curtin University, Australia.
  - Title: Antecedents and Consequences of Perceptions of Value: A Field Study
  - Completed: Summer 1995
- Doctorate in Marketing, Committee Member:
  - Morris George, University of Connecticut
  - Title: Essays on Cross-Buying in a Non-Contractual Setting: Why, What, When and How Much? Completed: May 2008
- Doctorate in Psychology, Committee Member:
  - Scott Motyka, Brandeis University: Completed: February 2013
- Doctorate in Marketing, Committee Member:
  - Elizabeth Aguirrelopez, Maastricht University: Completed: 2015
- Doctorate in Marketing, Committee Member:
  - Jan Pelser, Maastricht University: Completed: 2016.
- Doctorate in Marketing, Committee Member:
  - Francisco Villarroel: Completed: 2017.
- Doctorate in Marketing, Committee Member
  - Carl-Phillip, SSE, in process.

### **Community Service**

- Advisory Committee Member, Flutie Spectrum Enterprises (FSE) (2014-present). This is an organization started by the Flutie Foundation to help autistic adults maximize their potential through gainful adult employment opportunities.
- Parent Panelist, Charles River Center (a center for disabled individuals) so that providers could get a better understanding of issues faced by disabled children and adults.
- Amego Campaign Marketing Committee Co-Chair, 2017-present.

## **FIRMS WORKED WITH:**

(e.g., Projects, Sponsored Research/White Papers, Supported Research, Executive Degree Courses, Training Seminars, Strategy Consulting, Legal Cases):

- ExxonMobil (Multiple training for Europe and Asia Groups and one for Americas)
- Lantamannen (executive education in conjunction with SSE).
- Dell (Multiple Training for US and one for Europe Groups)
- IRI (Multiple Training for US and Asia Groups and one for European Group) and long-term consulting engagement.
- International Institute of Analytics – Retail Vertical (seminar and white paper)
- J&J Groups – Neutrogena and McNeal (Training with IRI)
- Hood (Training with IRI)
- Radio Shack (consulting engagement)
- Telcordia (Multiple Training Programs)
- Ericsson (Training Program)
- Khimetrics Inc. (White paper)
- Sabre (seminar)
- Emergin (long consulting engagement)
- CIAB (seminar)
- Profit Logic (Training Seminar).
- McKinsey (Multiple training for consultants)
- Disney (Training with McKinsey)
- Met-Life (Multiple training programs).
- Monsanto (Expert on Case)
- T-Mobile/Deutsche Telekom (Expert on Case)
- TJX (Expert on Case)
- Motorola RNSG
- Motorola RPAG
- Motorola IdeN Group
- Lucent Technology (Multiple seminars)
- NEXTEL (Consulting engagement)
- Xenon (long term consulting engagement)
- Houghton Mifflin Company (consulting engagement)
- People Telephone Company (legal case research)
- Babson Consortium Programs (Training program with firms represented were EDS, Dow Chemical, Dow AgroSciences, Osram and Applied Biosystems)
- Sherwin Williams (Multiple Seminars)
- Esso International (consulting/sponsored research)
- Florida Power & Light (consulting report)
- Asahi (USA) (consulting engagement)
- Pankey Dental Institute (consulting engagements)
- AT&T (sponsored research)

- Sunshine Ford Co.\Miami Honda Co.
- Century Plaza South (Retail Shopping Center) (legal case research)
- Goodyear Tire & Rubber Company (sponsored research and research seminars)
- Coates Tire Company (legal case research)
- Dr. Rico Perez Products (legal case research)
- Club Nautico (seminar)
- Executive Courses at -- IBM, W. R. Grace & Motorola and for Lucent Technology (at Babson).
- Worked with a number of legal cases (listed a few pages later).

## **INDUSTRY PRESENTATIONS/TRAINING SESSIONS**

- “Pricing Strategies and Tactics,” ExxonMobil with participants from Europe in Prague, (December 2017).
- “Implementing Marketing Programs,” with ExxonMobil with participants from Europe (e.g., Czech Republic, Egypt, Russia, UK, etc.) in Prague, May 2017.
- “Implementing Marketing Programs,” with ExxonMobil with participants from Europe (e.g., Czech Republic, Egypt, etc.) in Prague, October 2016.
- “Pricing Strategies and Tactics,” ExxonMobil with participants from Europe in Prague, (June 2016).
- “Implementing Fuel Marketing Programs,” with ExxonMobil with participants from Europe (e.g., Norway, UK, Germany, Netherland, Italy, France, Nigeria, Egypt) in UK, May 2016.
- “Customer Trend & Market Opportunity Analysis” and “Customer Experience & Engagement Management,” with Lantmannen/SSE program, April 2016.
- “Implementing Marketing Programs,” with ExxonMobil with participants from Europe (e.g., Czech Republic, Norway, Germany, Belgium) in Prague, October 2015.
- Implementing Marketing Programs,” with ExxonMobil with participants from Americas (e.g., US, Canada) in Houston, September October 2015.
- “Analytics, Experimentation, Insights and Observation,” Stockholm School of Economics, Sweden. December 16, 2014. (Audience: retail school advisory members – such as senior members from ICA, COOP, Coca-Cola, Accenture, etc.).
- Implementing Marketing Programs,” with ExxonMobil with participants from Europe (e.g., Czech Republic, Norway, Turkey) in Prague, September 2014.

- Implementing Marketing Programs,” with ExxonMobil with participants from Americas (e.g., US, Canada, Brazil, Mexico) in Virginia, October 2013.
- Executing Marketing Programs,” with ExxonMobil with participants from Asia (e.g., China, India, Thailand) in Bangkok, September 2013.
- Implementing Marketing Programs,” with ExxonMobil with participants from Egypt, Sweden and Hungary in Prague, May 2013.
- “Pricing Strategies and Tactics,” ExxonMobil Asia Group, Hua-Hin, Thailand (participants from China, India, Thailand, Singapore) (May 2012).
- Principles, Processes and Methods for Developing, Implementing & Assessing Marketing Programs,” (with ExxonMobil Lubricant Group with participants from Russia, Poland, Czech Republic in Prague, April 2012).
- “Retailing Insights from Research and Practice,” ICA Headquarters, Stockholm, Sweden. March 15, 2012. (Over 50 folks in the audience from marketing and related disciplines and store owners).
- “Retailing Insights from Research and Practice,” Stockholm School of Economics, Sweden. March 16, 2012. (Audience: retail school advisory members – such as senior members from Axel Johnson (Åhléns), H&M, COOP, etc.).
- “Customer-driven Marketing & Social Media Methods & Opportunities in Retail,” **International Institute of Analytics: RARC Symposium**, Boston (with Lori Shafer and Mary Delk) (November 2011).
- “Customer Driven Merchandising,” Dell, Round Rock, TX (June, July, September 2011), Montpellier, France (October 2011).
- Principles, Processes and Methods for Developing, Implementing & Assessing Marketing Programs,” (with ExxonMobil Lubricant Group with participants from Turkey, England and Egypt in Istanbul, March 2011).
- The Impact of Gasoline Prices on Grocery Shopping Behavior and Promotion,” **Promotion Optimization Institute Conference: Charting Your Course to Trade Promotion Optimization Summit**, Chicago March 2011.
- “Business Insights,” (with IRI for J&J Groups: Neutrogena, CA, Neutrogena, NYC and McNeil, PA 2009).

- “Price and Promotion Best Practices in a Changing Economy,” **IRI Insight to Impact Summit**, Las Vegas, (March 2009).
- “Price & Promotion Analysis,” (IRI Chicago, 2009).
- “Price & Promotion Analysis,” (at Hood with IRI in 2008).
- “The Dao of Insights,” IRI, 2006-2009 (Many deliveries in N. America, Europe and Asia).
- “Behavioral Aspects of Value-Based Pricing,” **19<sup>th</sup> Annual PriceX Conference**, California (June 2006).
- “Developing Winning Retail Marketing and Pricing Strategies,” **18<sup>th</sup> Annual PRICEX Conference**, Chicago (June 2005).
- “Retail Success through Value,” **L.L. Bean Forum**, University of Southern Maine (March 2005).
- “Developing Winning Marketing and Pricing Strategies,” Simon & Kuchner, 2004.
- “Bricks and Clicks: What Drives Customers’ Use of the Online Channel and Overall Satisfaction in a Multichannel Context?” Presentation at **Bank of Montreal Marketing Research Session**, September 2002 (with Mitzi Montoya-Weiss and Glenn Voss).
- “Role of Evaluation, Shop-Around Preferences, and Technology Use on Profits: Moderation Effects of Switching Barriers,” Bank of Montreal, 2002.
- “Understanding the Market, Segmentation, Selling and Life-Time Value of the Customer,” Met-Life, New York, 2001, 2002.
- “Market Analysis, Segmentation, Value-Based Pricing and Trends in Telecommunication,” Telcordia, New Jersey, 2001-2003.
- “Understanding Marketing and the Marketplace” Babson Consortium Program, Babson Park, September 2004, March 2003, 2002.
- “Segmentation and Value-Based Pricing,” Ericsson, Babson College, 2001.
- “Developing a Winning Marketing Strategy,” CIAB, Colorado, 2001.
- “Compete on Value,” Colgate Palmolive, New York, 1999.

- “Developing a Winning Marketing Strategy,” Sherwin Williams, Nashville, TN, 1999.
- “Value Based Marketing Strategies,” Motorola, TX 1998.
- “Value Driven Marketing Strategies,” Lucent, Miami 1998.
- “Customer Driven Marketing Strategies,” Motorola, Atlanta 1997.
- "Strategic Classification of Stores," Goodyear Tire & Rubber Company, Akron Ohio, 1996.
- "Understanding & Measuring Customer Satisfaction," Goodyear Tire & Rubber Company, Akron Ohio, 1996.
- “Trends in Telecommunications and Value Based Marketing Strategies,” Lucent 1995.
- "Behavioral Perspectives in Pricing," Goodyear Tire & Rubber Company, Akron Ohio, 1995.
- "Defining the Retailer Customer," Goodyear Tire & Rubber Company, Akron Ohio, 1995.
- "Classification of Retail Outlets Based on Efficiency," Goodyear Tire & Rubber Company, Akron Ohio, 1995.

## **EXPERT WITNESS/LEGAL CASES**

**LIANNA KABBASH, on behalf of herself and all others similarly situated, Plaintiff, v. THE JEWELRY CHANNEL, INC. USA d/b/a LIQUIDATION CHANNEL, Case No. 1-16-CV-212-SS, (Deposed).**

**WENDY CHOWNING, individually and on behalf of all others similarly situated Plaintiffs, vs. KOHL'S DEPARTMENT STORES, INC., a Delaware Corporation; KOHL'S CORPORATION; and DOES 1 through 20, inclusive, Case No. 2:15-cv-08673-RGK (SP): Plaintiff attorneys: Derek Emge (The Emge Law Firm), Matthew J. Zevin (Stanley Law Firm) and The Frantz Law Group (James P. Franz, William P. Harris III, and George Stiefel). (Deposed).**

**T-MOBILE US, INC., a Delaware corporation, T-MOBILE USA, INC., a Delaware corporation, DEUTSCHE TELEKOM AG, a German corporation, Plaintiffs, v. AIO WIRELESS LLC, a Delaware LLC, Defendant. Civil Action No. 4:13-cv-2478, 2013. (Deposed). Attorneys: John G. Froemming (Jones Day).**

**The TJX Companies Inc. vs. Commission of Revenue. Docket No. C262229-C262231, Commonwealth of Massachusetts, Appellate Tax Board (Listed as an expert, attended the trial but did not end up testifying). 2004-2005. Attorney: John S. Brown and others (Bingham McCutchen LLP).**

**Monsanto vs. Oakhurst Dairy, Inc., United States District Court, District of Massachusetts, 1:03-CV-11273-RCL, 2003. (Deposed). Attorney: Kurt Gerstner (Campbell Campbell Edwards & Conroy, P.C).**

### **Research for Cases:**

**TRESSA GATTINELLA and KRISTINA LENGYEL, individually and on behalf of all others similarly situated, Plaintiffs, vs. MICHAEL KORS (USA), INC.; MICHAEL KORS, L.L.C.; MICHAEL KORS RETAIL, INC.; and MICHAEL KORS STORES, L.L.C. (defendants), Civil Action No.: 14-CV-5731 – (prepared report), 2015. Attorneys: Jeffrey M. Ostrow (KOPELOWITZ OSTROW FERGUSON WEISELBERG GILBERT) and Andrea Gold (TYCKO & ZAVAREEI).**

**Michael Kelly vs. Big 5 Sporting Goods Corporation, (designated as Expert) 2010. Attorneys: Derek Emge (Emge & Associates) and Mathew Zevin (Stanley Iola, LLP).**

**HP Hood LLC v. Smart Balance, Inc. & GFA Brands, Inc., Civ. A. No. 07-11690 (worked with my colleague Michael Levy). 2007. Attorney: R. David Hosp (Goodwin Procter LLP).**

Nexchar Alimentos LTDA vs. One World, Inc., U.S. District Court, South District of Florida, Case No. 97-CV4213, 1999-2002. (worked with my colleague Professor Michael Levy).

Premier Direct, Inc. vs. Weider Nutrition International, Inc., (Fall 1998). (worked with my colleague Michael Levy).

Federated Department Stores doing business as Bloomindale's, and Bloomingdale's, Inc. vs **Baymont, Dryfit, Lonestar, and others.** (Spring/Summer 1998). (worked with my colleague Professor Michael Levy).

**Send-a-Hug** vs. Bell South Yellow Pages (1998). (worked with my colleague Professor Michael Levy).

Pearl Artist and Craft Supply Corp., a Florida corporation and Robert Perlmutter vs. Spector & Sons, A Florida general partnership and its General Partners, Elmor Spector and Louis Spector (Spring/Summer 1998). (worked with my colleague Professor Michael Levy).

Worked on a number of other cases in Florida (e.g., People Telephone Company, Century Plaza South (a Retail Shopping Center), Coates Tire Company, and Dr. Rico Perez Products) (worked with colleagues Howard Marmorstein and/or Harold Berkman).

## QUOTED (OR RESEARCH QUOTED) IN NUMEROUS ARTICLES

- Mood fit Between TV shows, ads matters, The Globe and Mail, March 29, 2015, <http://t.co/of8QV6W8HU>
- High-energy TV commercials: Too much stress for consumers?, ScienceDaily, March 24, 2015, <http://www.sciencedaily.com/releases/2015/03/150324111512.htm>
- Sad movies, happy ads, Boston Globe, January 11, 2015, <http://www.bostonglobe.com/ideas/2015/01/11/tax-avoidance-has-soared-study-finds/uXp7MnrkvFtZ1YSsRAmfKM/story.html>
- For Men, Seeing Red Can Mean Paying More, <http://www.psmag.com/navigation/business-economics/for-men-seeing-red-can-mean-paying-more-59622/>
- Price Printed in Red Attracts More Consumers: Survey, The Times of India, July 16, 2013, <http://timesofindia.indiatimes.com/business/india-business/Price-printed-in-red-attracts-more-consumers-Survey/articleshow/21107383.cms>
- When Food Is Not a Bargain: Study Says Price, Rather Than Nutrition, Affects Shoppers Most, Valley News, June 24, 2013, <http://www.vnews.com/home/6988943-95/when-food-is-not-a-bargain>
- We Can't Resist Junk Food, Even When Our Health Depends on It, Healthline News, June 2, 2013, <http://www.healthline.com/health-news/children-families-more-addicted-to-junk-food-than-they-realize-060213#1>
- E-retailing cannot be a stand-alone channel - it must be integrated with the rest of the business (interview reported on: <http://www.uoc.edu/portal/en/sala-de-premsa/actualitat/entrevistes/2013/dhruw-grewal.html>) January 2013.
- Does Chinese chocolate taste better than Swiss? Depends on when you find out, Science Daily, July 27, 2011. <http://www.sciencedaily.com/releases/2011/07/110714150953.htm>
- Gas Crunch Slams Brands—But Not the Ones You Think, CNBC.com, March 10, 2011.
- Retailer's Racy Catalog to Return, Boston Herald, 7/13/10.
- Shoppers cut back on gas and food but stick to brand names, Daily Finance, December 3, 2009, <http://www.dailyfinance.com/2009/12/03/shoppers-cut-back-on-gas-and-food-but-stick-to-brand-names/>

- Wired Magazine Becomes Holiday Retailer, The New York Sun, 11/21/06
- Go ahead and gawk; that's what this revolving billboard on wheels is all about, Commercial Appeal, 10/10/06.
- Holiday Sales up 2% in last full week of season, USA Today, 12/21/04
- Wal-Mart doesn't plan to toy much with prices, USA Today, 10/11/04.
- Rebates Motivate Consumer Choice, USA Today, 2004.
  - The News Journal.com, DE, 3/7/04
  - Honolulu Advertiser.com, 3/7/04
  - Louisville Courier Journal.com, KY, 3/9/04
  - Asbury Park Press.com, NJ, 3/7/04
- Toys aren't them? Toys R Us may sell toy unit, USA Today, 2004.
- Going Global, Vault Magazine, 2002.
- The Price isn't Right, Guardian Unlimited, 2002.
- E-Commerce Goes Global for Growth, E-Commerce Times, 2002.
- Who Can You Trust, Small Business Computing.Com, 2001.
- Size Matters: Why Do So Many People Want to Own A Ford Excursion? Because It's the Godzilla of SUVs, And That's No Small Feat., Sun Sentinel, 2000
- Naming Rights Trend Growing, South Florida Business Journal, 1999.