

ANJALI SUNITI BAL
Babson College
E-mail: abal@babson.edu

EDUCATION

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

ACADEMIC WORK EXPERIENCE

- August 2020 to Babson College, Wellesley, MA
Present Associate Professor of Marketing with tenure
Courses Taught: Principles of Marketing (UG), Brand
Management (UG), Sports Marketing (UG)
- July 2014 to Babson College, Wellesley, MA
July 2020 Assistant Professor of Marketing
Courses Taught: Principles of Marketing (UG and MBA),
Brand Management (UG and MBA), Sports Marketing
(UG)

August 2012 to May 2014	Dominican University of California, San Rafael, CA Assistant Professor of Marketing Courses Taught: Principles of Marketing, Marketing Strategy and Management, Consumer Behavior, Sports Marketing Nominated: Professor of the year for the university (2014) and for the business school (2013/2014)
January 2009 to August 2012	Simon Fraser University, Beedie School of Business Instructor Teaching Honor Roll: Top 10% of Faculty and Adjuncts Courses Taught: Principles, Integrated Marketing Communications, Marketing Strategy and Management

PROFESSIONAL WORK EXPERIENCE

2017-current	Balbro Inc. <i>Co-Owner/Managing Director</i>
2006-2008	Morgan Stanley/Smith Barney, Tucson, AZ, USA <i>Guided Portfolio Manager/Financial Advisor</i>
2005-2006	Lifetime Television, Los Angeles, CA <i>Production Coordinator, Unscripted</i>
2000-2003	Colony Theatre, Pasadena Playhouse, Laguna Playhouse, LA Phil and La Jolla Playhouse <i>Producer, Associate Producer, Assistant Director, Box Office Manager, Spot Operator, Stage Manager, Intern</i>

GUEST EDITORSHIP

- *Journal of Public Affairs* 18(2) Guest Editor: Marketing of the Arts and Public Affairs: Value From Different Perspectives. Introduction to the special issue, Marketing of the Arts and Public Affairs: Value from Different Perspectives.
- *Journal of Public Affairs* 11(3) Guest Editor: Cartoons: When politics are too serious to be left to politicians. Introduction to the special issue, Cartoons and Political Marketing: Challenges in an Age of New Media.

RESEARCH

Journals/Monographs/Cases

1. Pitt, C, **Bal, A.S.** & Plangger, K.A. (2020). 'New approaches to psychographic consumer segmentation: Exploring fine art collectors using artificial intelligence, automated text analysis and correspondence analysis', *European Journal of Marketing*. Vol. 54, no. 2, pp. 305-326.
2. **Bal, A.S.** & Weidner, K. (2019). De Nuestra Familia a La Suyra: Amelia Ceja Bringing Wine to the People. In Ed., Victoria L. Crittenden, *Go-to-Market Strategies for Women Entrepreneurs: Creating and Exploring Success*. Emerald Group Publishing (pp.17-24).
3. **Bal, A.S.** & Weidner, K. (2019). From Approval Junkie to Scrappy Entrepreneur: Faith Salie's Personal Brand Success Story. In Victoria L. Crittenden (Ed.), *Go-to-Market Strategies for Women Entrepreneurs: Creating and Exploring Success*. Emerald Group Publishing (pp. 35-42).
4. Weidner, K., Beuk, F., & **Bal, A.S.** (2019). Fake news and the willingness to share: a schemer schema and confirmatory bias perspective. *Journal of Product & Brand Management*. (05/2019).
5. **Bal, A.S.** & Pitt, L. (2018). Editorial: Marketing of the Arts and Public Affairs: Value from Different Perspectives. *Journal of Public Affairs*. Volume 18, Issue 2.
6. Archer-Brown, C., Kampani, J., Marder, B., **Bal, A.S.** & Keitzman, J. (2017). Conditions in Prerelease Movie Trailers For Stimulating Positive Word of Mouth: A Conceptual Model Demonstrates the Importance Of Understanding as a Factor for Engagement. *Journal of Advertising Research*. Vol. 57, Issue 2; 159-172.
7. **Bal, A.S.**, Weidner, K., Hanna, R. & Mills, A. (2017). Crowdsourcing and Brand Control. *Business Horizons*. Vol. 60, 219-228. **Nominated Best Article 2017**.
8. **Bal, A.S.**, Weidner, K., Leeds, C., & Raaka, B. (2016). Getting Real About Suicide Prevention in the Classroom and Beyond: Social Marketing Communications for At-Risk Individuals. *Journal of Marketing Education*. Vol. 38, Issue 2.
9. Weidner, K., **Bal, A.S.**, Rains, S. & Leeds, C. (2016). Tattooing and Brand Sponsorship: How Far is Too Far? *Journal of Product and Brand Management*. Vol. 25, Issue 4, pp. 387-393.
10. Bigi, A., Treen, E., & **Bal, A.S.** (2016). How Customer and Product Orientations Shape Political Brands. *Journal of Product and Brand Management*. Vol. 25, Issue 4, pp. 365 – 372.
11. **Bal, A.S.**, Grewal, D., Mills, A. & Ottley, G. (2015). Engaging Students with Social Media. *Journal of Marketing Education*, Vol. 37, Nbr. 3, pp. 190.

12. Langowitz, N. & **Bal, A.S.** (2015). An Ecosystem Approach to Diversity in Management Education. In Victoria L. Crittenden, Kathy Esper, Nathaniel Karst, and Rosa Slegers (Eds.), *Evolving Entrepreneurial Education: Innovation in the Babson Classroom*. Emerald Group Publishing.
13. Bigi, A., Bonera, M. & **Bal, A.S.** (2015). Evaluating Political Party Positioning Over Time: A Proposed Methodology. *Journal of Public Affairs*. (May 2015)
14. **Bal, A.S.**, Archer-Brown, C., Robson, K., & Hall, D. E. (2013). Do Good, Goes Bad, Gets Ugly: Kony 2012. *Journal of Public Affairs*, 13(2).
15. Parent, M., **Bal, A.S.**, & Robson, K. (2012). SalinaBear: 8 Million + YouTube Views and Counting: What's Next? *Ivy Publishing*. Case Study and Teaching Note. (Over 1,500 copies sold.)
16. **Bal, A.S.**, Campbell, C. & Pitt, L. (2012). Viewer Reactions to Online Political Spoof Videos and Advertisements. In Dr. Angeline Close (Ed.), *Online Consumer Behavior: Theory and Research in Social Media, Advertising and E-tail*. Routledge: 185-206.
17. Halvorson, W., **Bal, A.S.**, Pitt, L.P., & Parent. M. (2012). Cashing in on the Green Dots: Marketing Ireland in Second Life. *Marketing Intelligence and Planning*, 30(6).
18. Grant, P., **Bal, A.S.** & Parent, M. (2012). Operatic Flash Mob and Consumer Arousal, Connectedness and Emotion. *Journal of Consumer Behavior*, 11(3):244-251.
19. **Bal, A.S.** (2011). Cartoons: When Politics are too Serious to be Left to Politicians. Introduction to the Special Issue, Cartoons and Political Marketing: Challenges in an Age of New Media. *Journal of Public Affairs*, 11(3): 135.
20. Payne, N, Campbell, C., **Bal, A.S.**, & Piercy, N. (2011). Placing a Hand in the Fire: Assessing the Impact of a YouTube Experiential Learning Project on Viral Marketing Knowledge Acquisition. *Journal of Marketing Education*, 33(2) 204–216.
21. Parent, M., Plangger, K., & **Bal, A.S.** (2011). The New WTP – Willingness to Participate. *Business Horizons*, 54, 3(May), 219-229.
22. **Bal, A.S.**, Campbell, C., Payne, N., and Pitt, L. (2010). Political Ad Portraits: A Visual Analysis of Viewer Reaction to Online Political Spoof Advertisements. *Journal of Public Affairs*, 10(4), 313-328.

23. **Bal, A.S.**, Pitt, L., Berthon, P., & DesAutels, P. (2009). Caricatures, Cartoons, Spoofs and Satires: Political Brands as Butts. *Journal of Public Affairs*, 9 (4), 229-237.

Proceeding Abstracts/Conference Presentations

1. Weidner, K. & **Bal, A.S.** "Fake News and Willingness to Share: The Role of Confirmatory Bias and Previous Brand Transgressions," The Academy of Marketing Science World Marketing Congress, Edinburgh, Scotland, UK (July 2019).
2. Hill, K. **Bal, A.S.**, & Grewal, D. "Strong Girls and Kind Boys: Understanding Preferences for Gender-Congruent Clothing in Children's Wear," The Academy of Marketing Science World Marketing Congress, Edinburgh, Scotland, UK (July 2019).
3. Weidner, K. & **Bal, A.S.**, "Managing Stakeholder Interests in a Non-Profit Setting: Who Matters Most?" The Academy of Marketing Science, New Orleans, LA (May 2018).
4. **Bal, A.S.**, Hanna, R. C., Weidner, K., & Watson-Foster, J. "The Hero and the Lover: Gender Expectations and Preferences of Movie Goers and the Impact on Movie Performance," Babson Research Day, Babson College, Wellesley, MA, (February 2018).
5. Archer-Brown, C., Kampani, J., Marder, B., **Bal, A.S.**, & Keitzman, J. "The Role of Movie Trailers on Generating Word of Mouth," Babson Governance Meeting, Babson College, Wellesley, MA (May 2017).
6. **Bal, A.S.**, Crittenden, V., Esper, K., Greenberg, D., Karst, N., Levinson, J., Reza, A., Wynstra, B. (2016). "Evolving Entrepreneurial Education: Innovation in the Babson Classroom," Marketing Management Association, Providence, RI (September 2016).
7. **Bal, A.S.**, Watson-Foster, J. M., Weidner, K. & Hanna, R. "The Virgin, the Lover, and the Queen: the Value Created by Character Archetypes," Academy of Marketing Science Annual Conference, Orlando, FL (May 2016).
8. **Bal, A.S.**, Pitt, L., & Parent, M. "Monet's, Nymphaea... \$11 Million; Rothko's, White... \$73 Million; My Youngest Son's, The Burial of Our Dog Rover... Priceless!: Consumer Behavior in the Fine Art Market," Academy of Marketing Science Annual Conference. Indianapolis, IN (May 2014).

9. **Bal, A.S.**, Archer-Brown, C., Weidner, K., & Mills, A. "The Modern Carnival: How the Internet Provides a Space for Community Release," Academy of Marketing Science Annual Conference, Indianapolis, IN (May 2014).
10. Samantha Rains, Kelly Weidner, **Bal, A.S.**, & Chris Leeds "Going Under the Needle for Your Brand: Tattooing as the New Market Medium," Academy of Marketing Science Annual Conference, Indianapolis, IN (May 2014).
11. **Bal, A.S.**, Dahl, D., & Zhu, J. "Negative Affect Intimacy: The Role of Negative Affect Tags in the Fine Art Market," Academy of Marketing Science Annual Conference, Monterey, CA (May 2013).
12. **Bal, A.S.**, Archer-Brown, C., Robson, K, Hall, D. & Weidner, K. "Kony 2012: Mega Viral Political Activism," Academy of Marketing Science Annual Conference, Monterey, CA (May 2013).
13. **Bal, A.S.**, Allen, A., Pitt, L. and Berthon, P. "I'm Lovin' It: The Salience of McDonald's Logo, Slogans and Colors on Children," Academy of Marketing Science Annual Conference Monterey, CA (May 2013).
14. Mills, A., Plangger, K., & **Bal, A.S.** "Customer Service: The Good, The Bad, The Theory," Academy of Marketing Science Annual Conference, Monterey, CA (May 2013).
15. **Bal, A.S.** "Confessions of a New Female Marketing Professor: What I've Learned, What I Am Learning and What I Hope to Learn," Academy of Marketing Science, World Marketing Congress, Buckhead, GA (September 2012).
16. Grant, P., **Bal, A.S.**, Pitt, L., & Parent, M. "Operatic Flash Mob," (accepted at Film Festival), The Association for Consumer Research Annual Conference, St. Louis, MI (October 2011). With, Philip Grant, Leyland Pitt and Michael Parent.
17. **Bal, A.S.** "A Neophyte Case Teacher's Travels in Second Life," Academy of Marketing Science, World Marketing Congress, Reims, FR (July 2011).
18. **Bal, A.S.**, Pitt, L., & Parent, M. "Readability and Usefulness: Do the Top 100 MBA Mission Statements Say Anything?" Academy of Marketing Science Annual Conference, Coral Gables, FL (May 2011).
19. Pitt, L., Steyn, P., Wallstrom, A., & **Bal, A.S.** "You Know You've Got to Express Yourself: A Comparative Study of Self- Expression Through Brand, Women in

Six Asian Nations,” Academy of Marketing Science Annual Conference Coral Gables, FL (May 2011).

20. Campbell, C., **Bal, A.S.**, Pitt, L. “Political Ad Portraits: A Visual Analysis of Constituents’ Reaction to Political Spoof Ads,” Academy of Marketing Science Annual Conference, Portland, OR (May 2010).
21. Halvorson, W., **Bal, A.S.**, Pitt, L., Parent, W. “Cashing in on the Green Dots: Marketing Ireland in Second Life,” Academy of Marketing Annual Conference, Coventry, UK (July 2010). Winner of the Pearson Education Prize for the Best Case Study.
22. **Bal, A.S.**, Berthon, P., Pitt, L., & DesAutels, P. “Caricatures, Cartoons, Spoofs and Satires: Political Brands as Butts,” Academy of Marketing Science Annual Conference, Baltimore, MD (May 2009). With Pierre Berthon, Leyland Pitt and Philip DesAutels.

Work in Progress

1. **Bal, A.S.**, Allen, A.J., Plangger, K., Pitt, C. & Berthon, P. I’m Lovin’ It: The Saliency of McDonald’s Logo, Slogans and Colors on Children. To be submitted to the *Journal of Advertising*. (All studies complete)
2. **Bal, A.S.**, Hanna, R., Grewal, D., Weidner, K., & Watson-Foster, J.M. The Virgin or the Whore: Female Archetypes and a Determinant of Pay scale and Box Office Success. To be submitted to the *Journal of Consumer research* (All Studies Complete)
3. Hill, K., **Bal, A.S.**, & Grewal, D. Strong Girls and Kind Boys: Understanding Preferences for Gender-Congruent Clothing in Children’s Wear. To be submitted to the *Journal of Marketing Research* (All studies complete.)

Speaker

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

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

Invited Lecturer: The University of Western Australia: *New York Times* Case (2009).

Conference Chair/Track Chair

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

Conference Co-Chair, Wine Marketing: Innovations and Best Practices Conference, Lake Guarda, IT, July 2015.

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

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

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

Babson Service

MLK Legacy Day Committee, Babson College. Committee member (Fall 2014-Spring 2018), Co-Chair (Fall 2018-current).

Babson Honors, Council Member. Babson College. Fall 2016-Current.

Babson Honors, Babson College. Advisor to: Paulina Zarate Roderiguez (2017), Andrew Fu (current), Co-Advisor to: Arjun Prasad with Gary Ottley (2018), Amelia Bryant with Krista Hill Cummings and Babak Zafari (2019), Maren Mellen with Paul Schmitz (current).

Babson Faculty Senate, Alternate At-Large (Spring 2018).

Faculty Senate Committee on Diversity and Inclusion. Committee member (Spring 2018-current)

Global Brand Task Force. Committee member (Summer 2019-current)

Faculty Evaluations Committee, Babson College (Fall 2019-current)

Executive Education:

Cultivate Small Business, Babson College, Boston, MA (January 2018, January 2019). Organized by: Candida Brush. (2 sessions in 2018, 2 sessions in 2019)

Babson Build, *Marketing For Entrepreneurs*, Babson College, Wellesley, MA. (July, 2016, Summer 2017, Summer 2018). Organized by Jay Rao. (1 session each summer)

NFLPA (National Football League Players Association): The Trust, Growing My Small Business, My Best Foot Forward Who's Brand Is It?. Babson College, Wellesley, MA (Summer 2016). Organized by Fred Nanni. (1 session)

Editorial Review Board

Journal of Advertising Research

Select Ad hoc Reviewing

Journal of International Business Studies

Journal of Consumer Behavior

Journal of Business Research

Journal of Public Affairs

Journal of General Management

Journal of Marketing Education

International Marketing Review

Journal of Product and Brand Management

Business Horizons

European Journal of Marketing

HONORS/RECOGNITION/AWARDS

- Babson College Faculty Pride Award 2020
- BFRF Summer Stipend, 2019
- BFRF mini-grant, 2017/2018
- Dominican University of California, (San Rafael, CA, USA) Teacher of the Year Nominee, 2013-2014
- School of Business and Leadership Teacher of the Year Nomination, Dominican University of California, (San Rafael, CA, USA), 2012-2013, 2013-2014
- Faculty of Business Administration Teaching Honor Roll Top 10%, Simon Fraser University, Beedie School of Business, (Vancouver, BC, Canada), 2010/2011
- SFU AMA/Sheth Foundation Doctoral Consortium Representative (Oklahoma, OK, USA)
- Graduate Fellowship (PhD), Simon Fraser University, (Vancouver, BC, Canada), 2008-2012
- Pearson Prize for Best Case Study, AOM, Coventry, U.K., 2010
- Morgan Stanley Reach for Excellence Top Tier, (Tucson, AZ, USA)
- Rotterdam School of Management, New Business Competition Winner, (Athens, GR)