

Anne L. Roggeveen

Charles Clarke Reynolds Professor of Retailing and Marketing
Babson College
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Babson Park, MA 02457
781-239-4289

Education

Ph.D. in Marketing	Columbia University, Graduate School of Business, New York, NY	2001
M. Phil. in Marketing	Columbia University, Graduate School of Business, New York, NY	1999
M.B.A. , High Distinction Concentration in Marketing	Bentley College Graduate School of Business, Waltham, MA	1995
B.S. , Cum Laude Major in Mathematics	Tufts University, Medford, MA	1993

Selected Honors and Awards

William R. Davidson Journal of Retailing Best Paper Award	2019
Journal of Marketing Outstanding Reviewer Award	2018
AMA-Sheth Doctoral Consortium, Faculty Fellow	2018
William R. Davidson Journal of Retailing Best Paper Award	2018
Stanley Hollander Outstanding Retailing Paper Award	2016
William R. Davidson Journal of Retailing Best Paper Award	2016
Extramural Fellow, Maastricht University	2015-2019
Honorary Visiting Professor of Retailing and Marketing at the Center for Retailing at the Stockholm School of Economics	2015-2019
Pearson Prentice Hall's Solomon-Marshall-Stuart Award for Innovative Excellence in Marketing Education, American Marketing Association, Teaching & Learning SIG	2014
Marketing and Public Policy Doctoral Consortium Fellow	2014
Lamb-Hair-McDaniel Outstanding Marketing Teacher Award, Academy of Marketing Science	2014
Women Who Make a Difference Award Nominee, Babson College	2014
Babson Research Scholar	2014-2016
Babson College Faculty Scholarship Award	2012
Glavin Center Research Support, Babson College	2012
"Customer Experience Creation: Determinants, Dynamics and Management Strategies"	
Top cited article published in <i>Journal of Retailing</i> 2007-2011	2012
Best Conference Paper, La Londe Conference	2011
Extramural Fellow, Maastricht University	2011-2015
Babson Research Scholar	2011-2014
William R. Davidson Journal of Retailing Best Paper Award	2010
Winter AMA Best Paper in Consumer Behavior Track	2009
Babson College Faculty Scholarship Award	2008
M. Wayne DeLozier Best Conference Paper Award	2008
Stanley Hollander Outstanding Retailing Paper Award	2008
Lyle Howland Term Chair in Marketing	2005-2010

Updated December 2018

Course Release, Babson Faculty Resource Fund	2003-2005, 2008-2010
Summer Research Support, Babson College	2005, 2006, 2008, 2010, 2012-2015
Empire Who's Who of Women in Education	2006
Course Release, FRF Committee, Babson College	2005, 2006
Glavin Center Fellow, Glavin Center for Global Entrepreneurial Leadership	2006
Who's Who in Business Higher Education	2003
American Marketing Association Doctoral Consortium Fellow	1999
Amanda and Harold J. Rudolph Scholar – Outstanding Marketing Ph.D. Student	1999-2000
Beta Gamma Sigma - Business Honor Society	1995, 2001
Alpha Mu Alpha - National Marketing Honor Society	1995
Graduate Assistantship - Bentley College Graduate School of Business	1993-1995

Publications

JOURNAL PUBLICATIONS

Sarantopoulos, Panagiotis, Aristeidis Theotokis, Katerina Pramataris, and Anne L. Roggeveen (forthcoming), "The Impact of a Complement-Based Assortment Organization on Purchases," *Journal of Marketing Research*.

Hallock, Will, Anne L. Roggeveen, and Victoria Crittenden (forthcoming), "Firm-level Perspectives on Social Media Engagement: An Exploratory Study," *Qualitative Market Research*

Roggeveen, Anne L. and Raj Sethuraman (2018), "Editorial: Current Articles and Future Initiatives," *Journal of Retailing*, 94 (December).

Roggeveen, Anne L. and Raj Sethuraman (2018), "Gratitude, Homage, and Reflections from the Co-editors," *Journal of Retailing*, 94 (September), iv-v.

Roggeveen, Anne L. and Raj Sethuraman (2018), "Reflections from the Co-editors," *Journal of Retailing*, 94 (June).

Roggeveen, Anne L. and Raj Sethuraman (2018), "Understanding the JR Heritage, Publishing in JR, and the Evolving Retail Field," *Journal of Retailing*, 94 (March), 1-4.

Roggeveen, Anne L. and Lauren Beitelspacher (2018), "Educating the Retailers of Tomorrow: An Overview of Journal of Marketing Education Special Issue on Retailing," *Journal of Marketing Education*, 40 (March) 3-5.

Grewal, Dhruv, Anne L. Roggeveen, and Jens Nordfält (2017), "The Future of Retailing," *Journal of Retailing*, 93 (March), 1-6.

***Awarded 2019 William R. Davidson Journal of Retailing Best Paper Award**

Grewal, Dhruv, Anne L. Roggeveen, Raj Sisodia, and Jens Nordfält (2017), "Enhancing Customer Engagement through Consciousness," *Journal of Retailing*, 93 (March), 55-64.

Grewal, Dhruv, Anne L. Roggeveen, Rodney C. Runyan, Jens Nordfält, and Maria Elena Vazquez Lira (2017), "Retailing in Today's World: Multiple Channels and Other Strategic Decisions Affecting Firm Performance," *Journal of Retailing and Consumer Services*, 34 (January), 261-263.

Alexander, Andrew, Christoph Teller, and Anne L. Roggeveen (2016), "The Boundary Spanning of Managers within Service Delivery Networks," *Journal of Business Research*, 69(May), 6031–6039.

Roggeveen, Anne L. and Dhruv Grewal (2016), "Engaging Customers: The Wheel of Social Media Engagement," *Journal of Consumer Marketing*, 33 (March), (editorial).

Roggeveen, Anne L., Jens Nordfält, and Dhruv Grewal (2016), "Do Digital Displays Enhance Sales? Role of Retail Format and Message Content" *Journal of Retailing*, 92 (March), 122-131.
***Awarded 2018 William R. Davidson Journal of Retailing Best Paper Award**

Grewal, Dhruv, Anne L. Roggeveen, and Jens Nordfält (2016), "Roles of Retailer Tactics and Customer-Specific Factors in Shopper Marketing: Substantive, Methodological, and Conceptual Issues" *Journal of Business Research*, 69 (March), 1009-1013.

González, Eva M., Eduardo Esteva Armida, Anne L. Roggeveen, and Dhruv Grewal (2016), "Amount off versus percentage off: When does it matter?" *Journal of Business Research*, 69 (March), 1022-1027.

Aguirre, Elizabeth, Anne L. Roggeveen, Dhruv Grewal and Martin Wetzels (2016), "The Personalization-Privacy Paradox: Implications for New Media," *Journal of Consumer Marketing*, 33 (March), 98-110.

Lindström, Annika, Hanna Berg, Jens Nordfält, Anne L. Roggeveen, and Dhruv Grewal (2016), "Does the Presence of a Mannequin Head Change Shopping Behavior?" *Journal of Business Research*, 69 (February), 517-524.

Roggeveen, Anne L., Dhruv Grewal, Claudia Townsend, and Ram Krishnan (2015), "The Impact of Dynamic Presentation Format on Consumer Preferences for Hedonic Products and Services," *Journal of Marketing*, 79 (November), 34-49.

Grewal, Dhruv, Anne L. Roggeveen, and Jens Nordfalt (2014) "Pricing in the Modern World: The Role of Price-Related and Non-Price Related Cues," *Journal of Product and Brand Management*, 23 (6), 397-400.

Motyka, Scott, Dhruv Grewal , Nancy M. Puccinelli, Anne L. Roggeveen, Tamar Avnet, Ahmad Daryanto, Ko de Ruyter, and Martin Wetzels (2014), "Regulatory Fit: A Meta-Analytic Synthesis," *Journal of Consumer Psychology*, 24 (July), 394-410.

Spence, Charles, Nancy M. Puccinelli, Dhruv Grewal and Anne L. Roggeveen (2014), "Store Atmospherics: A Multisensory Perspective," *Psychology & Marketing*, 31 (July), 472–488.

Grewal, Dhruv, Anne L. Roggeveen, Nancy M. Puccinelli and Charles Spence (2014), "Retail Atmospherics and In-Store Nonverbal Cues: An Introduction," *Psychology & Marketing*, 31 (July), 469–471.

Grewal, Dhruv, Anne L. Roggeveen, and Joan Lindsay-Mullikan (2014), "Contingent Effects of Semantic Price Cues," *Journal of Retailing*, 90 (June), 198-205.

Coulter, Keith S. and Anne L. Roggeveen (2014), "Price Number Relationships and Deal Processing Fluency: The Effects of Approximation Sequences and Number Multiples," ***Journal of Marketing Research***, 51 (February), 69-82.

Roggeveen, Anne L., Ronald Goodstein, and Dhruv Grewal (2014), "Improving the Effect of Guarantees: The Role of a Retailer's Reputation," ***Journal of Retailing***, 90 (March), 27-39.
***Awarded 2016 William R. Davidson Journal of Retailing Best Paper Award**

Grewal, Dhruv, Anne L. Roggeveen, and Rodney Runyan (2013), "Retailing in a Connected World," ***Journal of Marketing Management***, 29 (February), 263-270.

Grewal, Dhruv, Praveen Kopalle, Howard Marmorstein, and Anne L. Roggeveen (2012), "Does Travel Time to Stores Matter? The Role of Merchandise Availability," ***Journal of Retailing***, 88 (3), 437-444.

Roggeveen, Anne L., Michael Tsiros, and Dhruv Grewal (2012), "Understanding the Co-Creation Effect: When Does Collaborating with Customers Provide a Lift to Service Recovery?," ***Journal of Academy of Marketing Science***, 40 (6), 771-790.

Coulter, Keith and Anne L. Roggeveen (2012), "Deal or No Deal? How Buyer Number, Purchase Limit, and Time-to-Expiration Impact Purchase Decisions on Group Buying Websites," ***Journal of Research in Interactive Marketing***, 6 (2), 78-95.

Grewal, Dhruv, Anne L. Roggeveen, Larry D. Compeau, and Michael Levy (2012), "Retail Value-Based Pricing Strategies: New Times, New Technologies, New Consumers," ***Journal of Retailing, Special Issue on Pricing***, 88 (1), 1-6.

Coulter, Keith S. and Anne L. Roggeveen (2012), "Like it Or Not: Consumer Responses to Word-of-Mouth Communication in On-line Social Networks," ***Management Research Review, Special Issue on Marketing and Social Media***, 35 (9), 878-899.

Grewal, Dhruv, Anne L. Roggeveen, Larry D. Compeau, and Michael Levy (2011), "Evolving Pricing Practices: The Role of New Business Models," ***Journal of Product & Brand Management, Special Issue on Pricing***, 20 (7), 510-513.

Wilcox, Keith, Anne L. Roggeveen, and Dhruv Grewal (2011), "Shall I Tell You Now or Later? Assimilation and Contrast in the Evaluation of Experiential Products," ***Journal of Consumer Research***, 38 (December), 763-773.

Biswas, Dipayan, Dhruv Grewal and Anne L. Roggeveen (2010), "How the Order of Sampled Experiential Goods Affects Choice," ***Journal of Marketing Research***, 47 (June), 508-519.

Verhoef, Peter, Katherine Lemon, A. Parasuraman, Anne Roggeveen, Michael Tsiros, and Leonard Schlesinger (2009), "Customer Experience Creation: Determinants, Dynamics and Management Strategies," *Journal of Retailing*, 85 (1), 31-41. ***one of the Top-10 most-cited articles published in *Journal of Retailing* during 2007-2011.**

Grewal, Dhruv, Anne L. Roggeveen, and Michael Tsiros (2008), "The Effect of Compensation on Repurchase Intentions in Service Recovery," *Journal of Retailing*, 84 (4), 424-434. ***Awarded 2010 William R. Davidson *Journal of Retailing* Best Paper Award**

Bharadwaj, Neeraj and Anne L. Roggeveen (2008), "The Impact of Offshored and Outsourced Call Service Centers on Customer Appraisals," *Marketing Letters*, 19 (1), 13-23.

Roggeveen, Anne L., Neeraj Bharadwaj, and Wayne D. Hoyer (2007), "How Call Center Location Impacts Expectations of Service from Reputable vs. Lesser Known Firms," *Journal of Retailing*, 83 (4), 403-410.

Johar, Gita V. and Anne L. Roggeveen (2007), "Changing False Beliefs from Repeated Advertising: The Role of Claim-Refutation Alignment," *Journal of Consumer Psychology*, 17 (2), 118-127.

Estelami, Hooman, Dhruv Grewal and Anne L. Roggeveen (2007), "The Negative Effect of Policy Restrictions on Consumers' Post-purchase Reactions to Price-Matching Guarantees," *Journal of the Academy of Marketing Science*, 35 (June) 208-219.

Roggeveen, Anne L., Dhruv Grewal and Jerry Gotlieb (2006), "Does the Frame of a Comparative Ad Moderate the Effectiveness of Extrinsic Information Cues?" *Journal of Consumer Research*, 33, (June), 115-122.

Roggeveen, Anne L. and Gita V. Johar (2004), "Integration of Discrepant Sales Forecasts: The Influence of Plausibility Inferences Based on an Evoked Range," *Journal of Marketing Research*, 41, (February), 19-30.

Roggeveen, Anne L. and Gita V. Johar (2002), "Perceived Source Variability versus Familiarity: Testing Competing Explanations for the Truth Effect", *Journal of Consumer Psychology*, 12, 2, 81-91.

OTHER PUBLICATIONS

Schweiger, Elisa B., Anne L. Roggeveen, Dhruv Grewal, and Nancy M. Puccinelli (2019) "How In-Store Retail and Service Atmosphere Create Customer Engagement" in **Handbook of Research on Customer Engagement**, Eds., Linda Desiree Hollebeek and David E. Sprott, Elgar Publishing.

Roggeveen, Anne L. and Dhruv Grewal (2018), "In-Store Marketing: Existing and Emerging Elements," in **Handbook of Research on Retailing**, Eds., Katrijn Gielens and Els Gijsbrechts, Elgar Publishing, 237-250.

Grewal, Dhruv, Anne L. Roggeveen, and Lauren Beitelspacher (2017), "How Retailing Cues Influence Shopping Perceptions and Behavior," in **The Routledge Companion to Consumer Behavior**, Eds., Michael Solomon and Tina Lowrey, Routledge, 291-303.

Roggeveen, Anne L. (2015), "Innovation and Experimentation: Taking Risks, Learning from Failures, and Moving Forward," in **Evolving Entrepreneurial Education: Innovation in the Babson Classroom**, Eds., Victoria L. Crittenden, Kathy Esper, Nathaniel Karst, and Rosa Slegers, Emerald Group Publishing, 273-282.

Grewal, Dhruv, Anne L. Roggeveen, and Ganesan Shankaranarayanan (2015), "Marketing-ITS Integration: Developing Next-Generation Managers," in ***Evolving Entrepreneurial Education: Innovation in the Babson Classroom***, Eds., Victoria L. Crittenden, Kathy Esper, Nathaniel Karst, and Rosa Slegers, Emerald Group Publishing, 139-158.

Grewal, Dhruv, Anne L. Roggeveen, and Joan Lindsey-Mullikin (2015), "Effectiveness of Within-Store and Between-Store Semantic Price Cues," in ***Empirical Generalizations about Marketing Impact, 2nd Edition***, Cambridge, MA: Marketing Science Institute Publications.

Grewal, Dhruv, Anne L. Roggeveen, and Michael Tsiros (2015), "Service Failure and Customer Compensation," in ***Empirical Generalizations about Marketing Impact, 2nd Edition***, Cambridge, MA: Marketing Science Institute Publications.

Hill, Krista, Anne L. Roggeveen, Dhruv Grewal, and Jens Nordfält, (2015), "ICA: Changing the Supermarket Business, One Screen at a Time," Babson Worldwide, A Special Case Collection published by Babson College.

Hill, Krista, Anne L. Roggeveen, Dhruv Grewal, and Jens Nordfält, (2015), "Teaching Note - ICA: Changing the Supermarket Business, One Screen at a Time," Babson Worldwide, A Special Case Collection published by Babson College.

Nordfält, Jens, Dhruv Grewal, Anne L. Roggeveen, and Krista Hill (2014), "Insights from In-store Marketing Experiments," in ***Review of Marketing Research: Shopper Marketing and the Role of In-Store Marketing***, eds. Dhruv Grewal, Anne L. Roggeveen, and Jens Nordfält, Volume 11, Emerald Books, 127-146.

Grewal, Dhruv, Anne L. Roggeveen, and Jens Nordfält (2014), "Shopper Marketing & In-Store Marketing: An Introduction," in ***Review of Marketing Research: Shopper Marketing and the Role of In-Store Marketing***, eds. Dhruv Grewal, Anne L. Roggeveen, and Jens Nordfält, Volume 11, Emerald Books, xvii-xxi.

Dhruv Grewal and Anne L. Roggeveen (2012), "Enhancing Retailers' Understanding of Decisions that Can Directly Impact Their Profitability: A Commentary on the Contributions of V. Kumar," in ***Legends in Marketing: V. Kumar***, Sage Publications.

Dhruv Grewal and Anne L. Roggeveen (2011), "Enhancing Retailers' Understanding of Experiential Value and Store Choice: A Commentary on the Contributions of Naresh Malhotra," in ***Legends in Marketing: Naresh Malhotra, Volume 7***, Sage Publications.

Monroe, Kent B., Dhruv Grewal, and Anne L. Roggeveen (2011) "Price-Quality-Value: Some Key Questions," in ***Legends in Marketing: Kent B. Monroe***, eds. Dhruv Grewal and Anne L. Roggeveen, Volume 3, Sage Publications.

Grewal, Dhruv and Anne L. Roggeveen (2011), "Decomposing the Intricate Role of Price, Quality, and Value Relationships" in ***Legends in Marketing: Kent B. Monroe***, eds. Dhruv Grewal and Anne L. Roggeveen, Volume 3, Sage Publications.

Grewal, Dhruv, Scott Motyka, Nancy M. Puccinelli, Anne L. Roggeveen, Ahmad Daryanto, Ko de Ruyter, and Martin Wetzels, (2010) "Understanding How to Achieve Competitive Advantage through Regulatory Fit: A Meta-Analysis," ***Marketing Science Institute Reports***.

Grewal, Dhruv, Anne L. Roggeveen, and Michael Tsiros (2009), "Service Failure and Customer Compensation," in ***Empirical Generalizations about Marketing Impact***, ed. Mike Hanssens, Cambridge, MA: Marketing Science Institute Publications.

Estelami, Hooman, Dhruv Grewal and Anne L. Roggeveen (2004), "The Effect of Retailer Reputation and Response on Postpurchase Consumer Reactions to Price-Matching Guarantees," ***Marketing Science Institute Reports***, 3, 04-003, 27-48.

Research in Process

Besharat, Ali, Chinintorn Nakhata, and Anne L. Roggeveen, "Spending at Redemption of Online Daily Coupons: The Impact of Acquisition Cost Saliency and Magnitude"

Farace, Stefania, Anne L. Roggeveen, Francisco Villarroel, Dhruv Grewal, Ko De Ruyter, and Martin Wentzel, "Patterns in Motion: How the Visual Pattern Shown in the Ad Impact Product Evaluations"

Grewal, Dhruv, Anne L. Roggeveen, Jens Nordfält, Yu Ma, Kusum Ailawadi, and Mart Ots, "Promotion Synergy"

Grewal, Dhruv, Anne L. Roggeveen, and Elisa Schweiger, "Atmospherics and the Customer Experience"

Grewal, Dhruv, Stephanie Noble, Anne Roggeveen, and Jens Nordfalt, "Tech Infusion: How In-Store Technologies Influence Sales through Social Presence and Identity Expression"

Hill, Krista, Anne L. Roggeveen, and Dhruv Grewal, "How to Respond When a Consumer Complains About Your Firm Online"

Johar, Gita, Martin Zemborain, and Anne L. Roggeveen, "Changing Preferences: Choice Supportive Changes in Attribute Importance Weights"

Roggeveen, Anne L., Dhruv Grewal, Carl-Philip Ahlbom, Jens Nordfalt, "When In-Store Music Enhances Sales: The Role of Motivational Congruity"

Hill Krista, Dhruv Grewal, and Anne L. Roggeveen, "The Service Recovery Behavioral Change Model: Deescalating Negative Arousal and Recovering from Service Failures"

Schweiger, Elisa, Carl-Philip Ahlbom, Dhruv Grewal, Anne L. Roggeveen, and Jens Nordfalt, "Sensory Aspect of In-store Technologies"

Suri, Raj, Abhijit Guha, Anne L. Roggeveen, Nancy M. Puccinelli, and Dhruv Grewal, "Display the Price to the Left or Right of the Product? When and Why this Matters"

Xia, Lan and Anne L. Roggeveen, "When it's Too Good to Be True: Examining Consumers' Reactions and Firms' Responses to Unintended Price Mistakes"

Professional Service

JOURNAL EDITOR

- *Journal of Retailing*, December 2017 - Present

JOURNAL SPECIAL ISSUES EDITOR

- *Journal of Marketing Education*, Special Issue on Retailing (2018)
- *Journal of Retailing*, Special Issue on the Future of Retailing (2017)
- *Journal of Retailing and Consumer Services*, Special Issue on Retailing (2016)
- *Journal of Consumer Marketing*, Special Issue on Social Media (2016), 33 (March).
- *Journal of Business Research*, Special Issue on Retail Marketing and Shopping: Theory, Methods, and Practice (2016), 69 (March).
- *Journal of Product and Brand Management*, Special Issue on Pricing, (2014), 23 (6).
- *Psychology & Marketing*, Special Issue on Retail Atmospherics and In-Store Nonverbal Cues, (2014), 31 (July).
- *Journal of Marketing Management*, Special Issue on Retailing, (2013), 29 (February).
- *Journal of Retailing*, Special Issue on Pricing in a Global Market Place, (2012), 88, 1.

ASSOCIATE EDITOR

Journal of the Academy of Marketing Science 2016 - Present
 Journal of Consumer Marketing 2014 – Present
 Journal of Retailing 2015 - 2017

EDITORIAL REVIEW BOARDS

Journal of the Academy of Marketing Science 2015 - Present
 Journal of Business Research 2016 - Present
 Journal of Marketing 2016 - Present
 Journal of Product and Brand Management 2013 - Present
 Journal of Retailing 2009 – 2017
 Journal of Service Research 2011- Present
 Journal of Services Research 2009 – Present

BOOK EDITOR

Review of Marketing Research: Shopper Marketing and the Role of In-Store Marketing,
 Volume 11, Emerald Books (2014).
Legends in Marketing: Kent B. Monroe, Volume 3, Sage Publications, (2011).

PROCEEDINGS EDITOR

2014 Shopper Marketing & Pricing Conference Proceedings

AD-HOC JOURNAL REVIEWING

AMS Review
 Asia Pacific Management Review
 International Journal of Hospitality Management
 International Journal of Research in Marketing
 Journal of Business Research
 Journal of Consumer Psychology
 Journal of Consumer Research
 Journal of Experimental Psychology: Applied

Journal of Interactive Marketing
 Journal of Marketing Education
 Journal of Marketing Management
 Journal of Marketing Research
 Journal of Research in Interactive Marketing
 Journal of Retailing and Consumer Services
 Journal of Statistics Education
 Marketing Letters
 MIT Sloan Management Review
 Psychology & Marketing
 Small Business Economics: An International Journal

ACADEMIC COUNCIL, *American Marketing Association*, 2017-2020

RETAIL & PRICING SPECIAL INTEREST GROUP, *American Marketing Association*

Chair, 2010 – 2014

Board of Directors, 2014 – Present

Co-organizer, Advances in Retail and Pricing Research, Pre-conference event to AMA Winter Marketing Educators' Conference, 2017

CONFERENCE CHAIR - Internationally Attended Conferences

Co-chair, *International Conference on Research on National Brand & Private Label Marketing*, Barcelona, Spain, June 2019

Co-chair, *Creating Value: Pricing Research Camp*, Babson Park, MA, May 2018

Co-chair, *AMA/ACRA Triennial Retailing Conference*, Miami, Florida, March 2015

Co-chair, *Shopper Marketing & Pricing Conference*, Stockholm, Sweden, May 2014

Co-chair, *Pricing and Retailing Conference*, Babson Park, MA, August 2013.

Co-chair, *AMA/ACRA Triennial Retailing Conference: Retailing in a Connect World*, Seattle, WA, April 2012.

Co-chair, *DMEF Direct/Interactive Marketing Research Summit*, Boston, MA, October 2011.

Co-chair, *Pricing in a Global Market Place*, Babson Park, MA, August 2010.

CONFERENCE CHAIR - Locally Attended Conferences

Co-chair, *Innovations in Retailing and Marketing 2014 Research Colloquium*, April 2014

Co-chair, *Online Marketing and Social Media*, Babson College, November 2012

Co-chair, *Using Social Media to Redefine the Customer Value Proposition*, Babson College, April 2012

FACULTY FELLOW

AMA Doctoral Consortium, Leeds, England, June 2018

Marketing and Public Policy Doctoral Consortium, Amherst, MA, May 2014

DOCTORAL DISSERTATION COMPETITION CHAIR

Co-chair, Mary Kay Doctoral Dissertation Competition, *Academy of Marketing Science*, 2013

AMS OUTSTANDING MARKETING TEACHER AWARD COMPETITION CHAIR

Chair, Lamb-Hair-McDaniel Outstanding Marketing Teacher Award, *Academy of Marketing Science*, 2015

CONFERENCE PROGRAM COMMITTEE

Society for Consumer Psychology, Las Vegas, Nevada, February 2012.

Association for Consumer Research, Jacksonville Florida, October 2010.

ADVISORY BOARD

Colloquium on European Research in Retailing, University of Surrey, Surrey, England, July 2018.

CONFERENCE TRACK CHAIR

Co-chair, Retailing & Pricing, *Academy of Marketing Science Conference*, New Orleans, Louisiana, May 2018.

Co-chair, Retailing & Pricing, *Academy of Marketing Science Conference*, Orlando, Florida, May 2016.

Co-chair, Retailing & Pricing, *American Marketing Association Summer Conference*, Chicago, Illinois, August 2015.

Chair, Teaching Awards, *Academy of Marketing Science Conference*, Denver, Colorado, May 2015.

Co-chair, Retailing & Pricing, *American Marketing Association Summer Conference*, Boston, Massachusetts, August 2013.

Co-chair, Pricing and Revenue Management, *Academy of Marketing Science Conference*, Miami, Florida, May 2011.

Co-chair, Services Marketing, *Academy of Marketing Science Conference*, Portland, Oregon, May 2010.

Co-chair, Consumer Behavior, *American Marketing Association Summer Conference*, Chicago, Illinois, August 2006.

ASSOCIATE EDITOR

American Marketing Association Winter Conference, Orlando, Florida, February 2016.

COMPETITIVE PAPER REVIEW BOARD

Association for Consumer Research, New Orleans, Louisiana, October 2015.

Association for Consumer Research, Chicago, Illinois, October 2013.

SELECTION COMMITTEE

Innovative Teaching Award, *American Marketing Association, Teaching SIG, 2015*

Mary Kay Doctoral Proposal Award, *Academy of Marketing Science Conference, 2015.*

Mary Kay Doctoral Dissertation Award, *Academy of Marketing Science Conference, 2015.*

Best Paper, *American Marketing Association, Innovation, Technology and Interactivity SIG, 2013*

CONFERENCE REVIEWING

Academy of Marketing Science

American Marketing Association Summer Conference

American Marketing Association Winter Conference

Association for Consumer Research

Association for Consumer Research Asia-Pacific

Behavioral Pricing Conference

La Londe Conference

Society for Consumer Psychology

DISSERTATION/PHD THESIS COMMITTEE

Elisa Schweiger, University of Bath

Joe Dery, Bentley University

Carl-Philip Ahlbom, Stockholm School of Economics
 Ben Lucas, University of Newcastle, Australia, 2016
 Elizabeth Aguirre Lopez, Maastricht University, Maastricht, Netherlands, 2015
 Shaphali Gupta, Indian Institute of Technology, Bombay, India

DOCTORAL DISSERTATION PROPOSAL REVIEWER

Marketing Science Institute Clayton Doctoral Dissertation Proposal Competition

Presentations

1. "The Impact of a Complement-Based Assortment Organization on Purchases," with Panagiotis Sarantopoulos, Aristeidis Theotokis, and Katerina Pramataris, to be presented at *University of South Florida*, Tampa, Florida, January 2019.
2. "The Impact of a Complement-Based Assortment Organization on Purchases," with Panagiotis Sarantopoulos, Aristeidis Theotokis, and Katerina Pramataris, to be presented at *Winter American Marketing Association Conference*, Austin, Texas, February 2019.
3. "The Impact of a Complement-Based Assortment Organization on Purchases," with *Panagiotis Sarantopoulos¹*, Aristeidis Theotokis, and Katerina Pramataris, presented at *Shanghai Jiao Tong University*, Shanghai, China, November 2018.
4. "The Impact of a Complement-Based Assortment Organization on Purchases," with Panagiotis Sarantopoulos, Aristeidis Theotokis, and Katerina Pramataris, presented at *University of Massachusetts Lowell*, Lowell, Massachusetts, October 2018.
5. "How to Respond When a Consumer Complains About Your Firm Online," with *Krista Hill* and Dhruv Grewal, presented at *Summer American Marketing Association Conference*, Boston, Massachusetts, August 2018.
6. "Display the Price to the Left or Right of the Product? When and Why this Matters," with Rajneesh Suri, Nancy Puccinelli, Dhruv Grewal, Abhijit Guha, presented at *Summer American Marketing Association Conference*, Boston, Massachusetts, August 2018.
7. "The Impact of a Complement-Based Assortment Organization on Purchases," with Panagiotis Sarantopoulos, Aristeidis Theotokis, and Katerina Pramataris, presented at *AMA Doctoral Consortium*, Leeds, England, June 2018.
8. "The Impact of a Complement-Based Assortment Organization on Purchases," with Panagiotis Sarantopoulos, Aristeidis Theotokis, and Katerina Pramataris, presented at *AMA/ACRA Triennial Conference*, Toronto, Ontario, June 2018.
9. "When In-Store Music Enhances Sales: The Role of Motivational Congruity," with *Dhruv Grewal*, Carl-Philip Ahlbom, and Jens Nordfält, presented at *AMA/ACRA Triennial Conference*, Toronto, Ontario, June 2018.

¹ Italics of co-authors name indicate co-author made the presentation.

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10. "Which Side Is Right? Visual Price Dominance Under Low and High Engagement," with Nancy Puccinelli, Raj Suri, Dhruv Grewal, and Abhijit Guha, presented at *European Association for Consumer Research Conference*, Ghent, Belgium, June 2018.
 11. "When It is Too Good to be True: Examining Consumers' Reactions and Firms' Responses to Price Mistakes," with Lan Xia, presented at *Academy of Marketing Science Conference*, New Orleans, Louisiana, May 2018.
 12. "Display the Price to the Left or Right of the Product? When and Why this Matters," with Rajneesh Suri, Nancy Puccinelli, Dhruv Grewal, Abhijit Guha, presented at *Creating Value: Pricing Research Camp*, Babson Park, Massachusetts, May 2018.
 13. "The Impact of a Complement-Based Assortment Organization on Purchases," with Panagiotis Sarantopoulos, Aristeidis Theotokis, and Katerina Pramataris, presented at *KU Leuven Symposium on Manufacturer-Retailer Relationships*, Antwerp, Belgium, March 2018.
 14. "The Impact of a Complement-Based Assortment Organization on Purchases," with Panagiotis Sarantopoulos, Aristeidis Theotokis, and Katerina Pramataris, presented at *Northeastern University Marketing Seminar*, Boston, Massachusetts, February 2018.
 15. "Which Side Is Right? Visual Price Dominance Under Low and High Engagement," with Nancy Puccinelli, Raj Suri, and Dhruv Grewal, presented at *La Londe Conference*, La Londe les Maures, France, June 2017.
 16. "Re-examining the Perceived Value Construct," with Dhruv Grewal and R. Krishnan, presented at *Pricing Research Camp*, Chicago, Illinois, May 2017.
 17. "When It is Too Good to be True: Examining Consumers' Reactions and Firms' Responses to Price Mistakes," with Lan Xia, presented at *Pricing Research Camp*, Chicago, Illinois, May 2017.
 18. "Exploring Consumer Spending When Redeeming Online Daily Coupons," with Chinintorn Nakhata, Ali Besharat, and James Stock presented at *Academy of Marketing Science Conference*, Coronado Island, California, May 2017.
 19. "Which Side Is Right? Visual Price Dominance Under Low and High Engagement," with Nancy Puccinelli, Raj Suri, and Dhruv Grewal, presented at *JAMS Thought Leaders in Consumer-Based Strategy Conference*, Amsterdam, Netherlands, May 2017.
 20. "How to Respond When A Consumer Complains About Your Firm Online," with Krista Hill Cummings, presented at *Northeast Decisions Sciences Institute 2017 Annual Conference*, Springfield, Massachusetts, March 2017.
 21. "When to Set the Tone: Moderators to the Effectiveness of In-Store Music," with Carl-Phillip Ahlbom, Jens Nordfält, and Dhruv Grewal, presented at *Winter American Marketing Association Conference*, Orlando, Florida, February 2017.
 22. "Which Side Is Right? Enhancing Customer Experience Through Visual Price Dominance" with Nancy Puccinelli, Raj Suri, and Dhruv Grewal, presented at *Babson Research Day*, Babson Park, Massachusetts, February 2017.

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23. "The Impact of a Complement-Based Assortment Organization on Purchases," with Panagiotis Sarantopoulos, *Aristeidis Theotokis*, and Katerina Pramataris, presented at *Norwich Business School*, Norwich, England, January 2017.
 24. "Music in Retailing" with *Carl-Phillip Ahlbom*, Jens Nordfält, and Dhruv Grewal, presented at *Nordic Retail and Wholesale Conference*, Aarhus, Denmark, November 2016.
 25. "Which Side Is Right? Enhancing Customer Experience Through Visual Price Dominance" with Nancy Puccinelli, Raj Suri, and Dhruv Grewal, presented at *Association of Consumer Research Conference*, Berlin, Germany, October 2016.
 26. "Using Neural Correlates for Enhancing Customer Experience Through Effective Visual Price Placement," with *Raj Suri*, Nancy Puccinelli, Dhruv Grewal, Athank Agrali, Hasan Ayaz, Kurtulus Izzetoglu, and Banu Onaral, presented at *Neuroergonomics Conference*, Paris, France, October 2016.
 27. "Which Side is Right? Visual Price Dominance under Low and High Engagement" with Nancy Puccinelli, Raj Suri, and Dhruv Grewal, presented at *Summer AMA Conference*, Atlanta, Georgia, August 2016.
 28. "Online Daily Coupons: Consumers' Spending and Retailers' Profitability," with Chinintorn Nakhata, Ali Besharat, and James R. Stock, presented at *Stockholm School of Economics*, Stockholm, Sweden, May 2016.
 29. "Which Side is Right? Visual Price Dominance under Low and High Engagement" with *Nancy Puccinelli*, Raj Suri, and Dhruv Grewal, presented at *European Marketing Academy*, Oslo, Norway, May 2016.
 30. "The Impact of Congruency of a Special Display with Its Surroundings," with Jens Nordfält, Dhruv Grewal, and Ronnie Goodstein, presented at *Academy of Marketing Science*, Orlando, Florida, May 2016.
 31. "Which Side is Right? Visual Price Dominance under Low and High Engagement" with Nancy Puccinelli, Raj Suri, and Dhruv Grewal, presented at *University of Rhode Island*, Kingston, Rhode Island, May 2016.
 32. "With or Without You: Playing Music in Grocery Stores," with *Carl-Philip Ahlbom*, Jens Nordfält, and Dhruv Grewal, presented at *Academy of Marketing Science*, Orlando, Florida, May 2016.
 33. "Which Side is Right? Visual Price Dominance under Low and High Engagement" with *Nancy Puccinelli*, Raj Suri, and Dhruv Grewal, presented at *Consumer Insights Conference*, *Yale School of Management*, New Haven, Connecticut, May 2016.
 34. "Product Placement: Does Congruity Matter?" with Jens Nordfalt, Dhruv Grewal, and Ronnie Goodstein, presented at *American Collegiate Retailing Association Conference*, Secaucus, New Jersey, April 2016.

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35. "Which Side is Right? Visual Price Dominance under Low and High Engagement" with Nancy Puccinelli, Raj Suri, and Dhruv Grewal, presented at *Babson Faculty Research Chat*, Babson Park, Massachusetts, March 2016.
 36. "Which Side is Right? Visual Price Dominance under Low and High Engagement" with Nancy Puccinelli, Raj Suri, and Dhruv Grewal, presented at *Center for Retailing, Stockholm School of Economics Academic Conference*, Stockholm, Sweden, December 2015.
 37. "The Impact of Service Recovery Strategies on Consumer Responses: A Conceptual Model and Meta-Analysis," with *Krista Hill* and Dhruv Grewal, presented at *Association for Consumer Research Conference*, New Orleans, Louisiana, October 2015.
 38. "Product Placement: Does Congruity Matter?" with Dhruv Grewal, Jens Nordfalt, and Ronnie Goodstein, presented at *Summer AMA Conference*, Chicago, Illinois, August 2015.
 39. "Which Discounts Do Consumers Prefer: Effects of Discount Types on Purchase Intention," with *Eva M. Gonzalez, Eduardo Esteva*, and Dhruv Grewal, presented at *AMA/ACRA Triennial Conference*, Miami, Florida, March 2015.
 40. "Consumer Response to Store Mannequins With and Without Heads: The Role of Fashion Expertise and Visual Attention," with *Hanna Berg, Annika Linstrom*, Dhruv Grewal, and Jens Nordfalt, presented at *AMA/ACRA Triennial Conference*, Miami, Florida, March 2015.
 41. "Service Recovery in a Technological World," with *Krista Hill* and Dhruv Grewal, presented at *Winter AMA Conference*, San Antonio, Texas, February 2015.
 42. "Analytics, Experimentation, Insights, and Observations," with *Dhruv Grewal* and Jens Nordfalt, presented at *Stockholm School of Economics*, Stockholm, Sweden, December 2014.
 43. "Shaping the Retail Space: Special Displays as a Tool for Promotion and Navigation," with *Jens Nordfalt* and Dhruv Grewal, presented at *Nordic Retail & Wholesale Conference*, Stockholm, Sweden, November 2014.
 44. "Instilling in Students a Desire to Learn: The Importance of a Well Designed Course," presented at *Academy of Marketing Science Conference*, Indianapolis, Indiana, May 2014.
 45. "Social Media and Customer Engagement: Dyadic Word-of-Mouth," with *Will Hallock* and Victoria Crittenden, presented at *Academy of Marketing Science Conference*, Indianapolis, Indiana, May 2014.
 46. "In-store Experiments" with *Jens Nordfalt*, Dhruv Grewal, and Krista Hill, presented at *Shopper Marketing and Pricing Conference*, Stockholm, Sweden, May 2014.
 47. "How Consumer Respond to Advertisements: The Impact of Position," with *Keith Coulter* and Dhruv Grewal, presented at *University of Surrey*, Guildford, England, May 2014.
 48. "How Position Impacts Cognitive Processing – Implications for Advertising Messages across Media," with *Keith Coulter* and Dhruv Grewal, presented at *Innovations in Retailing and Marketing Colloquium*, Babson Park, MA, April 2014.

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49. "Conducting Research with Field Studies: In-store Experiments," with Jens Nordfält, Dhruv Grewal, and Krista Hill, presented at *Retailing Research & Research Methodology Conference*, Babson Park, MA, April 2014.
 50. "The Impact of the Head of a Mannequin on How Consumers Respond to the Clothes Displayed on the Mannequin" with Jens Nordfält, Dhruv Grewal, Hanna Berg, and Annika Lindström, presented at *Retailing Research & Research Methodology Conference*, Babson Park, MA, April 2014.
 51. "Number Fluency Effects in Price Promotions" with Keith Coulter, presented at *Babson Research Chat*, Babson Park, Massachusetts, March 2014.
 52. "Consumer Response to Variations in Store Mannequins" with Jens Nordfält, Dhruv Grewal, Hanna Berg, and Annika Lindström presented at *Winter AMA Conference*, Orlando, Florida, February 2014.
 53. "Number Fluency Effects in Price Promotions" with Keith Coulter, presented at *University of Massachusetts*, Amherst, Massachusetts, December 2013.
 54. "How Position Impacts Cognitive Processing: Implications for Mobile Marketing Messages" with Keith Coulter and Dhruv Grewal, presented at *Association for Consumer Research Conference*, Chicago, Illinois, October 2013.
 55. "Price Fluency Effects" with Keith Coulter, presented at *American Marketing Association Summer Conference*, Boston, Massachusetts, August 2013.
 56. "Consumer Response to Variations in Store Mannequins" with Jens Nordfält, Dhruv Grewal, Hanna Berg, and Annika Lindström, presented at *Pricing and Retailing Conference*, Babson Park, Massachusetts, August 2013.
 57. "Number Fluency Effects in Price Promotions" with Keith Coulter, presented at *University of Maastricht*, Maastricht, the Netherlands, June 2013.
 58. "Contingent Effects of Semantic Price Cues" with Dhruv Grewal and Joan Lindsey-Mullikin, presented at *AMA Marketing & Public Policy Conference*, Washington D.C., May 2013.
 59. "Online Group Buying Sites: The Impact of Numeric Information On Purchase Decisions" with Keith Coulter, presented at *Babson College Research Chat*, Babson Park, MA, February 2013.
 60. "The Effectiveness of Digital Signs: The Impact of Store Type," with Jens Nordfält and Dhruv Grewal, presented at *American Marketing Association Winter Conference*, Las Vegas, Nevada, February 2013.
 61. "Online Group Buying Sites: The Impact of Numeric Information On Purchase Decisions" with Keith Coulter, presented at *Universitat Oberta de Catalunya*, Barcelona, Spain, November 2012.

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62. "Corporate Communications in Uncertain Times: Messages of Hope or Pride?" with Anirban Mukhopadhyay and Dhruv Grewal, presented at *Association of Consumer Research Conference*, Vancouver, British Columbia, October 2012.
 63. "The Impact of Semantic Price Cues on Performance Risk Perceptions" with Joan Lindsey-Mullikan and Dhruv Grewal, presented at *American Marketing Association Summer Conference*, Chicago, Illinois, August 2012.
 64. "The Impact of Digital Displays on Consumer Behavior" with Jens Nordflat and Dhruv Grewal, presented at *AMA/ACRA Retailing Conference*, Seattle, Washington, April 2012
 65. "Shifting Preference Through Vividness of the Presentation Form", with Claudia Townsend, Dhruv Grewal, and Ram Krishnan, presented at *Babson College Research Chat*, in Babson Park, Massachusetts, April 2012.
 66. "Deal or No Deal? Factors Impacting Purchase Decisions on Internet Group Buying Sites" with *Keith Coulter*, presented at *American Marketing Association Winter Conference*, St. Petersburg, Florida, February 2012
 67. "What's Not To Like?" Consumer Responses to Word-of-Mouth Communications in Online Social Networks" with *Keith Coulter*, presented at *American Marketing Association Winter Conference*, St. Petersburg, Florida, February 2012
 68. "Effects of Location of Price on Consumers' Product Evaluation" with *Raj Suri* and Dhruv Grewal, presented at *American Marketing Association Winter Conference*, St. Petersburg, Florida, February 2012.
 69. "The Impact of Online Presentation Format on Preference", with Claudia Townsend, Dhruv Grewal, and Ram Krishnan, presented at *Indian Institute of Management International Conference in Marketing*, Noida, India, January 2012.
 70. "The Impact of Presentation Format on Preference", with Claudia Townsend, Dhruv Grewal, and *Ram Krishnan*, presented at *North American Society for Marketing Education in India Fifth Great Lakes-NASMEI Marketing Conference*, Manamai, India, December 2011.
 71. "Shifting Preference Through Vividness of the Presentation Form", with Claudia Townsend, Dhruv Grewal, and Ram Krishnan, presented at *Maastricht University*, Maastricht, Netherlands, December 2011.
 72. "Shifting Preference Through Vividness of the Presentation Form", with Claudia Townsend, Dhruv Grewal, and Ram Krishnan, presented at *Babson Marketing Division Research Chat*, Babson Park, MA, October 2011.
 73. "Word-of-Mouth Communication in Online Social Networks" with *Keith Coulter*, presented at *Direct/Interactive Marketing Research Summit*, Boston, Massachusetts, October 2011.
 74. "The Impact of Swoosh in Making Online Product Exposures more Experiential" with Claudia Townsend, Dhruv Grewal, and Ram Krishnan, presented at *American Marketing Association Summer Conference*, San Francisco, California, August 2011.

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75. "Like It or Not": Word-of-Mouth Communication in Online Social Networks" with Keith Coulter, presented at *American Marketing Association Summer Conference*, San Francisco, California, August 2011.
 76. "Shall I Tell You Now or Later? Assimilation and Contrast in the Evaluation of Experiential Products," with *Keith Wilcox* and Dhruv Grewal, presented at *La Londe Conference*, La Londe les Maures, France, June 2011.
 77. "How Cue Congruity Affects Consumer Perceptions," with *Dhruv Grewal* and Ronald Goodstein, presented at *Maastricht University*, Maastricht, Netherlands, May 2011.
 78. "When to Present Price Information: Before and After Experiencing a Product?" with Keith Wilcox and Dhruv Grewal, presented at *Academy of Marketing Science*, Miami, Florida, May 2011.
 79. When Are Semantic Price Cues Effective in Influencing Perceptions of Quality? with Joan Lindsey-Mullikan and Dhruv Grewal, presented at *Academy of Marketing Science*, Miami, Florida, May 2011.
 80. "How the Order of Information About an Experiential Product Impacts its Evaluation," with *Keith Wilcox* and Dhruv Grewal, presented at *Society of Consumer Psychology*, Atlanta, Georgia, February 2011.
 81. "The Impact of Experiencing Goods on How They Are Evaluated," presented at *Maastricht University*, Maastricht, Netherlands, November 2010.
 82. "How the Order of Information About Experiential Products Impact Affective Evaluation," with *Keith Wilcox* and Dhruv Grewal, presented at *Association of Consumer Research Conference*, Jacksonville, FL, October 2010.
 83. "How Far Will You Travel to Save Money? The Moderating Effects of Product Availability Uncertainty," with Dhruv Grewal, Praveen Kopalle, and Howard Marmorstein, presented at *American Marketing Association Conference*, Boston, Massachusetts, August 2010.
 84. "The Impact of Price Information Before and After Experiencing a Product," with Keith Wilcox and Dhruv Grewal, presented at *Pricing Conference*, Boston, MA, August 2010.
 85. "Current Consumer Behavior Topics and Research Areas" presented at *Chadwick, Martin, and Bailey*, Boston, MA, May 2010.
 86. "How the Order of Sampled Experiential Goods Affects Choice," with Dip Biswas and Dhruv Grewal, presented at *Babson College Research Chat*, in Babson Park, Massachusetts, April 2010.
 87. "Service Recovery Strategies," with Dhruv Grewal and Michael Tsiros, presented at *American Marketing Association*, New Orleans, LA, February 2010.
 88. "How Far Will You Travel to Save Money? The Moderating Effects of Product Availability Uncertainty," with Dhruv Grewal, Praveen Kopalle, and Howard Marmorstein, presented at *Pricing Conference*, Orlando, Florida, November 2009.

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89. "Combining High-Scope and Low-Scope Retail Cues: An Integrative Perspective," with Dhruv Grewal and Ronald Goodstein, presented at *Association for Consumer Research*, in Pittsburgh, PA, October 2009.
 90. "How Far Will You Travel to Save Money? The Moderating Effects of Product Availability Uncertainty," with Dhruv Grewal, Praveen Kopalle, and Howard Marmorstein, presented at *University of Illinois Pricing Camp*, Urbana-Champaign, Illinois, June 2009.
 91. "How the Order of Sampled Experiential Goods Affects Choice," with Dip Biswas and Dhruv Grewal, presented at *American Marketing Association Conference*, in Tampa, Florida, February 2009.
 92. "How the Order of Sampled Experiential Goods Affects Choice," with Dip Biswas and Dhruv Grewal, presented at *Asia-Pacific Association for Consumer Research*, in Hyderabad, India, January 2009.
 93. "How Does the Presence of a Guarantee Cue Impact Evaluations of a Retailer?: It Depends on Cue Typicality and the Reputation Cue's Valence" with Dhruv Grewal and Ronald Goodstein, presented at *Academy of Marketing Science*, in Vancouver, British Columbia, May 2008.
 94. "Consumer Decision Making for Sequential Experiential Products: Does the Product Serial Position Matter?" with *Dipayan Biswas* and Dhruv Grewal, presented at *Academy of Marketing Science*, in Vancouver, British Columbia, May 2008.
 95. "A Belief Updating Perspective of Combining Sequential Information: "Seizing" and "Freezing" with *Dipayan Biswas* and Dhruv Grewal, presented at *American Marketing Association Conference*, in Washington D.C., August 2007.
 96. "How Cue Congruity Affects Consumer Perceptions" with *Dhruv Grewal*, presented at *American Marketing Association Conference*, in Washington D.C., August 2007.
 97. "A Belief Updating Perspective of Combining Information from Sequential Sources: The Role of the Focal Hypothesis" with *Dipayan Biswas* and Dhruv Grewal, presented at *European Conference of the Association for Consumer Research*, in Milan, Italy, July 2007.
 98. "How Cue Congruity Affects Consumer Perceptions," with Dhruv Grewal, presented at *Association for Consumer Research*, in Orlando, Florida, September 2006.
 99. "Compensating Customers After a Service Failure: When and How Much Is Necessary to Maintain Customer Loyalty?" with *Dhruv Grewal* and Michael Tsiros, presented at *American Marketing Association Conference*, in St. Petersburg, Florida, February 2006.
 100. "How Cue Congruity Affects Consumer Perceptions of Price Matching Guarantees," with *Dhruv Grewal*, presented at *University of Houston*, in Houston, Texas, February 2006.
 101. "How Cue Congruity Affects Consumer Perceptions of Price Matching Guarantees," with *Dhruv Grewal*, presented at *Texas Christian University*, in Fort Worth, Texas, February 2006.

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102. "How Cue Congruity Affects Consumer Perceptions of Price Matching Guarantees," with Dhruv Grewal, presented at *Babson College Research Chat*, in Babson Park, Massachusetts, February 2006.
 103. "How Cue Congruity Affects Consumer Perceptions of Price Matching Guarantees," with Dhruv Grewal, presented at *Drexel University*, in Philadelphia, Pennsylvania, January 2006.
 104. "How the Congruity between Retailer Reputation and Price Matching Guarantee Cues Influences Consumer Perceptions and Intentions," with Dhruv Grewal, presented at *University of Massachusetts at Amherst*, in Amherst, Massachusetts, November 2005.
 105. "Effect of Price-Partitioning on Pre- and Post-Purchase Behavior," with Lan Xia and Kent Monroe, presented at *Association for Consumer Research Conference*, in San Antonio, Texas, October 2005.
 106. "Does the Frame of a Comparative Ad Moderate the Effectiveness of Extrinsic Information Cues?" with Dhruv Grewal and Jerry Gotlieb, presented at *Association for Consumer Research Conference*, in San Antonio, Texas, October 2005.
 107. "The Impact of Offshoring and Outsourcing CRM Call Center Activities on Critical Customer Outcomes," with Neeraj Bharadwaj and Wayne Hoyer, presented at *Frontiers in Services Conference*, in Tempe, Arizona, October 2005.
 108. "Compensating Customers After a Service Failure: When and How Much Is Necessary to Maintain Customer Loyalty?" with Dhruv Grewal and Michael Tsiros, presented at *Virginia Polytechnic Institute and State University*, in Blacksburg, Virginia, September 2005.
 109. "Offshoring Call Centers: Its Effect on Consumer Expectations and Judgments," with Neeraj Bharadwaj and Wayne Hoyer, presented at *American Marketing Association Conference*, in San Francisco, California, July 2005.
 110. "What Type of Retailer Should Offer a PMG: It Depends on the Fit Between the Retailer's Reputational Strategy and the PMG Pricing Tactic," with Hooman Estelami and Dhruv Grewal, presented at *University of Illinois Pricing Camp*, Urbana-Champaign, Illinois, May 2005.
 111. "Does the Frame of a Comparative Ad Moderate the Effectiveness of Extrinsic Information Cues?" with Dhruv Grewal and Jerry Gotlieb, presented at *Boston Area Marketing Research Colloquium*, in Babson Park, Massachusetts, April 2005.
 112. "Compensation as a Service Recovery Strategy: When Does it Work?" with Dhruv Grewal and Michael Tsiros, presented at *Babson College Research Chat*, in Babson Park, Massachusetts, March 2005.
 113. "Compensation as a Service Recovery Strategy: When Does it Work?" with Dhruv Grewal and Michael Tsiros, presented at *Ohio State University*, in Columbus, Ohio, November 2004.
 114. "Factors the Impact the Effectiveness of Refutations," with Gita Johar, presented at *Association for Consumer Research Conference*, in Portland, Oregon, October 2004.

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115. "Does Compensation after a Service Failure Always Work? The Moderating Effect of Responsibility, Stability and Severity of Failure," with Dhruv Grewal and Michael Tsiros, presented at *Marketing Science Conference*, in Rotterdam, the Netherlands, June 2004.
 116. "The Effect of Retailer Reputation and Response on Post-purchase Consumer Reactions to Price-Matching Guarantees," with Hooman Estelami and *Dhruv Grewal*, presented at *Dartmouth College*, in Hanover, New Hampshire, April 2004.
 117. "The Effect of Compensation on Consumer Evaluations After a Service Failure: The Moderating Effect of Responsibility, Stability, and Severity of the Failure" with *Dhruv Grewal* and Michael Tsiros, presented at *University of Mississippi*, in Oxford, Mississippi, April 2004.
 118. "Designing Effective Refutations: Perceptual Similarity and Belief Change" with Gita Johar, presented at *Society for Consumer Psychology Conference*, in San Francisco, California, February 2004.
 119. "How Compensating Customers After a Service Failure Affects Loyalty Evaluations" with Dhruv Grewal and Michael Tsiros, presented at *American Marketing Association Conference*, in Scottsdale, Arizona, February 2004.
 120. "The Moderating Role of Message Framing in Comparative Ads: The Effects of Extrinsic Cues on Perceived Performance Risk" with Dhruv Grewal, presented at *Babson College Research Chat*, in Babson Park, Massachusetts, October 2003.
 121. "Comparative Advertising: The Moderating Role of Framing on Price & Non-price Information," with Dhruv Grewal, presented at *University of Illinois Pricing Camp*, Urbana-Champaign, Illinois, May 2003.
 122. "When and How Much Do You Need to Pay Customers for a Service Failure?," with *Dhruv Grewal* and Michael Tsiros, presented at *Temple University*, Philadelphia, Pennsylvania, March 2003.
 123. "When and How Much Do You Need to Pay Customers for a Service Failure?," with *Dhruv Grewal* and Michael Tsiros, presented at *Baruch College, Zicklin School of Business*, City University of New York in New York, New York, February 2003.
 124. "The Influence of the Evoked Range on the Integration of Discrepant Sales Forecasts," with *Gita Johar*, presented at *Columbia University Decision Sciences Seminar Series*, in New York, New York, February 2003.
 125. "When and How Much Do You Need to Pay Customers for a Service Failure?," with Dhruv Grewal and Michael Tsiros, presented at *Boston Area Marketing Research Colloquium*, in Babson Park, Massachusetts, November 2002.
 126. "The Impact of Repetition on Perceived Truth of Advertising Claims: Implications, Assertions, and Resistance to Attack," with Gita Johar, presented at *Association for Consumer Research Conference*, in Atlanta, Georgia, October 2002.

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127. "The Role of Evoked Range in the Integration of Discrepant Sales Forecasts: Process and Resultant Bias," with Gita Johar, presented at *Association for Consumer Research Asia-Pacific Conference* in Beijing, China, May 2002.
 128. "Integration of Market Research About Customers" with Gita Johar, presented at *Association for Consumer Research Conference* in Salt Lake City, Utah, October 2000.
 129. "Repetition and Enhanced Belief in Innuendo" with Gita Johar, presented at *Marketing Science Conference* in Los Angeles, California, June 2000.
 130. "Managerial Learning About Customers: Commission and Interpretation of Market Research" with Gita Johar, presented at *Marketing Science Conference* in Los Angeles, California, June 2000.
 131. "Repetition and Enhanced Belief in Innuendo" with Gita Johar, presented at *Society for Consumer Psychology Conference* in San Antonio, Texas, February 2000.
 132. "Number of Sources, Recognition, and the Truth Effect" with Gita Johar, presented at *Association for Consumer Research Conference* in Columbus, Ohio, October 1999.

Forums, Panels, and Workshops

1. Presenter, "Journal of Retailing," *Stockholm School of Economics*, Stockholm, Sweden, December 2018.
2. Panelist, "Using Multi-Methods in Behavioral Pricing Research," *Association for Consumer Research Conference*, Dallas, Texas, October 2018.
3. Speaker, "The Only Thing that is Constant is Change," *CPG Industry Spotlight at Babson College*, Babson Park, Massachusetts, October 2018.
4. Presenter, "Meet the Editors," *American Marketing Association Summer Conference*, Boston, Massachusetts, August 2018.
5. Presenter, "Meet the Editors," *American Marketing Association Doctoral Consortium*, Leeds, England, June 2018.
6. Panelist, "Roundtable on Behavioral Pricing," *Creating Value: Pricing Camp*, Babson Park, Massachusetts, May 2018.
7. Co-presenter, "5E's of Retailing: Today, Tomorrow and ...," *Tecnológico de Monterrey*, Monterrey, Mexico, April 2018.
8. Presenter, "SIG Best Practice Sharing Session," *American Marketing Association Winter Conference*, New Orleans, Louisiana, February 2018.
9. Presenter, "Meet the Editors," *American Marketing Association Winter Conference*, New Orleans, Louisiana, February 2018.
10. Research Seminar, "Customer Experience," *Nepa*, New York, New York, December 2017.

11. Presenter, "How to Excel in Publishing in Marketing Journals," *MMA Fall Educator's Conference*, Providence, Rhode Island, September 2016.
12. Presenter, "Research Productivity and Publishing Strategies," *MMA Fall Educator's Conference*, Providence, Rhode Island, September 2016.
13. PhD Seminar, "Perceptual Fluency," *Stockholm School of Economics*, Stockholm, Sweden, May 2016.
14. Presenter, "Meet the Editors," *American Collegiate Retailing Association Conference*, Secaucus, New Jersey, April 2016.
15. Research Seminar, "Marketing Experiments" *Tecnologico de Monterrey*, Guadalajara, Mexico, January 2014.

Session Organizer / Chair

SESSION ORGANIZER

"The Role of In-Store and Online Retailing Factors." Presented at *Academy of Marketing Science Conference*, in Orlando, Florida, May 2016. Other presenters in special session: Jens Nordfalt, Dhruv Grewal, Ronnie Goodstein, Maria de la Paz Toldos, Eva Maria Gonzalez, Francisco Villarroel-Ordenes, Dominik Mahr, Ko de Ruyter, Stephan Ludwig, Martin Wetzels, Alfonso Valdez, Ana Dolores Franco Valdez

"Pressing Issues in Retailing." Presented at *American Marketing Association Winter Conference* in Orlando, Florida, February 2014. Other presenters in special session: Jens Nordfalt, Dhruv Grewal, Annika Lindström, Hanna Berg, Abhijit Guha, Bidisha Burman, Abhijit Biswas, Joydeep Srivastava, Minakshi Trivedi, Dinesh Gauri, Yu Ma.

"Processing of Price Promotions." Presented at *American Marketing Association Summer Conference* in Boston, Massachusetts, August 2013. Other presenters in special session: Abhijit Biswas, Sandeep Bhowmick, Abhijit Guha, Dhruv Grewal, Keith Coulter, Rajneesh Suri, Shan Feng, and Monique Bell.

"How Variations in Price Presentation Impact Consumer Perceptions and Choice" Presented at *AMA Marketing & Public Policy Conference*, Washington D.C., May 2013. Other presenters in special session: Jun Yao, Harmen Oppewal, Svetlana Bogomolova, Jordan Louviere, Chelsea Wise, Anna R. McAlister, Soo Kyong Kim, Chen Lou, Dhruv Grewal, Joan Lindsey-Mullikin, David Sefcik

"Ways Retailers can Prompt Customers to Buy More in the Store" Presented at *American Marketing Association Winter Conference* in Las Vegas, Nevada, February 2013. Other presenters in special session: Jens Nordflat, Dhruv Grewal, James 'Mick' Andzulis, Adam Rapp, Lauren Beitelspacher, Atul Kulkarni, Hong Yuan, Rajiv Dand, Brinja Meiseberg, and Kenneth R. Evans.

“Price Presentation Cues” Presented at *American Marketing Association Summer Conference* in Chicago, Illinois, August 2012. Other presenters in special session: Rajneesh Suri, Chiranjeev Kohli, Dhruv Grewal, Balaji Krishnan, Subhash Jha, Sujay Dutta, and Joan Lindsey-Mullikin

“The Role of Price Location, Format and Discounts on Consumers’ Value Perceptions” Presented at *American Marketing Association Winter Conference* in St. Petersburg, Florida, February 2012. Other presenters in special session: Raj Suri, Dhruv Grewal, Sandeep Bhowmick, Abhijit Biswas,, Abhijit Guha, Colin Gabler, and Kristy Reynolds

“Visual Signals in Retailing” Presented at *American Marketing Association Summer Conference* in San Francisco, California, August 2011. Other presenters in special session: Claudia Townsend, Dhruv Grewal, Ram Krishnan, Ana Valenzuela, Priya Raghubir, Sujay Dutta, and Abhijit Biswas.

“Building Customer Loyalty with Services” Presented at *American Marketing Association Winter Conference* in Scottsdale, Arizona, February 2004. Other presenters in special session: Dhruv Grewal (co-chair), Michael Tsiros, Ruth Bolton, Amy Smith, Valerie Folkes, Shashi Matta, Dawn Iacobucci (discussion leader).

“The Act of Learning and the Acquisition of Knowledge” Presented at *Association for Consumer Research Conference* in Salt Lake City, Utah, October 2000. Other presenters in special session: Page Moreau, Susan M. Broniarczyk, Patricia M. West, Stephen J. Hoch (discussion leader).

“The Power of Repetition: Consumer and Managerial Perspectives” Presented at *Society for Consumer Psychology Conference* in San Antonio, Texas, February 2000. Other presenters in special session: Gita V. Johar (co-chair), Scott A. Hawkins, Christie Nordhielm.

SESSION CHAIR

“Facebook” *Direct/Interactive Marketing Research Summit* in Boston, Massachusetts, October 2011.

“Price-Value Relationship” *Academy of Marketing Science* in Miami, Florida, May 2011.

“Benchmarking Consumer Behavior” *American Marketing Association Summer Conference* in Chicago, Illinois, August 2006.

Pricing Camp at the University of Illinois in Champaign-Urbana, Illinois, May 2005.

“Building Customer Loyalty with Services” *American Marketing Association Winter Conference* in Scottsdale, Arizona, February 2004.

“Factors, Affecting Consumers’ Evaluations” *Society for Consumer Psychology Conference*, in New Orleans, Louisiana, February 2003.

“The Act of Learning and the Acquisition of Knowledge” *Association for Consumer Research Conference* in Salt Lake City, Utah, October 2000.

“The Power of Repetition: Consumer and Managerial Perspectives” *Society for Consumer Psychology Conference* in San Antonio, Texas, February 2000.

Teaching Interests

- Retailing
- Marketing Research
- Marketing Innovation and Experimentation

Teaching Experience

Professor, Past, Present and Future of Retailing Research, Stockholm School of Economics, PhD Research School

Professor, Retailing Strategy, Babson College, MBA

Professor, Innovation & Experimentation, Babson College, MBA

Professor, Innovation & Experimentation, Babson College, Undergraduate

Professor, Marketing Experiments, Babson College, Undergraduate

Professor, Marketing Research, Babson College, MBA

Professor, Marketing Research, Babson College, Undergraduate

Professor, Marketing Management, Babson College, Undergraduate

Professor, Introduction to Marketing (MOD2), Babson College, MBA

Advisor, Honors Thesis, Rehanna Stepnoski
Understanding Color's Role in Marketing

Advisor, Honors Thesis, William Hallock
The Rules of Engagement on Social Media: Understanding the Paradigm Shift in User Engagement on Social Network Sites and its Impact on Marketing Strategy

Advisor, Honors Thesis, John Chartier
The Impact of Reputation on Service Recovery Strategies

Advisor, Honors Thesis, Deborah Cynn
Eating it Up: Electronic Word-of-Mouth in the Restaurant Industry

Advisor, Honors Thesis, Elizabeth Allen
Why We Buy: Exploring Consumer Motivations behind Loyalty Programs

Advisor, Independent Project, Dax Luksic
E-marketing Today

Advisor, Independent Project, Benjamin Hardy
Consumer Search Behavior and Perpetual Price Dispersion on the Internet

Advisor, Consulting Project for The Grint, MCFE

Advisor, Consulting Project for Carlsberg, MCFE

Advisor, Consulting Project for New Balance, MCFE

Advisor, Consulting Project for Fidelity, MCFE

Advisor, Consulting Project for the Business Development Agency of St. Gallen
Joint Project and FHS Hochschule Fur Technik Wirtschaft UND Soziale Arbeit
St. Gallen, Switzerland, J-MCFE

Teaching Assistant, Core Marketing, Columbia University, Global Executive MBA

Teaching Assistant, Core Marketing, Columbia University, MBA.

MarkStrat Instructor, Strategic Marketing, Columbia University, Executive MBA and MBA

MarkStrat Assistant, Competitive Marketing Strategy, Columbia University Executive Programs.

Trainer, GCAD System, SWIFT System, Autofax, *State Street Bank & Trust Company*.

Babson Service (Major Activities Only)

Graduate Dean Search Committee (2017)

Institutional Review Board Member (2017 – Present)

Provost Search Committee, Co-Chair (2015-2016)

Academic Affairs Committee, Board of Trustees (2015 – 2017)

Institutional Review Board Chair (2014 – 2017)

Undergraduate Curriculum Revision (Sophomore Management Experience) Committee (2011-2013)

Undergraduate Decision Making Body Committee (2011-2014)
Marketing Division Recruiting Committee Chair (2008, 2012)
Marketing Division Recruiting Committee Member (2006, 2013, 2015)
Honors Council (2003-2011)
Entrepreneurial Thought and Action/People, Planet, Profit Whitepaper Taskforce (2009)
Undergraduate Dean Search Committee (2006)

Professional Experience

Charles Clarke Reynolds Professor of Retailing and Marketing *Babson College*, Babson Park, MA
 2016 – Present

Board of Directors, Nepa Stockholm, Sweden
 2017 – 2018

Professor, Babson College, Babson Park, MA
 2015 – Present

Associate Professor, Babson College, Babson Park, MA
 2009 – 2014

Assistant Professor, Babson College, Babson Park, MA
 2002 – 2008

Research Assistant (for Gita Johar), *Columbia University* New York, NY
 1997 – 2001

Senior Business Analyst, Process Engineering, *State Street Bank & Trust Company* Boston, MA
 1995 – 1997

Program Coordinator, BA/MBA, BA/MSA Programs, *Bentley College* Waltham, MA
 1993 – 1995

Market Research, *Caritas Christi Health Care System* Waltham, MA
 1995

Marketing, First Night, Inc. Boston, MA
 1994

Marketing and Publicity, Commonwealth Institute London, England
 1992

Strategic Marketing, Lotus Development Corporation Cambridge, MA
 1991

Media

Plausibility, Error Factor in Sales Forecasts, *Marketing News*, 2/15/2004
 Ronald McDonald: Promoting a Healthy Lifestyle, *TheBostonChannel.com*, 6/9/05
 Dealerships Adapt to Changing Traffic Patterns, *The Enterprise*, 8/14/05
 Women Drawn to Marketing, *Monster.com, WSFX Fox 25 News at Ten Wilmington, NC*, Fall 2006
 Highlights from the AMS Annual Meeting in Vancouver, *AMS Quarterly*, July 2008
 Mom Bloggers, *Fox 25 News, Boston, MA*, July 2009
 Are Italian Wine or Swiss Chocolate Really Better? A Revealing Taste Test, *ABCNews.com*,
 7/20/2011
 The Big Idea: Product Sampling in the 21st Century Marketplace, *Voices of CMB: The Chadwick
 Martin Bailey Research Blog*, 11/10/2011
 Living a Life of Experimentation, *Babson Magazine*, Fall 2013