

# Anne L. Roggeveen

Charles Clarke Reynolds Professor of Retailing and Marketing  
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## Education

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

## Selected Honors and Awards

Babson Senior Scholar Award	2021
Lifetime Achievement Award, American Marketing Association Retail and Pricing SIG	2021
Faculty Fellow, AIM-AMA Sheth Foundation Doctoral Consortium	2021
William R. Davidson Journal of Retailing Best Paper Award – 1 <sup>st</sup> Runner Up	2021
Service Award, American Marketing Association Retail and Pricing SIG	2021
Financial Times Top 100 – Business School Research with Social Impact For <i>Future of Retailing</i> article	2020
AMA-Sheth Doctoral Consortium, Faculty Fellow	2020
Summer AMA Best Paper in New Frontiers in Retail Track	2019
M. Wayne DeLozier Best Conference Paper Award	2019
Guest Professor of Business, University of International Business and Economics, Beijing, China	2019-2022
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
Honorary Visiting Professor of Retailing and Marketing at the Center for Retailing at the Stockholm School of Economics, Stockholm, Sweden	2015-2020
Extramural Fellow, Maastricht University, Maastricht, Netherlands	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

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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, Maastricht, Netherlands	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
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

Roggeveen, Anne L., Raj Sethuraman, V. Kumar, and Rajkumar Venkatesan (2021), “Showcasing Articles that Focus on Metrics and Analytics in Retailing” *Journal of Retailing*, 97 (December), 493-495.

Roggeveen, Anne L. and Raj Sethuraman (2021), “Journal of Retailing Status Report 2021” *Journal of Retailing*, 97 (September).

Roggeveen, Anne L. and Raj Sethuraman (2021), “Showcasing the Diversity of the Journal of Retailing Publications and Celebrating the Davidson Award Winners,” *Journal of Retailing*, 97 (June).

Roggeveen, Anne L. and Raj Sethuraman (2021), “The Year that Was!,” *Journal of Retailing*, 97 (March), 1.

Grewal, Dhruv, Dinesh Gauri, Anne L. Roggeveen, and Raj Sethurman (2021), “Strategizing Retailing in the New Technology Era,” *Journal of Retailing*, 97 (March), 6-12.

Besharat, Ali, Gia Nardini, and Anne L. Roggeveen (2021), “Online Daily Coupons: Understanding How Prepayment Impacts Spending at Redemption,” *Journal of Business Research*, 127, 364-372.

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Roggeveen, Anne L., Dhruv Grewal, John Karsberg, Stephanie M. Noble, Jens Nordfält, Vanessa M. Patrick, Elisa Schweiger, Gonca Soysal, Annemarie Dillard, Nora Cooper, and Richard Olson (2021), "Forging Meaningful Consumer-Brand Relationships through Creative Merchandise Offerings and Innovative Merchandising Strategies," *Journal of Retailing*, 97 (March), 81-98.

Roggeveen, Anne L. and Raj Sethuraman (2020), "Overview of the Issue," *Journal of Retailing*, 96 (December), 447-448.

Roggeveen, Anne L. and Raj Sethuraman (2020), "Customer-Interfacing Retail Technologies in 2020 & Beyond: An Integrative Framework and Research Directions," *Journal of Retailing*, 96 (September), 299-309.

Roggeveen, Anne L. and Raj Sethuraman (2020), "Journal of Retailing – Status, Awards, and Outlook," *Journal of Retailing*, 96 (September), 297-298.

Xia, Lan and Anne L. Roggeveen (2020) "When it's Too Good to Be True: Examining Consumers' Reactions and Firms' Responses to Price Mistakes," *Journal of Business Research*, 114 (June), 16-29.

Roggeveen, Anne L. and Raj Sethuraman (2020), "How the COVID-19 Pandemic May Change the World of Retailing," *Journal of Retailing*, 96 (June) 169-171.

Roggeveen, Anne L. and Lauren Beitelspacher (2020), "Understanding and Implementing CRM Initiatives in International Markets", *International Marketing Review*, 37 (4), 735-746.

Grewal, Dhruv, Mirja Kroschke, Martin Mende, Anne L. Roggeveen, and Maura Scott (2020), "Frontline Cyborgs at Your Service: How Human Enhancement Technologies Affect Customer Experiences in Retail, Sales, and Service Settings," *Journal of Interactive Marketing*, 51, 9-25.

Grewal, Dhruv and Anne L. Roggeveen, (2020), "Understanding Retail Experiences and Customer Journey Management," *Journal of Retailing*, 96 (March), 3-8.

Roggeveen, Anne L. and Raj Sethuraman (2020), "Journal of Retailing Updates," *Journal of Retailing*, 96 (March), 1-2.

Roggeveen Anne L., Dhruv Grewal, and Elisa Schweiger (2020), "The DAST Framework for Retail Atmospherics: The Impact of In- and Out-of-Store Retail Journey Touchpoints on the Customer Experience," *Journal of Retailing*, 96 (March), 128-137. **\*Awarded 2021 William R. Davidson Journal of Retailing 1<sup>st</sup> Runner up Best Paper Award**

Grewal, Dhruv, Stephanie M. Noble, Anne L. Roggeveen, and Jens Nordfalt (2020), "The Future of In-store Technology," *Journal of the Academy of Marketing Science*, 48 (1), 96-113.

Farace, Stefania, Anne L. Roggeveen, Francisco Villarroel, Dhruv Grewal, Ko De Ruyter, and Martin Wetzel (2020), "Patterns in Motion: How Visual Patterns in Ads Affect Product Evaluations" *Journal of Advertising*, 49 (1) 3-17.

Roggeveen, Anne L. and Raj Sethuraman (2019), "Using Commentaries, Special Sections, and Special Issues to Enhance Research into Important and Cutting Edge Topics in this Dynamic Field of Retailing," *Journal of Retailing*, 95 (December), 109-110.

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Roggeveen, Anne L. and Raj Sethuraman (2019), "Diversity in Publication and Award Winners," *Journal of Retailing*, 95 (September) 1-2.

Sarantopoulos, Panagiotis, Aristeidis Theotokis, Katerina Pramataris, and Anne L. Roggeveen (2019), "The Impact of a Complement-Based Assortment Organization on Purchases," *Journal of Marketing Research*, 56 (June), 459-478

Roggeveen, Anne L. and Raj Sethuraman (2019), "Journal of Retailing: New Initiatives and News Updates," *Journal of Retailing*, 95 (March), 1-2.

Roggeveen, Anne L. and Raj Sethuraman (2019), "From Manuscript Submission to Article Publication: Shedding Light on the Review Process in JR," *Journal of Retailing*, 95 (March), 3-5.

Hallock, Will, Anne L. Roggeveen, and Victoria Crittenden (2019), "Firm-level Perspectives on Social Media Engagement: An Exploratory Study," *Qualitative Market Research*, 22 (2), 1-10.

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

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). iv –v.

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.

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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.

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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**

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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**

Grewal, Dhruv, Martin Mende, Abhijit Guha, Kusum Ailawadi, Anne L. Roggeveen, Maura Scott, Aric Rindfleisch, Koen Pauwels, and Barbara Kahn (2021), "Marketing in a Crises-laden World," in *Marketing Science Institute Reports*, 21-116.

Schweiger, Elisa, Dhruv Grewal, Anne L. Roggeveen, and Lauren Beitelspacher (2020), "Managing the Luxury Shopping Experience in a Multi-channel World" in *Luxury Research Handbook*, Eds. Felicitas Morhart, Keith Wilcox and Sandor Czellar.

Martínez-López, Francisco J., Juan Carlos Gázquez-Abad and Anne Roggeveen (2019) "Preface" in *Advances in National Brand and Private Label Marketing*, Eds. Francisco J. Martínez-López, Juan Carlos Gázquez-Abad, Anne Roggeveen, Springer Publishing, v-vi.

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.

Suri, Rajneesh, Nancy M. Puccinelli, Dhruv Grewal, Anne L. Roggeveen, Atahan Agrali, Hasan Ayaz, Kurtulus Izzetoglu, and Banu Onaral (2018), "Using Neural Correlates for Enhancing Customer Experience Through Effective Visual Price Placement." In *Neuroergonomics*, Academic Press, 285-286.

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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, 2<sup>nd</sup> 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, 2<sup>nd</sup> 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.



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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

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

Biswas, Dipayan, Courtney Szocs, Ye Seul Kim, Elisa Schweiger, and Anne L. Roggeveen, "Retail Atmospherics"

Grewal, Dhruv, Martin Mende, Abhijit Guha, Kusum Ailawadi, Anne L. Roggeveen, Maura Scott, Aric Rindfleisch, Koen Pauwels, and Barbara Kahn, "Marketing in a Crises-laden World,"

Herhausen, Dennis, Lauren Grewal, Krista Hill, Anne L. Roggeveen, Dhruv Grewal, and Francisco Villarroel, "Deescalating Arousal in Social Media Complaints: Using Active Listening and Empathy to Enhance Customer Gratitude"

Hill Krista, Dennis Herhausen, Dhruv Grewal, and Anne L. Roggeveen, "Responding to Virtual Brand Sabotage: How Informative Firm Responses to Vindictive Posts Can Reduce Risk Perceptions by Readers"

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

Roggeveen, Anne L. and Sara Rosengren, "From Customer Experience to Human Experience: Uses of Systematized and Non-Systematized Knowledge"

Scarpi, Daniele, Gabriele Pizzi, Virginia Vannucci, and Anne L. Roggeveen, "Consumers Reactions to 3D versus 2D Product Pictures"

Schweiger, Elisa, Carl-Philip Ahlbom, Dhruv Grewal, Anne L. Roggeveen, and Jens Nordfalt, "Technology-Augmented In-Store Endcaps: Understanding Their Impact on Sales"

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Courtney Szocs, Dipayan Biswas, Ye Seul Kim, Elisa Schweiger, and Anne L. Roggeveen, "Food and Consumers"

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"

Vannucci, Virginia, Valentina Mazzoli, Elisa Schweiger, Laura Grazzini, Gaetano Aiello, Raffaele Donvito, Anne L. Roggeveen, and Dhruv Grewal, "Digital Retailing"

Xia, Lan and Anne L. Roggeveen, "How Collective Stress Affects Price Fairness Perceptions: Mediating Role of Nostalgia and Moderating Impact of Political Identity"

## 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 – 2020  
 Journal of Retailing 2015 - 2017

### EDITORIAL ADVISORY BOARD

International Journal of Consumer Studies 2020 – Present  
 Journal of Consumer Marketing 2020 – Present  
 Psychology & Marketing 2021 – Present

### 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**

*2019 Advances in National Brand and Private Label Marketing*, Springer Publishing.

*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, *Frontiers in Services*, Babson Park, MA, June 2022

Co-chair, *Frontiers in Services*, Babson Park, MA, June 2020 (shifted to 2022 due to COVID-19)

Co-chair, *What's Next for Retail - Research Opportunities and Challenges' Academic & Practitioner Perspectives'*, Bentonville, Arkansas, October 2019.

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

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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**, Bloomington, Indiana, June 2020 (shifted to 2021 due to COVID-19)  
**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**

**Frontiers in Service**, Amelia Island, Florida, June 2021.  
**Society for Consumer Psychology**, Las Vegas, Nevada, February 2012.  
**Association for Consumer Research**, Jacksonville Florida, October 2010.

#### **ADVISORY BOARD**

**Center for Research Excellence in Marketing (CREM)**, MICA, Ahmedabad, India, 2021 - 2023  
**Colloquium on European Research in Retailing**, University of Valencia, Valencia, Spain, June 2020.  
**Colloquium on European Research in Retailing**, University of Surrey, Surrey, England, July 2018.

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### 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

- Shankar-Spiegel Doctoral Dissertation Proposal Competition, 2019
- 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
- Research in Business and Management Honor Role, 2021

### 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

### EXTERNAL MEMBER

- Selection Committee of the Faculty of Economics and Business, KU Leuven, Belgium, 2019-2021.

### DISSERTATION/PHD THESIS COMMITTEE

- Svetlana Kolesova, 2021
- Joe Dery, Bentley University, 2019
- Carl-Philip Ahlbom, Stockholm School of Economics, 2019
- Ben Lucas, University of Newcastle, Australia, 2016

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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. "Future of Brand, Merchandise, and Retail Environments," Tecnologico de Monterrey, Mexico (online), November 2021.
2. "Publishing in Journal of Retailing," Tecnologico de Monterrey, Mexico (online), November 2021.
3. "Consumers Reactions to 3D versus 2D Product Pictures", with *Gabriele Pizzi*<sup>1</sup>, Daniele Scarpì, and *Virginia Vannucci*, presented at the XVIII Annual Conference of the Italian Marketing Association (Società Italiana Marketing), Università Politecnica delle Marche, Ancona, Italy, October 2021.
4. "Technology-Augmented In-Store Endcaps and Impacts on Sales," with *Elisa Schweiger*, Dhruv Grewal, Carl-Philip Ahlbom, and Jens Nordfält, present at Frontiers in Service Conference, online, July 2021.
5. "Publishing in the Journal of Retailing," presented at *Bath University*, Bath, England, April 2021.
6. "Addressing Both the Failure and the Flames: Deescalating Negative Arousal in Service Delivery," with *Dennis Herhausen*<sup>2</sup>, Krista Hill, Anne L. Roggeveen, and Dhruv Grewal, presented at Vrije Universiteit, Amsterdam, Netherlands, March 2021.
7. "Addressing Both the Failure and the Flames: Deescalating Negative Arousal in Service Delivery," with *Dennis Herhausen*, Krista Hill, Anne L. Roggeveen, and Dhruv Grewal, presented at Kredge Business School, France, March 2021.
8. "Online Daily Coupons: Understanding How Prepayment Impacts Spending at Redemption," with Ali Berehsat and Gia Nardini, presented at *Winter American Marketing Association Conference*, online, February 2021.
9. "Towards Quality Publications and Impactful Research," presented at *Guru Gobind Singh Indraprastha University Research Event*, New Delhi, India, January 2021.
10. "The Retail Customer Journey in a Covid-19 World," presented at *Retailing Summit 2020*, Texas A&M, October 2020.
11. "Dean's Distinguished Lecture - Retail Branding in 2020: Creating a Strong Retail Brand," presented at *Babson College Beta Gamma Sigma Undergraduate Induction Ceremony*, Babson Park, MA, April 2020.

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<sup>1</sup> Italics of co-authors name indicate co-author made the presentation.

<sup>2</sup> Italics of co-authors name indicate co-author made the presentation.

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12. "The Service Recovery Behavioral Change Model: Deescalating Negative Arousal and Recovering from Service Failures," with Dennis Herhausen, *Krista Hill*, and Dhruv Grewal, presented at *Babson Research Day*, Babson Park, MA, January 2020.
  13. "The Impact of a Complement-Based Assortment Organization on Purchases," with Panagiotis Sarantopoulos, Aristeidis Theotokis, and Katerina Pramataris, presented at *Suffolk University*, Boston, MA, October 2019.
  14. "Publishing in the Journal of Retailing," presented at *Suffolk University*, Boston, MA, October 2019.
  15. "Retailing in a Global Marketplace: Creating a Customer Experience," presented at *Handelsrådets Day*, Stockholm, Sweden, October 2019.
  16. "In-Store Digital Projections – How Vividness Impacts Sales," with Elisa Schweiger, Dhruv Grewal, *Carl-Philip Ahlbom*, and Jens Nordfält, presented at *Summer AMA Conference*, Chicago, Illinois, August 2019.
  17. "The Impact of a Complement-Based Assortment Organization on Purchases," with Panagiotis Sarantopoulos, Aristeidis Theotokis, and Katerina Pramataris, presented at *ESADE*, Barcelona, Spain, June 2019.
  18. "Journal of Retailing and Importance of Understanding Privacy Issues in the Retail Setting", presented at *Thought Leaders Conference on Privacy in Marketing*, Florence, Italy, June 2019.
  19. "The Impact of a Complement-Based Assortment Organization on Purchases," with Panagiotis Sarantopoulos, *Aristeidis Theotokis*, and Katerina Pramataris, presented at *Academy of Marketing Science Conference*, Vancouver, British Columbia, May 2019.
  20. "Spending at Redemption of Online Daily Coupons: The Impact of Acquisition Cost Saliency and Magnitude," with Ali Besharat and Chinintorn Nakhata, presented at *Academy of Marketing Science Conference*, Vancouver, British Columbia, May 2019.
  21. "Retailing in a Global Marketplace: Creating a Customer Experience," presented at *Handelsrådet Board Meeting*, Stockholm, Sweden, April 2019.
  22. "Retailing in a Global Marketplace: A 'PLEND' Framework," presented at *MSI 2019, Third Thought Leaders' Conference of Marketing Science and Innovation and Global Marketing and International Business Academic Conference of Journal of International Marketing*, Beijing, China, March 2019.
  23. "The Impact of a Complement-Based Assortment Organization on Purchases," with Panagiotis Sarantopoulos, Aristeidis Theotokis, and Katerina Pramataris, presented at *Babson Research Day*, Babson Park, Massachusetts, February 2019.
  24. "Retailing Field Studies in an International Context," with *Elisa Schweiger*, Dhruv Grewal, *Carl-Philip Ahlbom*, and Jens Nordfält, presented at *Winter AMA Conference*, Austin, Texas, February 2019.

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25. "The Impact of a Complement-Based Assortment Organization on Purchases," with Panagiotis Sarantopoulos, Aristeidis Theotokis, and Katerina Pramataris, presented at *Winter American Marketing Association Conference*, Austin, Texas, February 2019.
  26. "The Impact of a Complement-Based Assortment Organization on Purchases," with Panagiotis Sarantopoulos, Aristeidis Theotokis, and Katerina Pramataris, presented at *University of South Florida*, Tampa, Florida, January 2019.
  27. "Publishing in Top Journals on Topics Related to Retailing," presented at *University of South Florida*, Tampa, Florida, January 2019.
  28. "Tips for Publishing in JR and the Understanding the Review Process," *Stockholm School of Economics*, Stockholm, Sweden, December 2018.
  29. "The Impact of a Complement-Based Assortment Organization on Purchases," with Panagiotis Sarantopoulos, Aristeidis Theotokis, and Katerina Pramataris, presented at *Shanghai Jiao Tong University*, Shanghai, China, November 2018.
  30. "The Only Thing that is Constant is Change," presented at *CPG Industry Spotlight at Babson College*, Babson Park, Massachusetts, October 2018.
  31. "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.
  32. "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.
  33. "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.
  34. "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.
  35. "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.
  36. "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.
  37. "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.



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38. "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.
  39. "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.
  40. "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.
  41. "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.
  42. "Understanding Customer Experience," presented at *Nepa CX Roundtable*, New York, New York, December 2017.
  43. "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.
  44. "Re-examining the Perceived Value Construct," with Dhruv Grewal and R. Krishnan, presented at *Pricing Research Camp*, Chicago, Illinois, May 2017.
  45. "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.
  46. "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.
  47. "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.
  48. "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.
  49. "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.
  50. "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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51. "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.
  52. "Music in Retailing" with *Carl-Phillip Ahlbom*, Jens Nordfält, and Dhruv Grewal, presented at *Nordic Retail and Wholesale Conference*, Aarhus, Denmark, November 2016.
  53. "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.
  54. "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.
  55. "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.
  56. "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.
  57. "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.
  58. "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.
  59. "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.
  60. "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.
  61. "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.
  62. "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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63. "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.
  64. "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.
  65. "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.
  66. "Product Placement: Does Congruity Matter?" with Dhruv Grewal, Jens Nordfalt, and Ronnie Goodstein, presented at *Summer AMA Conference*, Chicago, Illinois, August 2015.
  67. "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.
  68. "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.
  69. "Service Recovery in a Technological World," with *Krista Hill* and Dhruv Grewal, presented at *Winter AMA Conference*, San Antonio, Texas, February 2015.
  70. "Analytics, Experimentation, Insights, and Observations," with *Dhruv Grewal* and Jens Nordfalt, presented at *Stockholm School of Economics*, Stockholm, Sweden, December 2014.
  71. "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.
  72. "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.
  73. "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.
  74. "In-store Experiments" with *Jens Nordfalt*, Dhruv Grewal, and Krista Hill, presented at *Shopper Marketing and Pricing Conference*, Stockholm, Sweden, May 2014.
  75. "How Consumer Respond to Advertisements: The Impact of Position," with *Keith Coulter* and Dhruv Grewal, presented at *University of Surrey*, Guildford, England, May 2014.
  76. "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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77. "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.
  78. "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.
  79. "Number Fluency Effects in Price Promotions" with Keith Coulter, presented at *Babson Research Chat*, Babson Park, Massachusetts, March 2014.
  80. "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.
  81. "Number Fluency Effects in Price Promotions" with Keith Coulter, presented at *University of Massachusetts*, Amherst, Massachusetts, December 2013.
  82. "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.
  83. "Price Fluency Effects" with Keith Coulter, presented at *American Marketing Association Summer Conference*, Boston, Massachusetts, August 2013.
  84. "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.
  85. "Number Fluency Effects in Price Promotions" with Keith Coulter, presented at *University of Maastricht*, Maastricht, the Netherlands, June 2013.
  86. "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.
  87. "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.
  88. "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.
  89. "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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90. "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.
  91. "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.
  92. "The Impact of Digital Displays on Consumer Behavior" with Jens Nordflat and Dhruv Grewal, presented at *AMA/ACRA Retailing Conference*, Seattle, Washington, April 2012
  93. "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.
  94. "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
  95. "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
  96. "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.
  97. "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.
  98. "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.
  99. "Shifting Preference Through Vividness of the Presentation Form", with Claudia Townsend, Dhruv Grewal, and Ram Krishnan, presented at *Maastricht University*, Maastricht, Netherlands, December 2011.
  100. "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.
  101. "Word-of-Mouth Communication in Online Social Networks" with *Keith Coulter*, presented at *Direct/Interactive Marketing Research Summit*, Boston, Massachusetts, October 2011.
  102. "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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103. "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.
  104. "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.
  105. "How Cue Congruity Affects Consumer Perceptions," with *Dhruv Grewal* and Ronald Goodstein, presented at *Maastricht University*, Maastricht, Netherlands, May 2011.
  106. "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.
  107. 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.
  108. "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.
  109. "The Impact of Experiencing Goods on How They Are Evaluated," presented at *Maastricht University*, Maastricht, Netherlands, November 2010.
  110. "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.
  111. "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.
  112. "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.
  113. "Current Consumer Behavior Topics and Research Areas" presented at *Chadwick, Martin, and Bailey*, Boston, MA, May 2010.
  114. "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.
  115. "Service Recovery Strategies," with Dhruv Grewal and Michael Tsiros, presented at *American Marketing Association*, New Orleans, LA, February 2010.

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116. "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.
  117. "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.
  118. "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.
  119. "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.
  120. "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.
  121. "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.
  122. "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.
  123. "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.
  124. "How Cue Congruity Affects Consumer Perceptions" with *Dhruv Grewal*, presented at *American Marketing Association Conference*, in Washington D.C., August 2007.
  125. "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.
  126. "How Cue Congruity Affects Consumer Perceptions," with Dhruv Grewal, presented at *Association for Consumer Research*, in Orlando, Florida, September 2006.
  127. "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.
  128. "How Cue Congruity Affects Consumer Perceptions of Price Matching Guarantees," with *Dhruv Grewal*, presented at *University of Houston*, in Houston, Texas, February 2006.

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129. "How Cue Congruity Affects Consumer Perceptions of Price Matching Guarantees," with *Dhruv Grewal*, presented at *Texas Christian University*, in Fort Worth, Texas, February 2006.
  130. "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.
  131. "How Cue Congruity Affects Consumer Perceptions of Price Matching Guarantees," with *Dhruv Grewal*, presented at *Drexel University*, in Philadelphia, Pennsylvania, January 2006.
  132. "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.
  133. "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.
  134. "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.
  135. "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.
  136. "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.
  137. "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.
  138. "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.
  139. "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.
  140. "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.
  141. "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.



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142. "Factors the Impact the Effectiveness of Refutations," with *Gita Johar*, presented at *Association for Consumer Research Conference*, in Portland, Oregon, October 2004.
  143. "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.
  144. "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.
  145. "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.
  146. "Designing Effective Refutations: Perceptual Similarity and Belief Change" with Gita Johar, presented at *Society for Consumer Psychology Conference*, in San Francisco, California, February 2004.
  147. "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.
  148. "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.
  149. "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.
  150. "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.
  151. "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.
  152. "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.
  153. "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.

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154. "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.
  155. "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.
  156. "Integration of Market Research About Customers" with Gita Johar, presented at *Association for Consumer Research Conference* in Salt Lake City, Utah, October 2000.
  157. "Repetition and Enhanced Belief in Innuendo" with Gita Johar, presented at *Marketing Science Conference* in Los Angeles, California, June 2000.
  158. "Managerial Learning About Customers: Commission and Interpretation of Market Research" with Gita Johar, presented at *Marketing Science Conference* in Los Angeles, California, June 2000.
  159. "Repetition and Enhanced Belief in Innuendo" with Gita Johar, presented at *Society for Consumer Psychology Conference* in San Antonio, Texas, February 2000.
  160. "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. Panelist, "Meet the Editors," *Winter AMA 2022*, online, February 2022.
2. Panelist, "Meet the Editors," *AIM-AMA-Sheth Foundation Doctoral Consortium 2021*, online, June 2021.
3. Panelist, "Meet the Editors," *Academy of Marketing Science Conference*, online, June 2021.
4. Panelist, "Women's Workshop," *ISMS Marketing Science Conference*, online, June 2021.
5. Presenter, "Meet the Editors," Somaiya Institute of Management Studies & Research (SIMSR) - 16th SIMSR Global Marketing Conference, Mumbai, India, May 2021.
6. Participant, 2021 Responsible Research Academic Summit: Experiences and Best Practices, online, April 2021.
7. Presenter, "Meet the Editors," *Academy of Marketing Science Conference*, online, December 2020.
8. Presenter, "Meet the Editors," *American Marketing Association Winter Conference*, San Diego, California, February 2020.
9. Presenter, "Meet the Editors," *American Marketing Association Summer Conference*, Chicago, Illinois, August 2019.
10. Emcee, "Marketing Strategy Panel," *Don Lehmann's 50<sup>th</sup> Anniversary Conference*, New York, New York, May 2019.
11. Presenter, "Meeting with Editors of International Journals," *MSI 2019, Third Thought Leaders' Conference of Marketing Science and Innovation and Global Marketing and International Business Academic Conference of Journal of International Marketing*, Beijing, China, March 2019.
12. Presenter, "Meet the Editors," *American Marketing Association Winter Conference*, Austin, Texas, February 2019.

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13. Presenter, "Meet the Editors," *Babson Research Day*, Babson Park, Massachusetts, February 2019.
  14. Panelist, "Using Multi-Methods in Behavioral Pricing Research," *Association for Consumer Research Conference*, Dallas, Texas, October 2018.
  15. Presenter, "Meet the Editors," *American Marketing Association Summer Conference*, Boston, Massachusetts, August 2018.
  16. Presenter, "Meet the Editors," *American Marketing Association Doctoral Consortium*, Leeds, England, June 2018.
  17. Panelist, "Roundtable on Behavioral Pricing," *Creating Value: Pricing Camp*, Babson Park, Massachusetts, May 2018.
  18. Co-presenter, "5E's of Retailing: Today, Tomorrow and ...," *Tecnológico de Monterrey*, Monterrey, Mexico, April 2018.
  19. Presenter, "SIG Best Practice Sharing Session," *American Marketing Association Winter Conference*, New Orleans, Louisiana, February 2018.
  20. Presenter, "Meet the Editors," *American Marketing Association Winter Conference*, New Orleans, Louisiana, February 2018.
  21. Presenter, "How to Excel in Publishing in Marketing Journals," *MMA Fall Educator's Conference*, Providence, Rhode Island, September 2016.
  22. Presenter, "Research Productivity and Publishing Strategies," *MMA Fall Educator's Conference*, Providence, Rhode Island, September 2016.
  23. PhD Seminar, "Perceptual Fluency," *Stockholm School of Economics*, Stockholm, Sweden, May 2016.
  24. Presenter, "Meet the Editors," *American Collegiate Retailing Association Conference*, Secaucus, New Jersey, April 2016.
  25. Research Seminar, "Marketing Experiments" *Tecnologico de Monterrey*, Guadalajara, Mexico, January 2014.

## Session Organizer / Chair

### SESSION ORGANIZER

"Meet the Editors Panel." Presented at *Babson Research Day*, Babson Park, Massachusetts, February 2019. Other presenters: Vicky Crittenden, Danna Greenberg, Dhruv Grewal, and Phil Kim.

"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

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“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, Sujoy 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, Sujoy 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.

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“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 (SME)**, Babson College, Undergraduate

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

**Advisor, Independent Study**, Xiaoi Lin

Impact of Packaging Colors on Millennial Female’ Intent to Purchase Complementary Infant Food Products in the U.S. Market

**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

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**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)

**Marketing Division Recruiting Committee Chair** (2008, 2012, 2021)  
**Institutional Review Board Member** (2017 – Present)  
**Graduate Dean Search Committee** (2017)  
**Academic Affairs Committee, Board of Trustees** (2015 – 2017)  
**Institutional Review Board Chair** (2014 – 2017)  
**Provost Search Committee, Co-Chair** (2015-2016)  
**Undergraduate Decision Making Body Committee** (2011-2014)  
**Undergraduate Curriculum Revision (Sophomore Management Experience) Committee** (2011-2013)  
**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

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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  
Shopper Marketer Insights, *Ecolean.com*, Spring 2019.  
How Do We Make Purchase Decisions In-Store, *Ecolean.com*, Spring 2020.  
How Do the Brand Stand Out in the Store, *Ecolean.com*, Spring 2020.  
How Important is the Packaging for In-store Visibility, *Ecolean.com*, Spring 2020.  
It's not just Black Friday that will be different because of COVID-19, *Tampa Bay Times*, 11/ 25/20  
Not all of Tampa Bay's Black Friday Shoppers are Stopping for the Pandemic, *Tampa Bay Times* 11/27/20  
Kind of a Big Deal: Black Friday 2020, *Skimm This Podcast*, 11/20  
Earlier and More Online: How Consumers Are Shopping for the Holidays, *Babson Thought & Action* 12/1/20  
Dining, Housing, Travel: The Trends We've Seen (And Could See in the Future), *Babson Thought & Action* 8/12/21