

RAJIV VAIDYANATHAN

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EDUCATION

Ph.D. (1993) Washington State University
Major area: Marketing
Dissertation title: The Relative Influence of Multiple Internal Reference Price Standards on Consumer Evaluations of a Deal: The Influence of Moderating Variables

M.B.A. (1989) University of Idaho

B.Com (Honors) University of Delhi, Hansraj College, India
(1987)

HONORS AND AWARDS

2009 Co-Chair of the Association for Consumer Research Asia-Pacific conference

2008 University of Minnesota President's Award for Outstanding Service (University of Minnesota system-wide award)
Journal of Marketing Education "Outstanding Paper of 2007" Award

2007 LSBE Faculty Service Excellence Award

2005 2005 Hormel Meritorious Teaching Award

1999 U.S. Small Business Administration District Award for Student Consulting Project

1995 & 2005 Nominated for University-wide Outstanding Faculty Award

1994 U.S. Small Business Administration District Award for Student Consulting Project

1992 AMA Doctoral Consortium Fellow
Washington State U Outstanding Graduate Student Award
Member, Beta Gamma Sigma, Academic Honor Society

1988 Elbert S. Rawls Fellowship - Outstanding MBA student of the year

TEACHING INTERESTS

Consumer Behavior, Marketing Communications, Principles of Marketing, Marketing Research.

TEACHING EXPERIENCE

- July 2005 – Present Professor of Marketing, Department of Marketing, University of Minnesota, Duluth.
- May 1998 – July 2005 Associate Professor of Marketing, Department of Management Studies, University of Minnesota, Duluth. Have taught Principles of Marketing, Consumer Behavior, Advertising and Marketing Communications and the MBA class in Data Analysis and Statistics.
- March 1993 - May 1998 Assistant Professor of Marketing, Department of Management Studies, University of Minnesota, Duluth.
- Fall 1992 and Fall 1991 Lecturer, College of Business and Economics, University of Idaho. Taught Principles of Marketing.
- May 1991 - May 1992 Teaching Assistant, Department of Marketing, Washington State University. Taught Principles of Marketing and Marketing Research courses, including large sections (250 students), using multimedia format.
- August 1989 - May 1991 Teaching/Research Assistant, College of Business, Washington State University. Taught Management Information Systems. Assisted in the teaching of courses in Artificial Intelligence, Sales Force Mgmt, and New Products.

BUSINESS EXPERIENCE

- May 2002 – Present Director of MBA Programs, University of Minnesota Duluth. Responsibility for MBA programs on Duluth campus and in Rochester, MN.
- January 2005 – Present Executive Director, Association for Consumer Research. Full responsibility for managing the largest international scholarly organization in consumer behavior.
- June 2000- December 2001 Vice President Marketing, Active Learning Technologies – A Prentice Hall Company. Responsible for marketing strategy development and implementation for a series of e-learning products. Was instrumental in product development and launch efforts for *MyPHLIP*, an online content management tool, *Mastering Business*, a CD-ROM and web-based interactive, multimedia business education series, and the *activebook experience*, an online interactive textbook series.
- March 1993- Present Extensive consulting with local small businesses regarding marketing and Internet issues.

- June 1988 - First National Bank of North Idaho, Coeur d'Alene. Prepared Consumer Loan Collections Manual. Designed procedures for an Allowance for Loan and Lease Losses. Developed employee newsletter. Conducted systems analysis and design for a project to move the Bank's account and check processing in-house.
- December 1988
- January 1988 - Center for Business Development and Research, University of
December 1988 Idaho. Marketed the Center's publications. Prepared marketing plans and assisted in all phases of publication of a manufacturer's directory.

REFEREED JOURNAL ARTICLES

- Aggarwal, Praveen and Rajiv Vaidyanathan (2009), "Using Lexical-Semantic Analysis to Derive Online Brand Perceptions: An Application to Retail Marketing Research," *Journal of Retailing*, 85 (2), pp. 145-158.
- Aggarwal, Praveen, Linda Rochford and Rajiv Vaidyanathan (2009), "The Hot Seat: Profiling the Marketing Department Chair," *Journal of Marketing Education*, 31 (April), pp. 40-51.
- Aggarwal, Praveen, Rajiv Vaidyanathan and Linda Rochford (2007), "The Wretched Refuse of a Teeming Shore? A Critical Examination of the Quality of Undergraduate Marketing Students," *Journal of Marketing Education*, 29 (December), pp. 223-233. **Winner of "Outstanding Paper of the Year" award.**
- Vaidyanathan, Rajiv and Praveen Aggarwal (2005), "Using Commitments to Drive Consistency: Enhancing the Effectiveness of Cause-Related Marketing Communications," **lead article** in *Journal of Marketing Communications*, 11 (December), pp. 231-246.
- Aggarwal, Praveen and Rajiv Vaidyanathan (2005), "Perceived Effectiveness of Recommendation Agent Routines: Search vs. Experience Goods," *International Journal of Internet Marketing and Advertising*, 2, Nos. 1/2, pp. 38-55.
- Aggarwal, Praveen, Rajiv Vaidyanathan and Linda Rochford (2004), "ACT/SAT Scores and Academic Performance of Business Students: Are Marketing Majors Different?" *Journal for Advancement of Marketing Education*, 4 (Summer), pp. 16-24.
- Aggarwal, Praveen and Rajiv Vaidyanathan (2003), "Use It or Lose It: Purchase Acceleration Effects of Time-Limited Promotions," *Journal of Consumer Behaviour*, 2 (No. 4; June), pp. 393-403.
- Vaidyanathan, Rajiv and Praveen Aggarwal (2003), "Who Is the Fairest of Them All? An Attributional Approach to Price Fairness Perceptions," *Journal of Business Research* 56 (June), p. 453-463.

- Aggarwal, Praveen and Rajiv Vaidyanathan (2003), "Eliciting Online Customers' Preferences: Conjoint vs. Self-Explicated Attribute-Level Measurements," *Journal of Marketing Management*, 19 (February), p. 157-177.
- Vaidyanathan, Rajiv and Praveen Aggarwal (2002), "The Impact of Shopping Agents on Small Business E-Commerce Strategy," *Journal of Small Business Strategy*, 13 (Spring/Summer), p. 63-79.
- Vaidyanathan, Rajiv and Praveen Aggarwal (2001), "Use of Internal Reference Prices for Deal Evaluations: Decision Structure and Role of Involvement," *Marketing Management Journal*, 11 (Fall), p. 108-122.
- Vaidyanathan, Rajiv and Praveen Aggarwal (2000), "Strategic Brand Alliances: Implications of Ingredient Branding for National and Private Label Brands," *Journal of Product and Brand Management*, 9 (4), pg. 214-228.
- Vaidyanathan, Rajiv, Praveen Aggarwal, Donald E. Stem, Jr., Darrel D. Muehling, and U.N. Umesh (2000), "Deal Evaluation and Purchase Intention: The Impact of Aspirational and Market-Based Internal Reference Prices," *Journal of Product and Brand Management*, 9 (3), pg. 179-192.
- Vaidyanathan, Rajiv (2000), "The Role of Brand Familiarity in Internal Reference Price Formation: An Accessibility-Diagnosticity Perspective," *Journal of Business and Psychology*, 14 (4), pg. 605-624.
- Vaidyanathan, Rajiv and Darrel D. Muehling (1999), "The Availability and Use of Internal Reference Prices in Evaluating Advertised Deals: A Conceptual Foundation," lead article in *Journal of Promotion Management*, 5 (1), pg. 1-14.
- Vaidyanathan, Rajiv and Linda Rochford (1998), "An Exploratory Investigation of Computer Simulations, Student Preferences, and Performance," *Journal of Education for Business*, 73 (January/February), pg. 144-149.
- Vaidyanathan, Rajiv and S. S. Vaidyanathan (1997), "Ancient Wisdom: Parables for Modern Marketing," *Journal of Marketing Education*, 19 (Spring), pg. 26-36.
- Vaidyanathan, Rajiv (1997), "An Alternate Paradigm for the Examination of Semantic Cues in Advertisements," *Journal of Promotion Management*, 4 (2), pg. 35-50.
- Umesh, U. N., Robert A. Peterson, Michelle McCann Nelson, and Rajiv Vaidyanathan (1996), "Type IV Error in Marketing: The Investigation of ANOVA Interactions," *Journal of the Academy of Marketing Science*, 24 (Winter), pg. 17-26.
- McCann-Nelson, Michelle, Rajiv Vaidyanathan and Linda J. Morris (1995), "Enhancing Learning Through Expert Systems in the Marketing Classroom: Learning Styles as a Moderating Factor," *Marketing Education Review*, 5 (Fall), pg. 9-19.

REFEREED CONFERENCE PROCEEDINGS (full papers only)

- Vaidyanathan, Rajiv and Praveen Aggarwal (2001), "Technology-Enhanced Learning: The Next Wave" in *Proceedings of the 2001 Marketing Educators' Association Conference*, Stuart Van Auken and Regina Schlee (eds.), p. 112-116.
- Rochford, Linda and Rajiv Vaidyanathan (2000), "Attracting and Retaining Marketing Faculty in the New Millennium" in *Proceedings of the 2000 Western Marketing Educators' Association Conference*, Katrin R. Harich and Stuart Van Auken (eds.), p. 61-66.
- Rochford, Linda and Rajiv Vaidyanathan (1998), "Technology Meets the Case Method: The Use of a Virtual Case in Principles of Marketing," in *Proceedings of the 1998 Western Marketing Educators' Association Conference*, Linda J. Morris and Mary T. Curren (eds.), p. 71-74.
- Stem, Donald E. Jr., Gulden Asugman, Mark Hattrup, and Rajiv Vaidyanathan (1991), "Cross-Cultural Comparison of U.S. and Non-U.S. Consumer Complaint Behavior and Retailer Response," in *World Marketing Congress, International Conference Series, Volume V*, pp. 280-285.
- Stem, Donald E. Jr., Patrice Pawelk, Timothy McMahon, and Rajiv Vaidyanathan (1991), "Survey Method and Cultural Similarity Effects on Subject Response Intent," in *World Marketing Congress, International Conference Series, Volume V*, pp. 252-256.
- Vaidyanathan, Rajiv, Linda J. Morris, and Michelle McCann (1991), "Learner Typologies and the Use of Expert Systems," in *Proceedings of the 1991 American Marketing Association's Microcomputers in Marketing Education Conference*, pp. 12-20.
- Morris, Linda J. and Rajiv Vaidyanathan (1990), "Enhancing Sales Force Productivity Through the Use of Relational Database Management Systems," in *1990 AMA Educators' Proceedings*, pp. 234-238.
- Vaidyanathan, Rajiv and Linda J. Morris (1990), "Statistical Advisor: An Expert System for Marketing Research," in Barry Berman, Joel R. Evans, and John B. Gifford (eds.), *Proceedings of the 1990 AMA Microcomputers in Marketing Education Conference*, pp. 110-122.

PRACTITIONER-FOCUSED PUBLICATIONS

Columns published in *Mint* (as *Wall Street Journal* newspaper in India). These columns are co-authored with Dr. Praveen Aggarwal. All the *Mint* articles can be found online at:

<http://www.livemint.com/articles/Authors.aspx?author=Rajiv%20Vaidyanathan&type=wa>

- The Perils of Discounting Future Rewards for Instant Gratification, November 23, 2008.
- Avoid 'Escalation of Commitment' Trap, November 9, 2008.
- Bailout to Rescue: Using the Right Terminology, October 26, 2008.
- Collaborative Enterprise vs. Coercive Leadership, October 13, 2008.

- Cancel The Meeting! The Dangers of Deliberation, September 28, 2008.
- Don't Count on the Gambler's Fallacy, September 14, 2008.
- Grapevine to Gospel Truth: Amnesia Effect, September 1, 2008.
- Assessing Risk for Decision Making, August 18, 2008.
- Incorrect Inferences: Correspondence Bias, August 3, 2008.
- Understanding the False Consensus Effect, July 20, 2008.
- The Power of Default in the Choices We Make, July 7, 2008.
- Ignorance Is Bliss? It May Also Be Rational, June 22, 2008.
- Reciprocal Concessions: Tactics of Negotiation, June 9, 2008.
- Incentive Transference: Influencing Behaviour, May 25, 2008.
- Celebrity Cues: Fallout of the Halo Effect, May 12, 2008.
- 'Smart-Talk Trap' – It's Action That Counts, April 14, 2008.
- Success or Failure – Just a Matter of Chance, March 23, 2008.
- The Preference for the Middle Alternative, March 10, 2008.
- Why We Feel Obligated to Return Favours, February 25, 2008.
- Hindsight is 20/20: The 'I Knew It All Along' Bias", February 10, 2008.
- The Winner's Curse: When Winners Lose, January 27, 2008.
- Learned Helplessness Can Be Dangerous, January 14, 2008.
- Too Much Focus May End in a Blinkered Vision, December 31, 2007.
- Con-census: Small Sample May Hide Reality, December 17, 2007.
- On Time and Under Budget: (Pipe) Dream Projects, December 3, 2007.
- Are You Sure You Want Absolute Certainty, November 19, 2007.
- Why People Over-Claim Credit in Joint Tasks, November 5, 2007.
- Are You Falling Victim to In-Group Favouritism Bias, October 21, 2007.
- I've Changed My Mind: Choices and Preference Reversal, October 8, 2007.
- Rethink Action vs. Inaction: Omission Has a Cost, September 24, 2007
- When Praise Seems to Promote Mediocrity, September 10, 2007
- Money Labels: What You Call It Affects The Way You Treat It, August 13, 2007.
- On Sale, Will Buy: Expensive Discounts, July 30, 2007.
- Bring Me The Usual: On Favouring The Favourite, July 2, 2007.
- When Less Is More: The Dark Side of Freedom, June 18, 2007.
- If I Have My Own Personal Jet, Why Am I Not On Cloud Nine, May 21, 2007.
- Stuck In The Slow Lane: A Cosmic Conspiracy, April 23, 2007.
- Original vs. Sale Prices: When an Anchor can Actually Sink You, April 9, 2007.
- Blind to Evidence: When Believing is Seeing, March 19, 2007.
- If It's Mine, It's Worth More, February 26, 2007.

Articles published in the *Arrowhead Business Advisor*, a regional business newspaper:

With Dr. Praveen Aggarwal:

- Email Marketing: Handle with Care, May, 2002, p. 12.
- Warning: Do Not Read This Column With Eyes Closed, April, 2002, p. 4.
- Do Customers Really Know What They Need? March, 2002, p. 3.

- The Importance of Being Earnest, February, 2002, p. 4, 13.
- A Strategy for Sales Success, January, 2002, p. 5, 12.
- Good Cash Flow Planning: Being Stingy or Smart, December, 2001, p. 13.
- Is Your Group a Team? November, 2001, p. 5.
- Going Global: Where Do I Start? October, 2001, p. 3.
- Powerful Database Marketing?, September, 2001, p. 3.
- All is Fair in Love and War- Or is It? August 5, 2001, p. 5.
- Are Your Web Pages Accessible? July 8, 2001, p. 4.
- Diversification Begins at Home: Looking Inward for Growth, June 10, 2001, p. 1, 4.
- Embrace Your Customers in a HUG, May 6, 2001, p. 6.
- Want Your Business to Grow? Expect Your Employees to Grow, April 8, 2001, p. 3.
- Get Ready for a New Wave in Marketing Strategy, March 11, 2001, p. 3.
- Small vs. Mega-Sized Businesses: Does Size Really Matter? February 10, 2001, p. 3.
- Business Expansion Without a Bang! January 7, 2001, p. 3.
- Position Your Invention, Don't Just Invent a Position, December 10, 2000, p. 3.
- The Ups and Downs of E-Metrics, November 5, 2000, p. 3.
- Merchandising in Online and Offline Environments, October 8, 2000, p. 3.
- Turning your Next Promotion Into a 'Survivor', September 10, 2000, p. 1, 6.
- After All I've Done for My Customers, Why Don't They Like Me? August 6, 2000, p. 6.
- Six Steps to Developing a Cooperative Marketing Plan, July 9, 2000, p. 6, 14.
- How Do I Satisfy Consumer Needs? June 11, 2000, p. 11.
- Businesses Must React to Customers' Needs, May 7, 2000, p. 12, 14.
- Stop 'Guesstimating' and Start Forecasting, April 9, 2000, p. 6.
- Should You Or Shouldn't You? A Small Business Guide to Franchising, March 5, 2000, p. 6.
- Moving from Advertising to Integrated Marketing Communications, February 9, 2000.
- Strategic Market Management for Small Businesses, January 5, 2000, p. 11.
- Planning the Best Millennium-End Sale, Ever! December 1, 1999, p. 11.
- Watch Your Step on the Wild Wild Web, *Arrowhead Business Advisor*, November 3, 1999, p. 10-11.
- Brew Yourself A Great Batch of Employees, October 6 1999, p. 10-11.
- Managing Growth In The Best of Times, September 1, 1999, p. 6.
- Press 1 to Get More Personal Service ..., August 4 1999, p. 6.
- Building 'Record' Sales, July 7 1999, p. 6.
- Cash Flow Management Deserves Marketing Credit, May 5 1999, p. 8.

Solo-authored publications in the *Arrowhead Business Advisor*:

- My Product Works Great! So Why Isn't Anyone Buying?, June 2 1999, p. 12.
- The Customer is Second April 1999, p. 6.
- You CanNOT Satisfy Everyone, March 1999, p. 7, 9.
- Business Plans Require ACTION, February 1999, p. 2.

BOOKS AND OTHER INTELLECTUAL CONTRIBUTIONS

Samu, Sridhar, Rajiv Vaidyanathan and Dipankar Chakravarti, Eds. (2009), *Asia-Pacific Advances in Consumer Research, Volume 8*.

Vaidyanathan, Rajiv (2005), "Evolve! Succeeding in the Digital Culture of Tomorrow," detailed book summary in *The Manager's Bookshelf: A Mosaic of Contemporary Views, 7/e*, Jon L. Pierce and John W. Newstrom, eds., p. 334-341.

Vaidyanathan, Rajiv (2005), "Field of Dreams: An Informal Examination of the Discipline of Consumer Behavior as Defined by Doctoral Seminar Reading Lists," *Association for Consumer Research Newsletter*, Winter.

Browne, M. Neil, Alan C. Roline, and Rajiv Vaidyanathan (2000), *Surfing for Success in Legal Studies in Business: A Student's Guide to the Internet*, Upper Saddle River, NJ: Prentice Hall.

Vaidyanathan, Rajiv (2000), *PowerPoint Package to accompany "Consumer Behavior, Seventh Edition."* A supplementary software package to accompany the text by Schiffman and Kanuk, Upper Saddle River, NJ: Prentice Hall.

Vaidyanathan, Rajiv (1999), *PowerPoint CD-ROM to accompany Customer Value: Consumer Behavior and Beyond*, A supplementary software package on CD-ROM to accompany the textbook by Sheth, Mittal, and Newman, Fort Worth, TX: The Dryden Press.

Roline, Alan C., Rajiv Vaidyanathan (1999), *PowerPoint slides on disk to accompany West's Legal Environment of Business*, Cincinnati, OH: South-Western College Publishing.

Vaidyanathan, Rajiv (1999), Several cases and Internet exercises as part of the *Prentice Hall Learning on the Internet Project (PHLIP)*, published online.

Roline, Alan C. and Rajiv Vaidyanathan (1999), *Surfing for Success in Legal Studies 1998-1999*, Upper Saddle River, NJ: Prentice Hall.

Roline, Alan C., Rajiv Vaidyanathan and Andrew T. Stull (1998), *Surfing for Success in Business Law 1997: A Student's Guide to the Internet*, Upper Saddle River, NJ: Prentice Hall.

Vaidyanathan, Rajiv (1998), "Computer-Based Survey Packages: A Review of Visual Q, The Survey System, Survey Pro, and Sensus," A software review published in the *Journal of Marketing Research*, 35 (August), p. 407-411.

Vaidyanathan, Rajiv (1998), *PowerPoint CD-ROM to accompany Contemporary Marketing Wired, 9/e*, A supplementary software package on CD-ROM to accompany the textbook by Louis E. Boone and David L. Kurtz, Fort Worth, TX: The Dryden Press. Includes teaching notes.

Vaidyanathan, Rajiv, Alan C. Roline and Charles W. Beem (1998), *Business Essentials 2/e Instructor's Resource Manual and Video Guide* to accompany the text by Ronald J. Ebert and Ricky W. Griffin, Upper Saddle River, NJ: Prentice Hall.

Vaidyanathan, Rajiv (1997), "UPS (B)," Physical Distribution & Logistics case in *Marketing*, 5th/e, by Eric N. Berkowitz, Roger A. Kerin, Steven Hartley, and William Rudelius, p. 649-650.

Vaidyanathan, Rajiv and Linda Rochford (1997), "Windows 95-A," Introduction to Marketing case in *Marketing*, 5th Edition, by Eric N. Berkowitz, Roger A. Kerin, Steven Hartley, and William Rudelius, p. 625-626.

Vaidyanathan, Rajiv and Linda Rochford (1997), "Windows 95 (B)," Integrated Marketing Communications case in *Marketing*, 5th Edition, by Eric N. Berkowitz, Roger A. Kerin, Steven Hartley, and William Rudelius, p. 651-653.

Rochford, Linda and Rajiv Vaidyanathan (1997), "Kingpin Manufacturing" Global Marketing case in *Marketing*, 5th Edition, by Eric N. Berkowitz, Roger A. Kerin, Steven Hartley, and William Rudelius, p. 630-632.

Rochford, Linda and Rajiv Vaidyanathan (1997), "Timex" Advertising case in *Marketing*, 5th Edition, by Eric N. Berkowitz, Roger A. Kerin, Steven Hartley, and William Rudelius, p. 653-654.

Rochford, Linda and Rajiv Vaidyanathan (1994), "Shoreview Berry Farms." A case published in *Proceedings of the 1994 NACRA Casewriter's Workshop*.

Vaidyanathan, Rajiv (1994), "Dictionary of Statistics and Methodology," by W. Paul Vogt. A book review published in the *Journal of Marketing Research*, 31 (August), pp. 438-439.

RESEARCH GRANTS AND AWARDS

95-09 17 University of Minnesota Chancellor's Faculty Small Grant **\$750 each**.

95-07 4 Grants for International Research from the UM Office of International Programs

2005 2 Undergraduate Research Grants **\$1,500 each**

2004 Far East Travel Grant for Marketing and Advertising **\$4,500**.

2004 Child Nutrition Foundation (with Mary Begalle) **\$2,500**

2003 SBE Course Internationalization Grant **\$2,250** stipend.

2000 UMD Tech Camp Participant (based on submitted proposal) **\$3,000 + student assistance**.

1998 School of Business & Economics Research Grant **\$1,000**.

- 1997 Single-Quarter Leave for Fall quarter
- 1997 Summer Course Improvement Grant **\$2,480**.
- 1995 Minnesota Pollution Control Agency grant to examine a business-oriented approach to waste reduction among auto-repair shops in northern Minnesota **\$30,527**.
- 1994 School of Business & Economics. **\$1,700**. Development of SBE WWW Home Page.
- 1994 Tapscan, Inc. **\$9,480** grant of computer media planning software. This was supplemented by additional grants of media data from Nielsen, Inc. and Arbitron, Inc.
- 1994 University of Minnesota Grant-in-Aid of Research **\$12,125**.
- 1994 University of Minnesota Summer Program Development Grant **\$2,250** with Linda Rochford
- 1994 Bureau of Business and Economic Research Faculty Grant **\$500** with Dr. Linda Rochford

SELECTED PRESENTATIONS

“Attention-Based Differences to Price Cues in Comparative Ads,” Presentation at the 2009 Pricing Camp at the University of Illinois Urbana-Champaign.

“A Typology of Superstitious Behaviors: Implications for Marketing and Public Policy,” Presentation at the 2008 Latin America ACR conference, Sao Paulo, Brazil.

“The Impact of Price Display Size on Processing and Evaluation of Comparative Price Advertisements.” Presentations at the 2007 European ACR conference and the 2006 Society for Consumer Psychology Conference.

“Is the Marketing BBA Really BS?,” Presentation at the 2007 Marketing Educators Association Conference.

“The Wretched Refuse of a Teeming Shore: A Critical Examination of the Quality of Marketing Students,” Presentation at the 2006 Marketing Educators Association Conference.

“Faculty-Department Chair Transitions: A Conceptualization of Stress Effects.” Presentation at the 2005 *Marketing Educators’ Association* Annual Conference, April 14-16, 2005.

“Mirror, Mirror, on the Web: A Lexical-Semantic Analysis of Brand Positioning.” Presentation at the 2004 *Association for Consumer Research* conference, Portland, OR.

“A Theoretical Framework for Understanding Superstitious Beliefs and Superstitious Behaviors among Business Students.” Presented at the 2004 *Marketing Educators Association* Annual Conference, Las Vegas, Nevada, April 15-17, 2004.

“Getting a Foot-in-the-Door: Enhancing the Effectiveness of Cause-Related Marketing.” Presentation at the 30th *International Research Seminar in Marketing*, La Londe les Maures, France, June 13, 2003.

“ACT and SAT Scores as Predictors of Business Student Performance: A Cross-Major Analysis.” Presentation at the *Marketing Educators’ Association Conference*, April 10-12, 2003.

“The Perceived Effectiveness of Virtual Shopping Agents for Search vs. Experience Goods,” at the 2002 *Association for Consumer Research* Conference, Atlanta, GA, October 2002.

“Use It or Lose It: Time-Limited Promotions and Purchase Behavior,” at the 2002 *Academy of Marketing Science* Conference, Sanibel Island, FL, June 2002.

“Active Learning Exercise Linked With Technology Innovation to Improve Learning.” Presentation at the 32nd *Annual Meeting of the Decision Sciences Institute* in San Francisco, CA, Nov 17-20, 2001.

“Mastering Marketing: Using Technology Innovation to Integrate the Business Curriculum,” (2001). Presentation made at the 2001 *Marketing Educators’ Association* Annual Conference, Hawaii, April 18-22, 2001.

“Mastering Accounting: Using Technology Innovation to Integrate the Business Curriculum,” (2001). Presentation made at the 31st *Annual North Carolina Accounting Educators’ Colloquium*, February 16-17, 2001.

“Antecedents of Customer Effort in Dyadic Service Encounters,” presented at the 1999 *Midwest Marketing Camp* held in St. Paul, MN in June 1999. (with Praveen Aggarwal and Amiya Basu).

“Intelligent Shopping Agents: How Changing Online Consumer Behavior Could Affect Your Online Business,” (1999), Presentation made at the 1999 *Northland Business @ Work Symposium* (with Dr. Praveen Aggarwal), Duluth, MN.

“Use of Internal Reference Prices for Deal Evaluations: Decision Structure and Role of Involvement” (1999), Presentation made at the 1999 *Fordham Behavioral Pricing* Conference.

“Environmental Consumerism and the Commitment/Consistency Principle: Eliciting Consumer Participation” (1999), Poster Session at the *Association for Consumer Research* Conference.

“Teaching Electronic Consumer Behavior” (1999), Presentation made for the Consumer Behavior Special Interest Group Session at the *Association for Consumer Research* Conference.

“Making the Most of Traditional and Field Project Cases: The SBI Program” (1999), Presentation made at the *Western Marketing Educators’ Association Conference*, Palm Springs, CA.

"Faculty Use and Perceptions of the Internet in Marketing Education," (1998), Presentation abstracted in *Proceedings of the Western Marketing Educators' Association Conference*.

"Transaction Utility Theory: Its Implications for Pricing Strategy" (1997), Invited lecture at the Indian Institute of Management, Bangalore, India.

"WWW Marketing: Consumer Research Issues," (1996, 1997), Organized, facilitated, and spoke at this roundtable session at the *Association for Consumer Research Conference*.

"WWW Marketing: The Forgotten Half," (1996, 1997), Presentation made at the American Economic Development Council's Upper Midwest Economic Development Course.

"Affect Transfer Through Ingredient Branding: An Exploratory Empirical Investigation," (1997), Presentation abstracted in *Advances in Consumer Research*, Merrie Brucks and Deborah J. MacInnis (eds.), Provo, UT: Association for Consumer Research, pg.115.

"The Multidimensionality of Internal Reference Price and Other Measurement Issues," (1995) Presentation abstracted in *Proceedings of the Seventh Bi-Annual World Marketing Congress*, Vol. VII-II, K. Grant and I. Walker (eds.), pg. 119.

"A Compliance Theory Perspective on Price-Based Ad Evaluations," (1995), Presentation abstracted in *Proceedings of the Seventh Bi-Annual World Marketing Congress*, Vol. VII-II, K. Grant and I. Walker (eds.), pg. 127.

"The Diagnosticity of Brand and Product Feature Cues in Determining Internal Reference Price Estimates," (1995) Presentation abstracted in *Proceedings of the 1995 Marketing Science Conference*, John Roberts and Pam Morrison (eds.), pg. 43.

"The Effectiveness of Expert Systems In Marketing Education," (1994), Presentation abstracted in *Proceedings of the 1994 Western Marketing Educators' Conference*, pg. 19. (**Nominated for "Best Conference Paper"**)

"Internal Reference Prices: The Effect of Product Knowledge and Price Consciousness on Consumer Deal Evaluation," (1995), Presented at the 1995 *Association for Consumer Research Conference*.

"Implications of the WWW for Business Schools," (1995), Led session and presented at the Seventh Bi-Annual World Marketing Congress, Melbourne, Australia.

"Marketing Segmentation, Targeting and Positioning," (1994), Presentation made at the 1994 National Innovation Workshop, Duluth, Minnesota.

RESEARCH IN PROGRESS

“A Theoretical Framework for Understanding Superstitious Beliefs and Superstitious Behaviors,” (with Praveen Aggarwal, Lauren Block and Thomas Kramer, working paper under revision. Target: *Journal of Consumer Research*.)

“An Examination of Marketing Research Ethics” (with Steve Castleberry and Praveen Aggarwal, draft ready for submission. Target: *Journal of Marketing Research*)

“The Impact of Price Size on Consumer Responses to Retail Advertisements,” (with Praveen Aggarwal, second study data collection being planned. Target: *Journal of Consumer Research*)

“Compliance Across Cultures: Understanding Its Effects in a Cause-Related Marketing Context” (with Praveen Aggarwal and Wojtek Kozlowski, under review. Target: *Journal of Business Research*)

“The Effect of Reference Price Inferences on Consumer Deal Evaluations.” Data collection completed. Manuscript under preparation. Target: *Journal of Retailing*.

“The Effects of Retail Loyalty Programs on Sales of Complementary Products” (with Praveen Aggarwal, data collection completed. Target: *Journal of Retailing*)

“The Impact of Color and Size on Price Perceptions.” Literature review in progress.

PROFESSIONAL ACTIVITIES AND AFFILIATIONS

Executive Director, Association for Consumer Research

Editorial Review Board, *AMS Review*

External reviewer on Promotion & Tenure Committees at Ohio University, the University of Idaho, Michigan Tech University.

Reviewer for the SCP Sheth Doctoral Dissertation Competition

Founding webmaster, Association for Consumer Research.

Served as at-large Director, Marketing Educators' Association

Manuscript Reviewer, Session Chair, Discussant and Panelist at several conferences

Ad Hoc Reviewer, *Journal of Business Research*, *Journal of Product & Brand Management*, *Journal of Marketing Theory & Practice*, *Journal of Marketing Education*, and *Educational Research & Reviews*

Reviewer of numerous textbooks in Internet Marketing, Principles of Marketing and Advertising.

Member Association for Consumer Research
Society for Consumer Psychology
Marketing Educators' Association

Invited Speaker, NCAA Youth Sports Program 1991 and 1992

INSTITUTIONAL & COMMUNITY SERVICE

2002- Campus Web Committee

2002- LSBE Graduate Committee

2002-2004 Chair, SBE Research Committee

2004 Faculty Advisor, National Student Advertising Competition Team

1998-2000 Faculty Advisor, ADMAR student Advertising and Marketing Club

1997-2000 United Way, Marketing Committee

1995-2000 Educational Policy Committee's Subcommittee on Information Technology and Library Policy (***Chair 1998-2000**)

2000 EPCSITL Task Force on Student Computing Fees

1993-1998 Faculty Advisor, Pi Sigma Epsilon, The Sales and Marketing Fraternity

1995-2000 SBE Research Committee

1998 UMD Library Printing and Downloading Committee

1995-1997 Secretary and Treasurer, Lake Superior Advertising Club

1996/1997 SBE Undergraduate Committee (Winter 1997)

1994-1995 SBE Team on Instructional Resources and Responsibilities

1993-1995 SBE Constitution Committee

1993-1994 Department of Management Studies Faculty Evaluation Task Force

1993-1996 SBE Paint-A-Thon Volunteer