

Curriculum Vitae

RAJ SETHURAMAN

Professor and Harold L. Simmons Chair of Marketing

Edwin L. Cox School of Business

Southern Methodist University

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Academic Positions

- 2022 - Advisory Board member, *Journal of Retailing*
- 2020 - Faculty Advisory Board member, Jio Institute, Mumbai, India
- 2019 – 2020 Visiting Research Scholar – Wharton School, University of Pennsylvania
- 2017 - 2022 Joint Editor-in-Chief, *Journal of Retailing*
- 2016 - Professor and Harold Simmons Chair of Marketing
- 2011-2015 Professor and Marilyn & Leo F. Corrigan Professor of Marketing
- 2008 - Executive Director, SMU-Cox Center for Marketing Management Studies
- 2008 - 2019 Chair, Department of Marketing, Southern Methodist University
- 2003 – 2010 Associate Professor, Department of Marketing, Southern Methodist University
- 1997 - 2003 Assistant Professor, Department of Marketing, Southern Methodist University
- 1989 - 1997 Assistant Professor, Department of Marketing, University of Iowa
- 1988 - 1989 Lecturer, Department of Marketing, University of Iowa

Educational Background

- 1984 - 1989 Ph.D. in Marketing, Kellogg School of Management, Northwestern University
- 1979 - 1981 M.B.A. in Marketing and O.R., Indian Institute of Management, Calcutta
- 1974 - 1979 B. Tech. in Chemical Engineering, Regional Engineering College, Trichy, India

Corporate Experience

- 1990 - Ad-hoc marketing consultant for various organizations.
- 1981-84 Sales Officer and Marketing Analyst, Hindustan Petroleum / Exxon Chemicals

Professional Associations

- 1997 - 2005 Academy of Marketing Science
- 1987 - Institute for Operations Research and the Management Sciences
- 1986 - American Marketing Association

RESEARCH

General Research Interests

Competition between national brands and store brands; Promotion strategies; Brand equity; Empirical Generalizations; Game theory; Econometric models.

Research Awards

- 2022 ISSN – World Research Council award for best research paper: assortment effect on sales
- 2022 William R. Davidson Award for the best paper in *Journal of Retailing* in 2021 (2nd place)
- 2012 Paul E. Green award for the best paper in the *Journal of Marketing Research* that demonstrates the greatest contribution to the practice of marketing (finalist).
- 2010 Outstanding Reviewer Award – *Journal of Retailing*
- 2006 Outstanding Reviewer Award – *Journal of Retailing*
- 2004 William R. Davidson Award for the best paper in *Journal of Retailing* (2nd place)
- 2003 Research Excellence Award, SMU Cox School of Business
- 1999 Sheth Foundation Award for best article in *Journal of the Academy of Marketing Science*.
- 1997 Citation of Excellence – Highest Quality Rating Award from ANBAR – a British Research Association that reviews articles from top journals.
- 1996 John. D.C. Little award for the best marketing paper in *Marketing Science/Management Science*
- 1996 William F. O'Dell award for the best paper in *Journal of Marketing Research* that has made the greatest lasting contribution to the marketing literature over five years (Runner-up finalist).

Research Honors and Recognition

- 2021 American Marketing Association – Retailing & Pricing Service Excellence Award
- 2019 American Marketing Association Faculty Consortium Fellow
- 2017 American Marketing Association Faculty Consortium Fellow
- 2015 - Editorial & Advisory board member – Curious Academic Publishing
- 2015 Associate Editor - *Journal of Retailing*
- 2003 Fortune Casuals Educator's Fellowship by Wal Mart / Sam Walton College
- 1987 American Marketing Association Doctoral Consortium Fellow

Research Grants and Fellowships

- 2019 Government of Spain business research grant
- 2011–15 Marilyn R. and Leo F. Corrigan Jr. Professorship Summer Research Grant, SMU
- 2007 Marketing Science Institute Grant
- 2006 Ford Fellowship – Highest University research award, SMU
- 2001–10 Leo F. Corrigan Jr. Faculty Research Fellowship Summer Research Grant, SMU
- 2000 University Research Council Grant, SMU
- 1999 Pease Foundation Grant for Private Labels Research

- 1995 Midwest Resources Summer Research Grant, University of Iowa
 1994 National Pricing Research Grant by the Marketing Science Institute and Philip Morris.
 1994 College of Business Summer Research Grant, University of Iowa
 1993 Central Investment Fund for Research Enhancement Grant, U of Iowa
 1990,93 Marketing Science Institute Grant

Research Publications

Summary Statistics (Jan. 2024)

Total number of publications	42
Total Google Citations	6491
h-index	32

Publication Details

- 2022 Sethuraman, Raj, Juan Carlos Gázquez-Abad, Francisco J. Martínez-López, "The Effect of Retail Assortment Size on Perceptions, Choice, and Sales: Review and Research Directions," *Journal of Retailing*, 98 (1), 24-45. [42]
- 2021 Dhruv, Grewal, Dinesh K. Gauri, Anne L. Roggeveen, and Raj Sethuraman, "Strategizing Retailing in the New Technology Era," *Journal of Retailing*, 97 (1), 6-12. [41]
- *This article was the runner-up (2nd place) for the William R. Davidson award for the best paper in Journal of Retailing.*
- 2021 Gázquez-Abad, Juan Carlos, Francisco J. Martínez-López, and Raj Sethuraman, "What Factors Moderate the Effect of Assortment Reduction on Store Switching? Insights and Implications for Grocery Brands," *Journal of Business Research*, 133, 98-115. [40]
- *This article was recognized for the best research award in the field by the International Science and Technology Congress in association with World Research Council .*
- 2021 Gielens, Katrijn, Raj Sethuraman et al., "The Future of Private Labels: Towards a Smart Private Label Strategy," *Journal of Retailing*, 97 (1), 99-115. [39]
- 2020 Roggeveen, Anne and Raj Sethuraman, "Customer-Interfacing Retail Technologies in 2020 & Beyond: An Integrative Framework and Research Directions," *Journal of Retailing*, 96 (3), 299-309. [38]
- 2020 Roggeveen, Anne and Raj Sethuraman, "How the COVID-19 Pandemic May Change the World of Retailing," *Journal of Retailing*, 96 (2), 169-171. [37]
- 2018 Roggeveen, Anne and Raj Sethuraman, "Understanding the JR Heritage, Publishing in JR, and the Evolving Retail Field," *Journal of Retailing*, 94 (1), 1-4. [36]
- 2018 Sethuraman, Raj, "Consumer Preference Distributions and Corresponding Store Brand Strategies: A Compilation," Chapter 8 in Handbook of Research on Retailing. K. Gielens and E. Gijsbrechts, eds. Edward-Elgar Publishing, August. [35]
[\[https://www.elgaronline.com/view/edcoll/9781786430274/9781786430274.xml\]](https://www.elgaronline.com/view/edcoll/9781786430274/9781786430274.xml)

- 2016 Roy, Subhadip, Rashmita Saran and Raj Sethuraman, "Personality and Fashion Consumption: A Conceptual Framework in the Indian Context" *Journal of Fashion Marketing and Management*, 20 (2), 157-176. [34]
- 2016 Roy, Subhadip, Raj Sethuraman, and Rashmita Saran, "The Effect of Demographic and Personality Characteristics on Fashion Shopping Proneness: A Study of the Indian Market," *International Journal of Retail & Distribution Management*, 44 (4), 426-447. [33]
- 2015 Voleti, Sudhir and Raj Sethuraman, "Are National Brands more Promotion Elastic than Store Brands?" *Advances in National Brand and Private Label Marketing*, Second International Conference Proceedings, Springer, Germany, June (pp. 63-70) [32]
- 2014 Sethuraman, Raj and Katrijn Gielens, "Determinants of Store Brand Share," *Journal of Retailing*, 90 (June), 141-153. [31]
- 2013 Sethuraman, Raj and Jagmohan Raju, "The Competition between National Brands and Store Brands: Models, Insights, Implications, and Future Research Directions," *Foundations and Trends® in Marketing* 7, no. 1: 1-108. <http://dx.doi.org/10.1561/1700000029> (invited review article) [30]
- 2012 Sethuraman, Raj and Jagmohan Raju, "Private Label Strategies – Myths and Realities," Handbook of Marketing Strategy, Edward Elgar Publishing Ltd., Glasgow, U.K. (pp. 318-335). [29]
- 2011 Sethuraman, Raj, Gerard Tellis, and Richard Briesch, "How Well Does Advertising Work? Generalizations from Meta-Analysis of Brand Advertising Elasticities," *Journal of Marketing Research*, 47 (June) 457-471. [28]
- *Finalist for the Paul E. Green award for the best paper in Journal of Marketing Research that demonstrates the greatest potential to contribute to the practice of marketing research.*
 - *Listed in Social Science Research Network's Top 10 Downloads (Advertising)*
 - *Reprinted in French as "À quel point la publicité est-elle efficace?: généralisations à partir d'une méta-analyse de l'élasticité publicitaire des marques," Recherche et applications en marketing, 26 (2), 113-140.*
- 2009 Sethuraman, Raj, "Assessing the External Validity of Analytical Results from National Brand and Store Brand Competition Models," *Marketing Science*, 28 (4), 759-781. [27]
- 2008 Sethuraman, Raj, "There is Nothing More Practical than the Practice of Theory: What Practitioners Think about Theoretical Results on National Brand – Store Brand Competition," Marketing Science Institute Special Report No. 08-209 (November). [26]
- *This paper was a featured article in Insights (Winter 2009, p.8), a widely circulated newsletter of the Marketing Science Institute.*
- 2006 Sethuraman, Raj, "Private Label Marketing Strategies in Packaged Goods; Management Beliefs and Research Insights," Marketing Science Institute Working Paper No. 06-108 (June). [25]
- 2005 Fox, Edward J. and Raj Sethuraman, "Retail Competition," invited book chapter in Retailing in the 21st Century, Springer, Heidelberg: Germany, pp. 193-210. [24]
- 2005 Sethuraman, Raj, Roger Kerin, and William Cron, "A Field Study Comparing Online and Offline Data Collection Methods for Identifying Product Attribute Preferences Using Conjoint Analysis," *Journal of Business Research*, 58 (May), 602-610. [23]

- 2005 Sethuraman, Raj and A. Parasuraman, "Succeeding in the Big Middle Through Technology," *Journal of Retailing*, 81(2), 107-111. [22]
- *Invited article. Excerpts featured in brandchannel.com, December 2006.*
- 2004 Sethuraman, Raj, "Positioning Store Brands against National Brands: Get Close or Keep a Distance?" SMU-Cox School of Business Working Paper. [21]
- 2003 Sethuraman, Raj, "Measuring National Brands' Equity over Store Brands," *Review of Marketing Science*, 1 (2), 1-26. [20]
- *Listed in Social Science Research Network's Top 10 Downloads (All-Time Hits) in marketing in the first week of publication. Number of downloads in first week: 157. Number of downloads till August 2010: 1946.*
- 2002 Sethuraman, Raj and Gerard Tellis, "Does Manufacturer Advertising Suppress or Stimulate Retail Price Promotion? Analytical Model and Empirical Analysis," *Journal of Retailing*, 78 (4), 253-263. [19]
- *This article received an honorable mention (2nd place) for the William R. Davidson award for the best paper in Journal of Retailing.*
- 2002 Sethuraman, Raj and V. Srinivasan, "The Asymmetric Share Effect: An Empirical Generalization on Cross-Price Effects," *Journal of Marketing Research*, 39 (August), 379-386. [18]
- 2000 Sethuraman, Raj, "What Makes Consumers Pay More for National Brands than for Store brands: Image or Quality?" Marketing Science Institute Working Paper No. 00-110 (November). [17]
- *Featured article in Insights (2003), a widely circulated newsletter of the Marketing Science Institute.*
- 1999 Sethuraman, Raj, V. Srinivasan, and Doyle Kim, "Asymmetric and Neighborhood Cross-Price Effects: Some Empirical Generalizations," *Marketing Science*, 18 (1), 23-41. [16]
- 1999 Sethuraman, Raj and Catherine Cole, "Factors Influencing the Price Premiums that Consumers Pay for National Brands over Store Brands?" *Journal of Product and Brand Management*, 8 (4), 340-351. [15]
- *This project won a national competitive grant from the Marketing Science Institute.*
- 1999 Kerin, Roger and Raj Sethuraman, "Revisiting Marketing's Lawlike Generalizations: A Comment," *Journal of the Academy of Marketing Science*, 27 (Winter), 101-104. [14]
- *Invited article*
- 1998 Kerin, Roger and Raj Sethuraman, "Exploring the Brand Value – Shareholder Value Nexus for Consumer Goods Companies," *Journal of the Academy of Marketing Science*, 26 (Fall), 260-273. [13]
- *Lead article.*
 - *This paper won the Sheth Foundation Award for the best article in Journal of the Academy of Marketing Science.*
 - *Reprinted in F. Riley, "Debates in Brand Management," SAGE Publications, 2009.*

- 1997 Sethuraman, Raj and Catherine Cole, "Why Do Consumers Pay More for National Brands over Store Brands?" Marketing Science Institute Working Paper No. 97-127 (December). [12]
- 1996 Sethuraman, Raj, "A Model of How Discounting High-Priced Brands Affects the Sales of Low-Priced Brands," *Journal of Marketing Research*, 33 (November), 399-409. [11]
- *This article received a Citation of Excellence and given the Highest Quality Rating by ANBAR – a British Research Association.*
- 1995 Sethuraman, Raj, "A Meta-Analysis of National Brand and Store Brand Cross-Promotional Price Elasticities," *Marketing Letters*, 6 (4), 275-286. [10]
- *Summarized version of this paper published by invitation in Stores, January 1996, p. RR6-7.*
- 1995 Raju, Jagmohan, Raj Sethuraman, and Sanjay Dhar, "The Introduction and Performance of Store Brands," *Management Science*, 41 (June), 957-978. [9]
- *This article won the John. D. C. Little award for the best marketing paper in Marketing Science/Management Science.*
- 1995 Raju, Jagmohan, Raj Sethuraman, and Sanjay Dhar, "National Brand – Store Brand Price Differential and Store Brand Market Share," *Pricing Strategy & Practice: An International Journal*, 3 (2), 17-24. [8]
- 1995 Sethuraman, Raj, "National Brand and Store Brand Price Competition: Who Hurts Whom?" Marketing Science Institute Technical Working Paper No. 95-105. [7]
- 1994 Sethuraman, Raj, Cathy Cole and Dipak Jain, "Analyzing the Effect of Information Format and Task on Cutoff Search Strategies," *Journal of Consumer Psychology*, 3 (2), 103-136. [6]
- *Lead article*
- 1992 Sethuraman, Raj and John Mittelstaedt, "Coupons and Private Labels: A Cross-Category Analysis of Grocery Products," *Psychology & Marketing*, 9 (6), 487-500. [5]
- 1992 Sethuraman, Raj, "The Effect of Marketplace Factors on Private Label Penetration in Grocery Products," Marketing Science Institute Working Paper No. 92-128. [4]
- 1991 Sethuraman, Raj and Gerard J. Tellis, "An Analysis of the Tradeoff Between Advertising and Price Discounting," *Journal of Marketing Research*, 28 (May), 160-174. [3]
- *This article was the runner-up finalist for the 1996 William F. O'Dell award for the best paper in Journal of Marketing Research published in 1991 that has made the greatest lasting contribution to the marketing literature over five years.*
- 1991 Sethuraman, Raj, "Analysis of National Brand – Store Brand Competition," Working Paper, University of Iowa, Iowa City, IA. [2]
- 1988 Sethuraman, Raj, James C. Anderson, and James A. Narus, "Partnership Advantage and its Determinants in a Distributor and Manufacturer Working Relationships," *Journal of Business Research*, 17 (4), 327-347. [1]

Works-in-Progress / Status

Please contact me for obtaining draft versions of works-in-progress. Suitable coauthors welcome.

#	Current Title	Coauthor(s)	Current Status	Looking for suitable coauthor
1	Palate-Driven Choice and Subtle Marketing Strategies	Single-authored	Draft manuscript completed.	No
2	Product Price Level and Retail Price Promotions: An Empirics-First Analysis of Promotional Effect and Implications for Theory and Practice	Kristopher Keller	Draft manuscript completed.	No
3	100 Years of the <i>Journal of Retailing</i> : A Retrospective Outlook	Francisco J. Martínez-López, Juan Carlos Gázquez-Abad, José Luis Ruiz-Real, Juan Uribe-Toril	First draft written – to be updated.	No
4	The Many Faces of Private Labels: A Taxonomy of Private Label Strategies	None – looking for research funding.	Continuation of book chapter – Publication #38. Framework developed. Data to be collected.	Yes
5	Is there a Law of Numbers when it comes to Consumer Choice? An Experimental Analysis	Single-authored	Idea and proposal developed. Experiment to be conducted.	Yes
6	The Effect of Product Assortment on Brand Choice in Retailing: An Analysis of Store and Panel Data	Juan Carlos Gázquez-Abad, Francisco J. Martínez-López	Data obtained from IRI Spain through a grant from the Govt. of Spain. Model to be developed, estimated, and paper to be written.	Yes
7	Crowning the Queen or King of Citation in Marketing! Identifying the most-cited person, paper, and journal in Marketing for the year – Method and Application	Single-authored	Idea developed and some initial data collected.	No
8	A Review of Meta-Analysis in Marketing and A Meta-analysis of the Impact of Digital Advertising	Single-authored	Continuation of Publication #4	Yes
9	Inferring Attribute Dynamics from Brand Sales Data	Single-authored	Method developed. Data collected and applied for one product.	Yes
10	Positioning Store Brands against National Brands: Get Close or Keep a Distance?	Single-authored	Continuation of early (2004) working paper – Publication # 21	Yes
11	The Effect of Consumer Brand Equity on Firm Brand Profitability: Insights from Equilibrium Analysis of Duopoly Models	Single-authored	Continuation of early (2015) working paper - unpublished	Yes

Recent Invited Talks, Presentations, Workshop, and Keynote

- 2023 Paari School of Management, Vijayawada, India
- 2023 FORE Institute, Delhi, India
- 2022 Jio Institute, Mumbai, India
- 2021 FORE International Marketing Conference, Delhi, India
- 2021 New Castle University, UK
- 2021 Flame University, Pune, India
- 2021 Birla Institute of Management and Technology, India
- 2021 American Collegiate Retailing Association
- 2021 McGill University, Canada
- 2020 Birla Institute of Management Technology Retail Summit, India (Keynote)
- 2019 Wharton Marketing Seminar, University of Pennsylvania, Philadelphia
- 2019 Italian Marketing Conference, Piacenza, Italy (Keynote)
- 2019 Symbiosis Institute, Pune, India
- 2019 KU Leuven Retail Research Conference, Leuven, Belgium (Keynote)
- 2018 Indian Institute of Management, Bangalore, India
- 2018 Faculty development workshop – Jindal Institute, New Delhi, India
- 2018 Syracuse University, Syracuse, USA
- 2018 Advances in National Brand and Private Label Marketing, Barcelona, Spain (Keynote)
- 1989–2016 Over 60 invited talks and conference presentations

Citations / Appearances in Business Media

National Public Radio, The Wall Street Journal, Dallas Morning News, Chicago Tribune, Des Moines Register, Orange County Register, USA Today, KCRG TV, Channel 4 Dallas, Good Day Dallas, KPNI-Dallas, KRLD – Dallas, WFAA Dallas – Channel 8 (ABC), Canadian Radio Station, and several other business media.

TEACHING

University / Degree Courses Taught

- 2022 - Leveraging Data in Marketing – MBA, MSBA
- 2021 Thinking with Data in Marketing – MBA, MSBA
- 2014 – 2017 Multivariate Analysis for Marketing - MSBA
- 2011 – Customer Insights -- MBA
- 2004 – 2010 Database Marketing -- MBA
- 1999 – 2000 Sales Management
- 1997 – 2003 Marketing Management – BBA, MBA
- 1995 – 1996 Multivariate Applications - Ph.D. seminar
- 1994 – 1995 Marketing Models - Ph.D. seminar

1988 – Marketing Research – BBA, MBA

1987 B2B / Industrial Marketing

Executive, Non-degree Programs Taught

2008 - 2019 Brand Equity – Advanced Marketing Certificate Program, SMU

2019 Retailing – Birla Institute of Management, India

2015 - 2017 Pricing – Advanced Marketing Certificate Program, SMU

2014 Private Label Marketing – Indian School of Business, Hyderabad, India

2013 Competitive Strategy – Initiative for Competitive Inner City, Boston

2007 Marketing Research – JC Penney/Aegon and several other companies

2005 - 2019 Segmentation – Summer Business Institute, SMU

Teaching Awards / Recognition

2014 Nominated for Altshuler Distinguished (University-wide Best) Teacher Award (MBA)

2010 Eugene T. Byrne Teaching Innovation Award

2002 Content expert in Marketing, Jones International University (online).

1999 – 2000 Associate Dean’s list of superior teachers

Published Book Chapter

2015 Sethuraman, Raj, “What is there to study in marketing? Reflections by a Professor,” book chapter in Marketing for the Curious: Why Study Marketing? edited by Kishor Vaidya: University of Canberra, Australia (Publisher: Curious Academic Publishing)

Published Cases

2009 Chevrolet, Europe (with Roger Kerin, published in Strategic Marketing, 12th Ed.)

2005 7-Eleven New Store Location (with Roger Kerin)

Unpublished Cases

2010 Apple iPad (short case)

2002 Pepsi Aquafina (short case)

2001 Gillette Mach3 (short case)

2001 Rubbermaid Trash bags (short case)

1991 Gillette Sensor (with Teaching Note)

Textbooks written

2023 Leveraging Data in Marketing

2021 Thinking with Data in Marketing

2019 Essentials of Marketing Research

2018 Transforming Market Data into Actionable Customer Insights

SERVICE

Services to University

2020 -	Member – University Educational Programs Committee
2018	Member - President’s Task Force on Study Abroad
2015 – 2019	Member - University Research Council
2013 -- 2017	Chair – Presidential Scholars Interview Team
2013 – 2014	Member - Semester Online Committee
2013	Member – President’s Special Working Group on Racial Minorities
2012 – 2013	External Evaluator – SMU Statistics Department
2011 – 2016	Member - Education Abroad Council
2011	Member - President’s Commission on Substance Abuse Prevention
2009 – 2013	Member - Free Elective Transfer Committee
2009 – 2014	Member - Senate subcommittee on Admissions and Aid
2005 – 2014	Member - University Admissions Council
2005 - 2008	Member – Faculty Senate
2007 – 2017	Member - Presidential Scholars Selection Committee
2003 – 2006	Member – Strategic Enrolment Management Committee
2003-2005	Chair - President’s Commission on Status of Racial Minorities
1998 – 2003	Member - President’s Commission on Status of Racial Minorities

Services to Business School

2016 - 2019	Member – Research and Development Committee
2010	Member – Director of Placement Search Committee
2009 - 2019	Chair – BBA Policy Planning Committee
2003 – 2009	Faculty Representative – Global Leadership Program (GLP)
2002 – 2008	Member – BBA Policy Planning Committee
2000	Member - AACSB Self-Study Committee
1994 – 1995	Chair -- College of Business MBA Core Committee, University of Iowa
1994 - 1995	Member - Strategic Planning Committee
1994	Member -Dean’s Search Committee
1993-94	Member -Computing Services Committee

Services to Marketing Department

2021	Chair, Faculty Recruitment Committee
2014 - 2019	Director - Graduate Marketing Certificate Program
2015 - 2017	Director - Online Graduate Marketing Certificate Program

- 2012 – 14 Member - Committee on MS in Business Analytics
- 2009 – 2015 Member – Marketing Scholars Selection Committee
- 2008 - Executive Director – Center for Marketing Management Studies
- 2008 - 2019 Department Chair
- 2002 – 2019 Member - Departmental Committee on Recruiting
- 2002 Member – Subcommittee on undergraduate capstone marketing
- 1998 Member - Subcommittee for undergraduate curriculum
- 1997 – 2003 Faculty Advisor - SMU Marketing Association
- 1994 – 1995 Member - Faculty Recruitment Committee
- 1990 – 1994 Member - Ph.D. Admissions Committee
- 1989 – 1996 Member - Ph.D. Comprehensive Exams Committee
- 1989 – 1996 Member - Ph.D. Dissertation Committee for eight students

Services to Academic Profession – Journals

- 2019 - 2022 Co-editor, *Journal of Retailing* Special Issue on Data-based Retailing
- 2017 - 2022 Joint Editor-in-Chief, *Journal of Retailing*
- 2015 – 2017 Editorial Review Board, *Journal of Marketing Research*
- 2014 – 2017 Associate Editor, *Journal of Retailing*
- 2014 - 2016 Advisory Board, Curious Academic Publishing
- 2005 – 2014 Ad-hoc Area Editor, *Marketing Science*
- 2002 - 2014 Editorial Review Board, *Journal of Modeling in Management*
- 1999 - 2011 Editorial Review Board, *Review of Marketing Science*
- 1998 - 2016 Editorial Review Board, *Marketing Science*
- 1995 – 2019 Track chair, Session chair, Discussant at over 20 conferences
- 1989 - Ad-hoc reviewer for over 60 journals, textbooks, and conference sessions

Services to Academic Profession – Other

- 2019 External Reviewer, Promotion & Tenure, New York University (NYU)
- 2019 External Reviewer, Ph. D thesis committee, University of New South Wales, Australia
- 2018 External Reviewer, Promotion & Tenure, Indian School of Business
- 2018 Grant Evaluator, University of Leuven, Belgium
- 2017 External Reviewer, Ph. D thesis committee, University of New South Wales, Australia
- 2012 External Reviewer, Promotion & Tenure, Long Island University
- 2012 External Reviewer, Ph. D thesis committee, Tilburg University, Netherlands
- 2007 External Reviewer, Ph. D thesis committee, University of New South Wales, Australia
- 2003 External Reviewer, Promotion & Tenure, Indiana University
- 2002 Grant Evaluator, University Grants Committee, Hong Kong

2001 DFW Interactive Marketing Association award, Dallas

1997 Grant Evaluator, Social Science and Humanities Research Council of Canada

1995 – 2019: Judged over 20 dissertation contests organized by the American Marketing Association, Marketing Science Institute, and other academic organizations.

Service to Community

2008 - Founder-President: Charity through Art Foundation (www.chaartfoundation.org)

Consulting

1989 - Ad-hoc consultant for several organizations including:

Anheuser Busch

Center for Non-profit Management

George W. Bush Presidential Institute

KPMG Peat Marwick Law Firm

Highland Park United Methodist Church

QUEST – a consortium of leading advertising agencies

Samsung Telecommunications