

CURRICULUM VITA

MAYUKH DASS

PERSONAL DATA

Business Address: Rawls College of Business Administration
 Texas Tech University
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ACADEMIC BACKGROUND

Ph.D. in Business Administration, Terry College of Business, University of Georgia, 2008
Major: Marketing

M.S. in Statistics, College of Arts and Science, University of Georgia, 2007

M.S. in Artificial Intelligence, College of Arts and Science, University of Georgia, 2003.

B.E. in Electronics and Power Engineering, Nagpur University, India, 2000.

EMPLOYMENT EXPERIENCE

James L. Johnson Chair in Business Administration, Texas Tech University, 2020-present

Professor of Marketing, *Rawls College of Business*, Texas Tech University, Sept. 2017-present

J. B. Hoskins Professor of Marketing, *Rawls College of Business*, Texas Tech University, 2014-2020

Associate Professor of Marketing, *Rawls College of Business*, Texas Tech University, 2013-2017

Assistant Professor of Marketing, *Rawls College of Business*, Texas Tech University, 2008-2013

Visiting Faculty, University of South-Eastern Norway, Norway, 2013-present

Visiting Faculty, Indian School of Business, India, 2012-2020

Instructor, Master of Marketing Research Programs, *Terry College of Business*, University of Georgia, 2008.

ADMINISTRATIVE POSITIONS

Senior Associate Dean, *Rawls College of Business*, Texas Tech University, May 2022-present

- Developing and implementing college policies
 - Update college policies to realign them with the updated strategic plan.
 - Develop new policies to improve faculty research productivity.
- Transforming the internal processes
 - Designed and implemented a new Promotion & Tenure Web portal to streamline the college process.
 - Digital transformation of all internal operating processes to increase efficiency.
- Lead the AACSB continuous improvement review efforts
 - Manage and develop tables related to faculty qualification, assessment, intellectual contributions, societal impact, and risk assessments. Successful completion of the continuous improvement review process in May 2023.
- Optimizing Resource Allocation
 - Reconfiguring class schedules.
 - Help with budget allocations for research, teaching, and outreach.
- Engaging in building expansion initiative
 - Assessing facility needs.
 - Aligning college needs with strategic initiatives.
- Management of 152 faculty and 90 staff members.
- Direct reporting units: Academic Administration, Operations, Strategic Initiatives, IT, Career Management Center, E-Learning.

Associate Dean of Graduate Programs, *Rawls College of Business*, Texas Tech University, January 2023- present

- Generated a sustainable increase in graduate enrollment.
 - Developed and initiated a new MBA format: On-campus MBA.
 - Expanded Professional MBA concentrations across all campuses.
 - Highest recorded graduate enrollment – Fall 2025 – 1004.
 - Achieved a graduate enrollment growth of 81% during my tenure (2018-2025).
- Current Program Rankings
 - 2025 Online MBA – 12th by Princeton Review, 33rd by U.S. News and World Report.
 - 2025 On-campus MBA – 10th Best Campus Environment (Princeton Review 2025).
 - 2025 Non-MBA Online Masters Programs– 35th by U.S. News and World Report.
 - 2024 Professional MBA – 24th Part-time MBA – Fortune Magazine.
 - 2024 Online MS in Data Science – 7th by Fortune Magazine.
- Program Portfolio Expansion
 - Introduction of MS in Human Resource Management. – An online part-time program focusing on HR professionals.

- Introduction of MS in Information Systems – An on-campus residential STEM-designated program.

Interim Associate Dean of Graduate Programs and Research, *Rawls College of Business*, Texas Tech University, July 2023-December 2023

- Improve and update the graduate programs curriculum
 - Initiating curriculum review of the MBA core curriculum.
 - STEM designation for STEM -MBA, and MS-MRA.
 - Expand the footprint of the MBA program in a new location- San Antonio, TX.

Associate Dean of Graduate Programs and Research, *Rawls College of Business*, Texas Tech University, March 2018-May 2022

- Generated sustainable increase in graduate enrollment.
 - Developed and initiated new graduate programs including, Pathway to STEM MBA, Two-year STEM MBA, Online MBA.
 - Expanded Professional MBA program in Marble Falls (Austin), TX and Rockwall (Dallas), TX.
 - Developed industry-specific Professional MBA for Energy Industry and Healthcare Industry.
 - Increased Dual-MBA agreements which now includes, M.D., Pharm.D., MS in Nursing, JD, M.Arch., M.A. in Mass Comm, MS in Sports Management, MS in BioTech.
 - Dual degree agreement with HSN, Norway, and MICA, India.
 - Developed strategies to attract diverse students to fulfill Texas Tech's Hispanic Serving Institute Status (HSIs).
- Improved alumni relationships and increased career support for the existing students.
 - Helped design Rawls Alumni Network for MBA Students.
 - Developed a Lifelong learning program for Alums.
 - Developed Texas Tech MBA communities.
- Preparing our graduate programs for the current and future industry needs.
 - Gradual modification of MBA curriculum to include technology and leadership components in all classes.
 - Introduced seven new concentrations including, Big Data Strategy, Energy, Fin/ Acct, Healthcare Organization Management, I.T., Marketing Analytics, and STEM.
 - Created commercialization-based program-level project for STEM-MBA students.
 - Developed new courses such as "Artificial Intelligence Strategies in Business."
- Improving the research culture and research productivity of the Rawls College of Business
 - Designed and started an undergraduate research program at the Rawls College of Business.
 - Started Dean's Research Speaker Series and Database Workshops.
 - Started Research Methods Workshops.
 - Developed strategies to collaborate with other colleges to increase external grant proposal submissions.
 - Helped develop strategies to encourage research productivity.

- Improving the Ph.D. program
 - Restructured the Ph.D. program curriculum to strengthen the research methods offerings.
 - Optimize the course offering schedule across academic areas to increase students' options.
 - Designed and initiated Pre-doctoral workshops to attract Ph.D. student prospects from other colleges.
 - Pathway to the Ph.D. program and enhance undergraduate research.
 - Developed relationships with international universities to attract top Masters students to the Ph.D. program at Texas Tech University.

Director, *MS in Marketing Research and Analytics Program*, Rawls College of Business, Texas Tech University, 2019-present (Pro Bono)

- Helped raise \$200,000 from Roberts Foundation for Students Scholarships.
- Updated and expanded the curriculum the program curriculum.

Area Coordinator, *Marketing & Supply Chain Management Area*, Rawls College of Business, Texas Tech University, June 2017-March 2018.

- Strategic hires to develop a new Center for Sales and Customer Relationship Excellence.
- Developed and initiated a new online graduate program: M.S. in Marketing Research and Analytics.

Director, *Scovell (Rawls) Business Leadership Program*, Rawls College of Business, Texas Tech University, 2013-2023

- Designed and developed an honors leadership program to enhance the leadership abilities of the students, improve the alumni network, and attract top students at Texas Tech University.
- Featured as one of the innovative programs at the 2015 Association to Advance Collegiate Schools of Business (AACSB) International Curriculum Conference.
- Helped raise an endowment of \$3M for the leadership program. The name changed from Rawls Business Leadership Program to Scovell Business Leadership Program to honor the benefactor.

Marketing Ph.D. Program Advisor, *Rawls College of Business*, Texas Tech University, 2014-2017

- Restructured the Ph.D. curriculum to increase students' academic publications.
- Increase in quality student placement by improving the research output of the Ph.D. students.
- Started Marketing Scholar Speaker series to introduce Ph.D. students to the top scholars in Marketing.

HONORS & AWARDS

2025 AMA Summer Best Paper Award in Leveraging Data for B2B Marketing Innovation Track

2023 AMA Summer Best Paper Award in Marketing Strategy Track
 2022 Bright Idea Award, New Jersey Business Deans
 2021 Best Working Paper Award, AIRSI annual conference
 2020 Named "James L. Johnson Chair in Business Administration," Texas Tech University
 2018 Best Paper Award, Cornell Hospitality Quarterly.
 2017 Integrated Scholar of the Year, Rawls College of Business, Texas Tech University
 2016 Best Paper Award Finalist, Journal of the Academy of Marketing Science
 2014 Named "J.B. Hoskins Professor of Marketing," Texas Tech University
 2013 Chancellor's Council Distinguished Research Award, Texas Tech University
 2013 Beta Gamma Sigma Professor of the Year
 2012 President's Excellence in Teaching Award, Texas Tech University
 2012 Fellow, Texas Tech University Teaching Academy
 2011 Tech Alumni Association New Faculty Award, Texas Tech University
 2009 Graduate Degree Holders Making a Difference: University of Georgia
 2007 Fellow, AMA Sheth Foundation Doctoral Consortium, Arizona State University
 2006 Fellow, ISMS Doctoral Consortium, University of Pittsburgh
 2006 Fellow, at the Product Development and Management Association International Conference
 2005 Fellow, at the Product Development and Management Association International Conference
 2003 United States Department of Agriculture Merit Award

THESIS SUPERVISED, PH.D.

Chairperson

- Manaswini Acharya, *The Paradox of Product Salience: When Advertising Backfires and Amplifies Stigma*, 2025.
- Abhishek Nirjar, *Navigating Diverse Paths to Power: Career Heterogeneity, CMO Advancement, and Strategic Brand Stewardship*, 2025.
- Yewu Li, *Two Essays on the Role of Marketing in New Venture Investments*, 2023.
- Mehrnoosh Reshadi, *Artificial Intelligence (AI) Based Marketing: Two Essays on AI Products and AI Promotions*, 2022.
- Lucas Lunt, *Drivers and Barriers of Voluntary Marketing Stewardship Program Adoption within a Marketing Ecosystem*, 2020.
- Kshitij Bhowmik, *An Approach to Developing Brand Association Networks Using Parity/Difference Maps: Implications for Brand Management Strategies*, 2020.
- Md. Tarique Newaz, *A Study on the Evolution of Social Network Platforms*, 2020.
- Masoud Moradi, *Two Essays on Digital Marketing Strategies*, 2018.
- Asma Alfadhel, *Effects of Information Label on Consumer Behavior*, 2018.
- Kiran Pedada, *Two Essays on International Joint Venture Dissolutions in Emerging Markets*,

2018.

- Winner of the 2019 AMS Mary Kay Best Dissertation Award
- Xinchun Wang, *Essays on Firm Performance, Board Compositions, and Marketing Strategy*, 2015.
- Dalal Ahmad, *Two Essays on Market Basket Evolutions*, 2015.
- Kyung-Ah Byun, *Two Essays on Product Recalls: Effects on Post-Recall Sales Dynamics and Consumer Loyalty*, 2014.
 - Winner of the Jean-Charles Chebat Best Retail Proposal Award in the 2013 SMA doctoral dissertation proposal competition.
- Joseph Derby, *Three Essays on Monetization of Intellectual Properties*, 2013.
 - Finalist of ISBM Dissertation Competition 2013.
- Omer Topaloglu, *Brand Concept, and Brand Reach: A Dual Processing Approach to Extension Evaluation*, 2013.

Committee Member

- Pavankumar Gurazada, *Methods, and Models to analyze Consumer Engagement (C.E.) with brand posts on social media*, 2021.
- Ashley West, *The Role of Trait and State Moral Disengagement on FIN 48 Earnings Management*, 2019.
- Arunima Shah, *Media Choice Behavior: Consumer and Marketer Perspectives*, 2019.
- Narasimha Inukollu, *A Secure Policy Framework for the Descartes Specification Language*, 2015.
- Alejandra Marin, *The Effects of Commensurability and Trust on Economic Value: The Case of Platform Firms*, 2013.
- Sunhee Choi, *Corporate Social Responsibility Appeals Market Performance: A Longitudinal Study of Retail Product Categories*, 2012.

RESEARCH

External Funding

2021- “Rawls-Global Learning Opportunities in Business Education (R-GLOBE)” United States Department of Education, Role: Lead PI. Amount - \$181,270 – **Funded**

2016 - “Maximizing Voluntary Compliance in Antimicrobial Stewardship Programs: A Critical Factor for Effective Intervention” (USDA NIFA- A4171) Role: Co-Project Director, Lead Project Director: H. Morgan Scott (Texas A&M University). Amount - \$1M – **Funded**

Journal Manuscript Published

53. Choi, Sunhee, Wesley Friske, and **Mayukh Dass** (2025), “Cross-Affinity Effects of Cat and Dog Products and Corporate Social Responsibility Appeals (CSRAs),” *Journal of Business Research*, Volume 200, November 2025, 115579.
52. **Dass, Mayukh**, Piyush Kumar, and Manaswini Acharya (2024), “An Approach to Brand Planning under High Competitor Set Variation,” *Journal of Business Research*, 182, 114798.
51. Moradi, Masoud*, **Mayukh Dass**, Dennis Arnett, and Vishag Badrinarayanan (2024), “The Time-varying Effects of Rhetorical Signals in Crowdfunding Campaigns,” *Journal of the Academy of Marketing Science*, 52, 370-398.
50. **Dass, Mayukh**, Mehrnoosh Reshadi, and Yuewu Li (2023), “An Exploration of Ripple Effects of Advertising in Supply Chain Networks,” *Journal of Business Research*, 169, 114299.
49. Newaz, Md. Tarique*¹, Vallari Chandna, **Mayukh Dass**, and Dennis Arnett (2023), “Using R-A theory and the Optimal Distinctiveness Perspective to understand the Strategic Marketing approaches used by Platform-based Organizations: The cases of Facebook and Twitter in Digital Ecosystems,” *Journal of Business Research*, 167, 113192.
48. **Dass, Mayukh**, Chiranjeev Kohli, and Manaswini Acharya (2023), “Creating Slogan-Brand Alignment: An Investigation into Slogan Design,” *Journal of Advertising Research*, 63(1), 43-60.
47. Choi, Sunhee*, Dale F. Duhan, and **Mayukh Dass** (2023), “The Influence of Corporate Social Responsibility Appeals (CSRAs) on Product Sales: Which Appeal Types Perform Better?” *Journal of Retailing*, 99(1), 115-135.
46. Moradi, Masoud, **Mayukh Dass**, and Piyush Kumar (2023), “Differential Effects of Analytical Content versus Emotional Content on Review Helpfulness,” *Journal of Business Research*, 154, 113361.
45. Moradi, Masoud, **Mayukh Dass**, and Fereshteh Zihagh (2022), “Effective Message Framing Strategies for Crowdfunding Success: The Moderating Roles of Creator Experience and Backer Support,” *Journal of Strategic Marketing*, 1-9, <https://doi.org/10.1080/0965254X.2022.2160481>.
44. Moradi, Masoud and **Mayukh Dass** (2022), “Applications of Artificial Intelligence in B2B Marketing: Challenges and Future Directions,” *Industrial Marketing Management*, 107, 300-314.
43. **Dass, Mayukh**, Masoud Moradi, and Fereshteh Zihagh (2022), “Forecasting Purchase Rates of New Products Introduced in Existing Categories,” *Journal of Marketing Analytics*, forthcoming.

¹*Doctoral student co-author. Research started during their doctoral program.

42. Topaloglu, Omer*, Piyush Kumar, and **Mayukh Dass** (2021), “The Differential Reach of Brands with Basic and Subordinate Category-Based Concepts,” *Journal of Retailing*, 97(3), 394-404.
41. Pedada, Kiran*, Manjunath Padigar, Ashish Sinha, and **Mayukh Dass** (2021), “Developed Market Partner’s Relative Control and the Termination Likelihood of an International Joint Venture in an Emerging Market,” *Journal of Business Research*, 135, 295-303. (Rawls level – 5)
40. Topaloglu, Omer* and **Mayukh Dass** (2021), “The Impact of Online Review Content and Linguistic Style Matching on New Product Sales: The Moderating Role of Review Helpfulness,” *Decision Sciences*, 52(3), 749-775.
 - Winner 2022 Bright Idea Award
39. Arnett, Dennis, **Mayukh Dass**, and Kshitij Bhounik* (2021), “Re-examining Market Structures: Resource-Advantage Theory and the Market Offering Ecosystem Perspective,” *Journal of Global Scholars of Marketing Science*, 31(2), 189-199.
38. Pedada, Kiran*, S. Arunachalam, and **Mayukh Dass** (2020), “A Theoretical Model of the Formation and Dissolution of Emerging Market International Marketing Alliances,” *Journal of the Academy of Marketing Science*, 48, 826-847. **Lead Article**
37. Byun, Kyung-Ah*, Dale Duhan and **Mayukh Dass** (2020), “The preservation of loyalty halo effects: An investigation of the post-product-recall behavior of loyal customers,” *Journal of Business Research*, 116 (August 2020), 163-175.
36. Wang, Xinchun*, **Mayukh Dass**, Dennis Arnett, and Xiaoyu Yu (2020), “Understanding Firms’ Choices of Strategic Emphasis: An Entrepreneurial Orientation Explanation,” *Industrial Marketing Management*, 84 (January), 151-164.
35. Moradi, Masoud* and **Mayukh Dass** (2019), “An Investigation into the Effects of Message Framing on Crowdfunding Funding Level,” *Journal of Electronic Commerce Research*, 20(4), 238-254.
34. Marin, Alejandra*, **Mayukh Dass**, and Kimberly Boal (2019), “Critic-buyer Effects on the Valuation of Ambiguously Appraised Products,” *Journal of Business Research*, 103 (October 2019), 45-55.
33. Norvell, Timothy, Piyush Kumar, and **Mayukh Dass** (2018), “The Long-term Impact of Service Recovery,” *Cornell Hospitality Quarterly*, 59 (4), 376-389.
 - Winner 2018 Best Paper Award
32. Maity, Moutusi, **Mayukh Dass**, and Piyush Kumar (2018), “The Impact of Media Richness on Consumer Information Search and Choice” *Journal of Business Research*, 87, 36-45.

31. Topaloglu, Omer*, **Mayukh Dass**, and Piyush Kumar (2017), “Does who we are affect what we say and when? Investigating the impact of activity and connectivity on microbloggers' response to new products,” *Journal of Business Research*, 77, 23-29.
30. Wang, Xinchun*, and **Mayukh Dass** (2017), “Building Innovation Capability: The Role of Top Management Innovativeness and Relative-exploration Orientation,” *Journal of Business Research*, 76, 127-135.
29. Byun, Kyung-Ah*, **Mayukh Dass**, Piyush Kumar, and Junghwan Kim (2017), “An Examination of Innovative Consumers’ Playfulness on their Pre-Ordering Behavior” *Journal of Consumer Marketing*, 34(3).
28. Kumar, V, Ashutosh Dixit, Rajshekar Javalgi, and **Mayukh Dass** (2016), “Strategies and Applications of Intelligent Agent Technologies (IATs) in Marketing,” *Journal of the Academy of Marketing Science*, 44(1), 24-45.
 - Finalist for the 2016 JAMS Best Paper Award.
27. Kumar, Piyush, **Mayukh Dass**, and Shivina Kumar (2015), “From Competitive Advantage to Nodal Advantage: Ecosystem Structure and the New Five Forces that Affect Prosperity,” *Business Horizons*, 58(4), 469-481.
26. Byun, Kyung-Ah* and **Mayukh Dass** (2015), “An Investigation of the Effects of Product Recalls on Brand Commitment and Purchase Intention” *Journal of Consumer Marketing*, 32(1), 1-14. **Lead Article**.
 - Featured in Maeil Business News Korea (South Korea Media Outlet)
25. **Dass, Mayukh**, Srinivas K. Reddy and Dawn Iacobucci (2014), “A Network Bidder Behavior Model in Online Auctions: A case of Fine Art Auctions,” *Journal of Retailing*, 90(4), 445-462 (Lead Article)
24. **Dass, Mayukh**, Chiranjeev Kohli, Piyush Kumar and, Sunil Thomas (2014) “A Study of the Antecedents of Slogan Liking” *Journal of Business Research*, 67(12), 2504-2511.
 - Featured in Washington Post, Fox Business, Mainstreet, Phys.org, Wirtschafts Woche (Germany)
23. Kumar, Piyush, **Mayukh Dass**, and Omer Topaloglu* (2014), “Understanding The Drivers of Employee Satisfaction in Services: Learning from “Lost Employees”” *Journal of Service Research*, 17(4), 367-380. **Lead Article**.
22. Maity, Moutusy, **Mayukh Dass** and Naresh K. Malhotra (2014), “The Antecedents and Moderators of Offline Information Search: A Meta-Analysis,” *Journal of Retailing*, 90(2), 233-254.
21. Maity, Moutusy and **Mayukh Dass** (2014), “Consumer Decision-Making across Modern and Traditional Channels: E-Commerce, M-Commerce, In-Store” *Decision Support Systems*, 61, 34-46.

20. **Dass, Mayukh**, Srinivas K. Reddy and Dawn Iacobucci (2014), "Social Networks among Auction Bidders: The Role of Key Bidders and Structural Properties on Auction Prices," *Social Networks*, 37(May), 14-28.
19. **Dass, Mayukh** and Shivina Kumar (2014), "Bringing product and customer ecosystems to the strategic forefront," *Business Horizon*, 57, 225-234.
18. Dixit, Ashutosh, **Mayukh Dass**, Glenna C. Pendleton, and William J. Lundstrom (2013), "Transforming Marketing Research Education of the Future: The Role of Intelligent Agent Technologies (IATs) in Enhancing Student Learning," *Atlantic Marketing Journal*, 2(3), Article 2.
17. **Dass, Mayukh**, Piyush Kumar, and Plamen P Peev (2013), "Brand Vulnerability to Product Assortments and Prices," *Journal of Marketing Management*, 29(7-8), 735-754 (Lead article)
16. **Dass, Mayukh** and Christine Shropshire (2012), "Introducing Functional Data Analysis to Managerial Science," *Organizational Research Methods*, 15(4), 693-721.
 - Ranked #1 "Most read articles in ORM" in Jan-March 2013.
 - Top 5 most-read Research Methods Paper in 2013, Management Ink.
15. Kumar, Piyush and **Mayukh Dass** (2012), "Assessing Brand Vulnerability across Product Assortments," *Journal of Brand Management*, 19(9), 801-814.
14. **Dass, Mayukh** and Piyush Kumar (2012), "Assessing Category Vulnerability across Retail Product Assortments," *International Journal of Retail and Distribution Management*, 40(1), 64-81.
13. **Dass, Mayukh**, Wolfgang Jank, and Galit Shmueli (2011), "Maximizing Bidder Surplus In Simultaneous Online Art Auctions via Dynamic Forecasting," *International Journal of Forecasting*, 27(4), 1259-1270.
12. **Dass, Mayukh** and Gavin L. Fox (2011), "A Holistic Network Model for Supply Chain Analysis," *International Journal of Production Economics*, Vol. 131 (2), 587-594.
11. **Dass, Mayukh**, Piyush Kumar, Shyam Kapur, and Omer Topaloglu* (2011), "An agent-based system for analyzing microblog dynamics," *International Journal of Computational Intelligence Research*, 7(2), 143-158.
 - Featured in FOX News
10. **Dass, Mayukh** (2011), "An Investigation of Willingness to Spend Dynamics in Simultaneous Online Auctions," *Journal of Electronic Commerce Research*, 12(1), 44-60.
9. Kumar, Piyush, **Mayukh Dass**, and Omer Topaloglu* (2011), "Exploring Satisfaction in Business-to-Business Services: A Path-Analytic Approach," *Services Business: An International Journal*, 5, 13-27.
8. **Dass, Mayukh** and Piyush Kumar (2011), "The Impact of Economic and Social Orientation on Trust within Teams," *Journal of Business & Economic Research*, 9(2), 1-16 **Lead Article**.

7. Gilliam, John, **Mayukh Dass**, Dottie Bagwell Durband and Vickie Hampton (2010), “Does Assertiveness Impact Couple’s Risk Tolerance? An Investigation into the Role of Assertiveness on Financial Risk Tolerance and Portfolio Risk,” *Journal of Financial Counseling and Planning*, 21(1), 55-69.

6. **Dass, Mayukh**, Lynne Seymour and Srinivas K. Reddy (2010), “An Investigation of Value Updating Bidders in Simultaneous Online Art Auctions,” *Journal of Probability and Statistics*, Vol. 2010, Article ID 539763, 18 pages.

5. Jank W, Shmueli G, **Dass M**, Yahav, I and Zhang S (2008) “Statistical Challenges in eCommerce: Modeling Dynamic and Networked Data,” *INFORMS Tutorials in Operations Research*, 2008, 31-54.

4. Reddy, Srinivas K. and **Mayukh Dass** (2006), “Modeling Online Art Auction Dynamics Using Functional Data Analysis,” *Statistical Science*, 21(2), 179-193.

3. Nute, D., Walter D. Potter, Zhiyuan Cheng, **Mayukh Dass**, Astrid Glende, Frederick Maier, Cy Routh, Hajime Uchiyama, Jin Wang, Sarah Witzig, Mark Twery, Peter Knopp, Scott Thomasma and H. Michael Rauscher (2005), “A Method for Integrating Multiple Components in a Decision Support System,” *Computers and Electronics in Agriculture*, 49 (2005), 44-59.

2. Twery, M.J., Peter D. Knopp, Scott A. Thomasma, H. Michael Rauscher, Donald E. Nute, Walter D. Potter, Frederick Maier, Jin Wang, **Mayukh Dass**, Hajime Uchiyama, Astrid Glende and Robin E. Hoffman (2005), “NED-2: A Decision Support System for Integrated Forest Ecosystem Management,” *Computers and Electronics in Agriculture*, 49 (2005), 24-43.

1. Nute, D., Walter D. Potter, Frederick Maier, Jin Wang, Mark Twery, H. Michael Rauscher, Peter Knopp, Scott Thomasma, **Mayukh Dass**, Hajime Uchiyama, and Astrid Glende (2004), “NED-2: An Agent-Based Decision Support System for Forest Ecosystem Management,” *Environmental Modeling and Software*, 19 (2004), 831-843.

Book Chapters/ Book Review

Dass, Mayukh, Srinivas K. Reddy, Md. Tarique Newaz and Mehrnoosh Reshadi (2020), “Discovering Market Structure of Ambiguously Appraised Products from Bid History in Online Auctions,” Iacobucci, D. (Ed.) *Continuing to Broaden the Marketing Concept (Review of Marketing Research*, Vol. 17), Emerald Publishing Limited, pp. 123-133.

Newaz, Md. Tarique, Dennis Arnett, and **Mayukh Dass** (2018), “The 4As of Marketing Framework and Social Network Platforms,” *Handbook of Marketing Advances in an Era of Disruptions: Essays in Honor of Professor Jagdish Sheth*.

Dass, Mayukh (2010), “Short Notes on Frequency Distribution, Cross Tabulations, Repeated Measures ANOVA and Nonparametric Tests,” in Jagdish Sheth and Naresh K. Malhotra (Eds.) *Wiley International Encyclopedia of Marketing*, Publisher: Wiley

Dass, Mayukh, Wolfgang Jank, Galit Shmueli (2010), “Price Forecasting in Art Auctions,” In Casillas and Martnez-Lopez (Eds.) *Marketing Intelligent Systems using Soft Computing*, Springer, NY. pp. 417-445. (peer-reviewed)

Dass, Mayukh and Srinivas K. Reddy (2008), “Bidder Networks and Price Dynamics in Online Auctions,” in Wolfgang Jank and Galit Shmueli (Eds.) *Statistical Methods in eCommerce Research*. Publisher: Wiley. pp. 105-129. (peer-reviewed)

Dass, Mayukh (2011), "Choice-Based Conjoint Analysis: Models and Designs by Damaraju Raghavarao, James B. Wiley and Pallavi Chitturi," *Journal of the American Statistical Association*, 106(496), 1641. (Book Review)

Journal Manuscripts (Under review/ revision)

Dass, Mayukh, and Piyush Kumar, “Triumph or Tragedy? How Winners and Losers Shape Multi-Round Simultaneous Auction Outcomes,” under review in *International Journal of Research in Marketing*

Byun, Kyung-Ah*, Mayukh Dass, and Piyush Kumar, “Price Promotions as a Post-Recall Sales Recovery Strategy for National versus Store Brands,” under revision for second round review in *Journal of Academy of Marketing Science*

Choi, Sunhee, Wesley Friske, and Mayukh Dass, “Cross-Affinity Effects of Cat and Dog Products and Corporate Social Responsibility Appeals (CSRAs),” under third round review in *Journal of Business Research*

Choi, Sunhee, Wesley Friske, and Mayukh Dass, “Pet-Owner Synchrony: Unveiling Cross-Category Affinities Through Market Basket Analysis,” under review in *Journal of Academy of Marketing Science*

Wang, Xinchun, Yuewei Li, Alejandra Marin, Mayukh Dass, and Alok Saboo, “Branding Signal, Perceived Marketing Potential, and Venture Early-stage Financing Performance,” under second round review in *Journal of Academy of Marketing Science*

Conference Papers/ Proceedings/ Posters

Acharya, Manaswini, Mayukh Dass, and Abhishek Nirjar (2025), “Utilizing Artificial Intelligence for Brand Agility: A Model for Continuous Adaptation and Authenticity in Dynamic Markets,” *2025 AMA Winter Academic Conference* (February 13-16, 2025)

Li, Yuewu, Xinchun Wang, Alejandra Marin, and Mayukh Dass (2025), “Branding Signal,

Perceived Marketing Potential, and Venture Early-stage Financing Performance,” *2025 AMA Winter Academic Conference* (February 13-16, 2025)

Nirjar, Abhishek, and Mayukh Dass, (2024), “Internal marketing as a key enabler of digital transformation,” *2024 AMA Summer Academic Conference* (August 14-18, 2024)

Acharya, Manaswini, Mayukh Dass, and Abhishek Nirjar, and Alejandra Marin (2024), “Rome of Marketing on Metaverse Adoption by Firms,” *2024 AMA Winter Academic Conference* (February 20-25, 2024)

Acharya, Manaswini, Mayukh Dass, and Abhishek Nirjar (2023), “Building and Fostering B2B Customer Engagement in the Metaverse through Metafluencers,” *2023 AMA Summer Academic Conference* (August 4-6, 2023) – Best paper award in Marketing Strategy track.

Dass, Mayukh, Abhishek Nirjar, and Piyush Kumar (2023), “An Investigation of the Effects of Sensory and Objective Characteristics on Art Prices,” *2023 INFORMS Marketing Science Conference*. (June 7-10, 2023)

Dass, Mayukh and Manaswini Acharya (2022), “A Theoretical Model on the Role of Marketing in Strategic Exits of Corporate Venture Capitalists,” *2022 INFORMS Marketing Science Conference*. (June 16-18, 2022)

Dass, Mayukh, Piyush Kumar and Harish Reddy Singi Reddy (2022), “Effects of Mobile Adoption on Two-sided Online Platforms Performance: A Case of Modern Indian Art Auction,” *2022 INFORMS Marketing Science Conference*. (June 16-18, 2022)

Li, Yuewu, Xinchun Wang, Alejandra Marin and Mayukh Dass (2021), “An Examination of the Effects of Venture Branding Efforts on Ventures’ First-round Financing Performance,” *2021 INFORMS Marketing Science Conference*. (June 3-5, 2021)

Reshadi, Mehrnoosh and Mayukh Dass (2021), “Compromises in the Adoption of Autonomous Artificial Intelligence Products,” *2021 INFORMS Marketing Science Conference*. (June 3-5, 2021)

Reshadi, Mehrnoosh and Mayukh Dass (2021), “Role of Transformations Expectation, Perceived Control and Desire for Control on Adoption of Autonomous Intelligent Products,” *2021 AMA Winter Marketing Educators’ Conference* (Feb 17-19, 2021)

Reshadi, Mehrnoosh and Mayukh Dass (2020), “Consumer Attitudes Towards AI-based Products: Effect Of Technology Autonomy And Perceived Control,” *2020 INFORMS Marketing Science Conference*. (June 11-13, 2020)

Reshadi, Mehrnoosh and Mayukh Dass (2020), “What factors influence consumers’ attitude towards autonomous products?” *2020 Society for Marketing Advances*.

Moradi, Masoud, Fereshteh Zihagh and Mayukh Dass, “Effects of Brand Compatibility and Narrative Features on Funding Level of Crowdfunding Projects, *2020 Academy of Marketing Science Annual Conference, Coral Gables, FL* (May 20-22, 2020)

Lunt, Lucas, Mayukh Dass and Guy Loneragan, “Antecedents and Barriers of Stewardship Program Adoption within a Business Ecosystem,” *2020 AMA Winter Marketing Educators’ Conference, San Diego, CA* (Feb 14-16, 2020)

Lunt, Lucas, Mayukh Dass, Piyush Kumar and Guy Loneragan, “Increasing Voluntary Adoption of Service Interventions,” *Frontiers of Service, Singapore* (July 18-21, 2019)

Dass, Mayukh and Piyush Kumar, “Managing Brands Under Competitive Set Variation: An Assortment Centric Approach,” *2019 INFORMS Marketing Science Conference, Rome, Italy*, (June 20-22, 2019).

Pedada, Kiran, Mark Ratchford, and Mayukh Dass, “The Effects of International Marketing Joint Venture Formations in Emerging Markets on Consumer Brand Attitudes,”

- *2019 AMA Winter Marketing Educators’ Conference, Austin, TX* (February 22-24, 2019)
- *2018 INFORMS Marketing Science Conference, Temple University, (June 13-16, 2018)*

Pedada, Kiran, S. Arunachalam, and Mayukh Dass, “A Theoretical Model of the Life-Cycle of International Marketing Alliances in Emerging Markets,” In *2019 AMA Winter Marketing Educators’ Conference, Austin, TX* (February 22 – 24, 2019)

Topaloglu, Omer, and Mayukh Dass, “The Impact of Review Content and Style on Box Office Revenue,” In *2019 AMA Winter Marketing Educators’ Conference, Austin, TX* (February 22-24, 2019)

Moradi, Masoud, Mayukh Dass, and Piyush Kumar, “The Effects of Review Extremity and Rhetorical Devices on Review Helpfulness,”

- *2019 AMA Winter Marketing Educators’ Conference, Austin, TX* (February 22 – 24, 2019)
- *2018 INFORMS Marketing Science Conference, Temple University, (June 13-16, 2018)*

Newaz, Md. Tarique and Mayukh Dass, “Role of Marketing in the Evolution of Social Network Platforms,” In *2018 INFORMS Marketing Science Conference, Temple University, (June 13-16, 2018)*

Byun, Kyung-Ah, Mayukh Dass, and Wesley Friske, “Green Means Go! The Role of CSR Appeals in Product Recalls of Private Label Brands,” In *2018 INFORMS Marketing Science Conference, Temple University, (June 13-16, 2018)*

Byun, Kyung-Ah and Mayukh Dass, “The Effects of Different Levels of Price Promotion Strategy on Post-recall Brand Sales,” In *2018 AMA Winter Marketing Educators’ Conference, New Orleans, LA* (February 23 – 25, 2018)

Wang, Xinchun, Mayukh Dass and Dennis Arnett, “Understanding firms’ choices of strategic emphasis: An entrepreneurial orientation explanation,” In *2018 AMA Winter Marketing Educators’ Conference*, New Orleans, LA (February 23 – 25, 2018)

Pedada, Kiran, Venkatesh Shankar, and Mayukh Dass “Determinants of International Marketing Joint Venture Dissolutions in Emerging Markets”,

- *2017 China-India Insights Conference*, New York (September 28-30, 2017)
- *2017 INFORMS Marketing Science Conference*, University of Southern California, (June 8-10, 2017)
- *2017 AMA Winter Marketing Educator’s Conference*, Orlando, FL (February 17-19, 2017)

Moradi, Masoud, Mayukh Dass, and Dennis Arnett, “An Investigation of the Effects of Rhetoric and Dynamic Characteristics on Crowdsourcing Funding Formation,”

- *2017 AMA Summer Marketing Educators’ Conference*, San Francisco, CA (August 4-6, 2017)
- *2017 INFORMS Marketing Science Conference*, University of Southern California, (June 8-10, 2017)

Newaz, Md. Tarique and Mayukh Dass, “An Investigation Into The Role Of Marketing On The Survival Of Social Networking Sites,” In *2017 INFORMS Marketing Science Conference*, University of Southern California, (June 8-10, 2017)

Moradi, Masoud and Mayukh Dass, “A Longitudinal Investigation of the Effects of Brand Compatibility and Rhetoric on Crowdsourcing Funding,”

- *2017 AMA Winter Marketing Educators’ Conference*, Orlando, FL (February 17-19, 2017)
- *2016 AMA Summer Marketing Educators’ Conference*, Atlanta, GA (August 5-7, 2016)

Moradi, Masoud, and Mayukh Dass, “An Investigation into the Role of Brand Affiliation and Content Emotions on Crowdfunding Success,” In *2016 Academy of Marketing Science Conference*, Orlando, FL (May 18-21, 2016)

Wang, Xinchun, Mayukh Dass, and Dennis Arnett. “The Effects of Past Financial Performance on Firms’ Future Marketing Strategies,” In *2016 AMA Winter Marketing Educator’s Conference*, Las Vegas, NV (February 26-28, 2016)

Pedada, Kiran, Mayukh Dass, and Venky Shankar, “An Investigation of International Joint Venture Dissolutions in a Developed-Emerging Market Joint Venture Context”, In *2015 China-India Insights Conference*, New York (September 18 –19, 2015)

Derby, Joe, Mayukh Dass, Yi Qian, and Josh Lerner, “The Role of Information Presentation in Monetization of Intellectual Property”, In *2015 INFORMS Marketing Science Conference*, Johns Hopkins University, (June 18 –20, 2015)

Topaloglu, Omer, Mayukh Dass, and Piyush Kumar, “The Impact of Customer Characteristics and Adoption Process on eWOM in Microblogs”, In *2015 INFORMS Marketing Science Conference*, Johns Hopkins University, (June 18 –20, 2015)

Byun, Kyung-Ah, Mayukh Dass, Dale Duhan, and Piyush Kumar, “Sustainability of Brand Loyalty after Product Recalls: Understanding the “Chipping-off” Effect,” In *2015 INFORMS Marketing Science Conference*, Johns Hopkins University, (June 18 –20, 2015)

Pedada, Kiran, Mayukh Dass, and Xinchun Wang, “An Investigation of International Joint Venture Dissolutions in a Developed-Emerging Market Joint Venture Context”, In *2015 INFORMS Marketing Science Conference*, Johns Hopkins University, (June 18 –20, 2015)

Dass, Mayukh, Srinivas K. Reddy and Divya Keshamoni, “Determinants and Dynamics of Auction Value of Contemporary Artist Brands,” In *2014 INFORMS Marketing Science Conference*, Emory University, (June 12-14, 2014)

Ahmad, Dalal, Mayukh Dass, Piyush Kumar, and Dale F. Duhan, “An Investigation of Market Basket Evolution: A Network Perspective,” In *2014 INFORMS Marketing Science Conference*, Emory University, (June 12-14, 2014)

Wang, Xinchun, Mayukh Dass, Dennis Arnett, and Christine Shropshire, “The Effects of Financial Performance on Key Components of Firms’ New Product Development Strategies,” In
- *2014 INFORMS Marketing Science Conference*, Emory University, (June 12-14, 2014)

Byun, Kyung-Ah and Mayukh Dass, “An Investigation on the Effects of Product Recalls on Brand Commitment,”

- *2014 AMA Winter Marketing Educators’ Conference*, Orlando, FL (February 21-23, 2014)
- *2013 AMA Winter Marketing Educators’ Conference*, Las Vegas, NV, (February 15-17, 2013)

Shropshire, Christine, Amy Hillman, Katalin Takacs Haynes, and Mayukh Dass, “Board Composition Across Time: An Exploration from IPO to Maturity,” in *33rd Annual International Conference of the Strategic Management Society*, Atlanta, GA (September 28-October 1, 2013)

Byun, Kyung-Ah and Mayukh Dass, “An Investigation of Post-Recall Sales Dynamics using Functional Data Analysis”

- *2013 AMA Summer Marketing Educators’ Conference*, Boston, MA (August 9-11, 2013)
- *2013 Academy of Marketing Science Annual Conference*, Monterey, CA (May 15-15, 2013)

Maity, Moutusy, and Mayukh Dass, “The Role of Media Richness of Channels on Consumer Decision-Making and Channel Choice” in *2013 Association of Marketing Theory and Practice Conference*, Charleston, SC, (March 21-23, 2013).

Derby, Joseph*, Mayukh Dass and Yi Qian, “The Role of Information Presentation in Monetization of Intellectual Property through Auctions,” In *2012 Product Development and Management Annual Global Conference*, Orlando, FL, (October 20-24, 2012)

Dass, Mayukh, Piyush Kumar and Srinivas K. Reddy, “The Evolution of Consumer Behavior in Alternative Markets in Emerging Economies: The Case of Modern Indian Art,” In *2012 China India Insights Conference*, Yale University (August 3-4, 2012)

Dass, Mayukh, Srinivas K. Reddy and Dawn Iacobucci, "Bidder Behavior and Bidder Networks in Online Auctions: A case of Fine Art Auctions," In *2012 INFORMS Marketing Science Conference*, Boston University, (June 7-9, 2012)

Derby, Joseph*, Mayukh Dass and Yi Qian, "Selling Intellectual Property through Auctions: Understanding the Effects of Information Presentation," In *2012 INFORMS Marketing Science Conference*, Boston University, (June 7-9, 2012)

Byun, Kyung-Ah* and Mayukh Dass, "Investigating the Role of Emotional and Cognitive Process on Post Product Recall Purchase," In *2012 INFORMS Marketing Science Conference*, Boston University, (June 7-9, 2012)

Sood, Ashish, Mayukh Dass, Wolfgang Jank and Yue Tian, "Shape Analysis of Consumer Reviews: Evolution of Volume, Valence, and Dispersion," In *2012 INFORMS Marketing Science Conference*, Boston University, (June 7-9, 2012)

Dass, Mayukh, Ashish Sood and Omer Topaloglu*, "An Investigation on the Effects of Helpfulness of Customer Reviews: A Case of the Movie Industry," In *2012 INFORMS Marketing Science Conference*, Boston University, (June 7-9, 2012)

Sood, Ashish, Mayukh Dass, Wolfgang Jank and Yue Tian, "Power of Customer Voice: Shape Analysis of Consumer Reviews," In 9Th PSI Conference, University of Utah, U.S. (February 2-4, 2012)

Sood, Ashish, Mayukh Dass, Wolfgang Jank and Yue Tian, "Power of Customer Voice: Shape Analysis of Online Product Reviews to Predict Diffusion in Sequential Channels," In *2011 INFORMS Marketing Science Conference*, Rice University, Houston, U.S. (June 9-11, 2011)

Topaloglu, Omer*, Mayukh Dass, Piyush Kumar, and Dennis Arnett (2011), "Impact of Corporate Announcements on the Evolution of Online Word-of-Mouth," In *2011 INFORMS Marketing Science Conference*, Rice University, Houston, (June 9-11, 2011)

Derby, Joseph* and Mayukh Dass (2011), "An Investigation of Market Learning and its Implications for an I.P. Auction House," In *2011 INFORMS Marketing Science Conference*, Rice University, Houston, (June 9-11, 2011)

Dass, Mayukh, Srinivas K. Reddy and Piyush Kumar (2010), "From Birth through Maturity: An Investigation of a Market Evolution and its Dynamics," In *2010 INFORMS Marketing Science Conference*, University of Cologne, Germany (June 16-19, 2010)

Dass, Mayukh (2010), "An Examination of Price Evolution of a New Product During its Diffusion: A Case with Fine Arts," in *2010 Academy of Marketing Science Annual Conference*, Portland, OR (May 27, 2010)

Dass, Mayukh and Srinivas K. Reddy (2009), "Loser's Curse? Effects of Losing an Auction on Bidding Behavior in Subsequent Auctions," In *2009 INFORMS Marketing Science*

Conference, University of Michigan, Ann Arbor, MI (June 06, 2009)

Dass, Mayukh, Wolfgang Jank, Srinivas K. Reddy, Galit Shmueli and Shanshan Wang (2007), "Dynamic Price Forecasts in Online Art Auctions," In *2007 INFORMS Marketing Science Conference*, Singapore Management University, Singapore (June 28-30, 2007)

Dass, Mayukh, Srinivas K. Reddy and Robert Zeithammer (2007), "Exploring Market Structure of Heterogeneous Products Using Bidder Behavior in Online Auctions," in *2007 INFORMS Marketing Science Conference*, Singapore Management University, Singapore (June 28-30, 2007)

Dass, Mayukh, Wolfgang Jank, Srinivas K. Reddy, Galit Shmueli and Shanshan Wang (2007), "Dynamic Price Forecasts in Online Auctions: An Application to Indian Art Auctions of Heterogeneous Products," In *3rd Statistical Challenges in ECommerce*, University of Connecticut, Stamford, CT (May 19-20, 2007)

Dass, Mayukh and Srinivas K. Reddy (2006), "Bidder Networks and Bidder Strategies in Online Auctions of Modern Indian Art," *Proceedings of International Symposium of Information Systems*, Indian School of Business, Hyderabad, India (December 16-18, 2006)

Dass, Mayukh and Srinivas K. Reddy (2006), "Bidder Behavior and Bidder Networks in Online Auctions," In *2006 INFORMS Marketing Science Conference*, University of Pittsburgh, Pittsburgh (June 8-10, 2006)

Reddy, Srinivas K. and Mayukh Dass (2006), "Modeling Online Art Auction Dynamics Using Functional Data Analysis," In *2006 INFORMS Marketing Science Conference*, University of Pittsburgh, Pittsburgh (June 8-10, 2006)

Dass, Mayukh and Srinivas K. Reddy (2006), "Dynamics and Evolution of Bidder Networks in Online Auctions," In *2nd Statistical Challenges in ECommerce*, University of Minnesota, Twin City (May 22-23, 2006)

Reddy, Srinivas K., Mayukh Dass and Umesh Gaur (2005), "Diffusion of Art: An Investigation of the Evolution of Modern Indian Art and Artists," in *2005 INFORMS Marketing Science Conference*, Emory University, Atlanta, Georgia (June 16-18, 2005)

Reddy, Srinivas K. and Mayukh Dass (2006), "Online Auction Dynamics of Heterogeneous Products: A Case of Modern Indian Art," In *1st Statistical Challenges in ECommerce*, University of Maryland, College Park, Maryland (May 22-23, 2005)

Dass, Mayukh and Moutusy Maity (2004), "Impact of Smart Agents on Consumer Decision Making," *Proceedings of the 2004 AMA Summer Educators Conference*, Boston, August 6-9, 2004, pp. 236-237.

Dass, Mayukh, James Cannady and Walter D. Potter (2003), "A Blackboard-based Learning Intrusion Detection System: A New Approach," *Proceedings of the 16th International Conference on Industrial & Engineering Applications of Artificial Intelligence & Expert Systems*,

Loughborough, U.K., 2003, "Developments in Applied Artificial Intelligence" LNAI 2718. pp. 385- 390, ISBN 0302-9743

Maier, F., D. Nute, W. Potter, J. Wang, M. Twery, M. Rauscher, P. Knopp, S. Thomasma, M. Dass, and H. Uchiyama (2003), "Efficient Integration of PROLOG and Relational Databases in the NED Intelligent Information System," *Proceedings of the 2003 International Conference on Information and Knowledge Engineering (IKE'03)*, pp. 364-369, June 23-26, 2003, Las Vegas, Nevada, USA.

Dass, Mayukh, J. Cannady and Walter D. Potter (2003), "LIDS: Learning Intrusion Detection System," *Proceedings of the 16th International FLAIRS Conference*, St. Augustine, Florida, May 2003. pp. 12-16. ISBN 1-57735-177-0

Dass, Mayukh, James Cannady and Walter D. Potter (2003), "A GA-based Intrusion Sub-Classifer Filter," *Digital Proceedings of the 41st ACM Southeast Conference*, Savannah, March 7 - 8, 2003.

Twery, H.M. Rauscher, P.D. Knopp, S.A. Thomasma, D. Nute, W.D. Potter, M. Dass, F. Maier, J. Wang, H. Uchiyama, and Astrid Glende (2003), "NED-2: An Integrated Forest Ecosystem Management Decision Support System," *Proceedings of the 2003 IUFRO International Conference on Decision Support for Multiple Purpose Forestry*, Vienna, Austria, April, 2003.

Nute, D., W.D. Potter, F. Maier, J. Wang, M. Dass, M. Twery, H.M. Rauscher, P.D. Knopp, S.A. Thomasma, H. Uchiyama, and Astrid Glende (2003), "An Agent Architecture for an Integrated Forest Ecosystem Management Decision Support System," *Proceedings of the 2003 IUFRO International Conference on Decision Support for Multiple Purpose Forestry*, Vienna, Austria, April, 2003.

Maier, F., D. Nute, W. Potter, J. Wang, M. Dass, M. Twery, M. Rauscher, P. Knopp, S. Thomasma and H. Uchiyama (2002), "PROLOG/RDBMS Integration in the NED Intelligent Information System," *Proceedings of the 10th International Conference on Cooperative Information Systems*, Irvine, California, October, 2002.

Potter, W. D., D. Nute, J. Wang, F. Maier, M. Twery, M. Rauscher, P. Knopp, S. Thomasma, M. Dass, and H. Uchiyama (2002), "The NED IIS Project - Forest Ecosystem Management," in the *Proceedings of the IFIP World Computer Congress WCC2002 - Intelligent Information Processing (IIP-2002)*, in Montreal, Canada, August 25-30, 2002.

Nute, D., W.D. Potter, F. Maier, J. Wang, M. Twery, H.M. Rauscher, P. Knopp, S. Thomasma, M. Dass, and H. Uchiyama (2002), "Intelligent Model Management in a Forest Ecosystem Management Decision Support System," in *Integrated Assessment and Decision Support Proceedings of the First Biennial Meeting on the International Environment Modeling and Software Society*, IEMSs, A.E. Rizzoli and A.J. Jakeman (eds), Vol. 3: 396-401, Lugano, Switzerland, June 24-27, 2002.

SUMMARY OF COURSES TAUGHT

Texas Tech University

Undergraduate

International Marketing	Face-to-face
Business Leadership Seminar	Face-to-face/ Online
Intro to Marketing	Face-to-face
Marketing Research	Face-to-face
Personal Selling	Face-to-face
Sales Management	Face-to-face

Graduate

Marketing Concepts & Strategies	Face-to-face/ Online/ Hybrid
Ph.D. Seminar in Research Design	Face-to-face
STEM Theories in Business	Face-to-face/ Online
Practicum in Higher Education	Face-to-face
Market Forecasting Analytics	Face-to-face/ Online/ Hybrid
Artificial Intelligence Strategies in Business	Face-to-face/ Online/ Hybrid

University of Georgia

Undergraduate

Consumer and Organizational Buyer Behavior	Face-to-face
Marketing Research	Face-to-face
Marketing Strategy	Face-to-face

Graduate

Introduction to Statistical Methods	Face-to-face
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Indian School of Business, India

Graduate

Forecasting Analytics	Face-to-face/ Online
Marketing Management	Face-to-face/ Online

HSN, Norway

Undergraduate

B2B Relationships	Face-to-face
Sales Management	Face-to-face

SUMMARY OF STUDENT EVALUATIONS

Average Teaching Rating (in a 5-point scale) = 4.75 across 100+ sections from 2008-2025

PROFESSIONAL SERVICE

Associate Editor, *Journal of Electronic Commerce Research* (2014-present)
 Issue Editor, *Journal of Electronic Commerce Research* (2012).
 Co - Track Chair, 2017 Annual Conference of the Emerging Markets Conference, Indian Institute of Management, Lucknow, Digital Marketing track
 Associate Editor, 2014 International Conference on Information Systems for Decision Analytics, Big Data, and Visualization
 Co - Track Chair, 2014 Annual Conference of the Emerging Markets Conference, Indian Institute of Management, Lucknow, Digital Marketing track
 Track Chair, 2010 Academy of Marketing Science Conference for Pricing and Revenue Management track
 Member, Editorial Review Board, *International Journal of Integrated Supply Management* (2012-present)
 Ad-hoc Reviewer, *Decision Sciences* (2011 – present)
 Decision Support Systems (2011 – present)
 Electronic Commerce Research and Applications (2014 – present)
 European Journal of Marketing (2013 – present)
 International Journal of Retail and Distribution Management (2013-present)
 Organizational Research Methods (2016-present)
 Journal of the American Statistical Association (2009 – present)
 Journal of Academy of Marketing Science (2004 – 2006, 2013-present)
 Journal of Applied Statistics (2013 – present)
 Journal of Business Research (2015 – present)
 Journal of Cultural Economics (2010 – present)
 Journal of Electronic Commerce Research (2010 – 2012)
 Journal of Economics and Management Strategy (2010 – present)
 Journal of Marketing (2016 – present)
 Journal of Marketing Education (2013 – present)
 Journal of Marketing Research (2015 – present)
 The Journal of Retailing and Consumer Services (2011 – present)

 2013 AMA Winter Marketing Educators' Conference, Marketing Analytics track
 2013 AMA Winter Marketing Educators' Conference, Innovation & NPD track
 2012 Society for Marketing Advances Dissertation Competition
 2010 AMS Conference Reviewer for The Value Chain: Supply Chain, Channels & Retail track
 2009 SMA Conference, Brand & Product Management Track

 Session Chair, 2010 Academy of Marketing Science
 Session Chair, 2009 INFORMS Marketing Science Conference
 Program Committee Members, 2004, 17th International FLAIRS Conference

TEACHING RELATED SERVICE

- Director, Scovell (Rawls) Business Leadership Program, Fall 2013-Summer 2023.
- Graduate Faculty Member, Fall 2010-current.
- Faculty Supervisor, MBA Internships, 2013-14.
- Coach for TTU Team, National Collegiate Sales Competition, Kennesaw State University, GA 2011-12, 2014.
- Faculty supervisor, Joint research project between TTU MBA and University of Hertfordshire, UK MBA with IBM Smart Energy Project, Fall 2010 – Spring 2011.
- Faculty supervisor, Joint research project between TTU MBA and University of Hertfordshire, UK MBA with IBM Smart Retailer Project, Fall 2011 – Spring 2012.
- Faculty supervisor, Big XII Case Competition, Fall 2011 – Spring 2012.
- Faculty Supervisor, Undergraduate internships at X-Fab Inc., Lubbock, Spring 2010.
- Faculty advisor, Tech Marketing Association, Fall 2010-2013
- Faculty advisor, BBA programs, Rawls College of Business, Fall 2010 – Spring 2011.

SELECTED INSTITUTIONAL SERVICE

Marketing Area

2019-present Director, MS in Marketing Research and Analytics
 2017-2018 Area Coordinator, Area of Marketing and Supply Chain Management
 2014- 2017 Ph.D. Advisor, Marketing Area
 2010- present Marketing Area Faculty Search Committee member
 2009- present Ph.D. Preliminary Examination Committee
 2010- 2013 Faculty Advisor, Tech Marketing Association (TMA)

Rawls College of Business

2022-present Senior Associate Dean
 2024-present Associate Dean of Graduate Programs and Research
 2023- 2024 Interim Associate Dean of Graduate Programs and Research
 2018-2022 Associate Dean of Graduate Programs and Research
 2013-2023 Director, Scovell Business Leaders Program
 2014-2018 Graduate Programs and Assessment Committee
 2013-2014 Faculty Supervisor, MBA Internships
 2012-2014 Undergraduate Programs and Assessment Committee
 2012-2014 College Marketing and Branding Committee
 2011-2014 Faculty Supervisor, Big XII Case Competition

2013-2014	Faculty Supervisor, Joint research project between TTU MBA and University of Hertfordshire, UK MBA with IBM Market Expansion
2014	Coach for TTU Team, National Collegiate Sales Competition, Kennesaw State University, GA
2012-2013	Faculty Supervisor, Joint research project between TTU MBA and University of Hertfordshire, UK MBA with IBM Smart Energy II
2012-2013	Organizer for the 2013 Big XII Case Competition hosted by Rawls College of Business, Texas Tech University
2011-2012	Faculty Supervisor, Joint research project between TTU MBA and University of Hertfordshire, UK MBA with IBM Smart Retailer Project
2011-2012	Coach for TTU Team, National Collegiate Sales Competition, Kennesaw State University, GA
2010-2011	Faculty Supervisor, Joint research project between TTU MBA and University of Hertfordshire, UK MBA with IBM Smart Energy Project
2011- 2012	Organizer for the Annual Rawls Collegiate Sales Competition
2010	Faculty Supervisor, X-Fab Inc. Internship, Lubbock
2010-2011	Faculty advisor, BBA programs
2010-2011	Undergraduate Committee member
2009-2010	I.T. Committee member

Texas Tech University

2024-present	Strategic Enrollment Planning Committee – Marketing and Recruitment Chair
2024-present	University Campus Planning Committee
2023-present	Faculty Retention Committee
2022-present	Space Allocation Committee
2018-present	Academic Council
2018-present	Associate Deans Committee
2019-2020	Review committee member of Texas Tech Administrator
2019	Grade Appeals Committee, Graduate School
2017-2022	Member of Faculty Success Task Force.
Spring 2016	Mace Bearer, Graduation Commencement Ceremony
2015-2017	Departmental Excellence Selection Committee, Teaching Academy
2015- 2018	RCOBA Senator at the Faculty Senate.
2014- 2018	Committee for Relations with International University (Latin America)
2013-2015	New Member Selection Committee, Teaching Academy
2011	Panel Member: “Successfully Navigating Your Third Year Review and More,” Tenure Academy, Nov. 16, 2011