

IMRAN S. CURRIM

University of California, Paul Merage School of Business, Irvine, CA 92697,
ISCURRIM@UCI.EDU

Revised October 24, 2022

EDUCATION

Ph.D. Stanford University, Business, 1980

M.S. Stanford University, Statistics, 1977

M.B.A. University of Wisconsin, Management, 1976

B.E. Victoria Jubilee Technical Institute, University of Bombay, Electrical Engineering, 1974

ACADEMIC POSITIONS

2022-23: Faculty Chair; 2021-22: Faculty Chair-Elect

2021-22: Second Merage Senate Representative on the Irvine Divisional Senate Assembly

2019-20: Chair, Masters' Program Committee.

2018 -present: UCI Distinguished Professor.

2017 -present: Professor, Above Scale.

2004 - 2018: UCI Chancellor's Professor, reappointed 2009, 2014.

2014- present: Director, Beall Center for Innovation and Entrepreneurship, Merage School of Business, reappointed 2017, 2020.

2012 - 2014: Associate Dean of Undergraduate Program, Merage School of Business

2010 - 2012: Associate Dean of Student Relations Executive Degree Programs, Merage School of Business

2008 - 2010: Associate Dean of Masters Programs, Merage School of Business

2006 - 2007: Faculty Chair, Merage School of Business.

1994 - 1999: Corporate Partners Research Scholar, Graduate School of Management, University of California, Irvine

1995 - 1998: Associate Dean, Ph.D. Program, Graduate School of Management, University of California, Irvine.

1991 –present: Professor of Marketing, Merage School of Business, University of California, Irvine.

1989 - 1991: Associate Professor of Marketing, Graduate School of Management, University of California, Irvine (tenured).

Fall 1988: Visiting Associate Professor, School of Organization and Management, Yale University.

1987 - 1989: Associate Professor of Marketing, Stern School of Business, New York University (tenured).

1979 - 1987: Assistant Professor, Graduate School of Management, University of California, Los Angeles.

AWARDS AND HONORS

2021 Robert D. Buzzell Marketing Science Institute (MSI), Boston, Massachusetts Best Paper Award for “Right Metric for the Right Decision: A Behavioral Model to Infer Metric Effectiveness in Managerial Marketing-Mix Decision-Making”, letter received January 23, 2022 from Barbara Kahn, MSI Executive Director and Patty and Jay H. Baker Professor of Marketing, Wharton School, Univ. of Pennsylvania (w. O. Mintz, T. Gillbride and P. Lenk)..

About the Award: The MSI Best Paper Award was instituted in 1993 to honor the authors of the MSI working papers that have made the most significant contribution to marketing practice and thought. It also serves to signal the kind of writing and research that is of lasting value to corporate marketing executives. Each year the award is given for the best MSI paper issued during the calendar year two years previous. This delay exists to allow sufficient time to assess the impact of each paper on the field of marketing. The selection is based on nominations by MSI academic leadership and input from the Award Committee.

About MSI: “MSI is unique as the only research-based organization with an extensive network of marketing academics from the best business schools world-wide, and marketers from 60+ leading global companies. MSI funds academic research and promotes its practical application with the aim of advancing marketing knowledge. Through access to high-quality events and activities, cutting-edge content, and stimulating networking opportunities, MSI members stay on the forefront of marketing thought and practice.”

Following President Joseph Biden’s mandate for vaccinating U.S. Armed Forces, my two publications: “3 Tactics to Overcome Covid-19 Vaccine Hesitancy,” (*World Economic Forum*) and “How Influencers, Celebrities, and FOMO Can Win Over Vaccine Skeptics,” (*Harvard Business School Working Knowledge*) were presented and discussed at the Commander’s Conference held at the U.S. Air Force Base, Whiteman, Missouri, August 26, 2021.

Finalist, 2019 Robert D. Buzzell Best Paper Award, Marketing Science Institute (MSI), Boston, Mass. “Managerial Metric Use in Marketing Decisions across the G7, BRIC, and MIST Countries: A Cultural Perspective,” retitled “Managerial Metric Use in Marketing Decisions across 16 Countries: A Cultural Perspective,” 53 pgs. (w. O. Mintz, J.B. Steenkamp and M. de Jong), *Journal of International Business Studies*, 2021.

2020, 2019 and 2017 Marketing Science Institute, Boston Mass., Working Paper Series for “Papers of Great Interest to Managers and others in our Corporate Sponsors,” accepts:

1. “National Customer Orientation: A Luxury of Rich Nations?” 54 pgs., Report No. 20-122, 2020 (w. O. Mintz, R. Deshpande). Featured in MSI Research Recaps October 20, 2020, 2 pgs., see publications.
2. “Metric Effectiveness and Use in Marketing-Mix Decisions: Correcting for Endogenous Selection Effects and Ex-Ante Expectations,” Report No. 19-107, 46 pgs., w. 51 pg. Online Appendix, 2019 (w. T. Gilbride, O. Mintz and P. Lenk). Featured in MSI Research Recaps 2019 2 pgs., see publications.
3. “Managerial Metric Use in Marketing Decisions Across the G7, BRIC, and MIST Countries: A Cultural Perspective,” 53 pgs, Report No. 17-113, 2017 (w. O. Mintz, J.B. Steenkamp and M. de Jong). Featured in MSI Research Recaps 2018 2 pgs., see publications.

2017 Emerald Literati Award for Excellence, for “Commitment to Marketing Spending Through Recessions: Better or Worse Stock Market Performance?” published in *European Journal of Marketing* 2016, selected by the journal’s editorial team as a Highly Commended Article.

Wall Street Journal Favorite Business School Professor in Executive MBA Program, 2008

BusinessWeek ranked Executive MBA Program at UCI # 3 in Marketing, worldwide, 2006

Finalist, 2004 European Marketing Academy Award for best paper published in *International Journal of Research in Marketing* during 2003.

Finalist, 2003 American Marketing Association Paul E. Green Award for best paper published in *Journal of Marketing Research* during 2002.

American Marketing Association Houghton Mifflin Award for Distinguished Teaching in Marketing, 1998.

Distinguished Faculty Lectureship for Teaching 1994-1995, University of California Academic Senate, Irvine Division.

University of California, Irvine Paul Merage School of Business Masters of Innovation and Entrepreneurship Program Excellence in Teaching Award, 2020, 2021, 2022.

University of California, Irvine Paul Merage School of Business Executive MBA Program Excellence in Teaching Award, 2018, 2015, 2013, 2007, 2005, 2004, 1997, 1996, 1995, 1994, 1993, 1992, 1990.

University of California, Irvine Paul Merage School of Business Health Care Executive MBA Program Excellence in Teaching Award, 2016, 2014, 2013, 2010, 2009, 1999.

University of California, Irvine Paul Merage School of Business Fully Employed MBA Program Excellence in Teaching Award, 2010, 2009, 2008, 2007, 1996, 1995, 1994.

University of California, Irvine Graduate School of Management MBA Program Excellence in Teaching Award, 1991.

New York University Stern School of Business Executive MBA Program Excellence in Teaching Award, 1988-89.

American Marketing Association 1987 William O'Dell Award for Outstanding Article in *Journal of Marketing Research* (based on 5-year contribution to research), 1982.

One of two North American academic speakers invited, *Eleventh Annual Management Science Colloquium, Osaka University, Japan, 1983.*

Best Paper Award, Academy of Marketing Science, 1983, for paper published in *Journal of Marketing Research*, 1983.

UCLA Graduate School of Management, George Robbins Distinguished Teaching Award, Winner 1983, Runner-Up 1982.

American Marketing Association 1979 Doctoral Consortium Fellow.

India Foundation Scholar, R.D. Sethna Scholar, 1974.

PUBLICATIONS

1. “National Customer Orientation: An Empirical Test Across 112 Countries,” accepted, *Marketing Letters*, January 2023, 23 pages with 9 page appendix (w. O. Mintz and R. Deshpande).
2. “Validating the Information Processing Theory of Consumer Choice: Evidence from Travel Search Engine Clickstream Data,” *European Journal of Marketing*, 2022, Vol. 56 No. 8, 2250-2280 (w. X. Gao and S. Dewan).
3. “National Customer Orientation: A Framework, Propositions and Agenda for Future Research,” *European Journal of Marketing*, 2022, Vol. 56, No. 4, 1014–1041 (w. O. Mintz, R. Deshpande).
4. “An Empirical Comparison of Machine Learning Methods for Text-based Sentiment Analysis of Online Consumer Reviews,” *International Journal of Research in Marketing*, 2022, Vol. 39, Issue 1, March, 1-19 (w. H. Alantari, Y. Deng, and S. Singh). **Lead Article.**
5. “Managerial Metric Use in Marketing Decisions across 16 Countries: A Cultural Perspective,” *Journal of International Business Studies*, 2021, Volume 52, Issue 8, October, 1474 – 1500 (w. O. Mintz, JB. Steenkamp and MG. DeJong).

“Drivers of Metric Use in Marketing Mix Decisions: An Investigation across the G7, BRIC, and MIST Countries,” *Marketing Science Institute Research Recaps*, Boston, Massachusetts, Featured 2018, 2 pgs. <https://www.msi.org/research-recaps/drivers-of-metric-use-in-marketing-mix-decisions-an-investigation-across-the-g7-bric-and-mist-countries/>

Published earlier as “Drivers of Metric Use in Marketing Mix Decisions: An Investigation Across the G7, BRIC and MIST Countries,” *Marketing Science Institute*, Boston, Massachusetts, Feb 6, 2019, Report no. 17-113. 53 pgs.

6. “3 Tactics to Overcome Covid-19 Vaccine Hesitancy,” *World Economic Forum*, June 28, 2021, 4 pgs., (Commissioned Agenda w. O. Mintz and R. Deshpande). <https://www.weforum.org/agenda/2021/06/3-tactics-to-overcome-covid-19-vaccine-hesitancy/> Featured in Harvard Business School Communications on July 1, 2021.
7. “Influence of Chief Executive Officers’ Religious Affiliations on Advertising Spending and Shareholder Value,” *European Journal of Marketing*, 2021, Vol. 55, No. 5, 1440-1468 (w. J. Bae, H. Oh, J. Lim and Y. Zhang) (lead paper). <https://doi.org/10.1108/EJM-01-2019-0024>
8. “The Right Metrics for Marketing Mix Decisions,” *International Journal of Research in Marketing*, 2021, Vol. 38, No. 1, 32-49 (w. O. Mintz, T. Gilbride, and P. Lenk).

“Are Marketers Using the Right Metrics?” *Marketing Science Institute Research Recaps*, Boston, Massachusetts, Featured 2019, 2 pgs. <https://www.msi.org/research-recaps/right-metric-for-the-right-decision-a-behavioral-model-to-infer-metric-effectiveness-in-managerial-marketingmix-decisionmaking/>

Published earlier as “Right Metric for the Right Decision: A Behavioral Model to Infer Metric Effectiveness in Managerial Marketing-Mix Decision-Making,” *Marketing Science Institute*, Boston, Massachusetts, Feb 6, 2019, Report no. 19-107, 24 pgs.

9. “Benchmarking National Customer Orientation in New Markets,” *Marketing Science Institute Research Recaps*, Boston, Massachusetts, featured October 20, 2020, 2 pgs summary and 54 pg. Marketing Science Institute Working Paper Series 2020 Report No. 20-122 (with Ofer Mintz and R. Deshpande). <file:///C:/Users/Imran%20Currim/Google%20Drive/Merit%202020/Benchmarking%20National%20Customer%20Orientation%20in%20New%20Markets%20%E2%80%93%20Marketing%20Science%20Institute.html>
10. “How Influencers, Celebrities, and FOMO Can Win Over Vaccine Skeptics,” *Harvard Business School Working Knowledge: Business Research for Business Leaders*, 6 pgs. (single-spaced), published online Jan 29, 2021 (w. R. Deshpande and O. Mintz). <https://hbswk.hbs.edu/item/how-influencers-celebrities-and-fomo-can-win-over-vaccine-skeptics>
11. “CORONAVIRUS: Your Customers Have Changed. Here’s How to engage them Again,” *Harvard Business School Working Knowledge: Business Research for Business Leaders*, 8 pgs. (Single-spaced), published online June 16, 2020 (w. R. Deshpande and O. Mintz). <https://hbswk.hbs.edu/item/your-customers-have-changed-here-s-how-to-engage-them-again> and posted on Facebook and Twitter (HBS WK has 1 million followers, and 500K on Facebook and Twitter). On June 18 article was sent to all HBS faculty, staff, and students.

Reprinted on Aug. 11, 2020 by Forbes.com and on Aug. 12 by UCI In the News: <https://www.forbes.com/sites/hbsworkingknowledge/2020/08/11/your-customers-have-changed-heres-how-to-engage-them-again/#686b0cee59bf>

12. "Effect of Analysts' Earnings Pressure on Marketing Spending and Stock Market Performance," *Journal of Academy of Marketing Science*, 2018, Vol. 46, No. 3, 431-52 (w. J. Lim and Y. Zhang).
13. "Evaluation Set and Purchase: Evidence from a Product Search Engine," *Journal of Interactive Marketing*, 2017, Vol. 37, 6–31 (w. V. Choudhary, S. Dewan, I. Jeliaskov, O. Mintz and J. Turner).
14. "Commitment to Marketing Spending through Recessions: Better or Worse Stock Market Performance?" *European Journal of Marketing*, 2016, Vol. 50, No. 12, 2134-2161 (w. J. Lim and Y. Zhang).
15. "A Model for Inferring Market Preferences from Online Retail Product Information Matrices," *Journal of Retailing*, 2016, Vol. 92, No. 4, 470–485. (w. T. Gilbride, O. Mintz and S. Siddarth).
16. "Marketing Spending, Firm Visibility, and Asymmetric Returns of Corporate Social Responsibility Strengths and Concerns," *European Journal of Marketing*, 2016, Vol 50, No. 5-6, 838-862 (w. H. Oh, J. Bae, J. Lim and Y. Zhang).
17. "When Does Metric Use Matter Less? How Firm and Managerial Characteristics Moderate the Relationship between Metric Use and Marketing Mix Performance," *European Journal of Marketing*, 2015, Vol. 49, No. 11/12, 1809-1856 (w. O. Mintz).
18. "Information Accessed or Information Available? The Impact on Consumer Preferences Inferred at a Durable Product E-Commerce Website," *Journal of Interactive Marketing*, 2015, Vol. 29, 11-25 (w. O. Mintz and S. Siddarth).
19. "Information Processing Pattern and Propensity to Buy: An Investigation of Online Point-of-Purchase Behavior," *Marketing Science*, 2013, Vol. 32, No. 5, September–October, 716–732 (with O. Mintz and I. Jeliaskov).
20. "What Drives Managerial Use of Marketing and Financial Metrics and Does Metric Use Impact Performance of Marketing Mix Activities?" *Journal of Marketing*, 2013, March, Vol. 77, 17-40 (w. O. Mintz).
21. "You Get What You Pay For: The Effect of Top Executives' Compensation on Advertising and R&D Spending Decisions and Stock Market Return," *Journal of Marketing*, 2012, September, Vol. 76, 33-48 (w. J. Lim and J. Kim).
22. "Reference Dependence and Conjoint Analysis," *Review of Marketing Science*, 2012, Vol. 10, Issue 1, 1-27 (w. B. Davis and R. Sarin).
23. "A Comparison of Sales Response Predictions From Demand Models Applied to Store-Level versus Panel Data," *Journal of Business & Economic Statistics*, 2011, Vol. 29, Issue 2, 319-326 (w. R. Andrews and P. Leeflang).

24. "An Empirical Comparison of Methods for Clustering Problems: Are There Benefits from Having a Statistical Model?" *Review of Marketing Science*, 2010, Vol. 18, No. 3, 1-32 (w. R. Andrews, M. Brusco, and B. Davis).
25. "Amalgamation of Partitions from Multiple Segmentation Bases: A Comparison of Non-Model Based and Model-Based Methods," *European Journal of Operational Research*, 2010, Vol. 201, No. 2, 608-618 (w. R. Andrews and M. Brusco).
26. "Estimating the SCAN*PRO model of store sales: HB, FM or just OLS?," *International Journal of Research in Marketing*, Vol. 25, No. 1, March 2008, 22-33 (w. R. Andrews, P. Leeflang, and J. Lim).
27. "Multi-stage purchase decision models: Accommodating response heterogeneity, common demand shocks, and endogeneity using disaggregate data," *International Journal of Research in Marketing*, 2009, Vol. 26, Issue 3, September, 197-206 (w. R. Andrews).
28. "On the Recoverability of Choice Behaviors with Random Coefficients Choice Models in the Context of Limited Data and Unobserved Effects", *Management Science*, Vol. 54, No. 1, 2008, 83-99 (w. R. Andrews and A. Ainslie).
29. "Perceptual Structure of the Desired Functionality of Internet-based Health Information Systems," *Health Care Management Science*, Vol. 9, 2006, 151-170 (w. V. Gurbaxani, J. LaBelle, J. Lim).
30. "Modeling Marketing Dynamics by Time Series Econometrics," *Marketing Letters*, Vol. 14, No. 4, 2004 (published in 2005), p. 167-183 (w. K. Pauwels, M.G. Dekimpe, E. Ghysels, D.M. Hanssens, N. Mizik, P. Naik).
31. "Consumer Heterogeneity in the Longer-term Effects of Price Promotions," *International Journal of Research in Marketing*, Vol. 22, No. 4, 2005, p. 441-458 (w. J. Lim, R. Andrews).
32. "An Experimental Investigation of Scanner Data Preparation Strategies for Consumer Choice Models," *International Journal of Research in Marketing*, Vol. 22, No. 3, 2005, p. 319-331 (w. R. Andrews).
33. "An Experimental Investigation of the Impact of Information on Competitive Decision Making," *Management Science*, Vol. 51, No. 2, February 2005, p. 195-207 (w. C. Abramson, R. Sarin).
34. "Behavioral Differences Between Consumers Attracted to Shopping Online versus Traditional Supermarkets: Implications for Enterprise Design and Marketing Strategy," *International Journal of Internet Marketing and Advertising*, Vol. 1, No. 1, 2004, p. 38-61 (w. R. Andrews).
35. "Retention of Latent Segments in Regression-Based Marketing Models," *International Journal of Research in Marketing*, Vol. 20, 2003, p. 315-321 (w. R. Andrews).

36. "Recovering and Profiling the True Segmentation Structure in Markets: An Empirical Investigation," *International Journal of Research in Marketing*, Vol. 20, June 2003, 177-192 (w. R. Andrews). Finalist, 2004 European Marketing Academy Award for best paper in IJRM during 2003.
37. "A Comparison of Segment Retention Criteria For Finite Mixture Models," *Journal of Marketing Research*, Vol. 39, May 2003, p. 235-243 (w. R. Andrews).
38. "Hospital Advertising in California 1991-1997," *Inquiry*, Fall 2002, Vol. 39, p. 298-313 (w. R. Town).
39. "An Empirical Comparison of Logit Choice Models with Discrete vs. Continuous Representations of Heterogeneity," *Journal of Marketing Research*, Vol. 39, November 2002, p. 479-487 (w. R. Andrews, A. Ainslie).
40. "Identifying Segments With Identical Choice Behaviors Across Product Categories: An Intercategory Logit Mixture Model," *International Journal of Research in Marketing*, Vol. 19, 2002, p. 65-79 (w. R. Andrews).
41. "Hierarchical Bayes vs. Finite Mixture Conjoint Analysis Models: A Comparison of Fit, Prediction, and Partworth Recovery," *Journal of Marketing Research*, Vol. 39, February 2002, p. 87-98 (w. R. Andrews, A. Ansari). Finalist, 2003 American Marketing Association Paul E. Green Award for best paper in JMR during 2002.
42. "Parameter Bias from Unobserved Effects in the Multinomial Logit Model of Consumer Choice," *Journal of Marketing Research*, vol. 37, November 2000, p. 410-426. (w. C. Abramson, R. Andrews, M. Jones).
43. "Alliances: A Customer Perspective," *One World One Market – Vision 2020*, ed. S. Neelamegham, University of Delhi Press, 1998 (w. J. Poor, C. Pechmann).
44. "Models of Health Plan Choice," *European Journal of Operational Research*, special issue on Consumer Choice Models, 1998, 111, p. 228-247 (with C. Abramson, T. Buchmueller).
45. "Tracing the Impact of Item-By-Item Information Accessing On Uncertainty Reduction," *Journal of Consumer Research*, Vol. 21, September 1994, p. 291-303 (with J. Jacoby, J. Jackard, A. Kuss, A. Ansari, T. Troutman).
46. "An Approach for Determination of Warranty Length," *International Journal of Research in Marketing*, Vol. 9, 1992, p. 177-195 (with M. Menezes).
47. "Robustness of the Expected Utility Model in Predicting Individual Choices," *Organizational Behavior and Human Decision Processes*, 52, 1992, p. 544-568 (with R. Sarin).
48. "Consumer Purchase Behaviors Associated with Active and Passive Deal Proneness," *International Journal of Research in Marketing*, Vol. 8, No. 3, 1991, p. 205-222 (with L. Schneider).
49. "A Taxonomy of Consumer Purchase Strategies in a Promotion Intensive Environment," *Marketing Science*, Vol. 10, No. 2, Spring 1991, p. 91-110 (with L. Schneider).

50. "Consumer Perceptions of Promotional Activity," *Journal of Marketing*, Vol. 55, No. 2, April 1991, p. 4-16 (with A. Krishna, R. Shoemaker).
51. "Is Television Advertising Being Placed to Reach Product Users?" *Marketing Letters*, Vol.1, No.3, 1989, p. 209-220 (with R. Shoemaker).
52. "Prospect vs. Utility," *Management Science*, Vol. 35, No. 1, January 1989, p. 22-41 (with R. Sarin).
53. "Disaggregate Tree Structured Modeling of Consumer Choice Data," *Journal of Marketing Research*, Vol. 25, August 1988, p. 253-265 (with R. Meyer, N. Le), reprinted in *New Product Development and Testing*, eds. W. Henry, M. Menasco, and H. Takada, Lexington Books, 1989.
54. "A Comparative Evaluation of Multiattribute Consumer Preference Models," *Management Science*, Vol. 30, No. 5, May 1984, p. 543-561 (with R. Sarin).
55. "A Procedure for Measuring and Estimating Consumer Preferences Under Uncertainty," *Journal of Marketing Research*, Vol. 20, August 1983, p. 249-256 (with R. Sarin).
56. "Evaluating Judgement-Based Marketing Models: Multiple Measures, Comparisons and Findings," *TIMS Studies in Management Science*, Vol. 18, October 1982, p. 185-207 (with S. McIntyre).
57. "Predictive Testing of Consumer Choice Models Not Subject to Independence of Irrelevant Alternatives," *Journal of Marketing Research*, Vol. 19, May 1982, p. 208-222. Winner American Marketing Association 1987 William O'Dell Award for 5 year contribution to marketing literature.
58. "Using Segmentation Approaches for Better Prediction and Understanding from Consumer Mode Choice Models," *Journal of Marketing Research*, Vol. 18, August 1981, p. 301-309.
59. "Design of Subscription Programs for a Performing Arts Series," *Journal of Consumer Research*, Vol. 8, No. 1, June 1981, p. 67-75 (with C. Weinberg and D. Wittink).
60. "Predictive Testing of Consumer Choice Models that are not Subject to Independence of Irrelevant Alternatives," *The Effect of Item Similarity on Choice Probabilities*, ed. J. Huber, Duke University, June 1981, p. 138-183.
61. "Issues in the Development of a Marketing Decision Support System Using Segment-Based Consumer Preference Models," *Proceedings of the First ORSA TIMS Special Interest Conference on Marketing Measurement and Analysis*, eds. D. Montgomery and D. Wittink, Marketing Science Institute, Cambridge, Mass., 1980, p. 386-396.

WORKING PAPERS

62. "National Customer Orientation: An Empirical Test Across 112 Countries," (w. O. Mintz and R. Deshpande).
63. "How Social Contagion and Personal Experience Shape Mobile Location Choice: A Study of Gourmet Food Trucks Based on Twitter Data," 50 pgs. (w. R. Nelson), 2019.

64. “Exploring Cooperation between Firms in a Social Network: An Empirical Study of Promotions Exchanged between Gourmet Food Trucks over Twitter, 40 pgs. (w. R. Nelson), 2019.
65. “How Organizational Aspirations Shape Marketing Decisions: Influence of Self and Social Performance-based Aspirations on Advertising Spending, 23 pgs. (w. P. Bromiley, J. Lim, Y. Zhang), 2019.
66. “An Investigation of Heterogeneity in the Business Value of Information Technology Investments,” (w. R. Andrews and S. Dewan).

SERVICE TO JOURNALS

Declined invitation to join Editorial Board of *Journal of Marketing*, 2014, proposing younger members of our profession.

Journal of Marketing Research, Editorial Board, 2004 – 200X

International Journal of Research in Marketing, Editorial Board, 2002 – 2012

Journal of Interactive Marketing, Editorial Board, 2002 - present

International Journal of Electronic Business, Editorial Board, 2003 - present

International Journal of Internet Marketing and Advertising, Editorial Board, 2003 – present

Quarterly Journal of Electronic Commerce, Editorial Board, 2000 – 2002.

Marketing Science, Search Committee for Editor, 1994.

American Marketing Association, Dissertation Judge, 2001, 2000, 1999, 1998, 1997, 1996, 1995, 1994, 1993.

Marketing Science, Area Editor, 1989 - 1992, Editorial Board, 1992 - 1994.

Management Science, Associate Editor, Marketing, 1984 - 1991.

Psychology and Marketing, Editorial Board, 1983

Occasional reviewer for *Journal of Consumer Research*, *Journal of Marketing*, *Journal of Marketing Research*, *Management Science*, *Marketing Science*, *Operations Research*, ACR Conference, AMA Educators Conference, *Organizational Behavior and Human Decision Processes*, *European Journal of Operational Research*.

MEMBERSHIP ON DOCTORAL COMMITTEES

Chairperson

Students and first positions

Melvyn Menezes (1985), Harvard University, Winner, American Marketing Association Award for Dissertation of the Year.

Kannan Srinivasan (1986), Carnegie Mellon University.

Linda Schneider (1987), Dartmouth College.

Aradhna Krishna (1989), Columbia University, Winner, American Marketing Association Award for Dissertation of the Year.

Charles Abramson (1999), California State University, Long Beach.

Joel Poor (1999), University of Missouri, Columbia

Jooseop Lim (2003), University of Illinois, Urbana Champaign.

Ofer Mintz (2012), Louisiana State University, Baton Rouge.

Rico Bumbaca (2018), University of Colorado, Boulder

Sylvia Gao (2020, co-chair), University of Auckland (top Univ. in New Zealand).

Duke Choudhary (2016-20, c-chair), Post-doc, John Hopkins.

Huwail Alantari (2022), University of Kuwait

Member

Over 25 students in Management, Economics, and Education, at UCLA, and UCI.

PRESENTATIONS AT UNIVERSITIES (partial list)

American University of Dubai
Amity University of Dubai
Beijing University, China
Boston University, School of Business Administration
Columbia University, Graduate School of Business
Concordia University, Canada
Cornell University, Johnson School of Management
Dartmouth, Amos Tuck School of Business Administration (multiple times)
Duke University, Fuqua School of Business
Emory University, Goizueta Business School
European Institute of Retailing and Service Studies, Portugal
Great Lakes Institute of Management, India
Hebrew University, Israel
HEC, France
Indian School of Business, Hyderabad
INSEAD, France (multiple times)
Harvard University, Graduate School of Business Administration
HEC, France
Hong Kong University of Science and Technology
Indian Institute of Technology, Delhi, India
London Business School
McGill University, Nabisco Lecture in Marketing
New York University, Stern School of Business
Ohio State University, Graduate School of Business Administration
Rice University, Jesse Jones School of Business

Singapore Management University
Stanford University, Graduate School of Business
State University of New York, Buffalo, School of Business Administration
Syracuse University, Graduate School of Business Administration
Technion - Israel Institute of Technology, Faculty of Industrial Engineering & Management
Tel Aviv University, Israel
Temple University, Fox School of Business
Texas A&M. Mays Business School
University of Arizona, Tucson, Karl Eller School of Business
University of California, Irvine, Graduate School of Management
University of California, Irvine, GSM Accelerate Program
University of California, Irvine, Chief Executive Officer Roundtable Retreat
University of California, Irvine, Alumni Association
University of California, Los Angeles, Anderson School of Management (multiple times)
University of California, Los Angeles, Anderson School Anniversary Celebration Lecture
University of California, Riverside, Steffee Lecture in Marketing
University of California, Davis, School of Engineering
University of Delhi, Management
University of Florida, Graduate School of Business Administration
University of Groningen, Netherlands
University of Helsinki, Finland
University of Houston, Bauer School of Business
University of Illinois, Urbana Champaign, Walter Stellner Lecture in Marketing
University of Iowa, Iowa City, Graduate School of Business Administration (multiple times)
University of Kansas, Graduate School of Business Administration
University of Mainz, Germany
University of Michigan, Graduate School of Business Administration
University of New South Wales, Sydney
University of North Carolina, Chapel Hill, Kenan Flager School of Business
University of Pennsylvania, Wharton School
University of Southern California, Marshall School of Business
University of Texas, Austin, Graduate School of Business Administration
University of Turku, Finland
University of Washington, Seattle, Graduate School of Business Administration
Vanderbilt University, Graduate School of Business Administration
Washington University, St. Louis, Graduate School of Business Administration
Yale University, School of Organization and Management

SERVICE TO UNIVERSITY AND SCHOOL (partial list)

Faculty Chair, Merage School of Business, 2022

Faculty Director, Beall Center for Innovation and Entrepreneurship, 2014-present.

Associate Dean of Undergraduate Program, Merage School of Business 2012-present.

Associate Dean of Student Relations Executive Degree Programs, Merage School of Business
2010-12.

Associate Dean of Masters Programs, Merage School of Business, 2008-10, Chair Curriculum
Innovation Committee, attends Masters Program Committee, Program for Working
Professionals Committee, etc.

Faculty Chair, Merage School of Business, 2006-7.

UCI Committee for Faculty Welfare, 2005-7.

FEMBA/HCEMBA/EMBA Steering Committee 2003 – 12

Curriculum Innovation Committee 2004-6, 2008-12.

UCI coordinator for UCI/UCLA/UCR/USC Marketing Faculty Conference continuing

Merage School Marketing Committee 2005-present

Presenter and ad-hoc committee member on several merit reviews and promotions

Attended large number of student events and help current and past PWP students with projects at work (at least 2-3 per month)

UCI Committee on Scholarly Awards, Chair 1997-98, member 1996-97, 2015-17

UCI Ad-hoc committees for promotion, 3 member 1994-96, 1 Chair, 1 member 1990-1993

UCI Computer Planning Committee Chair, 1991-92, member 1992-96

UCI Computer Allocation Committee, member 1990-93

GSM Ph. D. Program Committee, Associate Dean 1995-98, member 1992-94

GSM Personnel Committee Chair, 2003-04 and 1991-92, member 2002-03 and 1992-93

GSM Health Care Executive MBA and Executive MBA faculty committee, Chair, 2002-03, member 2001-02

GSM Irvine Innovation Initiative (conceptualization and proposal)

GSM Area Coordinator 1991-93

GSM Executive Committee, alternate, 1991-95

GSM Executive Education Committee 1995-2001

GSM Ad-hoc Promotion Committees, 1 Chair, 3 member 1993-96

GSM Recruiting Priorities Committee

GSM MBA Program Committee

Co-founder UCI/UCLA/USC Marketing Faculty Conference 10 years, organized 3 conferences at UCI

Member of several UCLA and NYU committees including Doctoral Research Paper Committee (Chairman), Recruiting, Staffing, Research, Doctoral, and MBA Policy.

COURSES TAUGHT

Principles of Marketing (UCI Executive MBA, Fully Employed MBA)

Marketing Research (UCI and UCLA Fully Employed MBA, MBA)

Health Care Marketing (UCI Health Care Executive MBA Program)

Strategic Marketing Planning (NYU Executive MBA Program)

Mathematical Models in Marketing (NYU and UCLA MBA/PhD)

Quantitative Research in Marketing (NYU and UCLA PhD)
Doctoral Seminar in Marketing 1 and 2 (UCI PhD)
Independent Study (UCI, NYU, and UCLA PhD)

MEETINGS AND PRESENTATIONS

Management of Professional Meetings

Academic Program Chairman, *TIMS ORSA National Conference*, Anaheim 1991.

Chairman and Organizer, *TIMS ORSA National Conference*, College of Marketing 14 sessions, Atlanta, 1985.

Session Chairman, *TIMS ORSA National Conference* and *Marketing Science Conference*, 1981, 82, 83, 84, 85, 87, 88, 89, not updated.

Presentations at Professional Societies, Educational Institutions, and other events (partial list)

“Marketing for HLS Startups,” series of 3 sessions 4 hours each, Merage Institute Program for Israeli Trade, followed by visits to companies and events over 10 days, January 2023 (Home Land and Cyber Security).

“Thank You For All Your Support,” presentation at BCIE Holiday Party December 2022 at Ken Neeld’s home in Newport Coast, Calif.

“MIEs Welcome Accubits,” introduced Shandra Ramana (MIE, 2022 alum) now a Growth Manager with Accubits (an IT firm specializing in AI and Block Chain) who returned to the Beall Center to offer a MIE Workshop on designing products for customer loyalty.

Accubits is an Indian firm which has rapidly grown to 500 employees in several countries and hired Shandra to expand in the United States. Shandra brought in several start-ups and established companies, such as Meta World Peace (Ron Arttest), ex-defensive Laker Star who has multiple start-ups, and JP Morgan, among others.

“MIEs: Lyrid Would Like to Hire You,” November 2022, Friday November 18 presentation on MIE job opportunities lunch at the Merage School Executive Commons.

New Venture Competition Kickoff, November 2022, kicked off 3 competitions for the very first time in-person at the Merage School. 3 schools participated – Bren (Butterworth Software Competition), Merage (Stella Zhang New Venture Competition), and Samueli (Beall Hardware Competition). Three corresponding Deans spoke at the event. So did I – thanking Donors for leadership and support over the years.

Presentation on BCIE and NVC on UCI Family Day October 2022 (presentation by Jenn Huynh)

Welcome to Stella Zhang and her Companies for MIE Jobs and Internships, October 2022.

How MIEs can Maximize their Experience in the Program. Presentation to MIE Class Reps, October 2022.

How the Beall Center for Innovation and Entrepreneurship can be a resource for MIEs, presentation at MIE orientation, September 2022.

Beall Center for Innovation and Entrepreneurship Board Meeting, September 22, 2022, 4-6 pm.

“Marketing for Startups,” series of 3 sessions 4 hours each, Merage Institute Program for Israeli Trade, followed by visits to companies and events over 10 days, September 2022 (Life Sciences and Medical Devices) and June 2022 (Home Land and Cyber Security).

Presentations on “Why You Should Support the Beall Center,” to 3-4 current and past donors incl. potentials over dinner at Sol Cocina in Newport Beach followed by a private sunset cruise in Stella Zhang’s catamaran, September, August, July, June, and May 2022.

Presentation on “The Beall Center as a Resource for MIEs,” September 2022 at Orientation and MIE Mixer.

Individual Presentations on “Why You Should Support the Beall Center,” to Experian, Jeff Freud, Dr. Shalabh Gupta, Ali Saffari, Matt Bailey, Byron Ferrise, Sameer Sirdeshpande and Ahmed Zobi all during Summer 2022.

Lunch meetings between Stella Zhang, John Shen, and (1) Richard Reisman and (2) Dan Jenkins for relationship building purposes.

Meeting on Planning Jobs and Internships for MIEs with Jeff Freud, Summer 2022.

Connecting MIEs with Beall Board Members for Internships and Job Opportunities several meetings during 2021 and 2022. Placed several students in jobs at American Lending Center, Partake, Sunstone, etc.

Meeting with Rob Henderson on how to connect with the Beall Center as a Coach and Judge, May 2022. Lisa Thomas, Mernaz Massoumi and others March 2022.

Meeting re Beall Center with Errol Arkilic, March 2022, Ken Beall, Ian Williamson, Imran Larry Wilk, Chris Bauman, March 2022..

MIE Small Grants Fund Meeting, with Alfred Somekh and Pamina Barkow, April 2022.

Meeting with Sergio Cecutta, Founder, SMG Consulting on How You Can Get Involved with and Why You Should Support the Beall Center for Innovation and Entrepreneur, Friday March 18, 2022.

“Announcing a Long-term Commitment by Sandstone to Provide Internship and Job Opportunities to MIE Students,” meeting with Sandstone Management and MIE Students in Executive Commons, Friday March 4, 2022.

Meeting with Stella Zhang and John Shen on internships and job opportunities for MIE students – results in long-term collaboration with Sunstone Investments to provide management of innovation and entrepreneurship opportunities for our students, February 2022.

Meeting with Ramesh Dontha, serial entrepreneur, on How You Can Get Involved with the Beall Center for Innovation and Entrepreneur, January 2022.

Meeting with Matt Zimmer, CEO of Novvum and his team, and the BCIE New Venture Committee members to discuss potential opportunities for NVC participants to participate in The Pivot, a competitive TV show featuring the personalities of entrepreneurs, January 2022.

Thanking the Donors, New Venture Competition 2022 Kick-off, January 2022. Planning meetings in January 2022, December and November 2021.

Meeting with Merage School Associate Dean Yuhai Xuan to talk about MS program in Management of Stem Companies, January 2022.

Meeting with Matt Hanson, Director New Ventures at the Coce regarding locating NVC workshops to the Cove.

Meeting with Samuelli School Dean Magnus Egerstedt on collaboration with BCIE, January 2022.

Meeting with Anshuman Sinha on employing NVC as a Laboratory for research data collection, January 2022, December 2021.

Meeting with Mary Patrick Kavanaugh, Soka University on Continuing to Support the NVC.

Board Meeting of Audience Development Committee at South Coast Repertory, December 2021.

Presentation at Temple University, Fox School of Business, An Empirical Comparison of Machine Learning Methods for Text-based Sentiment Analysis of Online Consumer Reviews, December 2021.

Meeting with Professor Naomi Chesler, UCI Health Sciences on Support for the NVC and NSF letter of Support.

Recruiting a New Program Manager for BCIE, 3 Panel Interviews with Selected Applicants and New Venture Competition Members, several meetings with Merage Human Resources, etc., October and September 2021.

Meeting with Simon Loo, CTO of Lyrid on internships and positions for MIE students. October 2021.

Comments at Demo Day, Long Beach Accelerator's 2nd Cohort, October 2021.

“Wellness and Wellbeing for Women Entrepreneurs”, Beall Center for Innovation and Entrepreneurship Panel Discussion, Opening and Closing Remarks, September 2021.

Lunch Meeting with Richard Reisman, CEO Orange County Business Journal and Dean Ian Williamson on Beall Center and Orange County business community, August 2021.

Lunch meeting with Richard Reisman, CEO Orange County Business Journal, and Ramin Mousavi, CEO Cathworks to introduce them and talk about Beall Center’s future plans, August 2021.

Meeting with potential New Venture Competition donors Stella Zhang and John Shen to Strategically and tactically describe our competition, tour our facilities, etc. August 2021.

Panel Interview of candidate for Merage School Assistant Dean of External Relations July 2021.

Meeting with Knowde Team at UCI Beall Applied Innovation. One team member is Charlie Beall (son of Ken Beall/grandson of Don Beall), July 2021..

Panel Interview of two candidates for Merage School Executive Director of Development , July 2021.

Remarks at the Graduation Ceremony of Merage Institute/Foundation Israeli Program (not Merage School), July 2021.

Meeting with Ramin Mousavi, CEO Cathworks on Why You Should Support the Beall Center., July 2021.

Thank you Lunch with Richard Reisman, CEO Orange County Business Journal for his support of the Beall Center. July 2021.

Led Panel Discussion on “Development for the Beall Center 2021-22,” Breanna Hale, Roz Huang, Alfred Somekh, Ken Neeld, June 2021.

Led Panel Discussion on “Marketing Issues for the Beall Center 2021-22,” Breanna Hale, Isabelle Bart, Bryan Smelzer, Ken Neeld, June 2021.

Led Panel Discussion on “Academic Initiatives for the Beall Center 2021-22,” Breanna Hale, Cynthia Kirkeby, Howard Mirowitz, Ken Neeld, Larry Wilk, June 2021.

“Marketing for Medical Device/Cyber/Cloud/Food Technology Startups,” presented over Zoom to 20 Israeli startups June 2021, 6 sessions totaling 12 hours over 5 days. Sponsored by Merage Foundation/Institute Program for Israeli Trade (not UCI Merage School), Israeli Innovation Authority, Cities of Jerusalem and Tel Aviv, and Hebrew University of Jerusalem

“National Customer Orientation: A Luxury of Rich Nations?” University of Pennsylvania Wharton School of Business, June 2021 (w. O. Mintz, R. Deshpande).

“An Empirical Comparison of Machine Learning Methods for Text-based Sentiment Analysis of Online Consumer Reviews,” USC Marshall School of Business Conference on Artificial Intelligence in Business, May 2021 (w. H. Alantari, Y. Deng, and S. Singh).

Beall Board Meeting, May 2021.

“Innovation at Ingram-Micro,” introduced Maxim Maximov, Innovation Lead at Ingram Micro to Beall Board of Directors, MIE alumni and incoming students, for a presentation followed by a Q&A and discussion led by me.

“CORONAVIRUS: Your Customers Have Changed. Here’s How to Engage Them Again,” Presentation to Beall Center Supporters, June 30, 2020, based on my publication in *Harvard Business School Working Knowledge: Business Research for Business Leaders*, published online June 16, 2020 (w. R. Deshpande and O. Mintz).

Remarks at the Graduation Ceremony of 45+ Israeli Entrepreneurs associated with Growing Health/Cyber/Cloud/Food/Education Technology Startups. June 26 2020 Sponsored by Paul Merage Foundation/Institute Program for Israeli Trade (not UCI Merage School), Israeli Innovation Authority, Cities of Jerusalem and Tel Aviv, and Hebrew University of Jerusalem.

“Marketing for Health/Cyber/Cloud/Food/Education Technology Startups,” presented over Zoom to 25 Israeli startups June 2020 6 sessions totaling 12 hours over 5 days. Sponsored by Merage Foundation/Institute Program for Israeli Trade (not UCI Merage School), Israeli Innovation Authority, Cities of Jerusalem and Tel Aviv, and Hebrew University of Jerusalem

Two lectures: (i) 5 Ways Companies can Grow during a Pandemic, (ii) How to Conduct Marketing Research during a Pandemic, conducted on Zoom for 225 and 150 Founders and C-level executives of Israeli Startups, April 2020. Sponsored by Merage Foundation/Institute Program for Israeli Trade.

“Marketing for Medical Device Startups,” presented in person in Jerusalem June 2019, series of 3 sessions totaling 12 hours over 2 days. Sponsored by Merage Foundation/Institute Program for Israeli Trade (not UCI Merage School), Israeli Innovation Authority, Cities of Jerusalem and Tel Aviv, and Hebrew University of Jerusalem.

“UCI’s new Masters in Innovation and Entrepreneurship,” American University of Dubai, Amity University Dubai, Islamic Azad University, Dubai, February 2019; Soka University March 2019, Hebrew University of Jerusalem, and several gatherings in Tel-Aviv June 2019.

“My Recent Explorations at the Frontiers of Digital Marketing,” presented at American University of Dubai, and Amity University of Dubai, February 2019.

Interview Panel for 3 final candidates each for Associate Director of Recruitment and Admissions, MIE and MFIN; Associate Director for Program Services, MIE; Merage School, October-November 2018.

Presentation on behalf of Merage School at Funeral of Dr. Stephen Barkow, Beall Board of Directors, to support creation of MIE scholarship in his honor, Pelican Hill Resort, November 2018.

Invited to Forge 54 event to judge/comment on work product of 100 entrepreneurial working on a plan to take a non-profit to the next level, November 2018.

“Getting Customer Input into the 4Ps of Marketing for Startups: Product, Pricing, Promotion and Distribution,” Keynote Presentation MIT Hacking Medicine Surgical Health Care Challenge/American College of Perioperative Medicine/Edwards Life Sciences, Sept 2018; same presentation at UCI Applied Innovation event to convert FEMBA admits to accepts; Aug 2018; OPEN Conference of South Asian Entrepreneurs, Speaker and Panel, San Diego, 2019. .

Interview Panel for 5 final candidates for Director of New Ventures, UCI Applied Innovation, 2018.

Member of Tech/Portal Committee, CALIT2 to decide which applicants should receive lab space 2-3 times a year, 2018, 2017, 2016.

“Corporate Innovation and the Beall Center,” Presentation to executives at First American Corporation, Verizon, Qualcomm, Sept 2018; Edwards Life Sciences October 2018; Experian, November 2018, Baker Hosteller (Law Firm), June 2019, Gehr Real Estate Corp April 2020.

“Law Firms and the Beall New Venture Competition,” presentation to Baker Hostetler, 2018, firm joins Beall Board of Directors, subsequent invitations to participate with Law firm’s entrepreneurs at UCLA’s Block Chain Event.

“Law Firms and the Beall New Venture Competition,” presentation to Brown Rudnick 2017, firm joins Beall Board of Directors, subsequent invitations to participate with Law firm’s entrepreneur at Pacific Club and Balboa Bay Club events.

“Constructing an Ecosystem for Innovation and Entrepreneurship in Orange County: UCI Merage School’s New Masters of Innovation and Entrepreneurship, invited by Mayor Donald P. Wagner, City of Irvine, presentation at Edwards Life Sciences, 2018.

“Innovation through the Eyes of the Customer,” series of 4 lectures to Global Executive MBAs University of St. Gallen, Switzerland, followed by company visits to Edwards Life Sciences, Kaiser Clinic of the Future, Telogis Route Navigation, and Microsemi, Merage Executive Education, Summer 2018, 2017.

“Beall Center Update,” (w. Ken Beall) Beall Center Board Meeting, 3 times a year, Fall, Winter, Spring, 2018, 2017, 2016, 2015, 2014.

“Beall Center Update,” once every month or 12 times a year presented to Don and Ken Beall at Dartbrook Partners in Newport Beach, 2018, 2017, 2016, 2015, 2014.

“Marketing for Startups,” series of 3 sessions 4 hours each, Merage Institute Program for Israeli Trade, 4 times a year, followed by visits to companies and events, October (Medical Devices or Clean Tech), June (Food Tech), March-April (New Media), and January (Home Land and Cyber Security), 2018, 2017, 2016, 2015, 2014, 2013, 2012, 2011, 2010, 2009, 2008, 2007, 2006.

“Welcome to the Beall Center/UCI Applied Innovation New Venture Competition Kickoff,” November 2018, 2017, 2016, 2015.

“Welcome to the Beall Center/UCI Applied Innovation New Venture Competition Awards Ceremony,” May 2018, 2017, 2016.

“Arts Management Marketing,” Series of 4 lectures and zoom sessions, Merage Executive Education, October 2018, 2017.

“Welcome to the EMBA Program,” Bistango Restaurant, Summer 2018. Several such conversion events over the years.

Invited to OPEN Entrepreneur’s Meeting Panel, Knobe Martin (Law Firm), Sept 2018, The Indus Entrepreneurs (TIE). Cerritos Sheraton 2017, 2016.

“Law Firms and the Beall New Venture Competition,” presentation to Stradling, Yocca, Carlson and Rauth, 2017, 2016, firm joins Beall Board of Directors.

“Edwards Life Sciences and the Beall Center,” presentation to Edwards Life Sciences, 2017, 2016, firm joins Beall Board of Directors.

“Design and Marketing of Products and Services,” Certificate of Management for Technical Personnel, Merage Executive Education, one or two times a year, 2017, 2016, 2015, since inception.

“Customer Input into Design and Marketing of Products and Services,” Entrepreneurs Organization Orange County, 2016; UCI Applied Innovation’s 2016 Intercollegiate Summer Startup program, 2016. Interview on Vietnam Television Los Angeles 2016.

Series of 7 lectures on Customer Centric Management at Pacific Asset Management Company (PAAMCO), Newport Beach, broadcast to London and Singapore, 2015.

“The Right Metric for the Right Decision, Manager, Firm, and Industry: Correcting for Endogenous Selection Effects.” Singapore Management University, 2015, HEC, France 2015, American Marketing Association ART Forum 2016, Technion - Israel Institute of Technology, Faculty of Industrial Engineering & Management 2016, Hebrew University, Israel, 2016.

“Evaluation Set and Purchase: Evidence from a Product Search Engine.” Tel Aviv University, Israel, 2014; Invited Marketing and Operations Interface, Production and Operations Management Conference, Orlando, 2016.

“Commitment to Marketing Spending Under Pressures from Analysts’ Earnings Expectations: Does the Stock Market Punish or Reward It?” UCLA Anderson School, 2014.

“What to Click, When to Stop, and What to Buy: A Model of Point-of-Purchase Information Processing and Choice at an E-commerce Website,” Emory University, Rice University, Texas A&M, University of Houston, 2013-14, Direct Marketing Educational Foundation Conference San Diego 2014, INSEAD, France 2016.

“You Get What You Pay For: The Effect of Top Executives’ Compensation on Advertising and R&D Spending Decisions and Stock Market Return,” Center for Investment and Wealth Management, 2013, USC Marshall School of Business, 2011.

“Consumer Search and Propensity to Buy,” University of Vienna, Austria 2010

“Reference Dependence and Conjoint Analysis,” National University of Singapore Business School and Kotler-Srinivasan Center for Research in Marketing, Great Lakes Institute of Management, India, 2009-2010.

“An Investigation of Heterogeneity in the Business Value of Information Technology Investments (w. R. Andrews and S. Dewan), Business and Information 2009 Kuala Lumpur.

“How Companies and Nations Compete”, Indo-US Fabrionics Conference, University of California, Irvine, 2009.

"Top Executive Compensation Structure, Advertising Expenditure, and Firm Valuation," Concordia University, Canada, 2008.

“Estimating the SCAN*PRO model of store sales: HB, FM or just OLS?”, Presented at Research Salon for members of the Dean’s Advisory Board at the Merage School of Business, 2008; at the UCI/UCLA/UCR/USC Marketing Camp 2008, and at the Marketing Dynamics Conference 2007, Groningen, Netherlands..

“Predictions from Demand Models Applied to Store-level vs. Household-level Panel Data: Convergence or Divergence?” EIRASS, Budapest, Hungary, 2006.

“Investigating the Heterogeneity of the Business Value of Information Technology: Firm-Level Empirical Analysis,” *ISIS Conference*, Hyderabad, India, 2006

“Convergence of Predictions from Demand Models Applied to Store-Level vs. Panel Data: Experimental Analysis and Application,” Yale University, 2006.

“Explanation of Heterogeneity in Purchase Incidence, Brand Choice, and Purchase Quantity Decisions,” Marketing Science Conference, 2004.

“Consumer Heterogeneity in the Longer-Run Effects of Price Promotions,” UCLA Anderson School of Management, 2005, Dartmouth University Amos Tuck School of Business Administration, 2004, Marketing Science Conference 2003.

“Investigation of the Diagnostic Validity of Consumer Choice Models,” Walter Stellner Distinguished Lecture in Marketing, University of Illinois, Urbana Champaign, and Steffee Distinguished Lecture in Marketing, University of California, Riverside.

Hierarchical Bayes vs. Finite Mixture Estimation of Logit and Conjoint Models,“(w. R. Andrews) Marketing Science Conference, 2002.

A Further Investigation in to Managerial Use of Marketing Response Models,” (w. C. Abramson) Marketing Science Conference, 2001.

“Hierarchical Bayes vs. Finite Mixture Conjoint Analysis Models: A Comparison of Fit, Prediction, and Partworth Recovery,” Marketing Science Conference 2001.

“Behavioral Differences Between Consumers Attracted to Shopping Online Versus Traditional Supermarkets: Implications For Enterprise Design and Marketing Strategy,” (w. R. Andrews) Marketing Science Conference, 2000, UCLA, and Indian Institute of Technology, Delhi, and European Institute of Retailing and Service Studies, 2000.

“Strategic Use of Consumer Choice Models”, (w. C. Abramson and R. Sarin) presented at UCLA, Washington University at St. Louis, University of Texas at Dallas, Marketing Science Conference, 1999, Syracuse University, International Federation of Operations Research Societies, 1999, and Marketing Science Conference 1998.

“Strategic Alliances,” Management Science Association, University of Delhi, India, 1998.

“Diagnostic Validity of the Multinomial Logit Model of Consumer Choice,” paper presented at UCLA Anderson Graduate School of Management Anniversary Celebration 1995-96.

“Accounting for Preference Heterogeneity in Models of Health Plan Choice,” paper presented at UCI-UCLA-USC Marketing Colloquium 1995-96.

Chaired and presented papers on Choice Models at Marketing Science Conferences, 1996, 1995, 1994, INFORMS International Meeting, Alaska, 1994.

“My Research on Choice Models,” Nabisco Lecture in Marketing, McGill University, March 1993, and invited lecture at Kenan Flager School of Business, University of North Carolina at Chapel Hill, April 1994.

"Models of Customer Choice: What Do We Really Know" *TIMS ORSA*, invited 1992, and *Marketing Science Conference*, 1993.

"Design and Marketing of New Product Lines," invited seminar at Hong Kong University of Science and Technology Executive MBA Program, June 1992.

"A Neural Network Model of Customer Decision Weight Dynamics," *TIMS/ORSA International Conference*, July 1992, University of Helsinki, University of Turku, Finland. Invited to talk *TIMS/ORSA International Conferences*, June 1994, Alaska.

"A Neural Network Model of Customer Decision Weight Dynamics," and "Decision Making Under Ambiguity," and, "Recovering Contingent Processes in Customer Decision Making," *Marketing Science Conference*, July 1992.

"Strategic Marketing Planning for New Ventures," UCI GSM Accelerate Program for Entrepreneurship and New Ventures, September 1991.

"Design and Marketing of Products," UCI Chief Executive Officer Roundtable Retreat, La Quinta, California, April 1991.

"Product Line Design," UCI Graduate School of Management Executive MBA Alumni Association Reunion Lunch, Center Club, Irvine, California, April 1991.

"Brand Distinctive Competencies Across Consumer Purchase Strategy Segments," USC School of Business, Marketing Department Faculty Seminar Series, April 1991.

"A Taxonomy of Consumer Purchase Strategies in a Promotion Intensive Environment," invited *seminar*, UCLA Anderson School of Management, and School of Business Administration, University of Washington, 1989.

"Brand Distinctive Competencies across Consumer Purchase Strategy Segments," *TIMS ORSA*, 1989.

"Should Utility Be Lottery Dependent?," *TIMS ORSA*, invited, 1989.

"An Approach for Determination of Warranty Length," *Marketing Science Conference*, 1989.

"Consumer Perceptions of Promotional Activity," *Marketing Science Conference*, invited, 1989.

"Normative Prescriptions and Current Practice in National Television Advertising Placements," *Marketing Science Conference*, 1989.

"A Taxonomy of Consumer Purchase Strategies in a Promotion Intensive Environment," *Marketing Science Conference*, invited, 1989.

"A Concept Learning System for Modeling Consumer Choice," invited *seminar* at University of California, Irvine, University of Illinois, Urbana-Champaign, and Washington University, St. Louis, 1988.

"Prospect vs. Utility," Columbia, NYU, and Yale Conference, invited, 1988.

"When I Promote Which Customers Do I Steal From Who," *Marketing Science Conference*, 1988.

"Prospect vs. Utility," invited *seminar* at Dartmouth College, 1988.

"Inferring Production-System Models of Decision Making Through Induction and Direct Evaluation: An Empirical Comparison of Methods," invited, *Association for Consumer Research Conference*, 1987.

"Impact of Marketing Promotions on Customer Decision Making," *TIMS ORSA*, 1987.

"The Deal Prone Consumer: Insights into Brand Choice Set Size, Purchase Quantity and Timing of Deal Purchases," *Marketing Science Conference*, 1987.

"A Concept Learning System for Inductive Production System Modeling of Consumer Choice Data," invited *seminars* at Columbia University, New York University, State University of New York at Buffalo, University of Iowa, and the University of Michigan, 1986.

"Inferring Hierarchical Models of Consumer Choice from Panel Data," *Association of Consumer Research Conference*, invited, 1986.

"An Empirical Investigation of Prospect Theory in a Marketing Context," *TIMS ORSA*, 1985.

"A Concept Learning System for the construction of Production System Models of Consumer Choice," *TIMS ORSA*, and invited *seminar* at Cornell University, 1985.

"Application of Methodology for Inferring Consumer Uncertainty Over the Relevance of Product Attributes," invited, *TIMS ORSA*, 1984.

"A Methodology for Inferring Consumer Uncertainty over the Relevance of Product Attributes: Theory and Empirical Examples," *Association of Consumer Research*, invited, September 1984.

"Consumer Decision Making Under Uncertainty," *TIMS ORSA International Conference*, Copenhagen, Denmark, invited, June 1984.

"A Comparison of Models of Consumer Decision Making Under Uncertainty and Certainty," *Association for Consumer Research*, invited, October 1983.

"Relationships between Models of Consumer Decision Making Under Uncertainty and Certainty," *Academy of Marketing Science*, invited, 1983.

"Experimental Validation of Two New Product Pricing Models," *TIMS ORSA*, 1983.

"Consumer Preference Assessment Models: Measurement, Estimation and Comparative Evaluations," *Choice Theory Conference*, Marketing Science Institute and Vanderbilt University, 1981.

"Predictive Testing of Consumer Choice Models Not Subject to Independence of Irrelevant Alternatives," *workshop* Duke University, June 1981.

"Advertising and Price Competition," Brainstorming session, *Third TIMS ORSA Special Interest Conference on Market Measurement and Analysis*, New York University, 1981.

"Multi-attribute Preference and Choice Models for Demand," *TIMS ORSA*, 1980.

"Design of Subscription Programs for a Performing Arts Series," *TIMS ORSA*, 1979.

"Using Segmentation Approaches for Better Prediction and Understanding from Consumer Mode Choice Models," invited *seminar* at Boston University, Ohio State University, State University of New York at Buffalo, UCLA, and University at Kansas, November-January 1979.

"Issues in the Development of a Marketing Decision Support System Using Segment Based Consumer Preference Models," First *TIMS ORSA Special Interest Conference on Market Measurement and Analysis*, Stanford University, March 1979.

Diversity Activities

Illumination Foundation. In 2007 I helped 5 Health Care Executive MBA (HCEMBA) students co-found a non-profit, Illumination Foundation (IF), to break the cycle of homelessness. I first conducted personal interviews with several segments of the homeless at several Orange County (OC) locations (the Santa Ana Armory, Joshua House, people living in public parks and under bridges). I learned that many homeless were not accessing resources available to them like housing, food, physical and mental health care, and drug rehab because of their vulnerabilities and the complexity of public assistance programs, which are designed as silo-based organizations rather than as wrap-around services. I was inspired by Megan, a 10 yr. old homeless girl, who had drug addicted parents, and who was about the same age as my daughter.

A meeting was arranged for representatives from 35 OC government and private organizations to listen to homeless singles and families and brainstorm solutions. Further, a study of non-governmental organizations in OC indicated that most were faith-based and employed other selection procedures that left out some of the most vulnerable. Thus, IF was set up as a non-profit 501c non-denominational grassroots organization to address the crisis of homelessness through integrated services and provide one-on-one case based appropriate solutions, with a focus on families with children and those with medical, mental health, or drug addiction problems.

I helped guide the HCEMBA team with strategy and tactics, the business plan, setting up Board of Directors and Advisors, and fundraising, including helping the organization adapt over time as it learned about what works better (e.g., for the homeless vs. the organization), opportunities for funding and unmet needs. IF as of September 2021 has over 250 full-time paid employees and has provided:

- 1,193, 692 Safe Shelter Nights of Stay
- 52,825 Housing, Health Care and Educational Services
- 17,343 Clients through Community Health Care Outreach
- 13,058 Individuals Diverted from Homelessness
- 10,504 Families and Individuals Housed
- 6,100 Recuperative Care Services
- 3,060 Children served

Recently, IF has identified a business model to support its social model. Hospitals now pay IF \$270/day (vs. \$2700/day in hospital costs) to take homeless people after they are discharged from the hospital. This recuperative care program has served 6,100 discharged patients saving over \$30 million in hospital costs. IF has more than 250 paid employees, and several hundred volunteers including physicians, medical students, rehab specialists, dentists, psychologists, psychiatrists, educators, and high school students, and is funded by Wells Fargo, Pacific Life, Kaiser Foundation, and St. Joseph Hospitals, among other organizations.

LifeVest Financial Literacy Program Merage School Center for Investment and Wealth Management. I gave a speech on higher education at the graduation of this diverse group of disadvantaged teens.

Westminster High School. I did a 1 hour presentation on higher education and what it is to be a UC professor for this group of diverse teens.

Consulting and Presentations at Companies

Consulted for companies such as Altiris, AT&T, Baxter, Dell, Elcam Medical (Israel), Inabata (U.S. and Japan), Johnson and Johnson, Los Angeles Chamber Orchestra, Los Angeles Times, Orange County Register, South Coast Repertory, St. Joseph's Hospital, Twentieth Century Fox, Stanford Lively Arts Program, Warner Brothers, and smaller profit and not-for-profit organizations. Conducted executive training programs at companies such as Astro Asia (Thailand), Bioscience Webster, British Petroleum, Children's Hospital of Orange County (CHOC), Conexant, First Auto Works (China), Fluor-Daniel, Hyundai, Ingram-Micro, Microsemi, Merage Foundation Export Program, Orange County Register, PAAMCO, Panasonic Avionics, Shinsegae (Korea), and Triage Consulting, among others.