

## VANITHA SWAMINATHAN

### Office Address

Katz Graduate School of Business  
University of Pittsburgh  
Pittsburgh PA 15260  
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Tel: (412) 648-1579

### EXPERIENCE

- 2016- Thomas Marshall Professor of Marketing  
Director and Founder, *Center for Branding*, University of Pittsburgh
- 2014-16 Professor of Marketing  
& Robert W. Murphy Faculty Fellow in Marketing
- 2008-13 Associate Professor of Marketing (with tenure)  
Robert W. Murphy Faculty Fellow in Marketing (2010-2015)  
Joseph M. Katz Graduate School of Business, University of Pittsburgh, PA
- 2002-08 Assistant Professor of Marketing  
Joseph M. Katz Graduate School of Business, University of Pittsburgh, PA
- 1998-02 Assistant Professor of Marketing  
Isenberg School of Management University of Massachusetts, Amherst, MA

### RESEARCH INTERESTS

Branding strategy  
Digital branding  
Brand Activism  
Metaverse, Augmented Reality (AR) and Virtual Reality(VR)  
Online social networks  
Social commerce

### EDUCATION

- 1998 Ph.D Business Administration, The University of Georgia, Athens, GA  
Thesis: The Impact of Brand Extension Introduction on Choice
- 1990 Master's in Business Administration XLRI, India
- 1988 B.A. Economics, University of Madras, India

### PROFESSIONAL HONORS AND AWARDS

- 2022-25 Editor, *Journal of Marketing*
- 2023 AMA-Sheth Doctoral Consortium, Invited Faculty
- 2023 Haring-Sheth Distinguished Scholar, Haring Symposium
- 2022 Distinguished Alumni Award, XLRI, Jamshedpur
- 2022 Best Paper in Track Award, Winter AMA Conference, February

- 2021 Faculty Participant at Sheth Doctoral Consortium, Indiana University
- 2021 Faculty Participant at the 9<sup>th</sup> AIM-AMA Sheth Foundation Doctoral Consortium
- 2020 INFORMS Society for Marketing Science (ISMS) Doctoral Dissertation Proposal Competition Winner, served as Dissertation Advisor on Winning Entry
- 2020-21 Served as Judge on ANA's Genius awards for excellence in Marketing Analytics, alongside industry leaders in marketing (only academic to serve on the panel)
- <https://www.geniusawards.com/a/page/Judges-2020>
- 2020 Lehmann Award awarded to the best dissertation-based article published in Journal of Marketing and Journal of Marketing Research in 2019-2020 (served as dissertation advisor and co-author on award-winning article)
- 2019 Excellence in Research Award, Katz School of Business
- 2019 Excellence in Teaching Award, Katz School of Business
- 2019 Faculty at 2019 AMA's Sheth Doctoral Consortium, New York University, June 2019
- 2018-19 President, American Marketing Association Academic Council
- 2018 Faculty at 2018 Marketing Strategy Consortium, Indiana University, March 2019
- 2018 Faculty at 2018 AMA's Sheth Doctoral Consortium, Leeds University, June 2018
- 2018 Best Paper Award for "Connected Consumers and Social Media" Track, 2018 AMA Winter Academic Conference, New Orleans (Co-winner with PhD Student, Christian Hughes)
- 2018 Mentor for AMA's EBSCO Answers in Action Grant, Awarded to PhD Student, Christian Hughes
- 2017-18 President Elect AMA Academic Council
- 2016-20 Executive Committee, AMA Academic Council
- 2015 Distinguished Research Award, Katz Graduate School of Business
- 2015 Distinguished Service Award, Katz Graduate School of Business
- 2015 Co-Chair, American Marketing Association Winter Educators' Conference
- 2014 Distinguished Service Award, Katz Graduate School of Business
- 2014 Member, American Marketing Association Academic Council
- 2014 Invited Speaker, Oxford Symposium on Corporate Reputation, Oxford University, U.K.
- 2011 Beta Gamma Sigma Inductee
- 2011 AMA Doctoral Consortium Faculty

- 2010 Recipient of Best Doctoral Student Contribution Award (with advisee Sara Loughran) at the First Colloquium of Consumer-Brand Relationships
- 2009 Faculty Participant, Academy of Marketing Science Doctoral Consortium, Oslo, Norway
- 2006 Best Paper of the Year Award, Journal of Advertising
- 2003 Marketing Science Institute, Young Scholar Program Participant
- 2002 Lehmann Award for the best Dissertation Article in Journal of Marketing or Journal of Marketing Research in the 2000 and 2001 years.
- 2002 Best Special Session Award, 2002 Winter Educators' Conference (Session Chair and Organizer)
- 1998 Recipient of the 1997-98 dissertation award from Procter & Gamble's Innovation Research Fund
- 1998 Outstanding Graduate Teaching Award for contributions to teaching and instructional mission at The University of Georgia
- 1997 The University of Georgia's representative to the 1997 American Marketing Association's Doctoral Consortium, University of Cincinnati.
- 1995-97 University-Wide Assistantship awarded by The University of Georgia.
- 1996 Listed in the 1996-97 Who's Who Among Students in American Universities and Colleges

#### **RESEARCH GRANTS**

- 2021-22 Co-Investigator on PCORI Grant with School of Public Health, \$ 200,000 Award
- 2016 R.K. Mellon Foundation Grant, \$ 7500
- 2016 American Marketing Association Grant, \$ 5000
- 2016 American Express Corporate Grant, \$ 5000
- 2016 TheMotherhood.com Corporate Grant \$ 1000
- 2016 Dean's Small Grant, \$ 1500
- 2015 Marketing Science Institute Grant, \$ 6800
- 2013-14 Berg Center CSR Grant, \$ 5000
- 2011-12 Berg Center CSR Grant, \$ 7000
- 2011 Berg Center Grant \$ 3000
- 2010 Technology Innovation Grant, Katz Graduate School of Business, \$ 3000
- 2010 International Business Center Grant, \$ 3000 to study cross-cultural differences in corporate social responsibility

- 2009 Dean's Research Grant, Awarded \$ 3000 to study consumer-brand relationships
- 2006 International Business Center Grant, Awarded \$5,000 to study brand alliances across cultures.
- 2005 International Business Center Grant, Awarded \$9,000 to study brand extensions in a cross-cultural context.
- 2002 Marketing Science Institute Grant, Awarded \$ 10,000 with Christine Moorman to study marketing alliance networks and firm performance, 2002
- 1996/8 Terry College of Business Research Award.
- 1994/7 Comer Fellowship Award.

#### JOURNAL PUBLICATIONS

1. Basu, Meheli, and Vanitha Swaminathan (2023), "Consuming in a crisis: Pandemic consumption across consumer segments and implications for brands", Journal of Product & Brand Management, 32 (1), 14-36.
2. Sridhar, Shrihari, Cait Lamberton, Detelina Marinova, and Vanitha Swaminathan (2023), "JM: Promoting Catalysis in Marketing Scholarship." Journal of Marketing, 87 (1), 1-9.
3. Swaminathan, Vanitha, Sayan Gupta, Kevin Lane Keller, and Donald Lehmann. (2022), "Brand actions and financial consequences: a review of key findings and directions for future research." Journal of the Academy of Marketing Science, 50 (4), 639-664.
4. Swaminathan, V., Schwartz, H. Andrew, Menezes, Rowan and Shawndra Hill (2022). The Language of Brands in Social Media: Using Topic Modeling on Social Media Conversations to Drive Brand Strategy. Journal of Interactive Marketing, 57(2), 255-277.
5. Hsieh, Meng-Hua, Xingbo Bo Li, Shailendra Pratap Jain, and Vanitha Swaminathan (2021). "Self-construal drives preference for partner and servant brands." Journal of Business Research, 129, 183-192.
6. Swaminathan, Vanitha, and Umut Kubat Dokumaci (2021), "Do all, or Only Some Personality Types Engage in Spreading Negative WOM? An Experimental Study of Negative WOM, Big 5 Personality Traits and Brand Personality." Journal of Global Scholars of Marketing Science, 1-13.
7. Swaminathan, Vanitha, Alina Sorescu, Jan-Benedict Steenkamp, Thomas O' Guinn and Bernd Schmitt (2020), "Branding in a Hyperconnected World: Refocusing Theories and Rethinking Boundaries," Journal of Marketing, 84(2) 24-46.
8. Paharia, Neeru and Vanitha Swaminathan (2019), "Who is Wary of Cocreation? The Hazards of Empowering Power-Distant and Conservative Consumers", 83 (3), Journal of Marketing, 91-107.
9. Christian Hughes, Swaminathan, Vanitha and Gillian Brooks (2019), "Driving Brand Engagement Through Online Social Influencers: An Empirical Investigation of Sponsored Blogging Campaigns ", Journal of Marketing, 83(5) 78-96  
Paper won the Lehmann award for best dissertation-based article in Journal of Marketing or Journal of Marketing Research in 2019 calendar year (served as advisor on the dissertation)
10. Swaminathan, Vanitha and Suyun Mah (2016), "What 100,000 Tweets About the Volkswagen Scandal Tell Us About Angry Customers," Harvard Business Review, October, 2016.

11. Swaminathan, Vanitha (2016), "Branding in the Digital Era: New Directions for Research on Customer-Based Brand Equity," AMS Review, 6 (1-2), 33-38.
12. Casey Newmeyer, Vanitha Swaminathan and John Hulland (2016), "When Products and Brands Trade Hands: A Framework for Acquisition Success", Journal of Marketing Theory and Practice, 24 (2), 129-146.
13. Felipe Thomaz and Vanitha Swaminathan (2015), "What Goes Around Comes Around: The Impact of Marketing Alliances on Firm Risk and the Moderating Role of Network Density," Journal of Marketing, 79 (5), 63-79.
14. Kubat, Umut and Vanitha Swaminathan (2015), "Crossing the Cultural Divide through Bilingual Advertising: The Moderating Role of Brand Cultural Symbolism", International Journal of Research in Marketing, 32 (4), 354-362.
15. Swaminathan, Vanitha, Zeynep Gürhan-Canli, Umut Kubat and Ceren Hayran (2015), "How, When, and Why Do Attribute-Complementary versus Attribute-Similar Cobrands Affect Brand Evaluations: A Concept Combination Perspective", Journal of Consumer Research, 42 (1), 45-58.
16. Winterich, Karen Page, Vikas Mittal and Vanitha Swaminathan (2014), "Friends and Family: How In-Group-Focused Promotions can Increase Purchase," Customer Needs and Solutions 1:333-344.
17. Swaminathan, Vanitha, Christopher Groening, Vikas Mittal and Felipe Thomaz (2014), "Dual Emphasis and Financial Performance in Horizontal Mergers," 17 (2), Journal of Service Research, 182-194.
18. Dommer, Sara Loughran, Vanitha Swaminathan, and Rohini Ahluwalia (2013), "Using Differentiated Brands to Deflect Exclusion and Protect Inclusion: The Moderating Role of Self-Esteem on Attachment to Differentiated Brands", 40 (4), Journal of Consumer Research, 657-675.
19. Dommer, Sara Loughran and Vanitha Swaminathan (2013), "Explaining the Endowment Effect through Ownership: The Role of Identity, Gender, and Self-Threat", Journal of Consumer Research, 39 (5), 1034-1050.
20. Kopalle, Praveen K., Scott A. Neslin, Baohong Sun, Yacheng Sun, Vanitha Swaminathan (2012), "A Dynamic Structural Model of the Impact of Loyalty Programs on Customer Behavior", Marketing Science, 31 (2), 216-235.
21. Swaminathan, Vanitha, Srinivas K. Reddy and Sara Dommer (2011), "Spillover Effects of Ingredient Branded Strategies on Brand Choice: A Field Study," Marketing Letters 21 (October), 1-15.
22. Swaminathan Vanitha and Christine Moorman (2009), "Marketing Alliances, Networks and Firm Value Creation", Journal of Marketing, 73 (September), 52-69.
23. Swaminathan Vanitha, Karen Stilley and Rohini Ahluwalia (2009) "When Brand Personality Matters: The Moderating Role of Attachment Styles", Journal of Consumer Research, 35 (6), 985-1002.
24. Shah, Reshma and Vanitha Swaminathan (2008), "A Contingency Framework of Factors Influencing Partner Selection in Strategic Alliances: Exploring The Moderating Role of Alliance Context," Strategic Management Journal, 29 (5), 471-494.
25. Swaminathan, Vanitha, Feisal Murshed and John Hulland (2008), "Value Creation Following Merger and Acquisition Announcements: The Role of Strategic Emphasis Alignment," Journal of Marketing Research, 45(1), 33-47.

26. Swaminathan, Vanitha, Karen Page and Zeynep Gürhan-Canli (2007), "My Brand or Our Brand: Individual- and Group-Based Brand Relationships and Self-Construal Effects on Brand Evaluations," Journal of Consumer Research, 34 (2), 248-259.
27. Leigh, James, George Zinkhan and Vanitha Swaminathan (2006), "Dimensional Relationships Of Recall And Recognition Measures With Selected Cognitive And Affective Aspects Of Print Ads.," Journal of Advertising, 35(1), 105-122.

Received the Best Paper of the Year Award, 2006 from the American Academy of Advertising.

28. Rohm, Andrew J. and Vanitha Swaminathan (2004), "A Typology of Online Shoppers Based on Shopping Motivations," Journal of Business Research, 57 (7), 748-757.
29. Swaminathan, Vanitha (2003), "The Impact of Recommendation Agents on Consumer Evaluation and Choice, Journal of Consumer Psychology, 13, 1& 2, 93-102.
30. Swaminathan, Vanitha (2003), "Sequential Brand Extensions and Brand Choice Behavior," Journal of Business Research, 56 (6), 431-442.
31. Swaminathan, Vanitha, Richard J. Fox and Srinivas K. Reddy (2001), "The Impact of Brand Extension Introduction on Choice," Journal of Marketing, October, 1-15 (Lead Article).  
\*Won the 2002 Lehmann Award for the Best Dissertation Article in Journal of Marketing or Journal of Marketing Research in the 2000 and 2001 years.
32. Swaminathan, Vanitha, Ela Lepkowska-White and Bharat P. Rao (1999), "Browsers or Buyers in Cyberspace? An Investigation of Factors Influencing Likelihood of Electronic Exchange," Journal of Computer-Mediated Communication, 5 (December 1999): [<http://www.ascusc.org/jcmc/vol5/issue2/swaminathan.htm>.]
33. Reddy, Srinivas K., Vanitha Swaminathan and Carol M. Motley (1998), "Exploring the Determinants of Broadway Show Success," Journal of Marketing Research, 35 (August), 370-383.

#### **PAPERS UNDER REVIEW / BEING REVISED /WORKING PAPERS**

34. Ameri, Mina, Vanitha Swaminathan and Sushma Kambagowni (2022), "Customer Engagement and Healthcare Apps.
35. Gupta, Sayan and Vanitha Swaminathan (2022), "Dousing the Firestorm: Understanding and Mitigating Polarization in the Aftermath of Brand Crises," working paper.
36. Gupta, Sayan and Vanitha Swaminathan (2022), "Brand Activism 2.0: How Brands' Socio-Political Actions Drive Sales", working paper.
37. Bayer, Rabia, Vanitha Swaminathan, Zeynep Gürhan-Canli (2022)," The Market for Pre-Owned Luxury Goods and Its Effects on Luxury Brands," working paper.
38. César Zamudio, Swaminathan, Vanitha and Suyun Mah (2022), "Walking the Tightrope: Balancing Employee and Customer Satisfaction to Optimize Shareholder Wealth", working paper.

#### **OTHER**

39. Brand Management textbook "Strategic Brand Management: Building, Measuring, and Managing Brand Equity" Fifth Edition, co-authored along with Professor Kevin Lane Keller, Publisher: Pearson Education. Published, 2019.
  - a. Global edition of the book (Europe and Australia) published in 2020
  - b. India edition of the book published in 2021

#### BOOK CHAPTERS AND REFEREED CONFERENCE PROCEEDINGS

40. Establishing a distribution approach for the dissemination of the On the Move group exercise program" Jennifer S. Brach, Valerie Shuman, Gardenia A Juarez. Terri Gregos, Vanitha Swaminathan, PCORI conference.
41. Swaminathan, Vanitha and Alok Kumar, "Invited Commentary for "Legends in Strategic Marketing: Rajan Varadarajan " (2018). Five Volume Set Jagdish N. Sheth - Ph.D., Charles H. Kellstadt Professor of Marketing, Goizueta Business School, Emory University, USA Legends in Strategic Marketing
42. Bhattacharyya, Arun, Ramesh Kumar, and Vanitha Swaminathan (2017) Cultural context and advertising appeals: The Indian Context, forthcoming, in "Perspectives on Indian Consumer Behavior", Durairaj Maheswaran and Thomas Puliyl (Eds.). Oxford University Press, India.
43. Swaminathan, Vanitha and Alokparna (Sonia) Monga (2011), "Self and Brand Relationships" in Identity and Consumption, edited by Russ Belk and Ayalla Ruvio, published by Taylor and Francis, pages 357-365.
44. Swaminathan, Vanitha and Sara Loughran Dommer (2012), "When is our Connection to Brands like our Connection to People? Differentiating Between Consumer-Brand Relationships and Interpersonal Relationships," in Consumer-Brand Relationships, edited by Susan Fournier, Mike Breazeale and Marc Fetscherin, and published by Routledge.
45. Swaminathan, Vanitha (2009), "Comparative Scaling Methods" entry in Wiley International Encyclopedia of Marketing-Marketing Research, vol.3, edited by: Wagner Kamakura,Duke University.
46. Swaminathan, Vanitha (2009), "Noncomparative Scaling Methods" entry in Wiley International Encyclopedia of Marketing-Marketing Research, vol. 3, edited by: Wagner Kamakura,Duke University.
47. Mark Houston, Michael Hutt, Christine Moorman, Peter Reingen, Aric Rindfleisch, Vanitha Swaminathan and Beth Walker (2004), "A Network Perspective On Marketing Strategy Performance," Chapter in Cools Tools for Assessing Marketing Strategy Performance, Donald Lehmann and Christine Moorman, eds., Cambridge, MA: Marketing Science Institute.
48. Swaminathan, Vanitha, Ela Lepkowska-White, and Bharat P. Rao (2000), "The Internet and Consumer Buying Behavior: A Research Framework and Analysis," in Current Topics in E-Commerce, Purdue University Press.
49. Swaminathan, Vanitha and Srinivas K. Reddy (2000), "Affinity Partnering: Conceptualization and Issues," in Handbook of Relationship Marketing, Sheth and Parvatiyar, eds., San Francisco: Sage Publications, 381-405.
50. Swaminathan, Vanitha (2000), "Conducting Advertising and Marketing Research on the World Wide Web," in Advertising Research: The Internet, Consumer Behavior and Strategy, George Zinkhan, ed. Chicago: American Marketing Association, 11-22.
51. Swaminathan, Vanitha, George M. Zinkhan, and Srinivas K. Reddy (1996),"The Evolution and Antecedents of Transformational Advertising: A Conceptual Model", Advances in Consumer Research, XXIII, (Kim P. Corfman and John G. Lynch, eds.), Provo, UT: Association for Consumer Research, 49-55.

**INVITED TALKS AT UNIVERSITIES**

Syracuse University, 2023  
XLRI, India, 2023  
University of North Carolina, 2022  
Baruch University, 2022  
University of Illinois- Urbana Champaign, 2022  
Temple University, 2021  
Boston University, 2021  
University of Southern California, 2021  
AMA Sheth Doctoral Consortium, Indiana University, 2021  
AI In Marketing conference at George Washington University, April 5, 2019  
Indiana Strategy Consortium, March 28-30, 2019  
Digital Marketing & Machine Learning conference, Carnegie Mellon University, December, 2018  
Leeds University Doctoral Consortium, June 2018  
University of Pittsburgh, April 2018 (Provost's University wide Inaugural Lecture)  
University of Virginia  
Case Western Reserve University  
Penn State University  
Temple University  
Oxford University  
Indiana University

**RESEARCH SEMINARS AND PRESENTATIONS AT CONFERENCES, CONSORTIUMS****2023**

ISMS "Meet the Editor" session at ISMS Doctoral Consortium, Marketing Science Conference, Miami, June  
  
Sheth Doctoral Consortium, Oslo, Norway, June  
  
Keynote Speaker, Global Brand Conference, "Branding in the Metaverse", Milan, Italy, May  
  
Keynote Speaker (Virtual), Marketing Exchange Forum, City University of Hong Kong, April  
  
Haring-Sheth Distinguished Speaker, Haring Symposium, Indiana University, Bloomington, April  
  
Journal of Marketing "New Paradigms for a New World" panel discussions chair at Winter AMA, Nashville, February  
  
Journal of Marketing "Meet the Editor" session at Winter AMA, Nashville, February  
  
"Brands and Branding In Metaverse", Special Session on Journal of Interactive Marketing Special Issue, Winter AMA, Nashville, February

**2022**

10th AIM-AMA Sheth Foundation Doctoral Consortium  
  
Marketing Strategy Doctoral Consortium Mays Business School, Texas A & M University  
  
Journal of Marketing "Meet the Editor" session at SCP Doctoral Consortium



**2021**

Journal of Marketing Research Workshop on “Mitigation in Marketing” co-author on presentation “A Framework of Brand Crises in Social-Media: The Overlooked Role of Consumer Polarization” with Sayan Gupta, September.

Faculty Fellow, 9th AIM-AMA-Sheth Foundation Doctoral Consortium, Presenter on a Faculty Panel Discussion titled "Conducting High Impact Research in Marketing" June.

Indiana University Sheth Consortium “Product Management and Innovation” session participant, August.

Temple University Research Seminar “The Impact of Employee Brand Equity on Financial Valuation”, May.

University of Southern California, Research Seminar “The Impact of Employee Brand Equity on Financial Valuation”, April.

INFORMS Marketing Science Conference - Impact of Nature of Brand Crises on Online Consumer Polarization – Insights from a Network Analysis of Twitter Data, co-author on Presentation, June.

**BEFORE 2020**

Invited Talk on “Branding in a Hyperconnected World” as part of the Global Thought Leaders Series, Great Lakes Institute of Management, Chennai, June 2020

NYU Stern Doctoral Consortium, June 13-15, 2019

Swaminathan, Vanitha (2019), “Language of Brands in Social Media,” Presented at Winter AMA, in Austin, Texas

Swaminathan, Vanitha (2018), “Language of Brands in Social Media,” Presented at Digital Marketing & Machine Learning Conference, December, Carnegie Mellon University

Hughes, Christian and Vanitha Swaminathan (2018), “Communicating in a Melting Pot: How Audience Diversity Impacts Word of Mouth Valence” presented at Winter AMA in New Orleans, LA, received award for Best Paper in Theme.

American Association for the Study of Liver Disease Abstracts, coauthor with Patricia Ajayi-Fox, Jennifer Steel and Jaideep Behari “Feasibility of Using Internet-Based Support Groups for Alcohol Abstinence in Patients with Alcohol-Related Cirrhosis” October 2017.

AMA Winter Educators' Conference, Co-Chair of Special Session (with Kim Whitler), Marketing’s Role at the Top: Understanding How Marketing Experience of CEOs Impacts Firm Strategy and Performance, Orlando, Florida, February 2017.

AMA Winter Educators' Conference, Co-Chair of Special Session (with Alina Sorescu), Marketing, Human Capital and Their Joint Impact on Firm Performance, Orlando, Florida, February 2017.

AMA Winter Educators' Conference, Co-author of Presentation In Blogs We Trust: The Interplay of Sentiment, Blogger, and Campaign Characteristics in Influencing Engagement and Usage Consideration, Orlando, Florida, February 2017.

AMA Winter Educators' Conference, Co-author of Presentation Employer Brands: A Conceptual Framework and Empirical Test, Orlando, Florida, February 2017.

AMA Winter Educators' Conference, Co-author of Presentation, How Do CEO's of Small and Medium Enterprises Enhance Firm Performance Thanks To Marketing Dissemination, Orlando, Florida, February 2017.

Theory & Practice in Marketing Conference, In Blogs We Trust: The Interplay of Sentiment, Blogger, and Campaign Characteristics in Influencing Engagement and Usage Consideration, Houston, Texas, May 2016.

AMA Winter Educators' Conference, Panel on The Pursuit of Relevant, Meaningful Firm-Focused Research , San Antonio, Texas, February 2015.

AMA Winter Educators' Conference, Co-Chair Session, Perils and Perfect Practices of Research Project Management, San Antonio, Texas, February 2015.

AMA Winter Educators' Conference, Marketing Alliances and Risk, Orlando, Florida, February 2014.

AMA Winter Educators' Conference, Brand Sentiment in Social Media, Orlando, Florida, February, 2014

Presenter, University of North Carolina Branding Conference, "When Brands Trade Hands", Chapel Hill, North Carolina, April 2012.

Chairperson for Special Session, Brands and Social Media, American Marketing Association Winter Educators' Conference, St. Petersburg, Florida, February, 2012.

Presenter, "What Drives Brand Sentiment in Social Media? A Network Theory Perspective," American Marketing Association Winter Educators' Conference, St. Petersburg, Florida, February 2012.

Chairperson for Special Session: "Partners, Masters, Friends, and Flings: Exploring the Multiple Roles of Brand Relationships," Association for Consumer Research Conference, Jacksonville, Florida, October 2010.

"Attachment Styles and Brand Relationships" presentation at Indiana University, January 2010.

"Getting Published in Marketing and Building a Research Career" Academy of Marketing Science Doctoral Consortium, Oslo, Norway, July, 2009.

"When Brand Personality Matters: The Moderating Role of Consumer Attachment Style" Association for Consumer Research Conference, San Francisco, CA, October, 2008.

"Dual Emphasis and Financial Performance: The Case of Horizontal Mergers," (Sheth Research Camp, Seven Springs: PA, February 2007).

"Brand Dilution in a Cross-Cultural Context" (Association for Consumer Research Conference, San Antonio:TX, October 2005).

"Spillover Effects of Co-Branded Strategies" (Association for Consumer Research Conference, San Antonio:TX, October 2005).

"Spillover Effects of Co-Branded Strategies" (Brand Alliance Research Conference, Stillwater:OK, April 2005).

"A Predictive Model of Movie Sequels" (Marketing Science Conference, Rotterdam, Netherlands, June 2004).

"Cool Tools for Assessing Marketing Strategy Performance" (AMA Summer Educators' Conference, Chicago: IL, August, 2003).

"Networks of Marketing Alliances and Firm Performance" (Marketing Science Conference on Measuring Marketing Productivity: Linking Marketing to Financial Returns, Dallas: TX, October 2002)

"A Model of Trial and Repeat Based on Category Purchasing" (AMA Summer Educators' Conference, San Diego: CA, August, 2002).

"Recommendation Agents and Choice Behavior" (AMA Winter Educators' Conference, Austin: TX, February 2002).

"An Empirical Examination of the Determinants of Retail Patronage in Computer-Mediated Shopping Environments" (AMA Winter Educators' Conference, Scottsdale: AZ, February 2001).

"Sequential Brand Extensions and Brand Choice Behavior" (AMA Summer Educators' Conference, Chicago: IL, August 2000).

"Do Cobranding Strategies Influence Brand Choice" (AMA Summer Educators' Conference, Chicago: IL, August 1999).

"Building Academic-Industry Relationships," (Advisory Board Meeting of the Master's in Marketing Research Program, December 1998, Atlanta, GA).

"The Impact of Brand Extension Introduction on Consumer Choice," Final Innovation Research Fund Presentation Made to Procter & Gamble senior marketing executives (September 1998, Cincinnati, OH).

"The Impact of Brand Extensions on Market Structure and Choice: An Investigation of Some Reciprocal Effects Using Scanner Data," (INFORMS Marketing Science Conference, March 1997, Berkeley, CA).

"Advertising on the World Wide Web," (American Marketing Association Advertising Special Interest Group Meeting, Winter 1997, St. Petersburg Beach, FL).

"Hits on Broadway: The Role of Critics' Reviews in the Success of an Experiential Good," (American Marketing Association Winter Conference, February 1996, Hilton Head, SC).

## **PhD DISSERTATION COMMITTEES**

### **Chair**

Sushma Kambagowni

Sayan Gupta, Placement: Clemson University

Christian Hughes, Placement: University of Notre Dame

Felipe Thomaz, Initial Placement: University of South Carolina

Sara Loughran Dommer, Initial Placement: Georgia Tech

### **Co-Chair**

Umut Kubat

Christopher Groening

Feisal Murshed

### **Member**

Pallavi Jha

Meheli Basu

Arun Bhattacharya (Indian Institute of Management, Bangalore)

Casey Newmeyer

Ceren Hayran (Koc University)

Didem Kurt

Karen Stilley

Karen Page Winterich  
 Sarah Mussol (IAE Montpellier, France)  
 Tuo Wang  
 Yinlong Zhang

Stephanie Evans  
 Andrew J. Rohm

#### **OTHER MENTORING**

Mike Nguyen, Visiting PhD student, Fall 2022  
 Umut Kubat, Fulbright Scholar  
 Rabia Bayer, Fulbright Scholar

#### **EDITORIAL ROLES**

Guest Editor, Branding in the Metaverse, Special Issue of Journal of Interactive Marketing, 2023  
 Editor, Journal of Marketing, 2022-2025  
 Associate Editor, Journal of Marketing, 2016-2021  
 Editorial Review Board Member, Journal of Marketing Research, 2019-2021

#### **OTHER PROFESSIONAL SERVICE**

2023-2025	Governing Board, XLRI
2020-23	Member, Board of Directors, American Marketing Association
2019-20	Search committee, Journal of Marketing Research Editor
2019-20	AMA Fellows Committee
2018-19	President, American Marketing Association Academic Council
2018-19	Irwin Award Committee
2016	Chair, American Marketing Association's Digital Marketing Certification Taskforce, Conceptualized and Launched AMA's Digital Marketing Certification in 8 Months
2016-17	President-Elect Designate, American Marketing Association Academic Council
2015	Co-Chair, American Marketing Association Winter Educators' Conference, San Antonio, TX. (600 participants from over 35 countries).
2014-17	American Marketing Association Academic Council, Member
2012	Associate Editor, Association for Consumer Research conference
2007-08	Chair, AMA Marketing Research Special Interest Group
2006-07	Chair-Elect, AMA Marketing Research Special Interest Group.
2005-06	Vice Chair, AMA Marketing Research Special Interest Group.
2005	Session Chair, Brand Alliances and Spillover Effects, Association for Consumer Research Conference, San Antonio, TX, 2005.
2002	Track Chair, Research Methodology and Techniques Track, American Marketing Association Winter Educators' Conference, Austin, TX.
2000	Track Chair, Integrated Marketing Communications Track, Fifth Research Conference on Relationship Marketing, Emory University, Atlanta.
2000	Discussant, Fifth Research Conference on Relationship Marketing, Emory University, Atlanta.
2000	Session Chair, Fifth Research Conference on Relationship Marketing, Emory University, Atlanta.
1999	Discussant, Brand and Pricing Management Track, American Marketing Association Winter Educators' Conference, St. Petersburg, FL.

#### **TEACHING**

University of Pittsburgh  
 (all course evaluations ranged between 4.3 and 4.7 out of 5 in the past three years)  
 Fall 2021                      Marketing Management MBA Core (2 sections)  
 Fall 2021                      Brand Management MBA Elective  
 Spring 2021                    Augmented and Virtual Reality for Business and Brand Strategy

Fall 2020	Marketing Management MBA Core (2 sections)
Fall 2019	Marketing Management MBA Core (2 sections)
Fall/Spring 2020	Strategic Brand Management (2 sections)
Fall 2018	Marketing Management MBA Core (2 sections)
Fall 2018	Marketing Strategy-PhD seminar
Fall 2017	Marketing Management MBA Core (2 sections)
Spring 2016	Brand Management MBA Elective
Fall 2015	Marketing Management MBA Core
Fall 2015	Brand Management MBA Elective
Fall 2014	Marketing Management MBA Core
Fall 2014	Brand Management MBA Elective
Fall 2013	Brand Management MBA Elective
Fall 2010-13	MBA Marketing Management Core
Fall 2009	MBA Marketing Management Core
Spring 2009-14	Marketing Strategy-PhD seminar
Fall 2008	Marketing Research
Spring 2008	Brand Management

#### **SERVICE TO THE DEPARTMENT AND SCHOOL, UNIVERSITY**

2023	Strategic Refresh Task Force, 2022-2023
2022	Keynote and panel discussion "Inside the New Playbook: Panel On Brand Partnerships for Athletes", in collaboration with Pitt Athletics, April 1, 2022
2021-22	Personal Branding Workshop and Program offered in collaboration with Pitt Athletics
2021	Organized a Virtual Panel Discussion on "The Future of Augmented and Virtual Reality for Business and Brand Strategy, February
2019-22	PhD Coordinator, Marketing Group
2017-22	Director, Katz Center for Branding
2019-20	Organized mini-conference at the University of Pittsburgh "Reimagining the Future of Media and Brands in a Technology-Enabled World"
2019	Rebranding the University of Pittsburgh project
2019-20	Chair, Fact-Finding Committee for Tenure case
2019-20	Promotion and Tenure Committee
2019	Chair, MS Programs Task Force
2019	Chair, Plan Development Team (tasked with envisioning and developing a draft Strategic Plan for the Business School)
2016-20	MBA Marketing Club Co-Advisor
2017-19	Coordinator, Sheth Marketing Camp
2016	Chair, Fact-Finding Committee
2016	Organized Digital Marketing Workshop for MBA Students on Google Adwords
2015-16	Member, Fact-Finding Committee, Third Year Review of Assistant Professor
2015-16	Member, Core Course Committee
2015-16	Coordinator, Sheth Research Camp
2015-16	Co-chair, Search Committee for Assistant Professor
2015-16	Member, Promotion & Tenure Committee
2013-17	MBA Marketing Club Faculty Advisor
2014-16	Co-Chair, Executive Committee, Katz School of Business
2014-15	Member, Dean Search Committee
2013-14	AMEX Case Competition Faculty Coordinator
2013	Member, Executive Committee
2013-2014	Member, Promotion & Tenure Committee
2013	Academic Integrity Board
2013	Chairperson for Committee to Conduct Three-Year Review for Junior Faculty
2012	MBA Core Course Committee

2011 MBA Curriculum Committee  
2009-11 PhD Coordinator, Marketing Interest Group  
2009-11 Member, Promotion and Tenure Committee  
2009-11 Member, Doctoral Program Committee  
2008 Member, Marketing Interest Group Task Force for strategic planning  
2008-09 Member, MBA Design Task Force  
2005-08 Member, Ph.D. Comprehensive Examination Committee, Katz Graduate School of Business, University of Pittsburgh.  
2005-07 Member, Masters Admissions and Recruiting Committee, Katz Graduate School of Business, University of Pittsburgh,  
2004-05 Member, Undergraduate Committee, Katz Graduate School of Business, University of Pittsburgh.  
2002-03 Member, MBA Curriculum Planning and Policy Committee, Katz Graduate School of Business, University of Pittsburgh.  
1999-01 Member, MBA Curriculum Planning and Policy Committee, School of Management, University of Massachusetts.  
1999-00 Member, University of Massachusetts Status of Women Committee.  
2000-01 Departmental Coordinator, Marketing Information Technology Concentration  
Chairperson, Departmental Merit Committee.  
2000-01 State of Massachusetts Economy Project focusing on Trends in Venture Capital Funding For the Department of Economic Development, Massachusetts.

### TEACHING INNOVATIONS

My teaching innovations over the years have focused on unique experiential learning opportunities which are embedded as projects within my courses.

Business Disruption Series: Augmented and Virtual Reality (AR/VR) for Brand Experience and Strategy  
Created and taught a new course on how AR/VR can improve brand experience and create a competitive advantage for businesses. This immersion course aimed to provide a hands-on experience on the latest augmented and virtual reality tools and allows students to work with a real company on a project implementing AR/VR in their business.

#### Google Ads Project: 2010-2015

Created and introduced the first Google Ads campaign project as part of the MBA Marketing Management core class. Student teams received a small budget to setup and conduct a Google ads campaign for different small businesses. Students learned about the nuances of Google Ads, and traditional marketing concepts such as segmentation, targeting and positioning. Press coverage for this is given below:

- Pittsburgh Business Times, April 9, 2010. "Pitt's Google AdWords project offers Insight into Online Advertising" article featuring my MBA marketing management class project was described in Future of the MBA series.
- Pittsburgh Business Times, April 9, 2010. "The Future of Business" article noted how my MBA marketing management Google project reflected recent trends in MBA education.
- "Pay Per Click" article in PittBusiness alumni magazine featured the MBA Google adwords project , Spring 2010, 21-23.

#### Katz Brand Consulting Projects (2015-2020)

Developed marketing and brand management projects each year based on real-world cases involving a range of product categories and brands such as Big Heart Pet Foods, Ainsworth, Heinz, Hershey's, StarKist, DowDuPont. Data for these projects was sourced from AC Nielsen and IRI. Student teams worked with these client companies and presented their findings to them.

### Katz Digital Workshop Series

A series of workshops featuring digital tools and techniques was developed and offered to students including Google Ads, Facebook and Instagram Ads, Google Analytics, Adobe Experience cloud, among others. The workshops were meant to provide students with cutting edge skills to improve their expertise in digital marketing.

### MEDIA ARTICLES AND MENTIONS

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Instagram y Tinder apuestan por el 'match' de los universitarios

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Read more here: [bit.ly/vs-expansion](http://bit.ly/vs-expansion)

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### **INVITED TALKS / CONSULTING (PRACTITIONER AUDIENCES)**

“Measuring ROI in AR/VR contexts”—Panelist on a WebXR Brand Summit, September 15, 2022

“Brands in a Digitally Evolving World”, Speaker and Participant at Webinar to coincide with the launch of Strategic Brand Management India edition, organized by Pearson India (around 500 attendees), April 23 2021

Discussant and Participant “Reimagining the Future of Media and Brands in a Technology-Enabled World”, January 2020

Speaker, Brand Summit, University of Pittsburgh, July 2019

Invited to Present at the Board Meeting, Audia Group, October 2019

Conducted Executive Education Seminars for Executives from Shougang Corporation, China

Presentation to the Katz School of Business Board of Visitors, 2017 on “Branding in the Digital Era”

Presentation to UPMC Enterprises “The Power of Marketing and Branding,” February, 2017

Worked at Unilever and Inchcape

Consulted with a variety of companies including Ainsworth Pet Foods, American Express, BNY Mellon, Chobani, DowDupont, Big Heart Pet Foods (now part of Smuckers), EA Sports, Glaxo Smithkline, JM Smuckers, KraftHeinz, P&G, Philips, Starkist, Zippo. All projects pertained to topics such as rebranding, digital branding, brand strategy development or identifying opportunities for brand growth. Consulted with a number of smaller companies regarding their digital marketing efforts.