

## RAJEEV BATRA

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### EXPERIENCE

S. S. Kresge Professor of Marketing, Ross School of Business, University of Michigan, Ann Arbor, MI, 1999-present. Area Chair, Marketing Dept., 2003-07. Teach courses on Strategic Brand Management, Advertising Management, Marketing Research, Sales Promotions, Database Marketing, International Marketing; PhD course on Behavioral Research in Advertising and Branding. Tenured 1991. Associate Professor, January 1989 - August 1997. "Top Nominee" (Finalist) for "Best MBA Teacher" Award (2013, 2011, 2010, 2009, 1996). Listed among "Outstanding Faculty" at Michigan by BusinessWeek (1997, 1995). For the William Davidson Institute, Core Faculty (Marketing), 1993 - 95; Research Director, 1995 - 97; Area Director for Marketing, 1997-2004. (Co-) Director, Yaffe Center for Persuasive Communications, May 1999-2017.

Hindustan Unilever Visiting Chaired Professor (Honorary), Indian Institute of Management (Ahmedabad), 2019-22 (extended because of the Covid pandemic).

Associate Professor, July 1987 - December 1988, and Assistant Professor, January 1984 - June 1987, at the Graduate School of Business, Columbia University, New York. Taught MBA courses in Advertising Management, Marketing Strategy, International Marketing; Ph.D. seminars in Behavioral Science in Marketing.

Visiting Professor, Citibank Consumer Services Europe, Brussels, June-July 1992. Visiting Professor, Young and Rubicam, New York, June 1988.

Times Mirror Centennial Visiting Assistant Professor, Department of Advertising, University of Texas, Austin, TX, Fall 1986.

Brand Manager, 1977-1979, Chesebrough-Pond's Inc., India. Brands managed include the Pond's Cold Cream and Vaseline lines. Responsibilities included marketing strategy, advertising, market research, cost reduction, pricing, sales force and production coordination. Head, corporate new products team.

### EDUCATION

1980-84	Ph.D. in Business (Marketing) Graduate School of Business, Stanford University, CA.
1979-80	M.S., Advertising University of Illinois, Urbana-Champaign, IL.
1975-77	Post-Graduate Diploma in Management (Marketing) (=MBA) Indian Institute of Management, Ahmedabad, India.
1972-75	B.A., Honours in Economics Delhi University, New Delhi, India.

## HONORS

2025. Lifetime Contribution Award from the American Marketing Association (Branding SIG) for contributions to the branding discipline.
2024. Finalist for the Sheth Foundation/Journal of Marketing Award for long-term contributions to the field, for 'Brand Coolness,' Warren, Batra (equal first-authorship), Louriero and Bagozzi (in JM 2019).
2023. Awarded status of "Fellow of the Society of Consumer Psychology."
2023. Paper on "Consumption Attitudes and Behaviors in Asia: A 'Discovery-Oriented' Fresh Look," in the Asia Pacific Journal of Marketing and Logistics (2022) named "Outstanding Paper" (Emerald Literati Awards).
2021. Marketing Letters paper on Hedonic vs. Utilitarian attributes (1991, with Ahtola) named their most-cited paper ever (3500+ citations).
2021. JIBS paper on Global Brands (2003, with Steenkamp and Alden) selected by JIBS to be one of their 10 papers in the last 30 years making the most contribution to the international marketing literature.
2020. Runner-Up for the Maynard Award of the Journal of Marketing for "significant contribution to marketing theory and thought" (for 2019 co-authored paper on Brand Coolness in JM).
2018. Senior Faculty Research Award, Ross School of Business.
2018. Finalist for Sheth Foundation/Journal of Marketing Award for long-term contributions to the field, for Pieters, Wedel and Batra (in JM 2010).
2014. CORE Senior Faculty Award, Ross School of Business.
2013. Rated as co-authoring 3 of the 5 highest-impact Global Branding papers, by Chabowski, Hult and Samiee (JIBS, 2013, 44, 622-634).
2013. Winner of Thorelli Award from the Journal of International Marketing for "significant or long-term contribution to international marketing theory and practice" for 1997 JIM publication.
2013. Runner-Up for the Maynard Award of the Journal of Marketing for "significant contribution to marketing theory and thought" (for 2012 co-authored paper on Brand Love in JM).
2012. Co-authored book on "New Emerging Multinationals" named Best Book in Strategy for 2012 by Business + Strategy magazine.
2012. Victor Bernard Teaching Leadership Award, Ross School of Business.
2012. Listed as co-author of one of the top 20 articles that had the highest impact over the last 20 years (Journal of Consumer Psychology), for Batra et al. 2000.
2010. Finalist for the MSI/Paul Root award of the Journal of Marketing Best Paper for Significant Contribution to the Practice of Marketing (for Pieters, Wedel and Batra 2010).
2007. Excellence in Global Marketing Research Award given by the AMA Global Marketing SIG for the paper "Brand Positioning through Advertising in Asia, North America, and Europe: The Role of Global Consumer Culture," (published in the Journal of Marketing). The award recognizes the author(s) of "an outstanding research article published within the last 10 years, which has significantly influenced the direction of global marketing."
2007. Finalist for the IJRM Best Article Award for the best paper that appeared in 2006 in the International Journal of Research in Marketing for the paper "Consumer Attitudes Toward Marketplace Globalization: Structure, Antecedents, and Consequences."
- 2002, 1999, 1998. Listed among most frequently published consumer behavior scholars by Eaton et.al. 1999 (Journal of Consumer Psychology, 8(1), 39-

59); among most-cited (“top 10”) advertising scholars by Beard 2002 (Journal of Advertising, 31(4), 65-75) and Pasadeos et al. 1998 (Journal of Advertising, 27(4), 53-70).

PhD Teaching Award Nominee, 1999

Faculty Research Award Nominee, 1999

“Top Nominee” (Finalist) for “Best MBA Teacher” Award at Ross (2013, 2011, 2010, 2009, 1996).

Listed among “Outstanding Faculty” at Michigan by BusinessWeek (1995, 1997).

While at Stanford:

Merit Fellow, 1981-83

Fellow, American Marketing Association Doctoral Consortium

While in the MS (Advertising) Program at the University of Illinois:

Edmund J. James Scholar

Kappa Tau Alpha (National Communications Honor Society)

Crain Communications Fellow

First Place Winner, Philip Morris Graduate Marketing/Communications Competition, 1980.

At the Indian Institute of Management (PGP/MBA Program):

Warren Haynes Memorial Scholar

National Scholarship Nominee

At Delhi University (BA Honors Program):

National Scholarship Nominee

National Science Talent Scholarship Award

## RESEARCH INTERESTS

Brand strategy; Consumer-Brand relationships (brand love, brand coolness, pride of ownership); Global advertising; Global branding; Global consumer segments; Marketing in emerging economies; Global brand-building by Emerging Market Companies; Asian consumers.

Advertising theory: Brand Image/Personality/Equity, and how Advertising creates Brands; Processes of Emotional Advertising; Attitude Structure; Repetition Effects and Budgeting.

Advertising management and productivity: determination of the levels and allocation of advertising budgets; the measurement of advertising effectiveness; copy-testing systems; creative and media strategies; IMC.

## RESEARCH ACTIVITY

1. Published and Forthcoming Journal Articles/Book Chapters/Conference Papers

*As of September 2025, Cumulative Citation Count (Google Scholar) is 39,250+ (12500+ since 2020), with h-index of 52 and i10-index of 77.*

*See: <http://scholar.google.com/citations?user=VvltgKEAAAJ>*

Rajeev Batra and Michael L. Ray, "Advertising Situations: The Implications of Differential Involvement and Accompanying Affect Responses." In R.J. Harris (Ed.) Information Processing Research in Advertising. Hillsdale, NJ: Erlbaum, 1983, 127-151. (GS count=118 citations)

Michael L. Ray and Rajeev Batra, "Emotion and Persuasion in Advertising: What We Know and Don't Know about Affect." In R. P. Bagozzi and A.M. Tybout (Eds.) Advances in Consumer Research, Vol. X. Ann Arbor: Association for Consumer Research, 1983.(**GS count=276 citations**)

Rajeev Batra and Michael L. Ray, "Operationalizing Involvement as Depth and Quality of Cognitive Responses." In R. P. Bagozzi and A. M. Tybout (Eds.) Advances in Consumer Research, Vol. X. Ann Arbor: Association for Consumer Research, 1983.( **GS count= 251 citations**)

Rajeev Batra and Michael L. Ray, "How Advertising Works at Contact." In L. Alwitt and A.A. Mitchell (Eds.) Psychological Processes and Advertising Effects: Theory, Research and Application. Hillsdale, N J: Erlbaum, 1985, 13-43. (**GS count=409 citations**)

Rajeev Batra, "Affective Advertising: Role, Processes, and Measurement. "In The Role of Affect in Consumer Behavior: Emerging Theories and Applications, R.A. Peterson, W. S. Hoyer and W.R. Wilson (Eds.), Lexington, Mass: D.C. Heath, 1986, 53-85. (**GS count=174 citations**)

Rajeev Batra and Michael L. Ray, "Situational Effects of Advertising Repetition: The Moderating Influence of Motivation, Ability and Opportunity to Respond," Journal of Consumer Research, March 1986, 12, 432-445. (**GS count = 689 citations**)

Rajeev Batra and Michael L. Ray, "Affective Responses Mediating Acceptance of Advertising," Journal of Consumer Research, September 1986, 13, 234-249. (**GS count=2230 citations**)

Morris B. Holbrook and Rajeev Batra, "Assessing the Role of Emotions as Mediators of Consumer Responses to Advertising," Journal of Consumer Research, December 1987, 14, 404-420. (**GS count=2988 citations**)

Rajeev Batra and Wilfried R. Vanhoner, "Falsifying Laboratory Results Through Field Tests: A Time-Series Methodology and Some Results," Journal of Business Research, June 1988, 16, 281-300. (**GS Count = 17 citations.**)

Amiya Basu and Rajeev Batra, "ADSPLIT: An Advertising Budget Allocation Model," Journal of Advertising, June 1988, 17(1), 44-51. (**GS Count=41 citations.**)

Morris Holbrook and Rajeev Batra, "Toward a Standardized Emotional Profile (SEP) Useful in Measuring Responses to the Nonverbal Components of Advertising." In Advertising and Consumer Psychology, eds. Sidney Hecker and David W. Stewart, Lexington, MA: D.C. Heath, 1988, 95-109. (**GS count=104 citations**)

Rajeev Batra and Morris B. Holbrook, "Developing a Typology of Affective Responses to Advertising: A Test of Validity and Reliability," Psychology and Marketing, Spring 1990, 7(1), 11-25. (**GS count=341 citations**)

Rajeev Batra and Douglas M. Stayman, "The Role of Mood in Advertising Effectiveness," Journal of Consumer Research, September 1990, 17, 203-214. (GS count=1054 citations)

T.J. Olney, Morris Holbrook, and Rajeev Batra, "Consumer Responses to Advertising: The Effects of Ad Content, Emotions, and Attitude on Viewing Time," Journal of Consumer Research, March 1991, 17, 440-453.( GS count=1018 citations)

Douglas M. Stayman and Rajeev Batra, "Encoding and Retrieval of Ad Affect in Memory," Journal of Marketing Research, May 1991, 28, 232-239.(GS count=232 citations)

Rajeev Batra and Olli Ahtola, "Measuring the Hedonic and Utilitarian Sources of Consumer Attitudes," Marketing Letters, Spring 1991, 2(2), 159-170.( GS count=4337 citations)

Donna Hoffman and Rajeev Batra, "Viewer Response to Programs: Dimensionality and Concurrent Behaviors," Journal of Advertising Research, August/September 1991, 31 (4), 46-56.(GS count=48 citations)

Rajeev Batra, Donald R. Lehmann, and Dipinder Singh, "The Brand Personality Component of Brand Goodwill: Some Antecedents and Consequences," In Brand Equity and Advertising, eds. David A. Aaker and Alexander L. Biel, Hillsdale, N.J.: Lawrence Erlbaum Associates, 1993, pp. 83-96.( GS count=916 citations)

David Boush, Lynn Kahle, and Rajeev Batra, "Cynicism and Conformity as Antecedents of Trust in Product Information Sources," Journal of Current Issues and Research in Advertising, Fall 1993, 15(2), 71-79. (GS count=97 citations)

Pamela Homer and Rajeev Batra, "The Attitudinal Effects of Character-based versus Competence-based Negative Political Communications," Journal of Consumer Psychology, 1994, 3 (2), 163-185. (GS count=88 citations)

Rajeev Batra and Debra Stephens, "Attitudinal Effects of Ad-evoked Moods and Emotions: The Moderating Role of Motivation," Psychology and Marketing, May/June 1994, 11(3), 199-215 (lead article). (GS count=170 citations)

Brian Wansink, Michael L. Ray and Rajeev Batra, "Increasing Cognitive Response Sensitivity," Journal of Advertising, June 1994, 23(2), 65-75. (GS count = 43 citations)

Gregory Rose, Aviv Shoham, Lynn R. Kahle, and Rajeev Batra, "Social Values, Conformity and Dress," Journal of Applied Social Psychology, 1994, 24 (17), 1501-1519. (GS count=124 citations)

Amiya K. Basu, Atasi Basu, and Rajeev Batra, "Modeling the Response Pattern to Direct Marketing Campaigns," Journal of Marketing Research, 1995, 32 (2), 204-212. (GS Count= 53 citations)

Rajeev Batra, Donald R. Lehmann, Joanne Burke, and Jae Pae, "When Does Advertising Have an Impact? A Study of Tracking Data," Journal of Advertising Research, 1995, Sep/Oct, pp. 19-32. **(GS count=116 citations)**

Rajeev Batra, "Marketing Issues and Challenges in Transitional Economies," Journal of International Marketing, 1997, December, 5(4), pp. 95-114. Also included as a book chapter: Rajeev Batra, "Marketing Issues and Challenges in Transitional Economies," in Rajeev Batra (Editor), Marketing Issues in Transitional Economies, Norwood, MA: Kluwer Academic Publishers, 1999, 3-35. Winner of the 2013 Thorelli Award from the Journal of International Marketing for "significant or long-term contribution to international marketing theory and practice" for 1997 JIM publication. **(GS count=333 citations)**

Dana Alden, Jan-Benedict Steenkamp, and Rajeev Batra, "Brand Positioning through Advertising in Asia, North America and Europe: The Role of Global Consumer Culture," Journal of Marketing, 1999, 63 (January), pp. 75-87. **(GS count: 1916 citations)**. [This paper was ranked as the second most-cited paper in the international advertising literature, published during 1999-2002, ranked by SSCI citations per year, by Shaoming Zou, "Contributions to International Advertising Research," Journal of Advertising, 34(1), Spring 2005, pp.899-110. It also received the "Best Paper" Award of the American Marketing Association, Global Marketing SIG, in August 2007.]

Indrajit Sinha and Rajeev Batra, "The Effect of Consumer Price Consciousness on Private Label Purchase," International Journal of Research in Marketing, 1999, 16, 237-251. **(GS Count: 749 citations)**

Rajeev Batra, V. Ramaswamy, J.B. Steenkamp, D. Alden and S. Ramachander, "Effects of Brand Local/Non-local Origin on Consumer Attitudes in Developing Countries," Journal of Consumer Psychology, 2000, 9 (2, April), 83-95. Listed in 2012 as one of the 20 articles making the highest impact over the last 20 years by the Journal of Consumer Psychology. **(GS Count: 2166 citations)**

Rajeev Batra and Indrajit Sinha, "Consumer-Level Factors Moderating the Success of Private Label Brands across Product Categories," Journal of Retailing, 2000, 76(2), 175-191. **(GS count: 1200 citations)**

Rajeev Batra, Pamela Homer, and Lynn R. Kahle, "Values, Susceptibility to Normative Influence, and Attribute Importance Weights: A Nomological Analysis," Journal of Consumer Psychology, 2001, 11(2), 115-128. **(GS count=327 citations)**

J.B. Steenkamp, Rajeev Batra and Dana Alden, "How Perceived Brand Globalness Creates Brand Value," Journal of International Business Studies, 2003, 34, 53-65. **(GS count=1916 citations)**. [A managerial article by Larry Yu titled 'The Global Brand Advantage' based on this paper, and interviews with the authors, appeared in *Sloan Management Review*, Spring 2003, p.13.]

Lynn R. Kahle, Aviv Shoham, Greg Rose, Malcolm Smith and Rajeev Batra, "Economic versus Personal Future-Oriented Attitudes as Consumer Shopping Indicators," 2003, Journal of Euromarketing, 12 (3/4), 35-54. (Reprinted in Kahle

2003.) (Recipient of Emerald Management Reviews Citations of Excellence for Research Implications and for Originality -- being in the top 10% in these categories.) **(GS Count: 7 citations)**

Zeynep Gurhan-Canli and Rajeev Batra, "When Corporate Image Affects Product Evaluations: The Moderating Role of Perceived Risk," Journal of Marketing Research, 2004, 41 (May), 197-205. **(GS Count: 691 citations)**

Rajeev Batra and Pamela M. Homer, "The Situational Impact of Brand Imagery Beliefs," Journal of Consumer Psychology, 2004, 14(3), 318-330. **(GS count= 602 citations)**

Dana Alden, J.B. Steenkamp and Rajeev Batra, "Consumer Attitudes Towards Marketplace Globalization: Structure, Antecedents and Consequences," International Journal for Research in Marketing, 2006, 23(3), 227-240 (Lead Article) (Finalist for Best Paper of the Year Award). **(GS count=742 citations)**

Venky Shankar and Rajeev Batra, "The Growing Influence of Online Marketing Communications," Journal of Interactive Marketing, 2009, 23 (4), 285-287. **(GS Count = 92 citations).**

Rajeev Batra, Peter Lenk and Michel Wedel, "Brand Extension Strategy Planning: Empirical Estimation of Brand-Category Personality Fit and Atypicality," 2010, Journal of Marketing Research, 47 (2, April), 335-347. **(GS Count=272 citations)**

Rik Pieters, Michel Wedel and Rajeev Batra, "The Stopping Power of Advertising: Measures and Effects of Visual Complexity," Journal of Marketing, 2010, 74 (Sep.), 48-60. This paper was a Finalist for the 2018 Sheth/JM award for long-term impact, and the 2010 MSI/Paul Root award of the Journal of Marketing for Significant Contribution to the Practice of Marketing. **(GS Count=871 citations.)**

Aysegul Özsoy, Rajeev Batra, Amitava Chattopadhyay, Frankel ter Hofstede (2012), A Global Brand Management Roadmap, International Journal of Research in Marketing, 29 (1), 1-4. **(GS Count = 88 citations.)**

Rajeev Batra, Aaron Ahuvia and Richard Bagozzi, "Brand Love," (2012), Journal of Marketing, March, 76, 1-16 (lead article). **(GS Count = 3524 citations)**

Aaron Ahuvia, Richard P. Bagozzi and Rajeev Batra (2014), "Psychometric vs. C-OAR-SE Measures of Brand Love: A Reply to Rossiter," Marketing Letters, June, 25 (2), 235-243. **(GS Count = 93 citations)**

Yi Xie, Rajeev Batra and Siqing Peng (2015), "An Extended Model of Preference-Formation Between Global and Local Brands: The Roles of Identity Expressiveness, Trust and Affect," Journal of International Marketing, 23(1), 50-71. **(GS Count = 368 citations)**

Haizhong Wang, Rajeev Batra and Zengxiang Chen (equal authorship) (2016), "The Moderating Role of Dialecticism in Consumer Responses to Product Information," Journal of Consumer Psychology, 26 (3, July), 381-394. **(GS Count = 49 citations)**

Rajeev Batra and Kevin L. Keller (2016) "Integrating Marketing Communications: New Findings, New Lessons and New Ideas," (2016), Journal of Marketing, November, 80(6), 122-145, <http://dx.doi.org/10.1509/jm.15.0419>. (Invited Article, subjected to Peer Review). **(GS Count = 1287 citations)**

Sharon Ng and Rajeev Batra (2017), "Regulatory Goals in a Globalized World," Journal of Consumer Psychology, <http://doi.org/10.1016/j.jcps.2016.08.003>, 27(2, April), 270-277. **(GS Count=37 citations)**

Richard P. Bagozzi, Rajeev Batra and Aaron Ahuvia (equal authorship) (2017), "Brand Love: Development and Validation of a Practical Scale," Marketing Letters, 28 (1): 1-14 (lead article),\_doi:10.1007/s11002-016-9406-1 **(GS Count=549 citations)**

Rajeev Batra, Yizi (Charles) Zhang, Nilufer Aydinoglu and Fred Feinberg (2017), "Positioning Multi-country Brands: The Impact of Variation in Cultural Values and Competitive Set," Journal of Marketing Research, 54(6), 914-931. **(GS Count=49 citations)**

Wumei Liu, Rajeev Batra and Haizhong Wang (2017), "Product Touch and Consumers' Online and Offline Buying: The Role of Mental Representation," Journal of Retailing, 93 (3), 369-381. **(GS Count= 168 citations)**

Aaron Ahuvia, Nitika Garg, Rajeev Batra, Brent McFerran and Pablo Brice L. De Diesbach (2018), "Pride of Ownership: An Identity-Based Model," Journal of the Association of Consumer Research, April, 3 (2), 216-228, <http://dx.doi.org/10.1086/697076>. **(GS Count = 40 citations)**

Caleb Warren and Rajeev Batra (joint first authors), Sandra Loureiro, Richard Bagozzi (2019), "Brand Coolness," Journal of Marketing, 83(5, September), 36-56. **(GS Count = 376 citations)**

Rajeev Batra and Yi Wu (2019), "Global Citizenship and Reactance," International Marketing Review, 36(5), 628-632. **(GS Count = 6 citations)**

Rajeev Batra (2019), "Creating Brand Meaning: A Review and Research Agenda," Journal of Consumer Psychology, 29(3), 535-546. **(GS Count = 112 citations)**

Sharon Ng, Ali Faraji-Rad and Rajeev Batra (2021), "Uncertainty Evokes Consumers' Preference for Brands Incongruent with their Global-Local Citizenship Identity," Journal of Marketing Research, 58(2), 400-415. **(GS Count = 62 citations)**

Rajeev Batra, Dongmei Li and C.Y. Chiu (2022), "Consumption Attitudes and Behaviors in Asia: A "Discovery-Oriented" Fresh Look," Asia Pacific Journal of Marketing and Logistics, 34 (3), 559-575, <https://doi.org/10.1108/APJML-12-2020-0878>. Named an "Outstanding Paper" in the 2023 Emerald Literati Awards. **(GS Count = 6 citations)**

Rajeev Batra, S. Arunachalam, Nancy Y.C. Wong and Michael S.W. Lee (2024), "Unpacking Collective Materialism: How Values Shape Consumption in Seven Asian Markets," Journal of International Business Studies, 55(April), 361-375, <https://doi.org/10.1057/s41267-023-00661-8> (GS Count=1 citation).

Jan-Benedict J.B. Steenkamp, Rajeev Batra, Dana L. Alden (2024), "How Brand Globalness Creates Brand Value: Looking Back, Looking Ahead," in: Key Developments in International Marketing, eds. Saeed Samiee, Costas Katsikeas, Petra Riefler, Palgrave-Macmillan (JIBS Special Collections), 219-232. <https://doi.org/10.1007/978-3-031-17366-0> (GS Count=1 citation).

Richard Bagozzi and Rajeev Batra (2025), "Brand Coolness: Development and Validation of a Short Scale," Journal of Product and Brand Management, 34 (4), 575-587, <https://doi.org/10.1108/JPBM-05-2024-5146>.

#### OTHER PUBLICATIONS INCLUDING BOOK CHAPTERS:

Rashi Glazer and Rajeev Batra, "Cable TV Advertising: A Strategic Overview." In Cable TV Advertising: In Search of the Right Formula, eds. Rajeev Batra and Rashi Glazer, New York: Quorum Books, 1989.

Rajeev Batra, "When Does Greater Program Impact Lead to Greater Advertising Impact?" In Cable TV Advertising: In Search of The Right Formula, eds. Rajeev Batra and Rashi Glazer, New York: Quorum Books, 1989.

T.J. Olney, Rajeev Batra, and Morris B. Holbrook, "A Three Component Model of Attitude Toward the Ad: Effects on the Zipping and Zapping of Television Commercials." In Emotions and Advertising, eds. Stuart Agres and Julie A. Edell, Lexington, MA: D.C. Heath, 1989.

Louisa Ha, Mrinal Ghosh, Rajeev Batra and Jie Hai Zhang, "Product Distribution in China: A Transaction Cost Perspective," in Rajeev Batra (Editor), Marketing Issues in Transitional Economies, Norwood, MA: Kluwer Academic Publishers, 1999, 187-195.

Rajeev Batra and Youjae Yi, "Brand-Building Challenges in Overseas Markets for Korean Firms," in Rajeev Batra (Editor), Marketing Issues in Transitional Economies, Norwood, MA: Kluwer Academic Publishers, 1999, 243-277. [Korean version published as: Youjae Yi and Rajeev Batra, "Challenges for Korean Companies in Building Brands in the Western Market," Korean Marketing Journal, 1999, 1(3), 73-108.]

Ahuvia, A. C., R. Batra and R. Bagozzi, "Love, Desire and Identity: A Conditional Integration Theory of the Love of Things," 2009, The Handbook of Brand Relationships, Eds. Deborah J. MacInnis, C. Whan Park and Joseph W. Priester, M.E. Sharpe, 342-357. **(GS Count=188 Citations)**

Rajeev Batra, "Harnessing Disruptions for Marketing Strategies," in A. Paraviyar and R. Sisodia (Eds.), Handbook of Marketing Advances in an Era of Disruptions, Sage Publishers, 147-152.

## 2. Books (co-authored or co-edited)

Rajeev Batra (In progress), Building Strong Brands, Sage Publishers, expected in mid-2026.

Rajeev Batra, Colleen Seifert and Diann E. Brei (Co-Editors), The Psychology of Design, Routledge, 2015. **(GS Count=58 Citations)**

Amitava Chattopadhyay and Rajeev Batra (equal authorship), with Aysegul Ozsomer, The New Emerging Market Multinationals: Four Strategies for Disrupting Markets and Building Brands, New York: McGraw-Hill, June 2012. Selected by Strategy + Business magazine (Booz and Co.) as “Best Business Book of the Year” in the Strategy category, for 2012. Reviewed by the Economist magazine in August 2012, among many other publications. **(GS count=127 citations)**

Rajeev Batra, Punam Anand Keller, and Victor J. Strecher (Co-Editors), Leveraging Consumer Psychology for Effective Health Communications: The Obesity Challenge. Armonk, N.Y.: M.E.Sharpe, 2011. **(GS count=23 citations)**

Linda M. Scott and Rajeev Batra (Editors), Persuasive Imagery: A Consumer Response Perspective, Mahwah, N.J.: Lawrence Erlbaum, 2003. **(GS count=203 citations)**

Rajeev Batra (Editor), Marketing Issues in Transitional Economies, Norwood, MA: Kluwer Academic Publishers, 1999. **(GS count=39 citations)**

David Shepard Associates, Inc. (with contributions by Rajeev Batra, et al.), The New Direct Marketing, Homewood, IL., Dow Jones-Irwin, 1999, 3d edition. **(GS count=209 citations)**

Rajeev Batra, John Myers, and David Aaker, Advertising Management, Fifth Edition, Upper Saddle River, N.J: Prentice-Hall, 1996.**(GS count: 3153 citations)**

Rajeev Batra and Rashi Glazer (Eds.), Cable Television Advertising: In Search of the Right Formula, New York, Quorum Books, 1989.

## 3. Other Published Conference Proceedings

Kent M. Lancaster, Rajeev Batra and Gordon E. Miracle, "How the Level, Intensity and Distribution of Advertising Affect Market Concentration." Proceedings, American Academy of Advertising Convention, Lincoln, Nebraska, 1982.

Rajeev Batra, "Understanding the Likability/Involvement Interaction: The 'Override' Model," in E. C. Hirschman and M. B. Holbrook (Eds.), Advances in Consumer Research, Vol. XII. Ann Arbor: Association for Consumer Research, 1984.

Rajeev Batra, "How Emotional Ads Work: Theory and Evidence." In Nancy Stephens (Ed.), Proceedings, American Academy of Advertising Convention, Charleston, South Carolina, 1985.

Rajeev Batra, "Marketing Oral Rehydration Solution/Therapy: A Product Management Perspective." In B. Furst (Ed.) Social Marketing of Oral Rehydration Therapy/Solution. Arlington, VA: Management Science for Health, 1985.

Kristina D. Frankenburger-Graham, Malcolm C. Smith, Lynn R. Kahle, and Rajeev Batra, "Exploring the Relations Between Consumer Perceptions of Marketing, Materialism, and Life Satisfaction," Proceedings, Academy of Marketing Science Conference, Miami, 1993.

Pamela M. Homer and Rajeev Batra, "The Impact of Susceptibility to Normative Influence on the Relationship between Consumer Personality and Brand Personality," Winter Conference Proceedings of the Society for Consumer Psychology, Edited by C. Pechman and S. Ratneshwar, pp. 132-140, 1997.

Rajeev Batra, "Style and Metaphor in Visual Persuasion," Advances in Consumer Research, Vol. 29, Edited by Susan M. Broniarczyk and Kent Nakamoto, pp. 264-266, 2002.

#### 4. Working Papers

Rajeev Batra and Michael L. Ray, "Identifying Opportunities for Repetition Minimization," Working Paper No. 84-108, Marketing Science Institute, Boston, Mass., 1984.

Rajeev Batra, "Marketing Issues and Challenges in Transitional Economies," Working Paper No. 12, William Davidson Institute at the University of Michigan Business School, October 1996.

Rajeev Batra, Peter Lenk and Michel Wedel, "Strategic Planning of Brand Extensions using Fit and Atypicality Measures," Working Paper No. 09-111, Marketing Science Institute, Boston, Mass, 2009.

#### 5. Journal Submissions and In-Progress Manuscripts and Research:

"Pride of Ownership," Rajeev Batra, Nitika Garg and Richard Bagozzi, 3 studies complete and being written up.

"Pragmatism: a New Individual Difference Construct," Sharon Ng, Rajeev Batra, Max Yu and Shaobo Li, research in progress, data collection partially done.

"Brand Legitimacy," Florian Kock, Rajeev Batra and Alexander Josiassen, research in progress, data collection done, writing in-progress.

"Promoting Sustainable Consumption via Coolness Appeals," Jorge Nascimento, Rajeev Batra, Richard Bagozzi, and Sandra Laureiro, data collection done, writing in progress.

### Presentations

1982

Kent M. Lancaster, Rajeev Batra, and Gordon E. Miracle, "How the Level, Intensity and Distribution of Advertising Affect Market Concentration," Annual Convention of the American Academy of Advertising, Lincoln, Nebraska, March.

Dick R. Wittink and Rajeev Batra, "Toward a Theory of Brand Proliferation," TIMS Special Conference on Market Measurement and Analysis, Wharton School, March.

Rajeev Batra and Michael L. Ray, "The Two Components of Affect and Their Implications for Advertising Strategy," Colloquium on Involvement, New York University, June.

1983

Rajeev Batra and Michael L. Ray, "Operationalizing Involvement as Cognitive Response," Association for Consumer Research Annual Conference, San Francisco, October.

Michael L. Ray and Rajeev Batra, "Emotion and Persuasion in Advertising: What We Know and Don't Know about Affect," Association for Consumer Research Annual Conference, San Francisco, October.

1984

Rajeev Batra and Michael L. Ray, "How Advertising Works at Contact," Annual Conference on Advertising and Consumer Psychology, Chicago, May.

Rajeev Batra, "Affective Advertising: The Measurement of Processes and Effects," Annual Conference of American Psychological Association (Division 23), Toronto, August.

Rajeev Batra and Michael L. Ray, "The Affective Responses Mediating Acceptance of Advertising," Annual Conference of American Psychological Association (Division 23), Toronto, August.

Rajeev Batra, "Affective Advertising: Role, Processes, and Measurement," Conference on the Role of Affect in Consumer Research, University of Texas at Austin, Austin, September.

Rajeev Batra, "Understanding the Likability/Involvement Interaction: The 'Override' Model," Association for Consumer Research Annual Conference, Washington, D.C., October.

Rajeev Batra, "Social Marketing of Oral Rehydration Solution and Therapy: A Product Management Perspective," Social Marketing Conference of USAID Oral Rehydration Project, Washington, November.

1985

Rajeev Batra and Michael L. Ray, "Repetition Minimization," MiniConference of Marketing Science Institute, Boston, February.

Rajeev Batra, "How Emotional Ads Work: Theory and Evidence," Annual Conference of American Academy of Advertising, Charleston, South Carolina, March.

Rajeev Batra and Michael L. Ray, "Affect in Advertising: Theory, Method and Application," Association for Consumer Research Annual Conference, Las Vegas, October.

Rajeev Batra, "Effects of Advertising Repetition and Information Content on Brand Attitude Structure," Association for Annual Research Annual Conference, Las Vegas, October.

Donna Hoffman and Rajeev Batra, "Contingent Effects of Program Environment on Advertising Effectiveness," Association for Consumer Research Annual Conference, Las Vegas, October.

1986

Rajeev Batra and Wilfried Vanhonacker, "Modeling Communication Effects in the Real World: Testing the Hierarchy-of-Effects," Marketing Science Conference, Dallas, Texas, March.

Amiya Basu and Rajeev Batra, "ADSPLIT: An Advertising Budget Allocation Model," Marketing Science Conference, Dallas, Texas, March.

Morris Holbrook and Rajeev Batra, "Developing a Standardized Emotional Profile (SEP) to Measure Emotional Responses to Advertising," Annual Conference on Advertising and Consumer Psychology, New York, May.

Rajeev Batra and Morris Holbrook, "Dimensions of Emotional Response to Advertising," Annual Conference of American Psychological Association (Division 23), Washington, D.C., August.

Rajeev Batra, "Multiple Attitude Components," Graduate School of Business, University of Texas at Austin, Austin, Texas, October.

Rajeev Batra, "Behavioral Research in Marketing," Professors' Colloquium, Direct Marketing Association, New York, November.

1987

Rajeev Batra, "A Theory of Sometimes Reasoned Consumer Action," Sandage Symposium III: Contending Psychological Approaches to Advertising," University of Illinois, Department of Advertising, June.

Rajeev Batra and Olli Ahtola, "Hedonic and Utilitarian Attitude Components," Annual Conference of American Psychological Association (Division 23), New York, August.

Rajeev Batra and Debra Stephens, "Affective Responses, Attitude to the Ad, and Attitude to the Brand: A Test of Contingencies and Processes," Annual Conference of Association for Consumer Research, Boston, October.

Rajeev Batra and Morris Holbrook, "A Typology of Emotional Responses to Advertising," Annual Conference of Association for Consumer Research, Boston, October.

Rajeev Batra, "Some Recent Research on Attitude Structure," Marketing Department, University of Utah, Salt Lake City, October.

Rajeev Batra, "Some Recent Research on Attitude Structure," Marketing Department, University of Washington, Seattle, October.

1988

Rajeev Batra and Olli Ahtola, "Hedonic and Utilitarian Attitude Components," Annual Conference of Association of Consumer Research, Hawaii, October.

Rajeev Batra and Debra Stephens, "The Effects of Advertising Repetition on Attitude Structure," Annual Conference of Association of Consumer Research, Hawaii, October.

Rajeev Batra, "Some Lessons from Single Source Data," Annual Electronic Media Workshop, Advertising Research Foundation, New York, December.

1989

Rajeev Batra, Wilfried Vanhonacker, and Donghoon Kim, "The Effects of Advertising Frequency on Sales: Some Results from Single Source Data," Marketing Science Conference, Durham, NC, March.

Rajeev Batra and Donghoon Kim, "Advertising Applications of Single Source Data," Advertising Research Foundation Conference on Single Source Data, New York, September.

Rajeev Batra, "The Conative Component of Attitudes," Annual Conference of Association of Consumer Research, New Orleans, October.

Rajeev Batra and Douglas Stayman, "Moderators and Processes for Mood Effects in Advertising," Annual Conference of Association of Consumer Research, New Orleans, October.

1990

Kristina Frankenburger and Rajeev Batra, "Factors Affecting Media Habits and Product Preferences Among the Elderly," Annual Conference of Society for Consumer Psychology, Boston, August.

Punam Anand and Rajeev Batra, "Executional Determinants of Repetition Effects," Association for Consumer Research, New York, October.

1991

Rajeev Batra, "How Ad-evoked Affect Influences Brand Attitudes," Marketing Science Institute Conference on Emotions in Advertising, Fuqua School of Business, Duke University, February 1991.

Rajeev Batra, "Affect and Advertising: A Research Program," School of Business Administration Research Seminar, University of North Carolina, Chapel Hill, April 1991.

Rajeev Batra, "Affect and Consumer Behavior," Keynote Address at Conference on Affect and Communication, Department of Communications, University of Texas at Austin, April 1991.

Rajeev Batra, "Advertising Research: The Priorities," Invited Talk at the American Marketing Association Doctoral Consortium, University of Southern California, Los Angeles, August 1991.

1992

Rajeev Batra, Ronald Inglehart, and Venkat Ramaswamy, "Global Value Consumer Segments," Association for Consumer Research Summer Conference, Amsterdam, June 1992.

Rajeev Batra, "Dimensionality of Overall Attitudes," Association for Consumer Research, Vancouver, Canada, October 1992.

1993

Kristina Frankenburger, Malcolm Smith, Lynn Kahle, and Rajeev Batra, "Exploring the Relations Between Consumer Perceptions of Marketing, Materialism and Life Satisfaction," 1993 Academy of Marketing Science Conference, Miami, February 1993.

1995

Rajeev Batra, "The Why, When, and How of Global Branding," Marketing Science Institute Conference on Brand Equity, Tucson, AZ., March 1995.

1997

Pamela Homer and Rajeev Batra, "The Impact of Susceptibility to Normative Influence on the Relationship between Consumer Personality and Brand

Personality,” 1997 Winter Conference Proceedings of the Society for Consumer Psychology, St. Petersburg, FL., February 1997.

Rajeev Batra, “Marketing Issues in Transitional Economies: The Davidson Institute Perspective,” Sixth International Conference on Marketing and Development, Mangalia, Romania, July 1997.

1999

Rajeev Batra, “Marketing Challenges in Transitional Economies: The Davidson Institute Project,” Annual Winter Conference of the American Marketing Association, St. Petersburg, FL., February 1999.

Rajeev Batra, “Marketing Challenges in Transitional Economies: The Davidson Institute Project,” session presentation at the Annual Marketing and Public Policy Conference, University of Notre Dame, May 1999.

Dana Alden, J.B. Steenkamp and Rajeev Batra, “Global Brand Positioning and Advertising Effectiveness: Does Acculturation to Global Consumer Culture Make a Difference?,” paper presented at the AMA Summer Educator’s Conference, San Francisco, CA, August 7-10.

2000

Rajeev Batra, “Global Brands: A Critical Look,” invited presentation to marketing seminar at the Harvard Business School, April 19, 2000.

Rajeev Batra, “Global Brands: Consumer Motivations and Mechanisms,” Invited presentation at Annual European Conference of Marketing Science Institute, on Global Brands, Milan, Italy, June 20, 2000.

J.B. Steenkamp, Rajeev Batra and Dana Alden, “Global Brands”, at Marketing Science Conference, UCLA, June 2000.

2001

Rajeev Batra, “Global Brands: Consumer Motivations and Mechanisms,” Invited presentation at Workshop on Global Branding Research, McDonough School of Business, Georgetown University, Washington DC, May 2001.

Rajeev Batra, “Challenges and Opportunities for Global Brands in China,” Conference on Marketing Challenges in China, China-Europe Business School, Shanghai, China, June 2001.

2002

Rajeev Batra, “Corporate Image,” Tilburg University (Netherlands), June.

2003

Rajeev Batra, "Global Brands: Why and When," Invited presentation at Freeman School of Business, Tulane University, March 2003

Rajeev Batra, "Global Brands: Consumer Motivations and Mechanisms," Invited presentation at Fisher College of Business, Ohio State University, April 2003

Rajeev Batra, "Increasing the Return on Marketing Communication Investments," Procter & Gamble China, Guangzhou, November 2003.

Rajeev Batra, "Global Branding: Orchestration or Improvisation?" MSI Conference on Brand Orchestration, Orlando, December 2003.

2004

"Needed Research in Branding," Invited talk at the Research Generation Workshop of the Marketing Science Institute, Goizeta Business School, Emory University, May 2004.

"Circumplex Model of Brand Personality," by Peter Lenk, Rajeev Batra, and Michel Wedel, presented at the 2004 Joint Statistical Meetings of the American Statistical Association and the Institute of Mathematical Statistics, Toronto, August 2004.

2005

Rajeev Batra, "Successful Brand-building," Invited Keynote Talk at the American Marketing Association, Detroit, March 2005.

2006

"Antecedents, Mediators and Moderators of Consumer Preference for Global Brands," Koc University, Istanbul, Turkey, July.

2007

Invited Panelist at the Second International Conference on Research in Marketing, Indian Institute of Management, Ahmedabad, January 2007.

"Brand Love," Marketing Science Institute Conference on "Creating and Cultivating Brand Connections," Minneapolis MN, June 2007.

"Brand Love," Consumer Psychology Conference on Branding, Santa Monica, CA, June 2007.

"Brand Love," Association for Consumer Research Annual Conference, Memphis TN, Oct. 2007.

2008

"Does Global Brand Consistency Increase Global Brand Preference?" Invited Talk, Nanyang Business School, Singapore, January.

“Two Projects on Branding,” Invited Talk, University of California at Irvine, February.

Panelist and Conference Co-Organizer of the Marketing Science Institute/Yaffe Center/UCR-Riverside Conference on ‘Leveraging Online Media and Online Marketing,’ Palm Springs, CA, February.

“Brand Love,” SCP ACP Conference, Los Angeles, June.

“Brand Extension Strategy Planning,” University of Hawaii, Manoa, September.

2009

“Understanding the Appeal of Local Brands: The Case of Turkey” (with Nilufer Aydinoglu), Third International Conference on Research in Marketing, Indian Institute of Management, Ahmedabad, January 2009.

“Brand Extension Strategy Planning,” Nanyang Business School, Singapore, April.

“Understanding the Appeal of Local over Global Brands,” with Nilufer Aydinoglu and Aysegul Ozsomer, Association of Consumer Research, October.

2010

“Brand Love,” INSEAD, March 2010.

“Brand Love,” (with Aaron Ahuvia and Rick Bagozzi), Colloquium on the Consumer-Brand Relationship, Orlando, April 2010

“Global Branding Strategies of Emerging Market multinationals” (with Amitava Chattopadhyay and Aysegul Ozsomer), Global Branding Conference, Koc University, Istanbul, June 2010.

2011

“Global Branding Strategies of Emerging Market multinationals,” IIM Ahmedabad Conference on Marketing in Emerging Economies, January 2011.

“Visual Advertising; Pathways and Moderators,” Society for Consumer Psychology Annual Conference, Atlanta, February 2011.

“Brand Love” and “Multi-Country Brands: Does More Consistent Global Imagery Increase Brand Preference?,” Emory University, February 2011.

“Brand Love” and “Multi-Country Brands: Does More Consistent Global Imagery Increase Brand Preference?,” University of Georgia, Terry College of Business, February 2011.

“The Future of Advertising Research,” Invited Keynote Address at Doctoral Consortium of the American Academy of Advertising, Mesa AZ, April 2011.

“Brand Love” and “Multi-Country Brands: Does More Consistent Global Imagery Increase Brand Preference?,” Sun-Yat Sen University Business School, Guangzhou, China, June 2011.

“Brand Love” and “Multi-Country Brands: Does More Consistent Global Imagery Increase Brand Preference?,” HKUST, July 2011.

2012

“Global Branding Strategies of Emerging Market multinationals,” IIM Lucknow Conference on Marketing in Emerging Economies, January 2012.

“Preference for Global Brands: The Role of Affect and Trust,” with Yi Xie, American Marketing Association Annual Winter Conference, February 2012.

“Why CSR Creates Favorable Brand Attitudes”, Sun-Yat-Sen University Business School, Guangzhou, China, June 2012.

“Mind the Gap: Bringing Practice into Academic Research,” Keynote Address, All-China Marketing Scholar Forum X, Hong Kong University, June 2012.

“Why CSR Creates Favorable Brand Attitudes”, Kenan-Flagler Business School, University of North Carolina, September 2012.

2013

“Why CSR Creates Favorable Brand Attitudes”, Fuqua School of Business, Duke University, February 2013.

“Global Branding Perspectives: Positioning Multi-Country Brands, and Why CSR Creates Favorable Brand Attitudes,” Keynote Talk, ING Global Colloquium on Brands and Consumption Practices, University of Connecticut, April 2013.

“Globalization, Regulatory Focus and Brand Preferences,” Sun-Yat-Sen University Business School, Guangzhou, China, June 2013.

“Mind the Gap,” Invited Keynote, ACR Doctoral Consortium, Chicago, October 2013.

“Overview of my Branding Research,” Invited Talk (Special Perspectives Session), ACR Annual Conference, Chicago, 2013.

“Making Sense of the New Media Chaos: A Brand-centric, Objectives-driven Framework,” Invited talk at the 2013 Fall Trustees Meeting of the Marketing Science Institute, San Francisco, November.

2014

“Dialecticism” and “Face and Luxury” papers presented at Sun Yat Sen Business School, Guangzhou, China, March 2014.

“Overview of my Branding Research,” China Europe Business School (CEIBS), Shanghai, March 2014.

“Research on Brand Love,” Keynote Talk at the German Conference on Brand Management (DERMARKENTAG2014), Koblenz, Germany, September 2014.

2015

“Changing Attitudes and Values of Asian Consumers,” Webinar for WARC, April 2015.

“Developing and Delivering Fully-Integrated Marketing Programs,” Marketing Science Institute Conference on Frontiers of Marketing,” July 2015 in Boston.

2016

““Cross-Country Positioning of Global Brands: The Role of Cultural Values” presented (March – June 2016) at:

- Indian Institute of Management, Bangalore
- Hong Kong University of Science and Technology
- University of Hong Kong
- Sun Yat-Sen University, Guangzhou, China PRC
- Nanyang Business School, Singapore
- University of Auckland, New Zealand
- University of New South Wales, Sydney, Australia

2017

“Brand Coolness,” Distinguished Keynote Address, June 2017 at Hong Kong University, Marketing Theory Scholars Forum

“Pride of Ownership,” October ACR Conference, Special JACR Pre-Conference Session (Invited)

2018

“Brand Coolness,” Antai Business School, SJTU, Shanghai, China

“Values Dynamics Underlying Consumer Preference Changes in Asian Markets,” Thought Leaders Conference on Managing Business and Innovation in Emerging Markets, JAMS/ISB Conference, April 2018

2019

“Brand Coolness,” Asia-Pacific Conference of the Association for Consumer Research, Ahmedabad, India, January 2019.

“Brand Coolness,” School of Economics and Management, Tsinghua University, Beijing, April 2019.

“The Differential Effects of Face Gain versus Face Loss on Luxury Brand Consumption,” Jianping Liang and Rajeev Batra, scheduled presentations at: 2019 Global Fashion Management Conference, Paris, July 2019; 2019 Summer Conference of the American Marketing Association, August 2019.

2020

Invited presentations at the AMA-Sheth Doctoral Consortium in India (New Delhi, January 2020) on “Aiming for both Rigor and Relevance” and “Recent Research in Consumer Behavior”.

Research Seminar presentation scheduled for April 2020 at Lehigh University but postponed because of the virus outbreak.

Faculty Research Talk (Virtual) at the Southampton University Business School, UK, on July 29, 2020, on “Recent Insights on Consumer-Brand Relationships”.

Keynote talk at 2020 International Symposium of Global Branding Strategy, on “Global Brands in a Post-Global World: How should Managers Respond?” held (virtually) at the Asia Europe Business School of East China Normal University, Shanghai, PRC.

2021

Global Research Colloquium (Webinar) Speaker at MICA Institute, India, 29 January 2021 (for Doctoral students and faculty from many countries), on “Research Projects in the Branding Area: Perspectives and Learning”

AMA Sheth Doctoral Consortium (India), Invited Faculty Talk on Branding and Brand Management, June 28, 2021.

2022

“Research on Consumer-Brand Relationships: Brand Love, Brand Coolness and Pride of Ownership,” Talks given at:

ISCTE, Lisbon, Portugal (April 7, 2022)

Copenhagen Business School (May 3, 2022)

Koc University Business School, Istanbul (June 6, 2022)

“Global Branding: What, When and How,” at Catolica University Business School, Porto, Portugal, April 9, 2022.

Invited Faculty talk at Doctoral Consortium at the American Marketing Association Global Marketing Conference, Crete, Greece, May 31, 2022, on “Managing an Impactful Career.”

“How Multiple Consumer Values Interact to Drive Consumption Preferences in Asia,” presentation at Society for Consumer Psychology Boutique Conference on

The Global Consumer: Consumer Insights from Cross-Cultural Research, July 2022, Singapore.

2023

“Brand Iconicity” (with Jin Sung and Richard Bagozzi), Society for Consumer Psychology Conference, Puerto Rico, March 2023.

“Building and Disrupting Strong Brands,” Keynote talk at IIM Calcutta (Annual ‘GuruSpeak’ Alumni event), August 2023.

2024

Fellows Address, Society for Consumer Psychology, Annual Conference, Nashville, March 2024.

“How Multiple Consumer Values Interact to Drive Consumption Preferences in Asia,” Vienna University of Economics and Business, May 2024.

Invited Panelist, SCP Conference on The Future of Brands, University of Leeds (UK), June 2024

Co-Chair and Panelist, Roundtable on Collective Materialism, Asia-Pacific Conference of the Association for Consumer Research, Bali, Indonesia, July 2024.

2025

Invited Panel Presenter and Discussant, Special Session on Measurement and Validity, Annual Conference of the Association for Consumer Research, Washington DC, October 2025.

#### 8. Funding Grants Obtained

Marketing Science Institute - \$5,000 - 1981

Michigan Business School Global Business Partnership - \$9,000 - 1993

Center for International Business Education - \$2,500 - 1994

William Davidson Institute - \$5,000 – 1996

William Davidson Institute - \$5,000 – 2000

Marketing Science Institute - \$10,000 – 2007

William Davidson Institute and Ross School - \$10,000 – 2008

Center for International Business Education - \$3,000 – 2012

University of Michigan “Global Challenges for Third Century” (GCTC) - \$15,000 (joint project on Social Marketing....#TD14)

#### PROFESSIONAL AFFILIATIONS AND SERVICE

Member: Society for Consumer Psychology, American Marketing Association, Association for Consumer Research.

Chair, Scientific Affairs Committee, Society for Consumer Psychology, 1997-2000; 2006-2011.

On Editorial Boards of Journal of Marketing (2012-present), Journal of Marketing Research (1994-2003), Journal of Consumer Research (2025-present), Journal of Consumer Psychology (2004-present), Journal of International Business Studies (2010-2021), International Journal of Research in Marketing (1997-2019; 2021-present; *also as Area Editor*), Journal of the Academy of Marketing Science (2006-2016), Journal of International Marketing (2007-2014), Journal of Interactive Marketing (1987-2013); Marketing Letters (1989-2017); Journal of Advertising (1991-2003); Journal of Advertising Research (2002-present); Journal of Current Issues and Research in Advertising (1992-2014), Journal of Political Marketing (2001-present).

Co-Editor of a Special Issue of Journal of International Marketing, on Marketing Issues in Emerging Markets, 2003; Special Issue of Journal of Interactive Marketing on Online Advertising, 2009; Special Issue of International Journal of Research in Marketing, on Global Brands, 2011; Special Issue on Global Branding, Journal of International Marketing, 2023.

Chair, Best Paper Award Selection Committee, International Journal for Research in Marketing, 2001-02; Journal of International Marketing, 2008.

Selection Committee, “Young Contributor Award,” Journal of Consumer Psychology, 2005-6.

Finalist for Editorship of Journal of Marketing, 2005.

Ad-Hoc Reviewer for Journal of Consumer Research, Journal of Marketing, Journal of Marketing Research, International Journal of Forecasting, Marketing Science, Management Science, Motivation and Emotion, Psychological Bulletin, Psychology and Marketing, Journal of the Academy of Marketing Science, Journal of Economic Psychology, Cognition and Emotion, Journal of International Marketing, Journal of Economics and Management Strategy, Journal of Asian Business, Journal of International Business Studies, Human Computer Interaction, Journal of Business Research, Journal of Public Policy in Marketing, Journal of Product Innovation Management, European Journal of Marketing.

On Program Committee for ACR Conferences, June 1999, October 1988, October 1992, October 1996, Summer 2004 (Asia-Pacific Conference), October 2009; Society for Consumer Psychology Conference, February 1995, February 2024; International Research Seminar on Marketing Communications and Consumer Behavior, June 1999, June 2001, June 2003, June 2005. Reviewer, SCP Conference, February 1999, ACR Conference, Sep 1998, American Psychology Conference Div. 23, February 1999; EMAC Conference (Emerging Markets Track Co-chair), 2008.

Ad-hoc Reviewer, Research Grants Council, Hong Kong, 1999 - present

Judge for REX (Excellence in DTC Advertising) Awards, New York, 1999-2005.

Judge for Ogilvy Advertising Excellence Awards (Advertising Research Foundation), 2012-2015.

Invited Faculty, American Marketing Association Doctoral Consortia, 1987 (New York University); 1991 (University of Southern California); 2007 (Arizona State University); 2013 (Michigan). Invited Faculty, American Academy of Advertising Doctoral Consortium, 2011 (Mesa, AZ); ACR Doctoral Consortium (2013).

Promotion/Tenure Reviewer: MIT, University of Wisconsin, INSEAD, American University, Columbia University, Villanova University, Northwestern University, University of Southern California, University of St. Louis at Missouri, University of Oregon, Rutgers University, Duke University, University of Western Ontario, University of Hong Kong, Anderson School of Management (UCLA), Georgetown University, Santa Clara University, University of Delaware, New York University, San Francisco State University, University of Rochester, University of Southern California, University of South Carolina, Indiana University, San Jose State University, University of California Berkeley, Cornell University, Bilkent University (Turkey), University of Texas (Austin), University of Illinois, Nanyang Business School, Lehigh University, Chinese University of Hong Kong, Georgia State University, Oakland University, Sabanci University (Turkey), University of Minnesota, Boston University, Indiana University, Darden School (University of Virginia), Nanyang Business School (Singapore), IE (Spain), University of California (Riverside), University of Georgia.

Provided expert advice to U.S. Census Bureau on their 2010 Census Advertising and Marketing efforts (Summer/Fall 2009).

Distinguished Honorary Professor, Sun Yat Sen Business School, Sun Yat Sen University, Guangzhou, China, 2011-14.

Fellow, Insitute on Asian Consumer Insight, Nanyang Technological University, Singapore, 2016-2018.

#### UNIVERSITY SERVICE

##### Dissertation Committees:

- At Columbia: T.J. Olney; Lydia Price; Dipinder Singh.
- At Michigan: Julie Ruth, Prashanth Unnikrishnan, Eric DeRosia (Chair), Ryan Elder.
- At Helsinki School of Economics: Arja Juntunen (“Opponent”).
- At University of Hawaii: Eugene Song Kim (Committee Member).
- At Georgia Tech: Aditi Bajaj (Committee Member).
- At IIM Ahmedabad: Arpita Pandey (Committee Member).

##### At Michigan:

- Area Chair, Marketing Department, 2003-2007.
- Selection Committee: State Undergraduate Teaching Award, 1990
- Chair, Marketing Department Recruiting, 1991, 1995
- Chair, Marketing Department PhD Program, 1997-9.
- William Davidson Institute Core Faculty, 1993-95.
- Chair, WDI Learning Committee, 1994-95.
- Research Director, William Davidson Institute, 1995-97.
- Area Director for Marketing, William Davidson Institute, 1997-
- School Research and Publications Committee, 1996-8; 2002-3.
- School Teaching Committee, 2008-2011.
- School Executive Committee, 2000-2, 2022-24.

School Global Strategy Committee, 2012-13.  
 School Community Values Committee, 2012-14.  
 School Curriculum Committee, 2013-15.  
 School MBA Curriculum Revision Task Force, 2014-15.  
 School Faculty Performance Evaluation Committee, 2016-17.  
 Assisted School in Branding/Logo Makeover, 1998. Asked to assist  
 School Brandbuilding Efforts, 2002-3.  
 School Centennial Planning Committee (co-chair), 2022-24.  
 School Faculty Ombudsman, 2024-25.  
 Advised University Health Promotion Department for anti-drinking  
 campaign, 1999  
 Assisted University Musical Society in re-branding program, 1999  
 Spoke at School “Go Blue” Student recruitment event, 2002, 2004, 2013.  
 Faculty Advisor to winning MBA student team for “Elite Eight Brand  
 Management Case Competition” at Carlson/Minnesota, Nov. 2013  
 Presented faculty workshop on Brand Love at School Positive Business  
 Conference, May 2014.  
 University Faculty Grievance Hearing Board, 2017-18.  
 Faculty Advisor for BA480 (Ross Undergraduate Honors Thesis), for  
 Pooja Subramaniam, 2019-20.

## EXECUTIVE TEACHING

Michigan Business School Executive Education Programs: Sessions on advertising research and Multivariate Statistics in Applied Marketing Research course (1989, 1990, 1991, 1992); Marketing Management sessions in courses for the Ssangyong General Managers Program (1993, 1994); Strategic Marketing Program (1995-present); Program on Improving the Effectiveness of Marketing Communications (Faculty Director), 1997-2001, Brand Equity Management, 2001-4, 2007-2011); Senior Executive Program-Asia, Hong Kong, 2003-2005, Asia Development Program (2003-2004). Custom program for the Tatas (Global Leadership Program: 2012-2014); Custom program for the Mahindra Group (2014-2016); Challenger Strategies for Building Brands and Businesses (2013).

Columbia University Graduate School of Business Executive Programs (1984-1988), Advertising Research; Marketing Strategy.

Direct Marketing Association, New York: co-taught a course on Practical Direct Marketing Statistics (1986-2009). In-house versions taught at Scudder Stevens and Clark, Sara Lee Direct, American Express Travel Related Services (New York, Hong Kong, Tokyo, Toronto), Prudential AARP Division, Meredith Corporation.

In-house programs/sessions on Advertising Management and/or Branding for Procordia, Sweden (1993), Dong Feng Motor Company, Shiyang, China (1994), Whirlpool (1996), Wrangler Jeans (1997), Eli Lilly (1998-2000; Indianapolis, and London, UK), Ford (2000), Pulte Homes (2000), Flint Ink (2001), GE (2005), Siemens Medical (2002), The Andersons (2002), Telecom Italia (2005), Tata Services (2010, 2011, workshop leader).

Executive Seminar on Brand Equity taught (via the Davidson Institute or other organizations such as Seminarium) in Istanbul, New Delhi, Prague, Milan, Stockholm, Seoul, Zagreb, Guatemala City, Santiago, San Jose (Costa Rica), Lima

(Peru), Bogota (Colombia). Executive Program taught on “Improving Advertising Productivity” in Bombay.

#### CONSULTING

Have consulted or done research for for the following organizations on advertising, branding, marketing research, or direct marketing problems: Mitsubishi DiamondVision; USAID (the PRITECH Oral Rehydration project); Johnson and Johnson (Ethicon Endo-Surgery); McCann-Erickson Inc; MORPACE International; QUEST Inc.(Interpublic Group of Advertising Agencies); Book-of-the-Month Club; Newsweek; N.W. Ayer Advertising; Foote, Cone and Belding Advertising; Swedish Post Office/Annjoy Associates; Hughes Aircraft; WIPRO Corporation (India); General Motors Powertrain; MHA Insurance; Hakuhodo Advertising (Japan); GE Lighting; Flint Ink; Ford Motor Co.; Siemens Medical Systems; Black & Decker; The Andersons; US Government Census Bureau; Samsung Electronics and L’Oreal via YouTube (Google/Alphabet); General Mills.

Performed an exhaustive evaluation of advertising and direct marketing programs in Germany and Belgium for Citibank Consumer Services Europe, Brussels, as Visiting Professor, 1992.

Expert Witness Testimony for Mark Anthony Beverages (2014-15).

On Agency Review Committee, McCann-Erickson Detroit (1996-97).

Director of Pan-Asian “WAVE 1” Consumer Values and Attitudes Study, Institute for Asian Consumer Insights, Nanyang Business School, Singapore (2012-13).

#### MEDIA

##### APPEARANCES

BusinessWeek, CNN, The Economist, Fortune, Forbes, New York Times, Wall Street Journal, Parade magazine (multiple appearances, partial list).

#### PERSONAL

Married, male; born 1956. U.S. Citizen. Two children.

(Last Updated: December 2025)