ANOCHA ARIBARG

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ACADEMIC POSITION

Stephen M. Ross School of Business, University of Michigan
- Area Chair, July 2023 - present
- Professor of Marketing, 2022 - present
- Associate Professor of Marketing at, 2011 – 2022
- Michael R. and Mary Kay Hallman Faculty Fellow, 2015 – 2018
- The Sanford R. Robertson Assistant Professor of Marketing, 2009 - 2010
- Assistant Professor of Marketing, 2004 - 2011

EDUCATION

- University of Wisconsin-Madison
  Ph.D., Marketing, minor in Statistics, 2004
- University of Wisconsin-Milwaukee
  PhD Student, Marketing, 1998 - 1999
  MBA, Marketing, 1998
- Chulalongkorn University, Bangkok, Thailand
  B.S., Statistics, minor in Actuarial Science, 1994

RESEARCH

INTERESTS: Modeling Processes of Consumer Learning, Product Search and Choice
Measurement of Consumer Preferences and Beliefs
Joint Choice Decision and Social Influence on Choice
Psychology-based Market Response Modeling
Bayesian Statistical Inference
Eye Tracking Measurement of Attention

PUBLICATIONS:

Cho, Jihoon, Anocha Aribarg, and Puneet Manchanda (2023), "Can Firms Benefit from Integrating High-Frequency Survey Measures with Objective Service Quality Data?," *International Journal of Research in Marketing,* 40 (3), 513-533.

Kim, Eunsoo, Julia Lee Cunningham and Anocha Aribarg (2022), "The Moral Significance of Aesthetics in Nature Imagery," *Psychological Science,* 33 (9), 1372-1385.

Jindal Pranav and Anocha Aribarg (2021), "The Importance of Price Beliefs in Product Search", *Journal of Marketing Research,* 58 (2), 321-342.

Mormann, Milica, Tome Griffiths, Chris Janiszewski, J. Edward Russo, Anocha Aribarg, Nathaniel J. S. Ashby, Rajesh Bagchi, Sudeep Bhatia, Aleksandra Kovacheva, Martin Meissner and Kellen J. Mrkva (2020), "Time to Pay Attention to Attention: Using Attention-based Process Traces to Better Understand Consumer Decision-Making," *Marketing Letter*, 31, 381-392.
- Based on discussion at the 11th Triennial Invitational Choice Symposium

Aribarg, Anocha and Eric M. Schwartz (2020), "Native Advertising in Online News: Tradeoffs among Clicks, Brand Recognition and Web Trustworthiness", *Journal of Marketing Research,* 57 (1), 20-34.
- *Top-5 most cited paper in the Journal of Marketing Research in 2022*
- *Finalist, Paul E. Green Award*
- *Selected Media Coverage: Wall Street Journal*

Aribarg, Anocha, Thomas Otter , Daniel Zantedeschi, Greg M. Allenby, Taylor Bentley, David J. Curry, Marc Dotson, Ty Henderson, Elisabeth Honka, Rajeev Kohli, Kamel Jedidi, Stephan Seiler and Xin Wang (2018), "Advancing Non-compensatory Choice Models in Marketing," *Customer Needs and Solutions,* 5 (1-2), 82-92.
- Based on discussion at the 10th Triennial Invitational Choice Symposium

Aribarg, Anocha, Katherine Burson and Rick P. Larrick (2017), "Tipping the Scale: Discriminability Effect on Derived Attribute Importance," *Journal of Marketing Research*, 54 (April), 279-292.

Packard, Grant, Anocha Aribarg, Jehoshua Eliashberg and Natasha Z. Foutz (2015), "Collaboration and Creation: The Impact of Network Embeddedness on New Product Success," *International Journal of Research in Marketing*, 33 (2), 328-342.

Aribarg, Anocha, Neeraj Arora, Ty Henderson and Youngju Kim (2014), "Private Label Imitation of a National Brand: Implications for Consumer Choice and Law," *Journal of Marketing Research,* 51 (6), 657-675.

Wang, Jing, Anocha Aribarg and Yves Atchade (2013), "Modeling Choice Interdependence in a Social Network," *Marketing Science,* 32 (6), 977-997.

Aribarg, Anocha, Rik Pieters and Michel Wedel (2010), "Raising the BAR: Bias Adjustment of Recognition Tests in Advertising," *Journal of Marketing Research*, 47 (June), 387-400. (lead article)

Aribarg, Anocha, Neeraj Arora and Moon Young Kang (2010), "Predicting Joint Choice Using Individual Data," *Marketing Science,* 29 (1), 139-157.

Aribarg, Anocha and Natasha Zhang Foutz (2009), "Category-based Screening in Choice of Complementary Products," *Journal of Marketing Research,* 46 (August), 518-530.

Aribarg, Anocha and Neeraj Arora (2008), "Brand Portfolio Promotions," *Journal of Marketing Research,* 45 (August), 391-402. (lead article)

Aribarg, Anocha and Neeraj Arora (2008), "Inter-brand Variant Overlap: Impact on Brand Preference and Portfolio Profit," *Marketing Science*, 27 (3), 474-492.
- Honorable mention, Clayton Dissertation Proposal Competition 2002

Aribarg, Anocha, Neeraj Arora and H. Onur Bodur (2002), "Understanding the Role of Preference Revision and Concession in Group Decisions," *Journal of Marketing Research*, 39 (August), 336-349.

OTHER PUBLICATIONS:

Wooten, David and Anocha Aribarg (2024) "Marketing at Ross: 100 Years of Academic and Business Impact," *Customer Needs and Solutions*, 11 (6).

Kim, Eunsoo, Anocha Aribarg and Natasha Zhang Foutz (2016), "Arousal Sustainability in Shared Experiential Consumption,", *MSI Working Paper Series*.

WORKING PAPERS AND PAPERS UNDER REVIEW:

"Search in Service of Choice" with Antonia Krefeld-Schwalb, Ana Martinovici, Jacob L. Orquin, Sudeep Bhatia, Tulin Erdem, Eric J. Johnson, Crystal Reeck, Dan R. Schley, Stephanie Smith, Maarten Speekenbrink, Niel Stewart, Elke U. Weber and Cathy Liu Yang, under the second round review at *the International Journal of Research in Marketing*

"Learning from Consumer Reviews: The Role of Selection and Evaluation Biases" with Shi Wang and Ralf van der Lans

"Quantifying the Heterogeneous Impact of FDA Changes to the Nutrition Facts Label" with Yiqi Li and Matthew Osborne

RESEARCH IN PROGRESS:

"The Importance of Influencers' Relatability and Aspiration in Political and Social Discourse" with Ling Tong, Yulin Chen and Natasha Zhang Foutz

"Using GenAI to Identify Search Strategies" with Raluca Ursu and Pranav Jindal

"Politically Polarized Information "Mis"creation" with Akshina Banerjee, John Elmer Loretizo and Riya Wadhwani

"The Impact of Influencers' Activism on Their Audience Engagement" with John Elmer Loretizo

PRESENTATIONS:

"The Importance of Influencers' Relatability and Aspiration in Political and Social Discourse" with Ling Tong, Yulin Chen and Natasha Zhang Foutz
- Marketing Camp, University of Minnesota (2025)
- Conference on Artificial Intelligence, Machine Learning, and Business Analytics, Temple University (2023)

"Quantifying the Heterogeneous Impact of FDA Changes to the Nutrition Facts Label" with Yiqi Li and Matthew Osborne
- Harvard School of Business (2025)
- Sasin School of Management, Thailand (2024)
- Marketing Camp, University of New South Wale, Australia (2024)
- Marketing Camp, University of South Carolina (2024)
- Hosmer Interdisciplinary Research Lunch (2023)
- University of Wisconsin – Madison (2023)
- McGill University (2023)
- Rutgers University (2023)

"Learning from Consumer Reviews: The Role of Selection and Evaluation Biases" with Shi Wang and Ralf van der Lans
- University of Southern California (2024)
- Marketing in Israel, Tel Aviv and Hebrew University(2022)
- Temple University (2022)
- The Ohio State University (2022)
- New York University (2022)
- University of Cologne (2021)
- University of Maryland (2021)
- Mays Marketing Research Camp, Texas A&M (2021)

"The Moral Significance of Aesthetic Quality in Nature Imagery" with Eunsoo Kim and Julia Lee
- University of Notre Dame (2021)
- Brown Bag Seminar, Ross (2021)
- George Washington University (2020)

"The Role of Advertised Reference Price on Price Beliefs and Product Search" with Pranav Jindal
- Marketing Science Conference (2019), Rome, Italy.
- Marketing Dynamics Conference (2019), College Park, MD.

"The Importance of Price Beliefs in Product Search" with Pranav Jindal
- Hosmer-Hall Lunch Seminar Series, Ross (2020)
- Marketing Research Camp, Frankfurt School of Finance and Management (2019), Frankfurt Germany
- University of Texas at Dallas Forms Conference (2019), Dallas, TX.
- University of Houston (2018)
- Marketing Science Conference (2018), Philadelphia, PA.

"Native Advertising in Online News: Tradeoffs among Clicks, Brand Recognition and Web Trustworthiness" with Eric Schwartz

- The 11th Triennial Invitational Choice Symposium (2019), Chesapeake, MD
- Georgetown University (2018)
- Hong Kong University of Science and Technology, Hong Kong (2018)
- Syracuse University (2018)
- NYU Conference in Digital, Mobile Marketing, and Social Media Analytics (2017), New York, NY
- Marketing Science Conference (2017), Los Angeles, CA.

"Tipping the Scale: Discriminability Effect on Derived Attribute Importance" with Katherine A. Burson and Rick P. Larrick

- Marketing Science (2016), Shanghai, China.
- Advanced Research Techniques Forum (2016), Boston, MA.
- The Invitational Choice Symposium (2016), Lake Louise, Alberta, Canada.
- Fudan University, China (2016)

"Arousal Sustainability in Shared Experiential Consumption" with Eunsoo Kim and Natasha Zhang Foutz

- Winter Marketing Academic Conference (2016) organized by the American Marketing Association, Las Vegas, NV.
- Global Center for Big Data and Mobile Analytics, the Fox School of Business, Temple University (2015)

"Can Firms Benefit from Integrating High-Frequency Survey Measures with Objective Service Quality Data?" with Jihoon Cho and Puneet Manchanda

- Nanyang Technology University, Singapore (2017)
- University of Texas at Dallas Form Conference (2015), Dallas, TX.

"Private Label Imitation of a National Brand: Implications for Consumer Choice and Law" with Neeraj Arora, Ty Henderson and Youngju Kim

- "Corporate Competitiveness in Global Perspective" Symposium (2014) organized by Keizai Koho Center, Tokyo, Japan.

"Modeling Choice Interdependence in a Social Network" with Jing Wang and Yves Atchade

- Joint Statistical Conference (2013), Montreal, CA.
- Advanced Research Techniques Forum (2012), Seattle, WA.
- Marketing Science Conference (2012), Boston, MA.
- Emory University (2011)
- University of Iowa (2011)
- Marketing Dynamics Conference (2010), Istanbul, Turkey.

"Measuring Impact of Contextual Variation on Preference for New Technology" with Yimin Liu and Rich Gonzalez

- Advanced Research Techniques Forum (2010), San Francisco, CA.
- ISMS/MSI Practice Prize Conference (2010), Boston, MA.
- Marketing Science Conference (2009), Ann Arbor, MI.

"Trade-off or Cut-off: Attribute Alignability and Decision Process" with Natasha Zhang Foutz
- Marketing Science Conference (2007), Singapore.

"Category-based Screening in Choice of Complementary Products" with Natasha Zhang Foutz
- Advanced Research Techniques Forum (2007), Santa Fe, NM.

"Goal-Directed Search," with Dilip Soman
- Marketing Science Conference (2006), Pittsburgh, PA.

"Brand Portfolio Promotion" with Neeraj Arora
- University of Maryland (2005)
- Marketing Science Conference (2005), Atlanta, GA.
- Advanced Research Techniques Forum (2005), Coeur d'Alene, ID.
- MSI/JMR Practitioner-Academic Collaborative Conference (2004), Yale University, New Heaven, CT.

"Inter-brand Variant Overlap: Impact on Brand Preference and Portfolio Profit" with Neeraj Arora
- University of Maryland (2003)
- University of Iowa (2003)
- University of Arizona (2003)
- University of Georgia (2003)
- University of Toronto (2003)
- University of Pennsylvania (2003)
- University of Michigan (2003)
- University of Texas at Dallas (2003)
- University of Minnesota (2003)
- Marketing Science Conference (2003), College Park, MD.
- Advanced Research Techniques Forum (2003), Monterey, CA.

"Understanding the Role of Preference Revision and Concession in Group Decisions" with Neeraj Arora and H. Onur
- Marketing Science Conference (2001), Weisbaden, Germany.

Paper Discussion:
- The University of Texas at Dallas Forms Conference, 2018 and 2020
- The John Hopkins Behavioral Science Forum on Artificial Intelligence, 2019

HONORS AND AWARDS

- Outstanding Associate Editor Award for the *International Journal of Research in Marketing*, 2023
- Outstanding Reviewer Award for the *Journal of Marketing*, 2023
- Ross PhD Teaching Award, 2022
- Finalist, Paul E. Green Award, 2020
- Michael R. and Mary Kay Hallman Faculty Fellow, Ross School of Business, University of Michigan, 2015-2018

- Sanford R. Robertson Research Award, Ross School of Business, University of Michigan, 2009
- MSI Young Scholar, 2009
- Research grant from Ford-University of Michigan Innovation Alliance, 2008 ($131,469)
- Honorable Mention, Alden G. Clayton Doctoral Dissertation Proposal Competition, Marketing Science Institute, 2002
- AMA Sheth Foundation Doctoral Consortium Fellow, Emory University, 2002
- J. Howard Westing Marketing Scholarship, 1999-2003
- The National Science Foundation Scholarship to attend the Bayesian Applications and Methods in Marketing Tutorial and Conference, The Ohio State University, 1999
- Member of the Beta Gamma Sigma Society, 1998

TEACHING

INTERESTS: Marketing Research and Analytics
Marketing Strategy

EXPERIENCE:

- University of Michigan
    - Predictive Analytics, MBAn, Fall 2022 – 2024
    - Marketing Research and Analytics, OMBA, from Winter 2022-2025
    - Marketing Research and Analytics, MBA, from Winter 2008 – Fall 2024
    - Marketing Research and Analytics, BBA, from Winter 2008 – Fall 2022
    - PhD seminar in Bayesian Modeling, Winter 2007, Fall 2008, Winter 2011, Fall 2012, Winter 2016, Winter 2018, Winter 2020, Winter 2022, Winter 2024
    - MBAn Consulting Studio Projects, Winter 2023
    - MSCM Consulting Studio Projects, Winter 2022
    - MBA MAP Projects, Winter 2017, Winter 2018, Winter 2020-2023
    - Introduction to Marketing, Weekend MBA, Summer 2012
    - Introduction to Marketing Management, BBA, Fall 2005-2007

- University of Wisconsin-Madison
    - Lecturer, Marketing Research, MBA, Spring 2004
    - Instructor, Marketing Research, BBA, 4 semesters (including 1 summer)
    - Teaching Assistant, Quantitative Models Based Customer Insights, MBA, 1 semester

ACADEMIC SERVICE

PROFESSIONAL LEVEL:

- Editorial Positions
    - AE of Journal of Marketing Research, Jan 2025 to present
    - AE of *Journal of Marketing*, Apr 2023 to present
    - AE of *Marketing Science*, Oct 2021 to present

- o AE of *International Journal of Research in Marketing*, Oct 2020 to Dec 2025
- o ERB member of *Journal of Marketing Research*, Apr 2019 to present
- o ERB member of *Journal of Marketing*, May 2018 to present
- o ERB member of *Journal of Retailing*, Jan 2020 to present
- o ERB member of *Marketing Science*, Sep 2012 to present
- o ERB member of *International Journal of Research in Marketing*, Jan 2019 to present

- ▪ Other
  - o Member of selection committee for the Sheth Foundation/Journal of Marketing Award, 2025
  - o Member of selection committee for V. Seenu Srinivasan Young Scholar Award in Quantitative Marketing, 2023 and 2024
  - o Member of the paper selection committee for UTD Frontier of Research in Marketing Science Conference, University of Texas-Dallas, February 2024
  - o Senior faculty for the ISMS Early-Career Scholars Camp, Duke University, Nov 2022
  - o Interviewee for the *International Journal of Research in Marketing* Newsletter, Sep 2022
  - o Faculty attendee for the ISMS Doctoral Consortium, Marketing Science Conference, June 2022 and 2023
  - o Member of the review committee for China India Insights Conference, University of Southern California, June 2022
  - o Member of the selection committee for Srinivasan Award 2022, June 2022
  - o Member of the special committee for the *Frontier in Marketing Science* section, Nov 2021 to June 2022
  - o Member of the Meetings Sub-committee of ISMS – Informs, May 2016 to 2018
  - o Faculty representative at the AMA Sheth Foundation Doctoral Consortium Fellow, University of Missouri, 2008
  - o Member of the committee of Advanced Research Techniques Forum (organized by the American Marketing Association), 2008 and 2011
  - o Ad-hoc reviewer for *Management Science, Journal of Consumer Research, Psychometrika, Journal of Behavioral Decision Making, Journal of Economic Psychology, Review of Marketing Research, Journal of Interactive Marketing, Marketing Letter, Consumer Needs and Solutions, Journal of Choice Modeling, Data Mining and Knowledge Discovery*

SCHOOL/UNIVERSITY LEVEL:

- ▪ Leadership Positions:
  - o Area Chair of the Marketing Department, July 2023 - Present

- ▪ Committee Assignments
  - o Chair of the Behavioral Lab Task Force, April – May 2024
  - o Chair of Faculty Council for One-Year Master's Programs, Fall 2022 – Winter 2024
  - o Member of the OABL Advisor group, Fall 2022 - Present
  - o Member of the Faculty Council for One-Year Master Programs, Fall 2019 – Winter 2022

- o Member of the Master in Business Analytics Task Force, Fall 2019 – Fall 2020
  - o Member of the ABL Task Force committee, Fall 2018
  - o Member of the Faculty Council for Master Specialty Programs, Winter 2018
  - o Member of the Faculty Council for Undergraduate and Pre-Experience Programs, Fall 2017-Winter 2018
  - o Member of the Action-based Learning Committee, Fall 2015-Winter 2017
  - o Chair of the Marketing Doctoral Committee, Fall 2011-Summer 2015
    - ▪ Admitted 7 PhD students (three are women)
  - o Member of the doctoral committee for Marketing Department, 2006-Summer 2011
    - ▪ Admitted 13 PhD students (six are women)
  - o Member of the recruiting committee for Marketing Department, 2010

- ▪ PhD Mentoring Activities
  - o Co-chair (with Puneet Manchanda) on the dissertation committee for Jihoon Cho, PhD Student in Marketing
  - o Co-chair (with Yves Atchade) on the dissertation committee for Jing Wang, PhD student in Statistics
  - o Co-chair (with Michel Wedel) on the dissertation committee for Thales Teixeira, PhD student in Marketing
  - o Member of the dissertation committee for Hiroshi Onishi and Eunsoo Kim, PhD students in Marketing
  - o Co-authors on projects with Grant Packard, Eunsoo Kim, and Yiqi Li, PhD students in Marketing

- ▪ Other
  - o Ross Faculty Representative, UM Pan-Asia Reunion, Singapore, May 2023
  - o Panel Moderator for the Southeast Asian panel, Asia Business Conference, 2018-2023
  - o A faculty speaker for a workshop in Mindful Data Mining for Michigan Ross Datathon Competition, 2021-2023
  - o An organize for the Hosmer Lunch Seminar Series, Winter 2018
  - o A faculty speaker for a workshop on Analyzing Nielsen data for the Marketing Club, 2018 and 2019
  - o A faculty speaker for Amaizin's Blue Preview event to help recruit prospective undergraduate students who received scholarships from the university, 2016 - Present
  - o An organizer for the female faculty organization (Neighbors) at Ross School of Business, Winter 2010 - Fall 2011

PROFESSIONAL EXPERIENCE

- ▪ Frank Small and Associates (Thailand) Ltd. (currently part of Taylor Nelson Sofres)
  - o Senior Project Executive, 1995-1996
  - o Project Assistant, 1994-1995