

ANOCHA ARIBARG

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ACADEMIC POSITION

Stephen M. Ross School of Business, University of Michigan

- Associate Professor of Marketing at, 2011 – present
- 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 - Summer 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 Product Search and Choice
Psychology-based Market Response Modeling
Joint Choice Decision, Social Influence and Shared Consumption
Bayesian Statistical Inference
Eye Tracking Measurement

PUBLICATIONS:

Kim, Eunsoo, Julia Lee Cunningham and Anocha Aribarg (2022), “The Moral Significance of Aesthetics in Nature Imagery,” *Psychological Science*, forthcoming.

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.

- *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:

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

WORKING PAPERS:

“The Value of Subjective and Objective High-Frequency Service Quality Data: An Empirical Analysis,” with Jihoon Cho and Puneet Manchanda, under review at *International Journal of Research in Marketing*.

RESEARCH IN PROGRESS:

“Confirmation Bias in Quality Learning from Consumer Reviews” with Shi Wang and Ralf van der Lans

“Platform Leakage” with Mengzhu Chen, Raluca Ursu and Pranav Jindal

“Consumer Inattention to Nutrition Labels” with Yiqi Li and Matthew Osborne

“The Past Imperfect: Assessing Strategic Customer Behavior under Bounded Expectations” with Jihoon Cho and Puneet Manchanda

PRESENTATIONS:

“Confirmation Bias in Quality Learning from Consumer Reviews” with Shi Wang and Ralf van der Lans

- 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)

“The Value of Subjective and Objective High-Frequency Service Quality Data: An Empirical Analysis” 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 (2013)
- University of Iowa (2013)
- University of Arizona (2013)
- University of Georgia (2013)
- University of Toronto (2013)
- University of Pennsylvania (2013)
- University of Michigan (2013)
- University of Texas at Dallas (2013)
- University of Minnesota (2013)
- 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

- Finalist, 2020 Paul E. Green Award
- 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
 - Marketing Research and Analytics, MBA&BBA, from Winter 2008 to present
 - PhD seminar in Bayesian Modeling, Winter 2007, Fall 2008, Winter 2011, Fall 2012, Winter 2016, Winter 2018, Winter 2020, Winter 2022
 - MBA Action-based Learning Projects, Winter 2017, Winter 2018, Winter 2020, winter 2020
 - Introduction to Marketing Management, BBA, Fall 2005, 2006, 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 *Marketing Science*, Oct 2021 to present
 - AE of *International Journal of Research in Marketing*, Oct 2020 to present
 - ERB member of *Journal of Retailing*, January 2020 to May 2022
 - ERB member of *Journal of Marketing Research*, April 2019 to present
 - ERB member of *International Journal of Research in Marketing*, Jan 2019 to Oct 2020
 - ERB member of *Journal of Marketing*, May 2018 to present
 - ERB member of *Marketing Science*, September 2012 to Oct 2021
- Others
 - The Special Committee for the *Frontier in Marketing Science* section, Nov 2021 to June 2022
 - Serve on Meetings Sub-committee of ISMS – Informs, May 2016 to 2018
 - Invited to be a faculty representative at the AMA Sheth Foundation Doctoral Consortium Fellow, University of Missouri, 2008
 - Serve on the committee of Advanced Research Techniques Forum (organized by the American Marketing Association), 2008 and 2011
 - 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*

SCHOOL/UNIVERSITY LEVEL:

- Committee Assignments
 - Serve on Faculty Council for One-Year Master Programs, Fall 2019 – Present
 - Serve on the Master in Business Analytics Task Force, Fall 2019 – Fall 2020
 - Serve on the ABL Task Force committee, Fall 2018
 - Serve on Faculty Council for Master Specialty Programs, Winter 2018
 - Serve on Faculty Council for Undergraduate and Pre-Experience Programs, Fall 2017-Winter 2018
 - Serve on Action-based Learning Committee, Fall 2015-Winter 2017
 - Serve as Chair of the Marketing Doctoral Committee, Fall 2011-Summer 2015
 - Admitted 7 PhD students (three are women)
 - Serve on the doctoral committee for Marketing Department, 2006-Summer 2011
 - Admitted 13 PhD students (six are women)
 - Serve on the recruiting committee for Marketing Department, 2010
- PhD Mentoring Activities
 - Co-chair (with Puneet Manchanda) on the dissertation committee for Jihoon Cho, PhD Student in Marketing
 - Co-chair (with Yves Atchade) on the dissertation committee for Jing Wang, PhD student in Statistics
 - Co-chair (with Michel Wedel) on the dissertation committee for Thales Teixeira, PhD student in Marketing
 - Serve on the dissertation committee for Hiroshi Onishi and Eunsoo Kim, PhD students in Marketing

- Work on projects with Grant Packard, Eunsoo Kim, and Yiqi Li, PhD students in Marketing
- Others
 - Panel Moderator for the Southeast Asian panel, Asia Business Conference, 2018-2022
 - A faculty speaker for a workshop in Mindful Data Mining for Michigan Ross Datathon Competition, 2021 and 2022
 - An organizer for the Hosmer Lunch Seminar Series, Winter 2018
 - A faculty speaker for a workshop on Analyzing Nielsen data for the Marketing Club, 2018 and 2019
 - A faculty speaker for Amazon's Blue Preview event to help recruit prospective undergraduate students who received scholarships from the university, 2016 - Present
 - 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)
 - Senior Project Executive, 1995-1996
 - Project Assistant, 1994-1995