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## **UTPAL MUKUL DHOLAKIA**

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### **Education**

- 1998 University of Michigan, Ann Arbor; Ph.D., Marketing,
- 1997 University of Michigan, Ann Arbor; MS, Cognitive Psychology
- 1994 Ohio State University; MS, Industrial Engineering; Certificate in Engineering Management
- 1993 University of Bombay, Victoria Jubilee Technical Institute; BE, Industrial Engineering

### **Positions**

- July 2011 – present Professor of Management, JGSB, Rice University
- July 2008 – June 2011 William S. Mackey, Jr., and Verne F. Simons Distinguished Associate Professor of Management, JGSB, Rice University
- October – Dec 2008 Visiting Professor, Korea University Business School, Seoul
- Sep 2007- June 2008 Jones School Distinguished Associate Professor of Management, JGSB, Rice University
- July 2006 – August 2007 Associate Professor of Management (with tenure), JGSB, Rice University
- April – June 2006 Gastprofessor für Strategie und Unternehmensökonomik, University of Zurich
- January – March 2006 Visiting Assistant Professor of Marketing, London Business School
- July 2001 – June 2006 Assistant Professor of Management, JGSB, Rice University
- July 2000 – June 2001 Independent Financial Services Marketing Consultant (Non-academic); Assistant Professor of Marketing, University at Buffalo, SUNY
- April 1998 – June 2000 Executive Associate/ Research Director, M&T Bank (Non-academic)

## Refereed Articles

Zhu, Juliet, Utpal M. Dholakia, Xinlei Chen, and René Algesheimer (2012), "Does online community participation foster risky financial behavior?" *Journal of Marketing Research*, in press.

Sonenshein, Scott and Utpal M. Dholakia (2012), "Explaining employee engagement with strategic change implementation: A meaning-making approach," *Organization Science*, in press.

Haws, Kelly L., William O. Bearden, and Utpal M. Dholakia (2012), "Situational and trait interactions among goal orientations," *Marketing Letters*, in press.

Herzenstein, Michal, Scott Sonenshein and Utpal M. Dholakia (2011), "Tell me a good story and I may lend you my money: The role of narratives in peer-to-peer lending decisions," *Journal of Marketing Research*, 48, S138-S149.

Sonenshein, Scott, Michal Herzenstein, and Utpal M. Dholakia (2011), "How accounts shape lending decisions through fostering trustworthiness," *Organizational Behavior and Human Decision Processes*, 115(1), 69-84.

Tam, Leona and Utpal M. Dholakia (2011), "Delay and duration effects of time frames on personal savings estimates and behavior," *Organizational Behavior and Human Decision Processes*, 114(2), 142-152.

Dholakia, Utpal M. (2011), "Why unhappy employees can wreck promotional offers," *Harvard Business Review*, 89(1-2), Reprint F1101C.

Herzenstein, Michal, Utpal M. Dholakia, and Rick Andrews, (2011) "Strategic herding behavior in peer-to-peer online loan auctions," *Journal of Interactive Marketing*, 25(1), 27-36.

Algesheimer, René, Utpal M. Dholakia and Călin Gurău (2011), "Virtual team performance in a highly competitive environment," *Group and Organization Management*, 36(2), 161-190.

Haws, Kelly, L., Utpal M. Dholakia, and William O. Bearden (2010), "An assessment of chronic regulatory focus measures," *Journal of Marketing Research*, 47(October), 967-982.

Algesheimer, René, Sharad Borle, Utpal M. Dholakia, and Siddharth S. Singh (2010), "The impact of customer community participation on customer behaviors: An empirical investigation," *Marketing Science*, 29(4), 756-769.

Dholakia, Utpal M. and Emily Durham (2010), "One café chain's Facebook experiment" *Harvard Business Review*, 88(3), 26. Reprint F1003E.

Dholakia, Utpal M., Siddharth S. Singh and Robert A. Westbrook (2010), "Understanding the effects of post-service experience surveys on delay and acceleration of customer purchasing behavior: Evidence from the automotive services industry," *Journal of Service Research*, 13(4), 362-378. \* *Lead article*; \* *JSR best paper finalist for 2010*.

Brüggen, Elisabeth and Utpal M. Dholakia (2010), "Determinants of participation and response effort in web panel surveys," *Journal of Interactive Marketing*, 24(3), 239-250.

Dholakia, Utpal M., Barbara E. Kahn, Randy Reeves, Aric Rindfleisch, David Stewart, and Earl Taylor (2010), "Consumer behavior in a multichannel, multimedia environment," *Journal of Interactive Marketing*, 24(2), 86-95.

Dholakia, Utpal M., Vera Blazevic, Caroline Weirtz, and Rene Algesheimer (2009), "Communal service delivery: How customers benefit from participation in firm-hosted virtual P3 communities," *Journal of Service Research*, 12(2), 208-226. \* *JSR best paper finalist for 2009*.

Dholakia, Utpal M. and Silvia Vianello (2009), "Effective brand community management: Lessons from customer enthusiasts," *Sloan Management Review/ Wall Street Journal Business Insights*, August 17.

Borle, Sharad, Utpal M. Dholakia, Siddharth Singh and Robert Westbrook, (2007), "The impact of survey participation on subsequent customer behavior: An empirical investigation," *Marketing Science*, 26 (5), 711-726.

Dholakia, Utpal M., Richard P. Bagozzi and Mahesh Gopinath, (2007), "How formulating implementation plans and remembering past actions facilitate the enactment of effortful decisions," *Journal of Behavioral Decision Making*, 20, 343-364.

Bagozzi, Richard P., Utpal M. Dholakia, and Lisa Klein (2007), "Antecedents and consequences of online social interactions," *Media Psychology*, 9(1), 77-114.

Algesheimer, René and Utpal M. Dholakia (2006), "Do customer communities pay off?" *Harvard Business Review*, November, Reprint Number F0611E.

Bagozzi, Richard P. and Utpal M. Dholakia (2006), "Open Source Software User Communities: A Study of Participation in Linux User Groups," *Management Science*, 52(7), 1099-1115.

Dholakia, Utpal M. (2006), "How Customer Self-Determination Influences Relational Marketing Outcomes: Evidence from Longitudinal Field Studies," *Journal of Marketing Research*, 43(1), 109-120.

Dholakia, Utpal M., Mahesh Gopinath, Richard P. Bagozzi, and Rajan Nataraajan (2006), "The Role of Regulatory Focus in the Experience and Self-Control of Desire for Temptations," *Journal of Consumer Psychology*, 16(2), 163-175. \* *Inaugural Park award winner for best paper in JCP in Volume 16.*

Bagozzi, Richard P. and Utpal M. Dholakia (2006), "Antecedents and Purchase Consequences of Customer Participation in Small Group Brand Communities," *International Journal of Research in Marketing*, 23(1), 45-61.

Bagozzi, Richard P., Utpal M. Dholakia, and Amit Mookerjee (2006), "Individual and Group Bases of Social Influence in Online Environments," *Media Psychology*, 8(2), 95-126.

Dholakia, Utpal M. and Itamar Simonson (2005), "The Effect of Explicit Reference Points on Consumer Choice and Online Bidding Behavior," *Marketing Science*, 24(2), 206-217.

Algesheimer, René, Utpal M. Dholakia, and Andreas Herrmann (2005), "The Social Influence of Brand Community: Evidence from European Car Clubs," *Journal of Marketing*, 69(3), 19-34.

Dholakia, Utpal M., Mahesh Gopinath, and Richard P. Bagozzi (2005), "The Role of Desires in Sequential Impulsive Choices," *Organizational Behavior and Human Decision Processes*, 98(2), 179-194.

Dholakia, Utpal M. (2005), "The Hazards of Hounding," *Harvard Business Review*, 83(10), 20-24. Reprint Number. F0510X.

Dholakia, Utpal M. (2005), "The Usefulness of Bidders' Reputation Ratings to Sellers in Online Auctions," *Journal of Interactive Marketing*, 19(1), 31-40.

Cheema, Amar, Peter T. L. Popkowski, Rajesh Bagchi, Richard P. Bagozzi, James C. Cox, Utpal M. Dholakia, Eric A. Greenleaf, Amit Pazgal, Michael H. Rothkopf, Michael Shen, Shyam Sunder, and Robert Zeithammer (2005), "Economics, Psychology, and Social Dynamics of Consumer Bidding in Auctions," *Marketing Letters*, 16(3/4), 401-413.

Priester, Joseph R., Utpal M. Dholakia and Monique A. Fleming (2004), "When and Why the Background Contrast Effect Emerges: Thought Engenders Meaning by Influencing the Perception of Applicability," *Journal of Consumer Research*, 31(3), 491-501. \* *Lead article*

Dholakia, Utpal M., Richard P. Bagozzi, and Lisa Klein Pearo (2004), "A Social Influence Model of Consumer Participation in Network- and Small-Group-Based Virtual Communities," *International Journal*

*of Research in Marketing*, 21(3), 241-263. \* *Nominated for the AMA Technology and Innovation Special Interest Group (TechSIG) 2005 Best Article Award*

Dholakia, Utpal M. and Debabrata Talukdar (2004), "How Social Influence Affects Consumption Trends in Emerging Markets: An Empirical Investigation of the Consumption Convergence Hypothesis," *Psychology and Marketing*, 21(10), 775-797.

Bagozzi, Richard P., Utpal M. Dholakia and Suman Basuroy (2003), "How Effortful Decisions get Enacted: The Motivating Role of Decision Processes, Desires and Anticipated Emotions," *Journal of Behavioral Decision Making*, 16(4), 273-95.

Dholakia, Utpal M. and Richard P. Bagozzi (2003), "As Time Goes By: How Goal and Implementation Intentions Influence Enactment of Short-Fuse Behaviors," *Journal of Applied Social Psychology*, 33(5), 889-922. \* *Lead article*

Dholakia, Utpal M. and Vicki G. Morwitz (2002), "The Scope and Persistence of Mere-Measurement Effects: Evidence From a Field-Study of Customer Satisfaction Measurement," *Journal of Consumer Research*, 29 (September), 159-167. \* *Lead article*

Dholakia, Utpal M. and Richard P. Bagozzi (2002), "Mustering Motivation to Enact Decisions: How Decision Process Characteristics Influence Goal Realization," *Journal of Behavioral Decision Making*, 15(3), 167-188. \* *Lead article*

Dholakia, Utpal M., Suman Basuroy and Kerry Soltysinski (2002), "Auction or Agent (or Both)? A Study of Moderators of the Herding Bias in Digital Auctions," *International Journal of Research in Marketing*, 19(2), 115-130. \* *Lead article*

Dholakia, Utpal M. and Vicki G. Morwitz (2002), "How Surveys Influence Customers", *Harvard Business Review*, 80(5), 18-19. Reprint Number F0205A.

Bagozzi, Richard P. and Utpal M. Dholakia (2002), "Intentional Social Action in Virtual Communities," *Journal of Interactive Marketing*, 16(2), 2-21. \* *Lead article* \* *Winner of the Inaugural Award for Best Paper in JIM in 2002*

Dholakia, Utpal M. and Kerry Soltysinski (2001), "Coveted or Overlooked? The Psychology of Bidding for Comparable Listings in Digital Auctions," *Marketing Letters*, 12(3), 223-235.

Dholakia, Utpal M. (2001), "A Motivational Process Model of Product Involvement and Consumer Risk Perception," *European Journal of Marketing*, 35, 11/12, 1340-1360.

Dholakia, Utpal M. (2000), "Temptation and Resistance: An Integrated Model of Consumption Impulse Formation and Enactment," *Psychology and Marketing*, 17 (11), 955-982.

Weber, John A. and Utpal M. Dholakia (2000), "Including Marketing Synergy in Acquisition Analysis: A Step-wise Approach," *Industrial Marketing Management*, 29, 157-177

Bagozzi, Richard P. and Utpal M. Dholakia (1999), "Goal setting and Goal striving in Consumer Behavior," *Journal of Marketing*, 63, 19-32.

Weber, John A. and Utpal M. Dholakia (1998), "Planning Market Share Growth in Mature Industrial Markets," *Industrial Marketing Management*, 27, 401-428.

Dholakia, Utpal M. and Lopo L. Rego (1998), "What Makes Web-Pages Popular? An Empirical Investigation of Web-Page Effectiveness," *European Journal of Marketing*, 32, 7/8, 724-736.

## Refereed Book Chapters

Dholakia, Utpal M. (2010), "A critical review of question-behavior effect research," *Review of Marketing Research*, 7, 147-199.

Dholakia, Utpal M. and René Algesheimer (2010), "Brand Community" in Richard P. Bagozzi and Ayalla Ruvio (Eds.), *Consumer Behavior–Wiley International Encyclopedia of Marketing*, New York: John Wiley, accepted, in press.

Dholakia, Utpal M., and Richard Baraniuk (2009), "The Roles of Social Networks and Communities in Open Education Programs," in Stylianos Hatzipanagos, *Handbook of Research on Social Software*, 133-144.

Bagozzi, Richard P. and Utpal M. Dholakia (2005), "Collective Intentional Action in Virtual Communities," in Mehdi Khosrow-Pour (Editor), *Encyclopedia of Information Science and Technology*, Hershey, PA: IDEA Group, 451-456.

Bagozzi, Richard P. and Utpal M. Dholakia (2005), "Three Roles of Past Experience in Goal Setting and Goal Striving", in Tilman Betsch and Susanne Haberstroh (Editors), *The Routines of Decision Making*, Lawrence Erlbaum, 21-38.

Dholakia, Utpal M. and Richard P. Bagozzi (2004), "Motivational Antecedents, Constituents, and Consequences of Virtual Community Identity," in Susan Godar and Sharmila Pixie-Ferris (Editors), *Virtual and Collaborative Teams: Process, Technologies, and Practice*, IDEA Group, 253-268.

Dholakia, Utpal M. and Richard P. Bagozzi (2001), "Consumer Behavior in Digital Environments," in *Digital Marketing: Global Strategies from the World's Leading Experts*, Jerry Wind and Vijay Mahajan (Editors), New York: Wiley, 163-200

## Invited and Other Papers

Dholakia, Utpal M. (2011), "What daily-deal shoppers want," *Forbes CMO Network*, Available online at: <http://www.forbes.com/sites/onmarketing/2011/09/23/what-daily-deal-shoppers-want/>.

Kimes, Sheryl E. and Utpal M. Dholakia (2011), "Restaurant Daily Deals: Customers' Responses to Daily Deals," *Cornell University Center for Hospitality Research Report*, Volume 11, Number 20, Available online at: <http://www.hotelschool.cornell.edu/research/chr/pubs/reports/abstract-15899.html>.

Dholakia, Utpal M. and Sheryl E. Kimes (2011), "Daily Deal Fatigue or Unabated Enthusiasm? A Study of Consumer Perceptions of Daily Deal Promotions," Available online at: [http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=1925865](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1925865) (680 downloads)

Ordovás de Almeida, Stefânia, José Afonso Mazzon, Utpal M. Dholakia and Hugo Fridolino Müller Neto (2011), "Os efeitos da participação em comunidades virtuais de marca no comportamento do consumidor: Proposição e teste de um modelo teórico," *Revista de Administração Contemporânea*, 15(3), 366-391. \* *In Portuguese (Brazil)*, \* *Lead article*

Dholakia, Utpal M. (2011), "How Businesses Fare with Daily Deals: A Multi-Site Analysis of Groupon, Livingsocial, Opentable, Travelzoo, and BuyWithMe Promotions," Available online at: [http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=1863466](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1863466) (2,465 downloads)

Dholakia, Utpal M. (2011), "Beware of innovations from daily-deal sites," *Harvard Business Review Research Blog*, March 25. Available online at: [http://blogs.hbr.org/cs/2011/03/what\\_to\\_make\\_of\\_daily\\_deal\\_inn.html](http://blogs.hbr.org/cs/2011/03/what_to_make_of_daily_deal_inn.html)

- Dholakia, Utpal M. (2011), "A Startup's Experience with Running a Groupon Promotion," Available online at: [http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=1828003](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1828003) (975 downloads)
- Dholakia, Utpal M. (2011), "What Makes Groupon Promotions Profitable for Businesses?" Available online at: [http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=1790414](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1790414) (1,400 downloads)
- Dholakia, Utpal M. (2010), "How effective are Groupon promotions for businesses?" Available online at: [http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=1696327](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1696327) (4,277 downloads)
- Dholakia, Utpal M. (2010), "Google beware: Groupon is no YouTube," *Harvard Business Review Research Blog*, December 3. Available online at: [http://blogs.hbr.org/cs/2010/12/google\\_beware\\_groupon\\_is\\_no\\_yo.html](http://blogs.hbr.org/cs/2010/12/google_beware_groupon_is_no_yo.html)
- Mittal, Vikas, Rajan Sambandam, and Utpal M. Dholakia (2010), "The Brand Insulation Effect," *Marketing Research*, Summer, 8-13.
- Mittal, Vikas and Utpal M. Dholakia (2010), "Why Toyota Will be All Right: Brand Insulation," Op-ed, *Houston Chronicle*, March 12.
- Mittal, Vikas, Rajan Sambandam, and Utpal M. Dholakia (2010), "Does Media Coverage of Toyota Recalls Reflect Reality?" *Harvard Business Review Research Blog*, March 9. Available online at: <http://blogs.hbr.org/research/2010/03/does-media-coverage-of-toyota.html>
- Dholakia, Utpal M. (2006), "What makes an open education program sustainable?" *OECD Papers on CERI - Open Educational Resources Program*.
- Dholakia, Utpal M. (2005), "Concept Discovery, Process Explanation, and Theory Deepening in e-Marketing Research: The Case of Online Auctions," *Marketing Theory*, 5(1), 117-124.\* *Invited commentary for special issue on e-Marketing theory*
- Dholakia, Utpal M., Stacy Roll and John McKeever (2005), "Building Community in Connexions," Market Research Report for Connexions Project, Rice University, January 2005.
- Dholakia, Utpal M., Vicki G. Morwitz, and Robert A. Westbrook (2004), "Firm-Sponsored Satisfaction Surveys: Positivity Effects on Customer Purchase Behavior?," MSI Working paper series, 04-121, 95-112.

## Papers Currently Under Review or Being Revised

- Dholakia, Utpal M., Stefânia Ordovás de Almeida, and Jose Afonso Mazzon (2011), "Managing Consumer Diversity in Online Communities: The Roles of Expressive Freedom and Social Identification," being revised for third review.
- Tam, Leona and Utpal M. Dholakia (2011), "The consequences and correction of personal savings estimate inflation in specific future time frames," being revised for third review.
- Haws, Kelly, Utpal M. Dholakia, and Yeosun Yoon (2011), "Control over what? A theoretical and empirical examination of general and domain-specific self-control," being revised for second review.
- Ordovás, Stefânia de Almeida, Utpal M. Dholakia, and Jose Afonso Mazzon (2011), "The mixed effects of participant diversity and expressive freedom on user benefits in online P3 communities," being revised for second review.
- Borle, Sharad, Utpal M. Dholakia, Siddharth S. Singh and Emily Durham (2011), "The impact of Facebook fan page participation on customer behavior: An empirical investigation," working paper.
- Tam, Leona, Utpal M. Dholakia and Minghua Jiang (2011), "The effects of circular and linear time orientations on personal savings estimates and saving behavior," working paper.

Singh, Siddharth, Utpal M. Dholakia and Sharad Borle (2011), "The drivers of social lending in a peer-to-peer microcredit site," working paper.

Loveland, Katherine E., Naomi Mandel, Utpal M. Dholakia, and (2011), "The effects of ownership duration, financial and emotional reference points on home sellers' asking prices and price changes," working paper.

Algesheimer, René, Utpal M. Dholakia and Richard P. Bagozzi (2011), "Expanded Key Informant Models for Measuring Group-Level Variables with Small Groups," working paper.

## Selected Projects in Progress

- "Endowment effect and contagion," with Naomi Mandel, Kate Loveland and Andrea Morales.
- "Empirical investigations of daily deals/ Social promotion programs."
- "Field studies on the negative effects of providing incentives."
- "Individual differences in savings orientation," with Leona Tam and Nancy Wong.
- "Social media and brand value," with Siddharth Singh and Sharad Borle.
- "Cultural factors in savings decision making," Minghua Zhang and Leona Tam.
- "Consumer empowerment and social media," with Connie Porter and René Algesheimer.
- "Trust and social interactions," with Michael Kosfeld, René Algesheimer, Lorenz Götte, and Ernst Fehr.
- "Customer community marketing programs", multiple projects, with various.
- "Goal setting and goal striving in joint goal pursuit," with René Algesheimer.
- "An empirical investigation of seller strategies in eBay auctions," with René Algesheimer, Siddharth Singh and Sharad Borle.
- "Lifestyle communities," with René Algesheimer and Wolfgang Kotowski.

## Refereed Conference Proceedings

Dholakia, Utpal M. (1998), "Involvement-Response Models of Joint Effects: An Empirical Test and Extension," in Joseph Alba and J. Wesley Hutchinson (Eds.), *Advances in Consumer Research*, Volume 25, 499-506.

Dholakia, Utpal M. (1997), "An Investigation of the Relationship between Perceived Risk and Enduring Product Involvement," in Deborah L. MacInnis and Merrie Brucks (Eds.), *Advances in Consumer Research*, Volume 24.

Dholakia, Utpal M. (1997), "An Investigation of some Determinants of Brand Commitment," in Deborah L. MacInnis and Merrie Brucks (Eds.), *Advances in Consumer Research*, Volume 24.

## Refereed Conference Presentations

Tam, Leona, Hanie Lee and Utpal M. Dholakia (2011), "The effects of circular and linear time orientations on personal savings estimates and savings behavior," *SCP Conference 2011*, Atlanta, February.

Tam, Leona, Hanie Lee and Utpal M. Dholakia (2010), "The effects of circular and linear time orientations on personal savings estimates and savings behavior," *ACR Conference 2010*, Tampa, October.

Algesheimer, René, Sharad Borle, Utpal M. Dholakia and Siddharth Singh (2010), “The surprising effects of self-selection in customer communities: Results from a long-term field investigation,” *EMAC Conference 2010*, Copenhagen Denmark, June.

Gopinath, Mahesh and Utpal M. Dholakia (2010), “The motivational effects of recalling unsuccessful past actions on the enactment of effortful decisions,” *AMS Conference*, Portland Oregon, May.

Bertini, Marco and Utpal M. Dholakia (2010), “Financial incentives and consumer product choices,” *Society for Consumer Psychology Conference*, St. Pete’s Beach, Florida, March.

Ordovás de Almeida, Stefânia, Utpal Dholakia, José Afonso Mazzon, and Hugo Fridolino Muller (2010), “The Effects of Participation in Online Brand Communities: Findings from XBOX Communities in Brazil”, *AMA Winter Educators’ Conference*, New Orleans, February.

Bertini, Marco and Utpal M. Dholakia (2009), “Financial incentives and consumer product choices,” *ACR Conference*, Pittsburgh, October.

Herzenstein, Michal, Rick Andrews, and Utpal M. Dholakia (2009), “The democratization of personal consumer loans? The determinants of interest rate in peer-to-peer lending,” *Marketing Science Conference*, Ann Arbor, Michigan, June.

Tam, Leona and Utpal M. Dholakia (2008), “Save tomorrow? The effects of time frame duration and delay on personal savings estimates of consumers”, *SCP Summer Conference*, Boston, August.

Algesheimer, René and Utpal M. Dholakia (2008), “The long-term effects of joining and participating in customer communities,” *37<sup>th</sup> EMAC Conference*, Brighton, London, May.

Tam, Leona and Utpal M. Dholakia (2008), “Save tomorrow? The effects of time frame duration and delay on personal savings estimates of consumers”, *37<sup>th</sup> EMAC Conference*, Brighton, London, May. \* *Chair of Consumer Behavior session*

Kosfeld, Michael, René Algesheimer, Lorenz Götte, Utpal M. Dholakia, and Ernst Fehr (2007), “Trust and social interaction,” *Behavioral Public Economics workshop*, Austria, October.

Blazevic, Vera, Caroline Wiertz, Utpal M. Dholakia, and René Algesheimer (2007), “The impact of learning and community design features on participation in customer communities for service support,” *Frontiers in Service Conference*, San Francisco, October.

Dholakia, Utpal M. and René Algesheimer (2007). The Long-Term Effects of Joining and Participating in Customer Communities. Emerging issues from academia, *Creating and Cultivating Brand Connections, MSI Conference*, Minneapolis, June 2007.

Herzenstein, Michal, Utpal M. Dholakia, and Evgeny Lyandres (2007). A study of bidding behavior in peer-to-peer online lending auctions. *Marketing Science Conference*, Singapore, June 2007.

Blazevic, Vera, Caroline Weirtz and Utpal M. Dholakia. (2007). Determinants of participation in technical support communities. *36<sup>th</sup> EMAC Conference*, Reykjavik, Iceland, May 2007.

Singh, Siddharth, Utpal M. Dholakia, and Robert Westbrook. (2007). How Questions Change Customer Behavior: The Role of Survey-Induced Inferences. *36<sup>th</sup> EMAC Conference*, Reykjavik, Iceland, May 2007.

Dholakia, Utpal M., Richard Baraniuk, and W. Joseph King (2006), “What makes an open education program sustainable? The case of Connexions. *Open Education 2006: Community, Culture, and Content, COSL, Utah State University*, Logan UT, September.

Dholakia, Utpal M., Vicki G. Morwitz, and Robert Westbrook (2006), “The positivity effect of survey participation”, *ACR Conference*, Orlando Florida, September.

Almeida, Stefânia Ordovás, Utpal M. Dholakia, and Silvia Vianello, (2006), Processes and Outcomes of Consumer Interactions in Virtual communities”. *ACR Conference*, Orlando Florida, September. \* *Co-Chair*

*of session on Processes and Outcomes of Consumer interactions within brand communities with Stefânia Ordovás de Almeida of University of São Paulo*

Vianello, Silvia and Utpal M. Dholakia (2006), "A study of sharing in customer communities". *35th EMAC Conference*, Athens, Greece, May 2006.

Vianello, Silvia and Utpal M. Dholakia (2006), "A study of free-riding-mitigating mechanisms in consumer networks", *35th EMAC Conference*, Athens, Greece, May 2006.

Dholakia, Utpal M., W. Joseph King, and Richard Baraniuk (2005), "Four pillars of open education program sustainability: Usability, content, community, and brand equity," *Advancing the Effectiveness and Sustainability of Open Education Conference, COSL, Utah State University*, Logan UT, September.

Dholakia, Utpal M., Vicki Morwitz and Bob Westbrook (2004), "Survey participation effects on customer purchase behavior: Increased judgment accessibility or positivity?" *ACR Conference 2004*, Portland Oregon, October.

Dholakia, Utpal M. (2004), "Decision making biases in online auctions," *2004 CU-Boulder Invitational Choice Symposium*, Estes Park, Colorado, June.

Dholakia, Utpal M. and Richard P. Bagozzi (2003), "Sequential impulsive choices in a decision making episode," *ACR Conference 2003*, Toronto Canada, October. \* *Chaired session on role of regulatory focus in evaluations, judgments & choices*

Dholakia, Utpal M. and Itamar Simonson (2003), "The effect of explicit reference points on purchase decisions and online purchase behavior," *ACR Conference 2003*, Toronto Canada, October 10. \* *Co-Chaired session on Participative Pricing with Amar Cheema of Washington University at St. Louis*

Debabrata Talukdar, Utpal M. Dholakia and Suman Basuroy (2003) "Linking Consumers' Online Auction Bidding Behavior and Retail Market Price Dispersion: An Information Economics Perspective," *Marketing Science Conference*, Washington DC, June.

Dholakia, Utpal M. and Itamar Simonson (2003), "Explicit versus Implicit Reference Prices: Results from Field Studies of Online Auctions," *2003 Winter Educators' Conference*, Orlando Florida, February 16.

Priester, Joseph, Utpal M. Dholakia, and Monique Fleming (2002), "The role of thought in decision biases and bias (over-) correction," *Association for Consumer Research 2002 Conference*, Atlanta, Georgia, September.

Dholakia, Utpal M. (2002), "Dynamic and persistent anchors: How adjacent listing prices influence focal listing success in digital auctions," *5th Annual Fordham Pricing Conference*, New York City, September.

Dholakia, Utpal M. (2002), "Dynamic and persistent anchors: How adjacent listing prices influence focal listing success in digital auctions," *INFORMS-Cornell Conference on Pricing*, Ithaca, New York, September.

Morwitz, Vicki, and Utpal M. Dholakia (2002), "The scope and persistence of mere-measurement effects," *13th Annual Advanced Research Techniques Forum*, Vail, Colorado, June.

Priester, Joseph, Utpal M. Dholakia, and Monique Fleming (2002), "The role of thought in decision biases and bias (over-) correction," *Association for Consumer Research 2002 Asia-Pacific Conference*, Beijing, China, May.

Dholakia, Utpal M., Richard P. Bagozzi, and Rajan Nataraajan (2002), "The role of regulatory focus in the experience and control of dissonant desires", *SCP 2002 Winter Conference*, Austin, February.

Dholakia, Utpal M., Suman Basuroy and Kerry Soltysinski (2001), "Bidding biases in Digital Consumer Auctions," *Society of Consumer Psychology Conference*, San Francisco, August. \* *Chaired session on Bidding Behavior at the Auction.*

- Dholakia, Utpal M. and Vicki G. Morwitz (2001), "The attitudinal mere-measurement effect: How measuring customer satisfaction influences transactional and relational behaviors of existing customers," *Marketing Science Conference*, Mannheim, Germany, July.
- Dholakia, Utpal M. (1999), "There's More Here than Meets the Eye: Estimating Life-time Value of Individual Customer Relationships," the *Tenth Advanced Research Techniques Forum*, Santa Fe, New Mexico, June.
- Dholakia, Utpal M. and Joseph R. Priester (1998), "An Examination of the Psychological Processes Underlying Context-induced Biases in Consumer Choice," *Society for Consumer Psychology Conference*, Austin, Texas, February.
- Dholakia, Utpal M. (1997), "Involvement-Response Models of Joint Effects: An Empirical Test and Extension," *Association for Consumer Research Conference*, Denver, Colorado, October
- Gupta, Sunil and Utpal M. Dholakia (1997), "Factors affecting Web Users' Adoption of Online Buying," *Marketing Science Conference*, Berkeley, California, March 23.
- Dholakia, Utpal M. (1997), "Motivational Antecedents and Behavioral Consequences of Consumer Risk Perceptions," *Society for Consumer Psychology (SCP) Conference*, Chicago, Illinois, August.
- Dholakia, Utpal M. and Lopo L. Rego (1997), "Drivers of Advertising Effectiveness on Commercial Web-Pages," *Society for Consumer Psychology (SCP) Conference*, St. Petersburg, Florida, February 14.
- Dholakia, Utpal M. (1996), "An Investigation of the Relationship between Perceived Risk and Enduring Product Involvement," *Association for Consumer Research Conference*, Tucson, Arizona, October 12.
- Dholakia, Utpal M. (1996), "An Investigation of some Determinants of Brand Commitment," *Association for Consumer Research Conference*, Tucson, Arizona, October 13.

## Invited Presentations

- "How merchants and consumers view daily deals, and what it means for daily deal operators," MSI Conference on Marketing Communication in a Digital World, Berkeley, CA, October 2011.
- "A discussion of social media strategy", CMO Forum, Houston, May 10, 2011.
- "The importance of marketing," Diversity Preview Weekend Lecture, JGSB, Nov 13, 2010.
- "Effect of price promotions on customers," Research talk to PROS Consulting Group, Houston, Oct 2010.
- "Social Media: Why and How?" CMO Forum, Rice University, April 15, 2010.
- "Customer communities as marketing programs: Promises and pitfalls," IABC Houston Monthly Speaker series, January 28, 2010.
- "Healthcare Consumer 2.0", JGSB Patient-Focused Healthcare Symposium, December 2009.
- "Economic impact of the Jones School on the Houston community," Jones Partners Thought Leadership Series, October 20, 2009, Jones School.
- "Marketing Research 2.0"
- Pontifícia Universidade Católica do Rio Grande do Sul, Brazil, June 2009.
  - The 2<sup>nd</sup> Annual Marketing Research Symposium, Rice University, April 2009.
- "Consumer behavior in a multichannel, multimedia retailing environment," Emerging Perspectives on Marketing in a Multichannel Multimedia Retailing Environment, Texas A&M University, Jan 2009
- "The effects of responding to customer satisfaction surveys", invited talk given at
- TRC-Rice Symposium, Rice University, April 2008.

- Presentation given to TRC clients, Philadelphia, September 2008
  - Presentation to Metlife managers, November 2008
- “The effects of time frames on personal savings estimates, savings behavior, and financial decision making”, invited talk at Seoul National University Marketing Department, July 2008.
- “The effects of survey participation on customer behaviors”, invited talk at Korea University Business School Marketing Department, July 2008.
- “Of eBay, MySpace, and YouTube: The internet’s influence on consumer behavior (and marketing)”, Rice University Dallas alumni luncheon lecture, Dallas Texas, December 2007.
- “Long-term effects of customer community participation: Evidence from eBay Germany”,
- University of Arizona Marketing department speaker series, October 2007.
  - Annenberg program for online communities speaker series, Annenberg School for Communication, University of Southern California, September 2007.
- “Backfiring incentives”, invited presentation at Maastricht University School of Management, Maastricht, the Netherlands, June 2007.
- “Of eBay, MySpace, and YouTube: The internet’s influence on consumer behavior (and marketing)”, Rice University Alumni College Weekend lecture, February 25 2007.
- “The subtle and persistent effects of measuring customer satisfaction”
- University of California Riverside, March 2007
  - Georgia Tech, October 2006
- “Novel patient-centric efforts to transform the pharma-physician relationship”, Patient-centric Marketing: gaining customer trust and developing loyalty, Princeton, New Jersey, September 2006.
- “Mere-measurement effects of customer satisfaction surveys: Findings from field studies”.
- University of St. Gallen, Switzerland, June 2006
  - Università Ca' Foscari Venezia, Italy, May 2006
  - Universität Zürich, Switzerland, April 2006
- “Processes and outcomes of participation in customer communities”, Lecture at University of Maastricht, the Netherlands, May 2006
- “Mere-measurement research in marketing”, Lecture at LBS, March 2006
- “What makes an open education project sustainable?” presentation at Closed expert meeting on Open Educational Resources, Mälmo, Sweden, February 2006
- “Customer self-determination and relational marketing outcomes”
- London Business School, London, February 2006
  - INSEAD, Fontainebleau, France, February 2006
  - MSI Board of Trustees Meeting, Boston, April 2005
  - Harvard Business School Marketing Department Speaker Series, Boston, Feb 2005
  - Owen School, Vanderbilt University Marketing Group, Nashville, Feb 2005
- “Consumer marketing”, ProjectGRAD Summer Institute guest lecture, June 2005.
- “How empowered and self-determined customers affect relational marketing outcomes,” Marketing in the Oilfield: Can Marketing Actually Drive Sales? Conference, Houston, May 2005.
- “Bidding behavior in eBay auctions”
- JGSM Council of Overseers Meeting, April 2005
  - “Faculty Hot Topics”, JGS Partners Breakfast, March 2005
- “Consumer interactions in virtual communities,” Invitational Research session sponsored by Journal of Interactive Marketing at the DMEF Conference, New Orleans, October 2004.

- “Analyzing the market opportunity for new technology,” Rice Alliance Technology Entrepreneurship Workshop, October 2004.
- “Sequential mitigation: A motivational context effect in repeated choice,” ACR Doctoral Consortium, Portland Oregon, October 2004.
- “The effect of explicit reference points on purchase decisions and online bidding behavior,” University of Houston Marketing Department Fall Speaker Series, September 2004.
- “Researching open source consumer communities: The case of Connexions,” Jones School Marketing Faculty Research Retreat, August 2004.
- “The role of desires in sequential impulsive choices,” Seminar series at the A.B. Freeman School of Business, Tulane University, June 2004.
- “Making and enacting effortful decisions: A motivational perspective,” AMA-Sheth Doctoral Consortium, Texas A&M University, June 2004.  
\* Also participated as faculty panelist on Doctoral dissertation proposal workshop
- “Strategic approaches toward Connexions’ sustainability,” presentation to the External Review committee of the William and Flora Hewlett Foundation as part of the Connexions’ project at Rice University, April 2004.
- “How surveys influence customers,” ‘Faculty Hot Topics’, JGS Partners Breakfast, March 2004.
- “Implicit versus explicit reference prices: Findings from field studies in online auctions,” Texas Marketing Faculty Research Consortium, Texas A&M University, April 2003.
- “Making marketing research just-in-time: actionable, accessible, affordable,” Invited Thought Leader, Advanced Marketing Research as a Strategic Imperative: 5<sup>th</sup> Annual Frost & Sullivan Executive Summit, Orlando Florida, September 2002.
- “Defining the value of virtual communities,” invited panelist, AMA Summer Educator’s Conference, San Diego, California, August 2002.
- Internet Marketing Seminar, Renmin University, Beijing, China, May 2002.
- “The role of regulatory focus in the experience and control of dissonant desires,” Texas Marketing Faculty Consortium, University of Houston, April 2002.
- “Managing customer relationships using a customer equity framework”, Comerica Bank Corporation, Detroit, December 2001
- “Calculation and Monitoring of LTV: How to handle customer lifestyle transitions and cross-sell to increase value”, With Joseph Somma, Does Customer Life Time Value Work? – Henry Stewart Conference Studies, Boston, October 2001
- “Social influences on consumers in digital environments,” Utah State University, Logan Utah, June 2001
- “Motivational influences on resistance of dissonant consumption impulses,” Buffalo-Cornell-Rochester-Syracuse-Toronto (BCRST) Marketing Colloquium, University of Toronto, April 2001
- “The interplay of emotional and motivational influences on enactment of dissonant consumption impulses,” Rice University, December 2000
- “Estimating lifetime value of retail banking customers,” HSBC, Buffalo New York, September 2000
- “How does customer satisfaction translate to financial value? The role of customer loyalty and other beneficial mechanisms,” Institute for International Research, New York, December 1999.
- “As time goes by: How goal and implementation intentions influence enactment of short-fuse behaviors,” UB - SUNY, December 1999

“As time goes by: How goal and implementation intentions influence enactment of short-fuse behaviors,”  
Vanderbilt University Marketing Department, December 1999

“When persistence pays: A study of intention formation, maintenance and enactment for goal-oriented  
consumer behaviors,” University of Notre Dame, Department of Marketing, June 1998

## Grants and Funding

- June 2006-2009. \$600,000 grant from National Science Foundation for “Building communities and sharing knowledge in engineering education: A university/ industry partnership.” Co-principal investigator with Rice Engineering faculty Richard G. Baraniuk, C. Sidney Burrus, Don H. Johnson, and Richard A. Tapia.
- July 2004-2007. \$210,000 grant from the William and Flora Hewlett Foundation over three years to study user communities and formulate a business model for the Connexions project at Rice University (cnx.rice.edu). This is part of a larger grant from the Hewlett Foundation for \$3 million over three years. I am a member of the Connexions research team.
- October 2004-December 2005. \$40,000 CITI Innovation Grant from the Computer and Technology Institute at Rice University for the project “Understanding the Open Source Business Model: Application to Connexions.” Co-principal investigator with Rich Baraniuk and Geneva Henry.

## Media Citations

- “Online interactions can lead to risky financial decision making,” Rice Media Release, November 1, 2011.
  - Reported in the following media and on websites: Futurity.org (11/4), Sify.com, DNAIndia.com, AustralianNews.net, AzerbaijanNews.net, BarcelonaNews.net, BeijingNews.net, BombayNews.net, BritainNews.net, BuenosAiresNews.net, CambodianTimes.com, JakartaNews.net, KazakhstanNews.net, MalaysiaNews.net, Mangalorean.com, PakistanNews.net, PhilippineTimes.com, PhilippineNews.net, RussiaNews.net, SouthKoreaNews.net, SriLankanNews.net, Sulekha.com, TajikistanNews.net, TurkmenistanNews.net, UzbekistanNews.net, ArgentinaNews.net, AustinNews.net, CIOL.com, BaltimoreNews.net and AlbuquerqueNews.net. (11/2), Globe and Mail (Preet Banerjee, 11/4), India Today (11/4), United Press International (11/6), Wall Street Journal (Weekend Investor, 11/5), Friendswood Journal (11/7), Cypress Times (11/6), Business Ghana (11/8), Reuters (Matt Stroud, 11/16), Fin24.com (11/18), Business Week (Francesca Di Meglio, 12/1/11),
- “Does Your iPad put a spell on you?” by Quentin Fottrell, Smart Money, September 30, 2011.
- “Daily deal companies here to stay, according to consumers,” Rice Media Release, September 14, 2011.
  - Reported in the following media and on websites: Futurity.org (9/15), Pittsburgh Post-Gazette (Teresa Lindeman, 9/15), TechFlash.com (Greg Lamm, 9/14), NewsRoomAmerica.com (Peter Fowler, 9/14), MediaPost.com (9/14), Cypress Times (9/14), ArticleAlley.com (9/14), Scripps News (9/15), Tech Journal South (9/15), MSNBC (9/19), Billboard (Glenn Peoples, 9/19), Nation’s Restaurant News (Alan Liddle, 9/19), Huffington Post (Gary Liberson, 9/21), The Christian Century (Piet Levy, 9/21), InnovationExcellence.com (Dean DeBiase, 9/23), Huffington Post (Gary Liberson, 9/25), DailyDealMedia.com (Don Young, Jr., 9/23), PC Magazine (Mark Hachman, 9/28), Winter Haven News-Chief (Teresa Lindeman, 9/20/11), Business Insider (Derek Webster, 10/3), Venture Beat (Jolie O’Dell, 10/3), CBC News (Ryan Charkow, 9/30), DailyDealMedia.com (Don Young, Jr., 10/25), Mashable.com (Josh Catone, 10/26), DailyDealMedia.com (Preetam Kaushik, 10/31), Internet Retailer (Zak Stambor, 11/1), Times of India (11/2), Houston Chronicle & Seattle Post-Intelligencer (Dwight Silverman, 11/2), ConsumerReports.com (Maggie Shader, 11/2), NVONews.com (11/2), TomsGuide.com (Douglas Perry, 11/3), KHOU-TV (11/2), MSN.com (11/4), Bloomberg TV (Owen Thomas and Francine Lacqua, 11/4), KGO-TV (San Francisco, 11/3), Trefis.com (11/3), Huffington Post (Bianca Bosker, 11/7), Forbes.com (Trish Gorman, 11/17), eCommerceTimes (Jasper Malcolmson, 11/19), Huffington Post (Nate Hindman, 11/23), GoBankingRates.com (Casey Bond, 11/23), CNBC (11/25), Palo Alto Online (Cyrus Hedayati, 11/27), Washingtonian (Cathy Alter, 11/28), Stuff.co.nz (Richard Meadows, 12/5), also appeared in Marlborough Express, the Press, the Southland Times, the Manawatu Standard and the Timaru Herald, Food Manufacture.co.uk (12/7), DM News.com (Tim Peterson, 12/7), Entrepreneur (Jonathan Blum, 12/12).
- “Forecast: Tough times ahead for daily deal sites,” Rice Media Release, June 14, 2011.
  - Discussed on numerous sites and media including Time, Fortune, Reuters, Financial Times, Futurity.org, SmartMoney.com, Entrepreneur.com, Baltimore Sun, Consumer Affairs, The Register, The Oregonian, Sydney

- Morning Herald, Brisbane Times, Ottawa Citizen, Nashville Post, Milwaukee Journal-Sentinel, Windsor Star, Regina Leader-Post, Edmonton Journal, Saskatoon Star-Phoenix, Victoria Times-Colonist, Province, Canada.com, MinnPost.com, LifeIncToday.com, Daily India, Colorado Spring Independent, LinuxInsider.com, Techflash.com, Poten.com, GPSBusinessNews.com, PaidContent.org, TGDaily.com, BizReport.com, Clickz.com, MarketingVox.com, St. Louis Post-Dispatch, TheStockMasters.com, Direct Marketing News, DailyDealMedia.com, BizBest.com, NetIndia123.com, SmartBrief.com, Cypress Times, WebWire.com, Nashville Business Journal, WallStCheatSheet.com, TechJournalSouth.com, Voxy.co.nz, AllThingsD.com, LiveScience.com, Nelson Mail, BNet.com, MissouriAgConnection.com, JCKOnline.com, RetailOnlineIntegration.com, iMediaConnection.com, WBAL-AM (Baltimore), GLGroup.com, MobileMarketingWatch.com, GigaOm.com, Diamonds.net, SmartMoney.com (4/27), Business Insider (4/27), PC World (4/27), CNet.com.au (5/2), BusinessNewsDaily (5/18/11), Modern Baking (5/24), Forbes.com (6/6), TheSunBreak.com (6/7), Geekwire.com (6/7), Financial Times (6/9), VCCircle.com (6/10), The Guardian (Oliver Burkeman, 6/10), Huffington Post (Amy Lee, 6/10), Wallstreetdaily.com (Justin Fritz, 6/29/11), Webprnews.com (Abby Johnson, 6/28/11), TheNational (Abu Dhabi, Ben Flanagan, 6/28), BrandRepublic.com (Chris J. Reed, 6/29/11), Constock's Magazine (Carol Crenshaw, 7/1/11), TMCNet.com (Gary Kim, 7/5/11), WCPO-TV (Cincinnati), WFTS-TV (Tampa Bay), WPTV-TV (West Palm Beach), WCBS-AM (New York), NBC Chicago (David Wolinsky, 7/5/11), DailyDealMedia.com (Kris Ashton, 7/3/11), Reuters Wealth (Chris Taylor, 7/1/11), Washington Post, Techcrunch & SeekingAlpha.com (Vinicius Vacanti, 7/2/11), Vanity Fair (Lauren Etter, August 2011), The Orange County Register (Jan Norman, 7/6), Barron's (Robin Goldwyn Blumenthal, 7/11), SmartMoney.com (Kelli Grant, 7/8), FoxBusiness.com (Donna Fuscald, 7/8), Crain's New York (Anne Fisher, 7/8), Tech Journal South (7/11, 7/14), SmartCompany.com.au (James Thomson, 7/13), New York Post (L.S. Geller, 7/17/11), eMarketer.com (7/18), Mashable.com (Leyl Master Black, 7/17), Practical Ecommerce (Marcia Kaplan, 7/15), Financial Times (7/18), Venture Beat (Regina Sinski, 7/18), Business Week (John Amato, 7/20), Time (Brad Tuttle, 7/20), TheStreet.com (Joe Mont, 7/20), PowerRetail.com.au (Morris Bryant, 7/21), CBS News (Mark Henricks, 7/22), CFNews13.com (Christine Webb, 7/25), Hartford Business Journal (Keith Griffin, 7/25), KHOU-TV (Jeremy Desel, 7/25), Frommers.com (Chris Gray Faust, 7/26), KENS-TV (7/26), BizReport.com (Helen Leggatt, 7/28), USA Today (Oliver St. John, 8/10), CNN (Dan Merica, 8/2), The Atlantic (Nicholas Jackson, 8/1), Stores.org (Fred Minnick, 8/1), KOCO.com, Daily Finance (Catherine Baab-Muguire, 8/2), Washington Post (Dominic Basulto, 8/5), TheStreet.com (Seth Fiegerman, 8/8/11), MarketResearchWorld.net (8/10), eMarketer.com (8/9), FinChannel.com (9/8), Investor's Business Daily (Sonja Carberry, 8/12), CSDecisions.com (Greg Ehrlich, 8/15), Business2Community.com (Danny Brown, 8/17), BostInnovation.com (Justin Bomberowitz, 8/19), Bloomberg TV (Emily Chang & Corey Johnson, 8/23), SalonToday.com (David Galvan, 8/23), CTV.ca (8/24), Business Insider (Jasper Malcolmson, 8/25), MarketingVox.com (8/29), DigitalTrends.com (Molly McHugh, 8/30), DMNews.com (Juan Martinez, 8/30), Portland Daily Sun (Natalie Ladd, 8/31), The New Republic (Nathan Pippenger, 8/31), KPRC-TV (9/10), New Zealand Herald (Diana Clement, 9/3/11), Venture Beat (Meghan Kelly, 9/5).
- "A good story can trump a bad credit score in peer-to-peer lending," Rice Media Release, May 16, 2011.
    - Discussed on numerous new sites and media including ConsumerAffairs.com (May 18), TruthDive.com (5/18), Kenya Star (5/18), NewKerala.com (5/19), Cypress Times (5/20),
  - "Study shows daily deal promotions beneficial for certain kinds of startups," Rice Media Release, May 6, 2011
    - Discussed on numerous sites and media including Futurity.org, MSNBC/ Today, Houston Business Journal, NewsRoomAmerica.com, Commerce Times, DestinationCRM.com, InlandNewsToday.com, PCAdvisor UK, KABC-TV (Los Angeles),
  - Daily deal promotions 2011 media mentions
    - "Daily Deal Sites Don't Want Loyal Customers (for Businesses)", Stuart Wall, cnbc.com (2/18/11).
    - "Cyber-clipping: Online discount deals come with warning for companies," by Martin Luttrell, Worcester Telegram & Gazette, 2/20/11.
    - "Discounts on sites like Groupon give small companies a boost, but lack of preparation can hurt biz," by Phyllis Furman, New York Daily News, 2/28/11.
    - "55% of merchants turned off by group deals," by Faith Merino, Vator News, 2/15/11.
    - "Facebook Places Pleases SMBs, Groupon Doesn't," by Christopher Heine, 2/16/11.
    - "New York Times to Clone Groupon — to Its Likely Regret," by Erik Sherman, BNet.com, 3/3/11."
    - "Some Retailers Eat Losses via Discount Sites," by Karen E. Klein, Bloomberg BusinessWeek, 3/8/11.
    - "Grouponomics" by Felix Salmon, Seeking Alpha, 5/5/11, available at: <http://seekingalpha.com/article/267937-grouponomics>
    - "Why Groupon works for (some) startups," Futurity.org, 5/9/11.
    - "Crowded coupon industry competes for users," by Allison Linn, MSNBC, 5/10/11, available at: <http://today.msnbc.msn.com/id/42936160/ns/today-money/>
    - "Groupon promotions good for start-ups, study says," Houston Business Journal, 5/9/11.
    - "Daily coupon site deals too good to be true?" by Ric Romero, KABC-TV, Los Angeles, 5/9/11.
    - "Study: Groupon promo helped Houston startup boost revenue 140 percent," TechJournal South, 5/10/11.
    - "PR perfected: Should your client be on Groupon?" by Jessica Howell, MediaBistro, 5/10/11.
    - "Will 'Groupon Fatigue' Doom the Daily-Deals Business?" by Lisa Greim, PCWorld, 5/12/11.
  - "Rice study looks at marketing benefits, pitfalls of customer satisfaction surveys", Rice Media Release, November 3, 2010

- “Survey says! More harm than good?” Futurity.org, 11/4/10.
- “Customer surveys can hurt business,” Alltop.com, 11/4/10.
- “Customer satisfaction surveys ‘can harm your business’”, 11/4/10, Yahoo.com (This Asian News International article also appeared on OneIndia.in, TopNews.in, NetIndia123.com, India4U.com, Smashits.com, NewKerala.com and WebIndia123.com., Sify.com, IndiaTalkies.com, NewsTrackIndia.com and Thaindian.com)
- “Post-service surveys might harm business, study says,” O&P Business News, 11/5/10.
- “Consumer surveys do more harm than good, study finds,” by James Limbach, 11/8/10.
- “The Tricky Nature of Customer-Service Questionnaires,” Strategy+Business.com, 2/25/11.
- “Rice University study finds Groupon is more beneficial for consumers than businesses”, Rice Media Release, September 29, 2010
  - “Hey Groupon, It’s Time for a Local/Social Roll-Up” by Liz Giannes, New York Times (also appeared in Salon.com, Gigaom.com, CNN.com), September 29.
  - “Rice University Study: Groupon renewal rate not so hot” by Ty McMahan, Wall Street Journal, Sep 29.
  - “Tried a Groupon campaign yet? Don’t.” by Mark Henricks, www.bnet.com , CBS News, Sep 29.
  - “Even businesses that made money with Groupon hesitant to try again”, by Jacqui Cheng, Ars Technica.
  - “Web Coupon Deals May Not Always Benefit Businesses,” by Brian Anthony Hernandez, Business News Daily, Sep 29, 2010.
  - “Groupon – scrutinized in study – offers the ultimate deal to parents,” by Shia Kapos, ChicagoBusiness.com.
  - “Groupon Great for Consumers, Less so for Companies,” by Gavin Dunaway, Adotas.com, Sep 30, 2010.
  - “Study: Groupon Unprofitable for a Third of Businesses,” by Lisa Lacy, Clickz.com, 10/1/10.
  - “Groupon: Good For You, Bad For Business?” by Zack O’Malley Greenburg, Forbes.com, 10/1/10.
  - “Study: One Third of Businesses Don’t Profit from Groupon Deal,” by Courtney Rubin, Inc. Magazine, 10/1.
  - “Forty Percent of Groupon Merchants Say Never Again,” Cynthia Boris, Marketing Pilgrim, 10/4/10.
  - “Groupon Merchants Telling a Different Story,” by Linc Wonham, Website Magazine, 10/1/10.
  - “Study finds Groupon merchants disillusioned,” by Helen Leggatt, BizReport.com, 10/4/10
  - “Getting gouged by Groupon?” Restaurant Hospitality, 10/4/10
  - “Social buying -- fun for customers, not always a blast for businesses,” by Laura Gunderson, The Oregonian.
  - “Groupons Only Crush Your Business If You Use Them Wrong,” by Nick Saint, San Francisco Chronicle.
  - “Groupon could be hazardous to business health, Rice study shows, by Christine Hall, Houston Business Journal, 10/5/10.
  - “Has Groupon lost its groove?” by Mike Koehler, Reve News, 10/5/10.
  - “Study: Groupon Great for Consumers, Businesses Not So Much,” by Kenneth Musante, Mediabistro, 10/5.
  - “Wow! Another Groupon Clone Launched By AOL,” by John P. Mello, Jr., PCWorld, 10/5/10 (This article also appeared on LinuxWorld.com, NetworkWorld.com, Yahoo.com and IDG.no.)
  - “Groupon study looks at culture of ‘cheapskates,’” by Emanuella Grinberg, CNN.com, 10/7/10.
  - “Daily-Deal Study: Good for Customers, Bad for Businesses”, by Carol Tice, 10/8/10.
  - “Do restaurants get a good deal with Groupon?” by Charles Ferruzza, The Pitch.com., 10/13/10.
  - “Done Wrong, Groupon Can Cost Business Big,” by Elizabeth Blackwell, TheStreet.com, 10/15/10.
  - “Analyzing Groupon Profitability (7 Factors for Group Buying Success),” by Sam Decker, Decker Marketing, 10/16/10.
  - “Groupon comes to R.I. market offering deals with incentive to share tell your friends,” by Paul Grimaldi, Providence Journal, 10/17/10.
  - “Groupon brings customers, but doesn’t always provide profit,” by Emily Behlmann, Wichita Business Journal, 10/15/10.
  - “Ten Tips From The Man Who Lives Without Money,” Zack O’Malley Greenburg, Forbes, 10/18/10.
  - “Group buying has jumped the shark,” by Patricio Robles, Econsultancy.com, 10/18/10.
  - “Sustainable bliss in online coupons,” by Sara Stroud, Sustainable Industries, 10/20/10.
  - “Groupon social coupons unprofitable for one-third of marketers: Study,” by Brian Quinton, Chief Marketer, 10/20/10
  - “To Groupon or not to Groupon: The cost of offering deep discounts,” Kate Lister, OPEN Forum Idea Hub, 10/20/10.
  - “Groupon’s first year in the Twin Cities - good for local eateries?” by Marsha Trainer, Minneapolis City Pages, 10/21/10.
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  - “Expectations important for coupon campaigns,” by Jack Loechner, Media Post, 10/28/10.
  - “Social couponing: big idea...but big profits?” by Philip Nones, Nones Notes, 10/31/10.
  - “Email offers from Groupon, LivingSocial attract buzz as a new marketing model,” by Teresa Lindeman, Pittsburgh Post-Gazette, 10/31/10.
  - “Advertising through deal sites: Groupon and beyond,” by Hollis Thomases, Clickz.com, 11/2/10
  - “Piling on: Marketers jump on the Groupon bandwagon,” by Elaine Wong, Forbes, 11/3/10
  - “How to get deals on social shopping sites,” by Kate Gammon, Tom’s Guide to Web Life, 11/5/10.

- “Groupon’s coupons get mixed reviews,” by Reed Fujii, The Stockton Record, 11/7.
- “Is Groupon good for small businesses?” by M. P. Mueller, You’re the Boss Blog, New York Times, 11/11.
- “Groupon website can bring small businesses exposure, but not necessarily profits,” by Marcia Pledger, Cleveland Plain Dealer, 11/17/10.
- “Are Groupon stores and do-it-yourself deals worth the risk?” by Jennifer Van Grove, Yahoo News/ Mashable/ American Express Open Forum, 11/18/10.
- “Businesses reach 21<sup>st</sup> century crowd with web deals galore,” by Dan McCue, Charleston City Paper, 11/24.
- “Groupon may be an odd fit for Google,” by John Letzing, CBS MarketWatch, 11/30/10.
- “The half-off landrush: Life after Google buys Groupon,” by Robert McGarvey, Internet Evolution, 11/30.
- “What is Groupon, and why does Google want it?” by Mark Hachman, PC Magazine, 12/1/10.
- “Groupon’s success inspires copycats,” by Tom Stein, Ottawa Citizen, 12/2/10.
- “Groupon nightmares (and how to avoid them),” by Sarah Jacobsson Purewal, Network World, 12/6/10.
- “Will Groupon regret turning down Google?” by Gavin Dunaway, ADOTAS, 12/6/10.
- “Would your business use Groupon again?” by Jay Goltz, New York Times, 12/6/10.
- “Groupon leading pack in social deal-making,” MarketingProfs Daily, 12/7/10.
- “Is social couponing for you?” by Just Ask Joe, SpotOn Media Group, 12/9.
- “Chart of the Day: 66% of Groupons are profitable for businesses,” Jay Yarrow, *Business Insider*, 12/10.
- “Why does Groupon want Google?” by Phil Hardwick–From the Ground Up, 12/10.
- “Study: Groupon not always a good deal for businesses,” by Jenny Peterson, New Orleans City Pages, 12/13.
- “Getting a grip on Groupon,” by Brian Quinton, Promo Magazine, 12/14/10.
- “Local ventures crop up to capitalize on coupon craze,” by Rebecca Goldfine, *Mainebiz*, 12/21/10.
- Also posted on PhysOrg (9/29), FastCasual.com (9/29), Conservative Cool (9/29), Pizzamarketplace.com (9/29), Pendleton Gazette (9/29), QSR Magazine (9/30), AllThingsD.com (9/30), TechNews.com (9/30), Christian Science Monitor (10/1), Streamlined Life (10/1), Ultimate West U (10/1), ECPM Blog (10/2), SiteWire (10/4), Business Insider (10/4), Dragon Paradox (10/4), Hacker News (10/5), Eat Metrics (10/6), MarketingVox (10/6), Nashville Business Journal (10/8), Business Journal Serving Greater Milwaukee (10/8), Philadelphia Business Journal (10/8), Albany Business Review (10/8), XETV-TV (San Diego), KCBS-TV (Los Angeles), WKRN-TV (Nashville, Tenn.), WTVF-TV (Nashville, Tenn.), Fry We Blog (David Bivins, 10/11), Vine Solutions Presents (10/21), NuWire Investor (10/18), eWallStreeter.com (10/18), San Diego Radio Broadcasters Association Sound Bites (10/20), Knowledge@Wharton (11/10), International Business Times (11/15), Time Out Chicago (12/2), Newsosaur (12/16).
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- “Open source lending tinged with racism”, by Dana Blankenhorn, ZDNet, blogs.zdnet.com/open-source/p=2633, July 10, 2008.
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- “Shopping insanity,” by Don Finley, San Antonio Express-News, January 16, 2006.
- “The longer you shop, the less tempted you are to buy”, by Pam Sheridan, Research@Rice, January 15, 2006
- “Customer acquisition makes a comeback,” by Don Peppers, Inside 1to1, Pepper and Rogers Group, November 14, 2005.
- “Use discounts, incentives at your own risk, study says” Internet Marketing Report, October 28, 2005
- “Lower-priced brands should be careful before they dare to compare,” by Pam Sheridan, Research@Rice, July 15, 2005.
- “Asking consumers to compare may have unintended results,” by Alice LaPlante, Stanford Graduate School of Business Research, July 2005
- “Client surveys can demonstrate your law department’s value” by Marci M. Krufka, Report to Legal Management, Altman Weil, Inc., June 2005
- “Marketers build brand loyalty by welcoming customers to join the club”, by Pam Sheridan, Research@Rice, June 15, 2005.
- “Satisfaction surveys and customer purchase behavior,” by Deborah Kreuze, Insights from MSI, Spring 2005, 8-9.
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- “The year according to eBay,” by Kevin Maney, USA Today, December 30, 2004, B1-2.
- “Rationalizing? Yes, but what a deal,” by Michelle Slatalla, New York Times, December 23, 2004.
- “Auction Figures,” by Justin Chappell, The State, South Carolina, November 27, 2004. p. D1.
- “The marketing potential of consumer surveys”, by Pam Sheridan, Research@Rice, November 15, 2004.
- “When buyers have thousands of choices, what’s a seller to do?” by Pam Sheridan, Research@Rice, August 15, 2004.

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- “Online Shopper: Following the Herd Right Over the Cliff,” by Michelle Slatalla, New York Times, April 26, 2001, Page D4.
- “E-bidders behave like sheep,” by Jon Sidener, Arizona Republic, April 24, 2001.
- “The Auction Stampede: Bargains get trampled,” by Mary Lord, US News and World Report, April 16, 2001, 39.
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- “Following the Cyber-herd”, Unconventional Wisdom by Richard Morin, Washington Post, Sunday, March 25, 2001; Page B05.
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## Honors and Awards

- 2011 Research Associate, Center for Hospitality Research, Cornell University.
- 2011 Best Reviewer Award, Journal of Interactive Marketing for 2011.
- 2011 Best Paper Finalist, Journal of Service Research for 2010 (Survey participation paper).
- 2011 AMA-Sheth Doctoral Consortium Faculty, Oklahoma State University, June.
- 2011 EMAC Doctoral Consortium Faculty, Ljubljana, Slovenia, May
- 2011 Scholarship Excellence Award, JGSB, Rice University, April.
- 2010 Best Paper Finalist, Journal of Service Research for 2009 (Communal service delivery paper).
- 2010 Teaching Excellence Award, MBA-Professionals Program, Class of 2010.
- 2009 Park Award for Outstanding Contribution to the Journal of Consumer Psychology.
- 2008 William S. Mackey, Jr., and Verne F. Simons Distinguished Associate Professor Chair.
- 2007 Jones School Distinguished Associate Professor honorary title.
- 2006 Scholarship Excellence Award, JGSM, Rice University, May.
- 2006 Association of University Professors of Management 2005 Best paper award for the Algesheimer et al. (2005) JM paper, Germany.
- 2005 Jones Student Association Class of 2005 Award for Excellence in Teaching, April.
- 2004 ACR Doctoral Consortium Faculty, Portland Oregon, October.
- 2004 AMA-Sheth Doctoral Consortium Faculty, Texas A&M University, June
- 2003 Inaugural 2002 Journal of Interactive Marketing Best Paper award.
- 1998 Milton & Josephine Kendrick Award in Marketing for outstanding doctoral work, Michigan Business School.
- 1997 AMA Doctoral Consortium Fellow, University of Cincinnati.
- 1997 Doctoral Internationalization Consortium Fellow, University of Texas.
- 1997 Midwest Marketing Camp participant.
- 1996 Thomas William Leabo Memorial Award for outstanding doctoral work, Michigan Business School .
- 1996 Discussant, 26<sup>th</sup> Annual Haring Symposium, Indiana University.
- 1995-98 Phelps Fellow, Michigan Business School.
- 1993-94 University Fellow, Ohio State University.
- 1993-95 J. N. Tata Endowment Scholarship for Outstanding Undergraduate Work.

1993 2<sup>nd</sup> rank in University of Bombay in Graduating Industrial Engineering Class (approximately 500 students); B.E. first class distinction with honors.

## Teaching Interests and Performance

- Pricing Strategy, Marketing in Hi-tech and Financial Services Industries, Marketing Management, Marketing Research, Marketing Strategy
- Undergraduate Courses taught
  - \* Introduction to Marketing, Marketing Research (4.1/5.0 Fall 2000), Consumer Behavior
- Graduate (MBA) Courses taught
  - (At UB) \* Marketing Management, Advertising Management (4.0/5.0 Spr. 2000), Marketing Research
    - \* Business Models for Electronic Commerce (F99: 4.8/5.0), Channels of Distribution (4.1/5.0)
  - (At Rice) \* Buyer Behavior, Internet Marketing, Marketing in High-tech Industries, Marketing in Financial Services Industries, Pricing Strategies, Marketing Management (core course)

Teaching record at Rice (since 2005):

Year	Course	Title	Enrollment	Response %	Mean Score
2005-06	MGMT 696	Marketing for Financial Services Ind.	17	82%	1.29
2005-06	MGMT 692	Marketing for High Technology	18	72%	1.38
2005-06	MGMT 707	Buyer Behavior II	25	74%	1.72
2005-06	MGMT 688	Buyer Behavior	23	78%	3.17
2005-06	MGMT 682	Pricing Strategies	41	80%	2.52
2006-07	MGMT 682	Pricing Strategies	41	56%	2.04
2007-08	MGMP 580-1	Marketing	36	78%	2.29
2007-08	MGMP 580-2	Marketing	33	88%	3.21
2007-08	MGMT 882	Pricing Strategy and Tactics	8	100%	1.63
2007-08	MGMT 776	Marketing for High Tech Industry	26	96%	1.24
2007-08	MGMT 682	Pricing Strategies	22	73%	1.63
2007-08	MGMP 580-1	Marketing	56	75%	1.62
2007-08	MGMP 580-2	Marketing	54	83%	1.71
2008-09	MGMT 682	Pricing Strategy	43	65%	2.04
2008-09	MGMP 580-1	Marketing	55	76%	1.33
2008-09	MGMP 580-2	Marketing	57	91%	1.54
2009-10	MGMP 580-1	Marketing	40	73%	1.55
2009-10	MGMP 580-2	Marketing	40	88%	1.97
2010-11	MGMT 580-1	Marketing (1 <sup>st</sup> yr full-time MBA core)	54	89%	1.71
2010-11	MGMT 580-2	Marketing (1 <sup>st</sup> yr full-time MBA core)	55	91%	1.30
2010-11	MGMT 682	Pricing Strategy (2 <sup>nd</sup> yr elective)	25	84%	1.81
2011-12	MGMT 682	Pricing Strategy (2 <sup>nd</sup> yr elective)	33	92%	2.12

\*All ratings are based on the Rice University 7-point scale: 1= outstanding; 2 = very good; 3 = above average; 4 = average; 5 = below average; 6 = poor; 7 = very poor, and refer to the question: "Overall, how effective is this person as a teacher?"

## Industry Work Experience

2000 Founder, Empyrean-Crest (CRM execution, data-mining, and marketing research consultancy)

1999-2000 Research Director, M&T Bank Corporation, Buffalo, NY

1998-99 Executive Associate, M&T Bank Corporation, Buffalo, NY

1992-93 Assistant Design Engineer, Godrej & Boyce Mfg. Co. Ltd., Bombay, India

1989-92 Director of Marketing, Alpha Paints Pvt. Ltd., Bombay

1987-89 Various Sales positions held

## Executive Education

- Veritas DGC (Strategic Marketing)
- Cooper Industries (Strategic Mkt)
- Emerging Leaders Program
- London Business School EMBA
- E.ON Academy (Services Marketing)
- E.ON Bayern (Customer Communities)
- Certificate program in Health-care Marketing
- Korea University GMBA

## Consulting Service

- Ahold USA
- Cardinal Health
- Prosper.com
- eBay
- National Instruments
- Standard Federal Bank
- GEMS
- Hewlett Packard
- LaSalle Bank Corporation
- Pennzoil Quaker State/ Shell
- SKM Group (Fin services consulting)
- Tax & Financial Group
- Restaurant Connections
- Various investment banks, venture capital firms (Proprietary & confidential work)
- American Airlines
- Comerica Bank
- ABN AMRO
- Finger Interests
- LaSalle Bank Corporation
- Microsoft
- HSBC Bank
- Gabe Consulting
- M&T Bank Corporation
- Pinnacle Financial Services Group
- Strategic Decisions Group
- LoyaltyOne/ Colloquy
- TXU Energy
- Lone Pine Capital
- Prosper.com

### *Litigation Consulting (on behalf of, \*deposition testimony)*

- Encore Bank v. TXU Corp., f/k/a Texas Utilities Corp. (Trademark)
- Alcatel-Lucent v. Amazon, Zappos et al. (Intellectual property)\*

## Academic Service

- Editorial Review Boards
  - Journal of Retailing (September 2011 – present)
  - Journal of Behavioral Decision Making (August 2010 – present)
  - Journal of Consumer Psychology (July 2010 – present)
  - Journal of Marketing Research (August 2008 – present)
  - Journal of Interactive Marketing (August 2008 – present)
  - Psychology and Marketing (2005-2009)

- Ad hoc reviewer for: Journal of Consumer Research (since 2000), Marketing Science (since 2005), Journal of Marketing Research (since 2002 to July 2008), Journal of Marketing (since 2003), International Journal of Research in Marketing (since 2004), Journal of Consumer Psychology (since 2000), JAMS (since 2003), Journal of Retailing (since 2003), Journal of Interactive Marketing (since 2003 to July 2008), MIS Quarterly (since 2008), Journal of Computer-Mediated Communication (since 2002), AMA Summer Educators' Conference (since 2002), AMA Winter Educators' Conference (since 2002), ACR Conference (since 2001), SCP-Sheth dissertation proposal competition (since 2002), External Reviewer, CUNY Research Grants (since 2004)
- EMAC Doctoral Consortium Faculty, Ljubljana, 2011.
- SCP Conference Program Committee, 2011, 2012
- ACR Conference Program Committee, 2005, 2006, 2012
- JGSB Marketing Area Coordinator 2011-12.
- JGSB Faculty Council Member 2011-12.
- JGS Tenure and promotion committee, 2006, 2007, 2008, 2010, 2011.
- Recruiting coordinator, Marketing group, 2006-07
- Committee member: Global Enterprise Management Group, UB-SUNY, 2000
- Behavioral lab committee, JGSM, Rice University, 2002-03.
- Rice University Faculty Initiative Funds Selection Committee, 2006-07
- MBA program committee, JGSM, Rice University, 2003-04.
- Executive programs committee, JGSM, Rice University, 2004-05.
- JGS MBA-Professionals Oversight committee, 2006-07
- Faculty co-liaison (with Randy Batsell), 5<sup>th</sup> Annual Marketing Case Competition, 2005, 2006, 2007
- Ph.D. Dissertation Committees
  - Stefânia Ordovás de Almeida, University of São Paulo, 2009
  - Nidhi Varma Srivastava (Marketing, Management Development Institute, India, 2006)
  - Wojciech J. Dorabialski (Economics, Rice University, 2003)
  - René Algesheimer (Marketing, University of St. Gallen, 2003)
  - Jelena Dodic (Marketing, University of Melbourne; External Reader, 2003)

## Professional Affiliations

- MENSA
- American Marketing Association
- Alpha Pi Mu (Industrial Engineering Honor Society)
- Association for Consumer Research
- Society for Consumer Psychology