

CURRICULUM VITAE
CARL F. MELA

I. PERSONAL INFORMATION

Home Address: 224 Silver Creek Trail
Chapel Hill, North Carolina 27514
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Office Address: The Fuqua School of Business, Duke University
Durham, North Carolina 27708-0120
tel. (919) 660-7767;
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II. EDUCATION

Ph.D., Marketing, 1994.
Columbia University Graduate School of Business, New York, New York.

M.Phil., Marketing, 1992.
Columbia University Graduate School of Business, New York, New York.

Master of Business Administration, 1987.
University of California, The Anderson School of Management, Los Angeles, California.

Bachelor of Science, Electrical Engineering, 1983.
Brown University, Providence, Rhode Island.

III. EMPLOYMENT

Duke University, Fuqua School of Business, Durham, North Carolina.
T. Austin Finch Foundation Professor of Business Administration, Summer 2009 - Present.
Professor, Summer 2005 - Summer, 2009.
Associate Professor with Tenure, Summer 2001 - Summer 2005.
Associate Professor, Summer 1999 - Summer 2001.

Massachusetts Institute of Technology, Cambridge, Massachusetts.
Visiting Scholar, Winter 2008 - Spring 2008.

University of Notre Dame, Mendoza College of Business, Notre Dame, Indiana.
Assistant Professor, Fall 1993 - Summer 1999.

Proxima Corporation, San Diego, California.
Product Line Manager, Summer 1987 - Summer 1989.

Hughes Aircraft, Space and Communications Division, El Segundo, California.
Financial Analyst, Summer 1986.

Hewlett-Packard, Lake Stevens Instrument Division, Lake Stevens, Washington.
Marketing Support Engineer, Summer 1983 - Summer 1985.

IV. HONORS AND AWARDS

2012, 2010-2006 Faculty Fellow, American Marketing Association Doctoral Consortium.

2011 ISMS Doctoral Dissertation Proposal Award, Advisor.

2011, 2010 Finalist, Long-term Impact Paper Award, *Marketing/Management Science*.

2009 Erasmus University (ERIM) Top Article Award for Best Business Publication.

2009 American Marketing Association John Howard Best Dissertation Award, Advisor.

2009 Finalist, Long-term Impact Paper Award, *Marketing/Management Science*.

2009a, 2009b Finalist, John D.C. Little Best Paper Award, *Marketing/Management Science*.

2009, 2005 Finalist, Paul E. Green Best Paper Award, *Journal of Marketing Research*.

2009 Emerald Best Dissertation Award, Advisor.

2008 Finalist, Marketing Science Institute/H. Paul Root Award, *Journal of Marketing*.

2008 Finalist, O'Dell Award, *Journal of Marketing Research*.

2008, 1999 Emerald Group Citation of Excellence, top 50 of 15,000 papers in management journals.

2005 John D.C. Little Best Paper Award, *Marketing/Management Science*.

2005 Best Conference Paper, *Direct Marketing Education Foundation Educators' Conference*.

2004, 1998 Paul E. Green Best Paper Award, *Journal of Marketing Research*.

2004 Marketing Science Institute Alden G. Clayton Best Dissertation Award, Advisor.

2003 American Marketing Association Communications SIG Best Paper Award.

2002 O'Dell Award, *Journal of Marketing Research*.

2000 Marketing Science Institute Junior Scholar.

2000, 1998 Best Paper Award, Marketing Science Institute.

1998 Best Paper Award, *International Journal of Research in Marketing*.

1998 Finalist, Donald R. Lehmann Best Paper Award.

1992 Student Fellow, American Marketing Association Doctoral Consortium.

1983 Sigma Xi Honorary Scientific Society.

V. RESEARCH PAPERS AND PUBLICATIONS

V.I. ARTICLES IN REFEREED JOURNALS

Mela, Carl F. (2011), "Data Selection and Procurement," *Marketing Science*, 30, 6(November–December), 965–976.

- Invited Paper.

Yao, Song, and Carl F. Mela (2011), "A Dynamic Model of Sponsored Search Advertising," *Marketing Science*, 30, 3(May-June), 447-468.

Bronnenberg, Bart J., Jean-Pierre Dube, and Carl F. Mela (2010), "Do DVRs Moderate Advertising Effects?" *Journal of Marketing Research*, 47, 6(December), 998-1010.

- Lead Article.

Ataman, Berk, Harald J. van Heerde, and Carl F. Mela (2010), "The Long-term Effect of Marketing Strategy on Brand Performance," *Journal of Marketing Research*, 47, 5(October), 866-882.

Duan, Jason, and Carl F. Mela (2009), "The Role of Spatial Demand on Outlet Location and Pricing," *Journal of Marketing Research*, 46, 2 (April), 260-278.

Yao, Song, and Carl F. Mela (2009), "Sponsored Search Auctions: Research Opportunities in Marketing," *Foundations and Trends in Marketing*.

Bronnenberg, Bart, J., Jean Pierre Dube, Carl F. Mela, et al. (2008), "Measuring Long-Run Marketing Effects and Their Implications for Long-Run Marketing Decisions," *Marketing Letters*, 19, 3-4 (December), 367-382.

Ataman, Berk, Carl F. Mela, and Harald J. van Heerde (2008), "Building Brands," *Marketing Science*, 27, 6 (November-December), 1036-1054

- Finalist, 2009 John D.C. Little Best Paper Award.
- 2009 ERIM Top Article Award.
- 2008 Emerald/EFMD Outstanding Doctoral Research Awards.
- 2008 Emerald Group Publications Citation of Excellence.

Yao, Song, and Carl F. Mela (2008), "Online Auction Demand," *Marketing Science*, 27, 5 (September-October), 861-885.

- Finalist, John D.C. Little Best Paper Award.

Bronnenberg, Bart J., Mike Kruger, and Carl F. Mela (2008), "The IRI Academic Dataset," *Marketing Science*, 27, 4 (July-August), 745-748.

Gupta, Sunil, and Carl F. Mela (2008), "What is a Free Customer Worth?" *Harvard Business Review*, 86, 11 (November), 102-109.

- Feature Article.

Ansari, Asim, Carl F. Mela, and Scott Neslin (2008), "Customer Channel Migration," *Journal of Marketing Research*, 45, 1 (February), 60-76.

- Finalist, Paul E. Green Best Paper Award.

Lodish, Leonard M., and Carl F. Mela (2007), "If Brands Are Built Over Years, Why Are They Managed Over Quarters?," July/August, *Harvard Business Review*, 85, 7/8 (July-August), 104-112.

- Feature Article.

- Du, Yuxing, Wagner Kamakura, and Carl F. Mela (2007), "Imputing Customers' Share of Category Requirements," *Journal of Marketing*, 72, 2 (April), 94-113.
- Finalist, Marketing Science Institute/H. Paul Root Award, *Journal of Marketing*.
 - Best Conference Paper, 2005 DMEF Educators' Conference.
 - Marketing Science Institute 2004 Alden G. Clayton Best Dissertation Award.
- Ataman, Berk, Carl F. Mela, and Harald J. van Heerde (2007), "Consumer Packaged Goods in France: National Brands, Regional Chains, and Local Branding," *Journal of Marketing Research*, 44, 1 (February), 14-20.
- Invited Paper.
- Bronnenberg, Bart J., Carl F. Mela, and William Boulding (2006), "The Periodicity of Pricing," *Journal of Marketing Research*, 43, 3 (August), 477-493.
- Moorman, Christine, Yuxing Du, and Carl F. Mela (2005), "The Effect of Standardized Information on Firm Survival and Market Strategies," *Marketing Science*, 24, 2 (Spring), 263-274.
- Wagner Kamakura, Carl F. Mela, et al. (2005), "Choice Models and Customer Relationship Management," *Marketing Letters*, 16, 3-4 (December), 279-91.
- Bronnenberg, Bart J., and Carl F. Mela (2004), "Market Roll-out and Retailer Adoption for New Brands," *Marketing Science*, 23, 4 (Fall), 500-518.
- Winner, John D.C. Little Best Paper Award, *Marketing/Management Science*.
 - 2010 Finalist, Long-term Impact Paper Award, *Marketing/Management Science*.
- Van Heerde, Harald J., Carl F. Mela, and Puneet Manchanda (2004), "The Dynamic Effect of Innovation on Market Structure," *Journal of Marketing Research*, 41, 2 (May), 166-183.
- Finalist, Paul E. Green Best Paper Award.
- Ansari, Asim, and Carl F. Mela (2003), "E-Customization," *Journal of Marketing Research*, 40, 2 (May), 2003, 131-145.
- Winner, Paul E. Green Best Paper Award.
- Bucklin, Randolph E., et al. (2002), "Choice and the Internet: From Click Stream to Research Stream," *Marketing Letters*, 13, 3 (August), 245-258.
- Mela, Carl F., and Praveen Kopalle (2002), "The Impact of Collinearity on Regression Analysis: The Asymmetric Effect of Positive and Negative Correlations," *Applied Economics*, 34, 6 (March), 667-677.
- Lead Article.
- Alba, Joe, Carl F. Mela, Terry Shimp, and Joel Urbany (1999), "The Effect of Discount Frequency and Depth on Consumer Price Judgments," *Journal of Consumer Research*, 26, 2 (September), 99-114.
- Lead Article.
- Kopalle, Praveen, Carl F. Mela, and Lawrence Marsh (1999), "The Dynamic Effect of Discounting on Sales: Empirical Analysis and Normative Pricing Implications," *Marketing Science*, 18, 3 (Summer), 317-332.
- Jedidi, Kamel, Carl F. Mela, and Sunil Gupta (1999), "Managing Advertising and Promotion for Long-Run Profitability," *Marketing Science*, 18, 1 (Winter), 1-22.
- Lead Article.
 - Finalist, Marketing Science Long-term Impact Award.
- Mela, Carl F., Kamel Jedidi, and Douglas Bowman (1998), "The Long-Term Impact of Promotions on Consumer Stockpiling," *Journal of Marketing Research*, 35, 2 (May), 250-262.
- 1999 Emerald Group Publications Citation of Excellence.

Mela, Carl F., Sunil Gupta, and Kamel Jedidi (1998), "Assessing Long-Term Promotional Influences on Market Structure," *International Journal of Research in Marketing*, 15, 2 (May), 89-107.

- Lead Article.
- Winner, Best Paper Award.

Wilkie, William L., Carl F. Mela, and Gregory T. Gundlach (1998), "Does Bait and Switch Really Benefit Consumers?," *Marketing Science*, 17, 3 (Summer), 273-282.

Wilkie, William L., Carl F. Mela, and Gregory T. Gundlach (1998), "Does Bait and Switch Really Benefit Consumers? Advancing the Discussion...," *Marketing Science*, 17, 3 (Summer), 290-293.

Mela, Carl F. (1998), "Future Issues in Preference and Choice Rule Identification," *Journal of Fuzzy Sets and Systems*, 78, 1 (February), 125-6.

Meyer, Robert J., et al. (1997), "Dynamic Influences on Individual Choice Behavior," *Marketing Letters*, 8, 3 (July), 349-360.

Mela, Carl F., Sunil Gupta, and Donald R. Lehmann (1997), "The Long-Term Impact of Promotion and Advertising on Consumer Brand Choice," *Journal of Marketing Research*, 34, 2 (May), 248-261.

- Winner, O'Dell Best Paper Award.
- Winner, Paul E. Green Best Paper Award.
- Winner, AMA Communications SIG Best Paper Award.
- Finalist, Donald R. Lehmann Best Paper Award.

Mela, Carl F., and Donald R. Lehmann (1995), "Using Fuzzy Set Theoretic Techniques to Identify Preference Rules From Interactions in the Linear Model: An Empirical Study," *Journal of Fuzzy Sets and Systems*, 71, 165-81.

Harlam, Bari A., Aradhna Krishna, Donald R. Lehmann, and Carl F. Mela (1995), "The Impact of Bundle Type, Price Framing, and Familiarity on Evaluation of the Bundle," *Journal of Business Research*, 33, 1 (May), 57-66.

V.II. RECENT WORKING PAPERS

Yao, Song, Yuxin Chen, Carl F. Mela, and Jeongwen Chiang (2012), "Determining Consumers' Discount Rates With Field Studies," under 3rd review, *Journal of Marketing Research*.

Ahn, Dae-Yong, Jason A. Duan, and Carl F. Mela, (2011), "An Equilibrium Model of User Generated Content," revising for 2nd review, *Journal of Marketing Research*.

Gupta, Sunil, Carl F. Mela, and Jose M. Vidal-Sanz (2009), "The Value of a 'Free' Customer," revising for 2nd review, *Marketing Science*.

Hahn, Richard, Kristian Lum, and Carl F. Mela (2011), "The Validity of Cognitive Hierarchy Play in p-Beauty Games," manuscript under preparation.

Roos, Jason M. T., Carl F. Mela, and Ron Shachar (2011), "Hyper-media Search and Consumption," manuscript under preparation.

Zhou, Bo, Carl F. Mela, and Wilfred Amaldoss (2011), "When Strategic Capability Hurts," manuscript under preparation.

Mela, Carl F., Andres Musalem, and Hui Hui Wang (2011), "The Effect of Market Structure on Grocery Retail Pricing," manuscript under preparation.

V.III. OTHER PUBLICATIONS

Ansari, Asim, and Carl F. Mela (2000), "Targeting Electronic Content in Interactive Media," 2000 INFORMS Internet Conference Proceedings. Jedidi, Kamel, Carl F. Mela, and Sunil Gupta (1998), "Managing Advertising and Promotion for Long-Run Profitability," *Marketing Science Institute Working Paper Series*, Report No. 98-132, Cambridge, Massachusetts.

- Winner, Marketing Science Institute Best Paper Award.

Mela, Carl F., and Joel Urbany (1997), "Promotion Over Time: Exploring Expectations and Explanations," in *Advances in Consumer Research*, Merrie Brucks and Debbie MacInnis, eds. Provo: Association for Consumer Research, 529-535.

Mela, Carl F., and Joel Urbany (1996), "Special Session: Inferences About Pricing and Promotion," in *Advances in Consumer Research*, Kim P. Corfman and John G. Lynch, eds. Provo: Association for Consumer Research, 78-79.

Mela, Carl F., Sunil Gupta, and Donald R. Lehmann (1996), "The Long-Term Impact of Promotion and Advertising on Consumer Brand Choice," *Marketing Science Institute Working Paper Series*, Report No. 96-127, Cambridge, Massachusetts.

- Winner, Marketing Science Institute Best Paper Award.

VI. COLLOQUIA AND INVITED PRESENTATIONS

"Hypermedia Search and Consumption"

- *Wharton Marketing Camp*, Philadelphia, Pennsylvania, February, 2012.
- *University of Michigan Seminar Series*, Ann Arbor, Michigan, February 2012.
- *University of San Diego Seminar Series*, San Diego, California, January 2011.
- *University of North Carolina Seminar Series*, Chapel Hill, North Carolina December 2011.
- *University of Tilburg Christmas Camp*, Tilburg, Holland, December 2011.

"A Dynamic Model of Sponsored Search Advertising"

- *University of Wisconsin Seminar Series*, Madison, Wisconsin, November 2010.
- *Rice University Seminar Series*, Houston, Texas, October 2010.
- *University of California Seminar Series*, Riverside, California, February 2010.
- *University of California Seminar Series*, Davis, California, February 2010.
- *Google Seminar Series*, Mountain View, California, May 2009.
- *NBER Summer Meeting*, Boston, Massachusetts, July, 2009.
- *University of Texas Seminar Series*, Austin, Texas, February 2009.
- *London Business School Seminar Series*, London, England, February 2009.
- *INSEAD Business School*, Fontainebleau, France, January 2009.
- *Erasmus University Seminar Series*, Rotterdam, Holland, January 2009.
- *Tilburg University Seminar Series*, Tilburg, Holland, January 2009.
- *University of British Columbia Seminar Series*, Vancouver, Canada, January 2009.

"Price Discrimination in Marketing and Economics,"

- *2011 ISMS Doctoral Consortium*, Rice University, Houston, Texas, June 2011.

"Do DVRs Affect Sales?"

- *Northwestern University Seminar Series*, Chicago, Illinois, January 2010.
- *University of California, Shansby Marketing Seminar Series*, Berkeley, California, May 2009.

"The Validity of Cognitive Hierarchy Play in p-Beauty Games"

- *University of Rochester Seminar Series*, Rochester, New York, May 2010.

"The Role of Spatial Demand on Outlet Location and Pricing"

- *Emory University Hightower Lecture Series*, Atlanta, Georgia, November 2008.
- *MIT Sloan School Seminar Series*, Cambridge, Massachusetts, March 2008.
- *Summer Institute on Competitive Strategy*, Berkeley, California, June 2006.

"Online Auction Demand"

- *New York University Marketing Camp*, New York, New York, May 2008.
- *Dartmouth College Seminar Series*, Hanover, New Hampshire, April 2008.
- *Yale University Seminar Series*, New Haven, Connecticut, January 2008.
- *Columbia University Seminar Series*, New York, New York, November 2007.
- *University of Maryland Seminar Series*, College Park, Maryland, October 2007.
- *MIT Buck Weaver Symposium*, Cambridge, Massachusetts, September 2007.
- *University of Texas Seminar Series*, Austin, Texas, March 2007.
- *Stanford University Seminar Series*, Palo Alto, California, January 2007.
- *Washington University Seminar Series*, St. Louis, Missouri, October 2006.

"Building Brands,"

- *University of Notre Dame Sharing Scholarship Series*, South Bend, Indiana, July 2008.
- *University of Toronto Seminar Series*, Toronto, Ontario, February 2008.
- *Yale University Customer Insights Conference*, New Haven, Connecticut, October, 2006.

"If Brands are Built Over Years, Why are They Managed Over Quarters"

- *IIR Return on Marketing Investment Conference*, Miami, Florida, February 2007.

"The Value of a Free Customer"

- *Marketing Dynamics Conference*, Los Angeles, California, August 2006.

"Future Directions in Marketing Econometrics,"

- *50 Years of Econometrics Conference*, Erasmus, Holland, June 2006.

"Customer Channel Migration,"

- *Indiana University Seminar Series*, Bloomington, Indiana, May 2005.
- *University of Michigan Seminar Series*, Ann Arbor, Michigan, December 2004.
- *New York University Marketing Camp*, New York, New York, June 2004.
- *University of California, Riverside Seminar Series*, Riverside, California, May 2004.
- *Erasmus University Seminar Series*, Rotterdam, Holland, February 2004.
- *Tilburg University Seminar Series*, Tilburg, Holland, February 2004.

"Managing Brands,"

- *Northwestern Marketing Camp*, Evanston, Illinois, September 2005.
- *Yale University Seminar Series*, New Haven, Connecticut, March 2005.

"Choice Models and Customer Relationship Management,"

- *International Symposia on Choice Modeling and Behavior*, University of Colorado, Estes Park, Colorado, June 2004.

“The Dynamic Effect of Innovation on Market Structure,”

- *University of Florida Marketing Camp*, Gainesville, Florida, March 2004.
- *University of Houston Seminar Series*, Houston, Texas, January 2004.
- *University of North Carolina Seminar Series*, Chapel Hill, North Carolina, September 2003.
- *Dartmouth College Seminar Series*, Hanover, New Hampshire, July 2003.

“Market Roll-out and Retail Adoption for New Brands of Non-durable Goods,”

- *Cornell University Seminar Series*, Ithaca, New York, February 2003.
- *Wharton Seminar Series*, Philadelphia, Pennsylvania, February 2003.
- *Dartmouth College Seminar Series*, Hanover, New Hampshire, July 2002.
- *MIT Seminar Series*, Cambridge, Massachusetts, May 2002.

“E-Customization,”

- *University of California, Los Angeles Seminar Series*, Los Angeles, California, January 2001.
- *MSI Young Scholars Conference*, Park City, Utah, January 2001.

“Customization in Electronic Media,”

- *International Symposia on Choice Modeling and Behavior*, University of California, Berkeley, Berkeley, California, June 2001.

“Inertia in Pricing,”

- *University of South Carolina Seminar Series*, Columbia, South Carolina, March 2000.

“The Dynamic Effect of Discounting on Sales: Empirical Analysis and Normative Pricing Implications,”

- *Columbia University Seminar Series*, New York, New York, July 1999.
- *Wharton Seminar Series*, Philadelphia, Pennsylvania, March 1999.

“Managing Advertising and Promotion for Long-Run Profitability,”

- *University of Chicago Seminar Series*, Chicago, Illinois, April 1999.
- *Duke University Seminar Series*, Durham, North Carolina, December 1998.
- *Kraft Planner Seminar Series*, Glenview, Illinois, May 1999.

“The Long-Term Impact of Promotions and Advertising on Consumer Brand Choice,”

- *Institute for International Research Consumer Promotions Conference*, New York, New York, September 1998.
- *AMA Advanced Research Techniques Forum*, Keystone, Colorado, June 1998.

“The Long-Term Impact of Promotions on Consumer Stockpiling Behavior,”

- *Southern Methodist University Seminar Series*, Dallas, Texas, April 1998.
- *Dartmouth College Seminar Series*, Hanover, New Hampshire, February 1998.

“Frequency vs. Magnitude Effects in Price Judgments: The Moderating Effect of Price Distributions,”

- *University of Illinois Marketing Camp*, Urbana, Illinois, September 1997.

“The Dynamic Effects of Advertising and Promotions on Brand Choice and Purchase Quantity,”

- *E.I. DuPont Marketing Seminar Series*, Indiana University, Bloomington, Indiana, April 1997.

“The Long-Term Impact of Promotions and Advertising on Brand Performance,”

- *Marketing Science Institute Use and Usability Conference*, Boston, Massachusetts, September 1996.

“Dynamics in Choice: Econometric Evidence and Implications,”

- *International Symposia on Choice Modeling and Behavior*, Columbia University, Harriman, New York, June 1995.

“The Long-Term Impact of Advertising and Promotions on Brands,”

- *Kraft Planner Seminar Series*, Glenview, Illinois, June 1995.
- *Advertising Research Foundation Sixth Annual Scanner/Behavioral Research Workshop*, New York, New York, May 1994

VII. TEACHING

VII.I. PH.D.

Dissertation Co-chair, Jason Roos, Duke University

Placement: Currently on the Market (Washington University/ Erasmus University offers).
Winner, ISMS Dissertation Proposal Competition.

Dissertation Co-chair, Yuxing Du, Duke University.

Placement: University of Georgia.
Winner, Marketing Science Institute Alden G. Clayton Dissertation Proposal Competition.

Dissertation Co-chair, Berk Ataman, University of Tilburg.

Placement: Erasmus University.
Winner, 2008 Emerald/EFMD Outstanding Doctoral Research Awards.

Dissertation Chair, Song Yao, Duke University.

Placement, Northwestern University.

Advisor, Jason Duan, Duke University

Placement, University of Texas, Austin.

Ph.D. Seminar in Competitive Models, Ph.D. Seminar in Marketing Models.

VII.II. MBA (DUKE UNIVERSITY)

Marketing Management (Marketing Core), Product Management.

Most Recent Median Teacher Rating: 7 out of 7.

VII.III. UNDERGRADUATE (UNIVERSITY OF NOTRE DAME)

Principles of Marketing, Quantitative Methods in Marketing.

Selected by Students as Marketing Graduation Speaker.

VIII. EDITORIAL

Current or Former Associate Editor

Journal of Marketing Research, Marketing Science, Quantitative Marketing and Economics.

Current or Former Editorial Board

Journal of Marketing, Marketing Letters, Journal of Public Policy in Marketing.

Ad Hoc or Occasional Reviewer

International Journal of Research in Marketing, Journal of Consumer Research, Management Science, Journal of Retailing, Journal of Public Policy in Marketing.

IX. OTHER PROFESSIONAL

IX.I. SOCIETIES

American Marketing Association (AMA)

- AMA Journals Strategic Review Committee, 2006, 2011.
- Organizing Committee, 2005 AMA Advanced Research Techniques (ART) Forum.
- Editor Selection Committee, *Journal of Marketing*, 2004.
- Vice Chair, AMA Marketing Research Special Interest Group, 1996.
- Co-chair, AMA School of Marketing Research, 1996-1999.

INFORMS Marketing Society

IX.II. COMMITTEE WORK

Duke University

- Rankings Review Committee Chair, 2006-2008.
- Teradata-Duke Center for Customer Relationship Management, Research Scholar, 2002-2007.
- Honor Committee, Duke University, Fuqua School of Business, 2001-2006, Chair 2002-2006.
- MBA Marketing Curriculum Review, Duke University Fuqua School of Business, 2001.
- Provost's Academic Programs Committee, 2010-2012.
- Academic Council, 2011-2013.

University of Notre Dame

- Information Technology Committee, University of Notre Dame College of Business, 1993-1999.
- MBA Marketing Curriculum Review, University of Notre Dame College of Business, 1995.

Columbia University

- Columbia University Ph.D. Business Student Association Chair Person, 1992-1993.

IX.III. BOARDS AND PUBLIC RELATIONS

- Technical Advisory Board, Information Resources, Incorporated, 2004-.
- Word of Mouth Marketing Association Advisory Board, 2005-.
- Cross-Commerce Merchandising Advisory Board, 2000-2001.
- Research featured in *The Economist, The Financial Times, Engadget, MSNBC, Chicago Tribune, WRAL-TV, Indianapolis Star, MSI Insights, and New York Times.*