

MICHAEL TSIROS

University of Miami
512 Kosar/Epstein
5250 University Dr.
Coral Gables, FL 33124

Phone: (305) 284-5950
Fax: (305) 284-5326
E-mail: tsiros@miami.edu

ACADEMIC POSITIONS

2023 – Present Centennial Endowed Chair in Marketing, *University of Miami*, Coral Gables, FL
2010 – Present Professor of Marketing, *University of Miami*, Coral Gables, FL
2008 – Present Director, Canes Behavioral Lab, *University of Miami*, Coral Gables, FL
2016 – 2022 Chairperson, Department of Marketing, *University of Miami*, Coral Gables, FL
2016 – 2017 Vice Dean of Faculty & Research, *University of Miami*, Coral Gables, FL
2014 – 2023 Patrick J. Cesarano Scholar, *University of Miami*, Coral Gables, FL
2009 – 2013 Chairperson, Department of Marketing, *University of Miami*, Coral Gables, FL
2008 – 2011 Marketing PhD Director, *University of Miami*, Coral Gables, FL
2004 – 2010 Associate Professor of Marketing, *University of Miami*, Coral Gables, FL
2006 (Spring) Visiting Associate Professor of Marketing, *London Business School*, London UK
2005 (Fall) Visiting Associate Professor of Marketing, *Dartmouth College*, Hanover, NH
2003 – 2016 Tassos Papastratos Visiting Research Professor of Marketing, *ALBA*, Greece
1999 – 2004 Assistant Professor of Marketing, *University of Miami*, Coral Gables, FL
1997 – 1999 Visiting Assistant Professor, *Washington University in St. Louis*, MO

EDUCATION

1992 – 1997 Ph.D., Business Administration, *Temple University*, PA
Major: Marketing, Minor: Statistics
1990 – 1992 Master of Business Administration, *St. John's University*, NY
Major: Marketing
1986 – 1990 Bachelor of Science (*With Honors*), *St. John's University*, NY
Major: Computer Science, Minor: Business Administration

h-index: 17

Google Citations: 10,400+

SSCI Citations: 4,200+

JOURNAL PUBLICATIONS

Nguyen, Nguyen Le Thanh, Joseph Johnson, and Michael Tsiros (2024), “Unlimited Testing: Let’s Test Your Emails With AI” *Marketing Science*, 43 (2), 419-439.

Villanova, Daniel, Anand V. Bodapati, Nancy M. Puccinelli, Michael Tsiros, Ronald C. Goodstein, Tarun Kushwaha, Rajneesh Suri, Henry Ho, Renee Brandon, Cheryl

- Hatfield (2021), "Retailer Marketing Communications in the Digital Age: Getting the Right Message to the Right Shopper at the Right Time," *Journal of Retailing*, 97 (1), 116-132.
- Tsiros, Michael and Caglar Irmak (2020), "Lowering the Minimum Donation Amount Increases Consumer Purchase Likelihood of Products Associated with Cause-Related Marketing Campaigns," *Journal of Marketing Research*, 57 (4) 755-770.
- Tsiros, Michael and Allan Chen (2017), "Convexity Neglect in Consumer Decision Making" *Journal of Marketing Behavior*, 2 (4), 253-290. Guest on "Marketing Matters" on Sirius *Business Radio* (Powered by the Wharton School)
- Fajardo, Tatiana M., Jiao Zhang, and Michael Tsiros (2016), "The Contingent Nature of the Symbolic Associations of Visual Design Elements: The Case of Brand Logo Frames," *Journal of Consumer Research*, 43 (December), 549-566.
- Laran, Juliano and Michael Tsiros (2013), "An Investigation of the Effectiveness of Uncertainty in Marketing Promotions Involving Free Gifts," *Journal of Marketing*, 77 (1), 112-123.
- Chen, Allan, Howard Marmorstein, Michael Tsiros, and Akshay Rao (2012), "When More is Less: The Impact of Base Value Neglect on Consumer Preferences for Bonus Packs over Price Discounts," *Journal of Marketing*, 76 (4), 64-77. Featured in The Wall Street Journal (August 4, 2018): https://www.wsj.com/articles/50-off-why-that-deal-isnt-as-good-as-you-think-1533294000?shareToken=stca45c2358b6c459baa97eaa994b85bde&ref=article_email_share, *The Economist* (June 30, 2012): <http://www.economist.com/node/21557801> and *Financial Times*: <http://www.ft.com/cms/s/2/924516fe-e2e3-11e1-bf02-00144feab49a.html#axzz23RXuY9Sl>.
- Roggeveen, Anne, Michael Tsiros, and Dhruv Grewal (2012), "Understanding the Co-Creation Effect: When Does Collaborating with Customers Provide a Lift to Service Recovery?" *Journal of the Academy of Marketing Science*, 40 (6), 771-790.
- Theotokis, Aristeidis, Katerina Pramataris, and Michael Tsiros (2012), "Effects of Expiration Date-Based Pricing on Brand Image Perceptions," *Journal of Retailing*, 88 (1), 72-87.
- Monga, Ashwani, Allan Chen, Michael Tsiros, and Mona Srivastava (2012), "How Buyers Forecast: Buyer-seller Relationship as a Boundary Condition of the Impact Bias," *Marketing Letters*, 23 (1), 31-45.
- Tsiros, Michael and David M. Hardesty (2010), "Ending a Price Promotion: Retracting it in One Step or Phasing it Out Gradually," *Journal of Marketing*, 74 (1), 49-64. Featured in *Harvard Business Review*, April 2010, <http://hbr.org/2010/04/clawing-your-way-back-from-a-discount/ar/1>.
- Tsiros, Michael (2009), "Releasing the Regret Lock: Consumer Response to New Alternatives after a Sale" *Journal of Consumer Research*, 35 (April), 1039-1059.
- Verhoef, Peter C., Katherine N. Lemon, A. Parasuraman, Anne Roggeveen, Michael Tsiros, and Leonard A. Schlesinger (2009), "Customer Experience Creation: Determinants,

Dynamics and Management Strategies” *Journal of Retailing*, 85 (1), 31-41.
Awarded for Top Cited article since 2007 and most cited and downloaded paper 2009-2014.

- Tsiros, Michael, William T. Ross, and Vikas Mittal (2009), "How Commitment Influences the Termination of B2B Exchange Relationships," *Journal of Service Research*, 11 (3) 263-276.
- Grewal, Dhruv, Anne Roggeveen, and Michael Tsiros (2008), "The Effect of Compensation on Repurchase Intentions in Service Recovery," *Journal of Retailing*, 84 (4), 424-434. *Winner of the 2010 William R. Davidson Journal of Retailing Best Paper Award.*
- Tsiros, Michael and A. Parasuraman (2006), "The Anatomy of Service Encounter Evaluations: A Conceptual Framework and Research Propositions," *Asian Journal of Marketing*, 12 (1), 4-22. *Lead article*
- Tsiros, Michael and Carrie Heilman (2005), "The Effect of Expiration Dates and Perceived Risks on Purchasing Behavior in Grocery Store Perishable Categories," *Journal of Marketing*, 69 (2), 114-129.
- Tsiros, Michael, Vikas Mittal, and William T. Ross (2004) "The Role of Attributions in Customer Satisfaction: A Reexamination," *Journal of Consumer Research*, 31 (2), 476-483.
- Mittal, Vikas, William T. Ross, and Michael Tsiros (2002), "The Role of Issue Valence and Issue Capability in Determining Effort Investment," *Journal of Marketing Research*, 39 (4), 455-468.
- Tsiros, Michael and Vikas Mittal (2000), "Regret: A Model of Its Antecedents and Consequences in Consumer Decision Making," *Journal of Consumer Research*, 26 (4), 401-417.
- Mittal, Vikas, Pankaj Kumar, and Michael Tsiros (1999), "Attribute-Level Performance, Satisfaction, and Behavioral Intentions Over Time: A Consumption-System Approach," *Journal of Marketing*, 63 (2), 88-101.
- Tsiros, Michael (1998), "Effect of Regret on Post-Choice Valuation: The Case of More Than Two Alternatives," *Organizational Behavior and Human Decision Processes*, 76 (1), 48-69.
- Johnson, Rose L. Michael Tsiros, and Richard A. Lancioni (1995), "Measuring Service Quality: A Systems Approach," *Journal of Services Marketing*, 9 (5), 6-19.

OTHER PUBLICATIONS

- Tsiros, Michael (2019), "The Current State of Retail," News@TheU
- Grewal, Dhruv, Anne Roggeveen, and Michael Tsiros (2009), "Service Failure and Customer Compensation" *Empirical Generalizations about Marketing Impact: What we have learned from academic research*, Marketing Science Institute Relevant Knowledge series, edited by Dominique Hanssens.

- Mittal, Vikas & Michael Tsiros (2007) "Customer loyalty in electronically mediated environments," in ***E-Services: Opportunities and Challenges***, Evanschitzky, Heiner & Gopalkrishnan R. Iyer (eds.): DUV-Gabler – Springer Academic Press: New York, Wiesbaden.
- Tsiros, Michael (2006), "When Less Is More" in ***Marketing Week***, April 10, 36-40.
- Tsiros, Michael (2004), "Introducing a New Pricing Strategy: The Role of Psychology in Consumer Behavior" in ***Executive KNOW-HOW***, July-August, 88-91.
- Tsiros, Michael (2004), "Emotion, a Major Criterion in Consumer Choice" in ***Kathimerini***, June 27, 9.
- Tsiros, Michael (2004), "Choice deferral after missing a sale: Understanding consumer behavior and its implications on pricing and promotion strategies" in ***Oeconomikos Tahydromos***, February 19, 60-65.
- Tsiros, Michael (2003), "The Role of Emotions in Decision Making: A Contemporary Approach" in ***Oeconomikos Tahydromos***, May 22, 60-65.

CONFERENCE PUBLICATIONS & PRESENTATIONS

- Zhang, Mingyue, Haipeng (Allan) Chen, and Michael Tsiros (2023), "The Moment of Truth: The Impact of Outcome Valence and Revelation Timing on Shopping Process Enjoyment of Probabilistic Goods" ***Association for Consumer Research Conference***
- Yuen, Vincentia, Claudia Townsend, and Michael Tsiros (2023), "How the Intuition that Smartphones Induce Low Thoughtfulness Decreases Decision-Making Confidence" ***Association for Consumer Research Conference***
- Yuen, Vincentia and Michael Tsiros (2023), "Signal of Recovery: The Mere Signal of the Presence of Private Manager Response as eWOM Intervention Strategy" ***Association for Consumer Research Conference***
- Nguyen, Nguyen Le Thanh, Joseph Johnson, and Michael Tsiros (2023), "Unlimited Testing: Let's Test Your Emails With AI" ***Leading and Managing in the Digital Era***
- Tsiros, Michael (2023), "Editor's panel" ***Research Colloquium and Doctoral Consortium at Leading and Managing in the Digital Era***
- Yuen, Vincentia, Claudia Townsend, and Michael Tsiros (2023), "The Smartphone Bias: How the Intuition that Smartphones Induce Low Thoughtfulness Decreases Decision-Making Confidence," ***ISMS Marketing Science Conference***
- Yuen, Vincentia, Claudia Townsend, and Michael Tsiros (2022), "Smartphone Bias: When Consumers Unnecessarily Avoid Smartphones," ***American Marketing Association Summer Academic Conference***
- Tsiros (2021), "Successfully Navigating the Promotion and Tenure Process" ***SMA Doctoral Consortium***

- Tsiros (2021), "Your Relationship with your Department Chair" *SMA Doctoral Consortium*
- Yuen, Vincentia, Claudia Townsend, and Michael Tsiros (2021), "Smartphone Bias: When Consumers Unnecessarily Avoid Smartphones," *Association for Consumer Research Conference*
- Yuen, Vincentia and Michael Tsiros (2021), "How Mere Manager Response Influences Consumer Decision Making," *American Marketing Association Winter Academic Conference*
- Yuen, Vincentia and Michael Tsiros (2020), "How Mere Manager Response Influences Product Evaluations," *Advances in Consumer Research*
- Tsiros, Michael (2019), "Designing Stores Operations and Delivering Service," *Thought Leadership Conference: What's Next for Retail*
- Fajardo, Tatiana, Michael Tsiros, and Jiao Zhang (2018), "Moving Forward, Falling Back: How Perceptions of Motion Mask the Dangers of Unhealthy Consumption," *American Marketing Association Winter Academic Conference*
- Tsiros, Michael (2017), "A Multi-Lens Perspective on Retail and Pricing Research," *American Marketing Association Winter Academic Conference*
- Fajardo, Tatiana, Jiao Zhang, and Michael Tsiros (2016), "Moving Forward, Falling Back: How Perceptions of Motion Mask the Dangers of Unhealthy Consumption," *Advances in Consumer Research*
- Zhang, Jiao and Michael Tsiros (2016), "A Theory of Asymmetric Tradeoff Contrast Effect," *Behavioral Decision Research in Management*
- Fajardo, Tatiana, Jiao Zhang, and Michael Tsiros (2014), "Brand Logo Frames: How and When Framing Brand Logos Increases Purchase Likelihood," *Advances in Consumer Research*
- Fajardo, Tatiana, Jiao Zhang, and Michael Tsiros (2014), "Brand Logo Frames: How and When Framing Brand Logos Increases Product Evaluations," *AMA International Service Research Conference*
- Fajardo, Tatiana, Jiao Zhang, and Michael Tsiros (2014), "Brand Logo Frames: How and When Framing Brand Logos Increases Product Evaluations," *Society for Consumer Psychology*
- Laran, Juliano and Michael Tsiros (2012), "An Investigation of the Effectiveness of Uncertainty in Marketing Promotions Involving Free Gifts," *Marketing and Strategy Research Camp*, Cardiff University
- Tsiros (2012), "Turning Ideas into Published Papers - The Research Process," *AMA-Sheth Doctoral Consortium in Marketing*, University of Washington
- Tsiros (2012), "Motivating Students," 10 Steps to Teaching," *AMA-Sheth Doctoral Consortium in Marketing*, University of Washington

- Laran, Juliano and Michael Tsiros (2011), "It Could Be Mine! The Role of Attachment in Promotions Involving Uncertainty," **9th Annual International Conference on Marketing**
- Chen, Allan, Howard Marmorstein, Michael Tsiros, and Akshay Rao (2011), "When More is Less: Base Value Neglect and Consumer Preferences for Changes in Price and Quantity," **2011 Academy of Marketing Science**
- Chen, Allan, Alina Sorescu, Sorin Sorescu, and Michael Tsiros (2011), "Convexity Neglect in Consumer Decision Making," **2011 Academy of Marketing Science**
- Chen, Allan, Alina Sorescu, Sorin Sorescu, and Michael Tsiros (2010), "The Averaging Heuristic in Individual Investment Decisions" **First Annual Boulder Summer Conference on Consumers' Financial Decision Making**
- Zhang, Jiao and Michael Tsiros (2010), "Polarization vs. Compromise: When Does One or the Other Happen," **Behavioral Decision Research in Management**
- Zhang, Jiao and Michael Tsiros (2010), "Effect of Regulatory Focus on Tradeoff Contrast Effect," **Behavioral Decision Research in Management**
- Grewal, Dhruv, Anne Roggeveen, and Michael Tsiros (2010), "The Effect of Compensation on Repurchase Intentions in Service Recovery," **American Marketing Association Winter Academic Conference**, Winner of the 2010 William R. Davidson *Journal of Retailing* Best Paper Award
- Tsiros, Michael and David M. Hardesty (2009), "Following a Price Promotion: Return Prices All at Once or a Little at a Time," **The Pricing Camp, University of Illinois – Urbana Champaign**
- Chen, Allan, Akshay Rao, Howard Marmorstein, and Michael Tsiros (2009), "The Numbers Are Wrong: The Case of Bonus Packs versus Price Discounts," **The Pricing Camp, University of Illinois – Urbana Champaign**
- Michael Tsiros, Sorin Sorescu, Alina Sorescu, and Allan Chen (2009), "Convexity Neglect and Abnormal Stock Returns," **Marketing Strategy Meets Wall Street**
- Michael Tsiros (2008), "A Deeper Look at the Mix (Price + Promotion): When $1 + 1 \neq 2$ and Less is More!," **Direct Marketing Association, Senior Summit**
- Chen, Allan, Akshay Rao, Howard Marmorstein, and Michael Tsiros (2008), "The Price is Wrong: Numeracy and Mental Accounting with Percentage Changes," **Behavioral Pricing Conference**
- Michael Tsiros (2008), "Designing Stores Operations and Delivering Service," **Thought Leadership Conference: Customer Experience Management in Retailing**
- Michael Tsiros, Alina Sorescu, Sorin Sorescu, and Allan Chen (2008), "Convexity Neglect and Abnormal Stock Returns" in **Behavioral Decision Research in Management**
- Kaltcheva, Velitchka and Michael Tsiros (2006), "A Social Utility Framework for Evaluating Customer Satisfaction," **Advances in Consumer Research**
- Tsiros, Michael, (2006) "Meet the Editors – Journal of Service Research," **European Marketing Academy, Athens, Greece**

- Tsiros, Michael and David M. Hardesty (2006), "Following A Price Promotion: All At Once Or A Little At A Time?," *European Institute for Retailing and Services Studies (EIRASS), Budapest, Hungary*
- Tsiros, Michael, Anne Roggeveen, and Dhruv Grewal (2006), "Developing Effective Service Recovery Strategies: The Role of Explanation and Compensation," *American Marketing Association Winter Academic Conference*
- Tsiros, Michael and David M. Hardesty (2005), "Steadily Decreasing Discounting (SDD)," *Fordham University Pricing Conference*
- Tsiros, Michael and David M. Hardesty (2005), "Steadily Decreasing Discounting (SDD)," *MSI Young Scholars Program*
- Tsiros, Michael and Carrie Heilman (2004), "Discount or Perish: The Effect of Expiration Dates on Purchase Behavior for Grocery Store Perishables," *Advances in Consumer Research*
- Grewal, Dhruv, Anne Roggeveen, and Michael Tsiros (2004) "How Compensating Customers After a Service Failure Affects Loyalty Evaluations," *INFORMS Society on Marketing Science*
- Tsiros, Michael and David M. Hardesty (2004), "Incrementally Decreasing Discounting (IDD): A Reference Price Explanation in Supporting a New Pricing Strategy" *Behavioral Decision Research in Management*
- Grewal, Dhruv, Anne Roggeveen, and Michael Tsiros (2004) "Consumer Loyalty Assessment during Post-Service Recovery: The Moderating Role of Compensation, Stability, and Locus of Causality" *American Marketing Association*
- Tsiros, Michael and David M. Hardesty (2003), "When Marketers Benefit from Consumers Feeling Regret: Untangling the Effects of Regret and Reference Prices," *Society for Judgment and Decision Making*
- Tsiros, Michael (2002), "Choice Deferral after Missing a Sale: The Role of Anticipated Regret," *Behavioral Decision Research in Management*
- Tsiros Michael and A. Parasuraman (2001), "The Anatomy of Service Encounter Evaluations: A Conceptual Framework and Research Propositions," in *Frontiers in Services Conference, American Marketing Association*
- Tsiros, Michael (2000), "Choice Deferral after Missing a Deal: The Influence of Regret Avoidance and Deal Magnitude for the Same and Different Products," *Society for Judgment and Decision Making*
- Tsiros, Michael and Vikas Mittal (2000), "The Role of Attributions in Evaluating Exchange Relationships," *Advances in Consumer Research*
- Tsiros, Michael and Vikas Mittal (2000), "The Role of Attributions in Evaluation of Interorganizational Exchange Relationships," *American Marketing Association, Buenos Aires, Argentina*
- Tsiros, Michael (2000), "Choice Deferral after Missing a Deal: The Influence of Regret Avoidance and Deal Magnitude for the Same and Different Products," *Behavioral Decision Research in Management*

- Tsiros, Michael (1998), "The Role of Regret in Post-Choice Valuation: When Choice Sets Consist of More than Two Alternatives," *Advances in Consumer Research*
- Tsiros, Michael (1998), "Effect of Regret on Post-Choice Valuation: The Case of More than Two Alternatives," *Behavioral Decision Research in Management*
- Tsiros, Michael (1997), "Attribution and Their Role in Evaluating Channel Member Satisfaction and Future Intentions in Exchange Relationships," *Advances in Consumer Research*
- D'Rozario, Denver and Michael Tsiros (1997), "Toward a Typology of External-Information Searcher Types," *Advances in Consumer Research*
- Mittal, Vikas and Michael Tsiros (1995), "Does Country of Origin Transfer Between Brands?" *Advances in Consumer Research*, eds. Frank R. Kardes and Mita Sujan, Ann Arbor, MI: Association for Consumer Research, 292-296
- Tsiros, Michael and Vikas Mittal (1994), "The Good, the Bad, and the Illusory: A Valenced Categorization Approach to Consumer Inference-Making," *Society for Consumer Psychology*, eds. Wes Hutchinson and Kevin L. Keller, American Psychological Association, 63-72

INVITED SEMINARS

- Lowering the Minimum Donation Amount Increases Consumer Purchase Likelihood of Products Associated with Cause-Related Marketing Campaigns, *Athens University of Economics and Business*
- What's in a Name? How Efficiency and Uniqueness Concerns Influence the Preference for Short vs. Long Brand Names, *University of Leeds*
- When Limiting the Donation Amount Leads to Positive Consumer Reactions to Cause-Related Marketing Campaigns, *University of Central Florida*
- Symbolic Associations of Brand Assets, *Athens University of Economics and Business*
- Symbolic Associations of Brand Logos and Names, *Florida International University*
- Symbolic Associations of Brand Assets, *Temple University*
- Mediation, Moderation, and Conditional Process Analysis, *Athens University of Economics and Business*
- Brand Logo Frames: How and When Framing Brand Logos Increases Product Evaluations, *Athens University of Economics and Business*
- Convexity Neglect in Consumer Decision Making, *Athens University of Economics and Business*
- It Could Be Mine! The Role of Attachment in Promotions Involving Uncertainty, *ALBA Graduate Business School*
- It Could Be Mine! The Role of Attachment in Promotions Involving Uncertainty, *Athens University of Economics and Business*

It Could Be Mine! The Role of Attachment in Promotions Involving Uncertainty, *University of Kentucky*

Following a Price Promotion: Return Prices All at Once or a Little at a Time, *Athens University of Economics and Business*

Following a Price Promotion: Return Prices All at Once or a Little at a Time, *Temple University*

Regret Release: The Role of Promotion Comparability on Choice Deferral, *Temple University*

Choice Deferral: The Mediating Role of Anticipated Regret, *Texas Christian University*,

Following a Price Promotion: All at Once or a Little at a Time, *London Business School*

Following a Price Promotion: All at Once or a Little at a Time, *University of South Carolina*

Following a Price Promotion: All at Once or a Little at a Time, *UNC-Chapel Hill*

Following a Price Promotion: All at Once or a Little at a Time, *Dartmouth College*

Following a Price Promotion: All at Once or a Little at a Time, *Babson College*

Steadily Decreasing Discounting (SDD), *University of Texas - Austin*

Steadily Decreasing Discounting (SDD), *Rice University*

Steadily Decreasing Discounting (SDD), *University of Houston*

Compensating Customers for Service Failure: When Is it Necessary and by How Much?, *Babson College*

The Role of Attributions in the Evaluation of Exchange Relationships, *INSEAD*

Qualitative and Quantitative Methods in Marketing Research, *University of Miami, School of Biomedical Engineering*

Regret: A Model of Its Antecedents and Consequences in Consumer Decision Making, *University of Miami*

Decision Theory in Consumer Behavior, *Washington University*

A Dual Reference-Point Model of the Consumer Valuation Process, *Southern Illinois University*

The Role of Regret and Satisfaction in Consumer Decision Making, *Washington State University*

The Role of Regret and Satisfaction in Post-Choice Valuation, *University of Pittsburgh*

The Role of Regret in Consumer Decision Making, *Norwegian School of Management*

A Dual Reference-Point Model of the Consumer Valuation Process, *Washington University*

The Role of Regret in Managerial Decision Making, *Fordham University*

CONFERENCE TRACK CHAIR/ORGANIZING COMMITTEE

2023 LEADING AND MANAGING IN THE DIGITAL ERA: Shaping the Future of Work and Business Education, Organizing committee member

2014 *Frontiers in Service Conference*, Organizing committee member
2011 *Advances in Consumer Research*, Organizing committee member
2010 *Academy of Marketing Science*, Chair, Services Marketing Track
2006 *Summer Educator's Conference, American Marketing Association*, Chair,
Consumer Behavior Track

CONFERENCE CHAIR OR DISCUSSANT

"Service Recovery Strategies" in **2006 *Winter Educator's Conference, American Marketing Association*** (Chair & Discussant)
"Satisfaction and Choice" in **2005 *Summer Educator's Conference, American Marketing Association*** (Discussant)
"Me, Myself, and My Rock" in **2004 *Advances in Consumer Research*** (Chair)
"Behavioral Issues in Retailing" in **2001 *Summer Educator's Conference, American Marketing Association*** (Chair)
"Buyer Behavior" in **2001 *Doctoral Consortium, American Marketing Association*** (Chair)
"Risk in Decision Making" in **2000 *Society for Judgment and Decision Making*** (Chair)
"Diverse Topics" in **2000 *Behavioral Decision Research in Management*** (Chair)
"Post-Choice Valuation: The Role of Regret and Satisfaction in Consumer Decision Making," in **1998 *Advances in Consumer Research*** (Co-chair with Itamar Simonson)
"From Dyads to Triads: Risk Preferences in Negotiation" in **1998 *Experimental Economics Research on Bargaining and Learning***, (Discussant)

TEACHING EXPERIENCE

University of Miami

Marketing Research (*BBA & MBA*), Pricing (*EMBA*), Consumer Behavior (*BBA*), and Services Marketing (*EMBA*)

ALBA Graduate Business School

Marketing Research, Pricing and Value Management, and Marketing Management (*MBA, MS*), Consumer Insights (*EMBA*), and Services Marketing (*Executive seminar*)

Washington University in St. Louis

Consumer Behavior and Marketing Research (*MBA*)

Temple University

Principles of Marketing, Consumer Behavior, and Marketing Research (*BBA*)

ACADEMIC HONORS AND AWARDS

Marketing Academy

- Selected as a thought leader in *Thought Leadership Conference: What's Next for Retail* (2019)
- Organizational Behavior and Human Decision Processes – Outstanding Contribution in Reviewing Award (2018)
- Journal of Retailing – Reviewing Award (2018)
- Journal of Retailing – Best Reviewer Award (2016)
- Mary Kay Dissertation Award Finalist, *Academy of Marketing Science* (2016)
— Supervised dissertation: Capitalizing on The Symbolic Value of Brand Assets (Tatiana Fajardo)
- AMA-Sheth Doctoral Consortium Faculty (2012)
- 2010 William R. Davidson Award (*Journal of Retailing* Best Article Award for 2008)
- Selected as a thought leader in *Thought Leadership Conference: Customer Experience Management in Retailing* sponsored by AMA and MSI (2008)
- MSI Young Scholars Program (2005) – MSI selects 30 promising scholars every two years

University

- Provost Research Award (2017, 2016, 2014, 2013, 2012, 2011, 2010, 2009)
- James W. McLamore Summer Award (2008, 2005, 2004, 2002, 2000)
- Nominated for University of Miami Faculty of the Year Award (2002)
- Summer Scholarship Award (1996)
- Dissertation Fellowship Award (1996)
- Summer Scholarship Award (1995)
- Beta Gamma Sigma (1992)
- Nominated and Elected Student Senator (1991)
- Computer Excellence Award (1990)
- National Golden Key Honor Society (1990)
- St. Vincent's Honor Society (1988)

ASSOCIATE EDITOR

Journal of Marketing Research (1/2022 – 7/2023)

EDITORIAL BOARD MEMBER

- Journal of Retailing* (5/2009 – Present)
- Journal of Service Research* (6/2005 – Present)
- Journal of Marketing Research* (1/2019 – 7/2023)
- Journal of Marketing* (1/2004 – 7/2005)

REVIEWER

Journal of Consumer Research
Journal of Marketing Research
Journal of Marketing
Management Science
Organizational Behavior and Human Decision Processes
Journal of Retailing
Journal of Consumer Psychology
Journal of the Academy of Marketing Science
Association for Consumer Research
American Marketing Association
Academy of Marketing Science
John A. Howard AMA Dissertation Competition
MSI Alden G. Clayton Dissertation Proposal Competition

ADVISING AND MENTORING

Undergraduate Students

Yana Menadzhieva (2019 – 2020)

Neha Baddam (2019)

Amelia Stern (2018)

Victoria Marty (2013 – 2015)

2014 Citizens Board Research & Creativity Forum and received *1st Prize*

Stephanie Greene (2008 – 2011)

Admitted to Harvard Law School

Gitlow award recipient

Delivered Honors Convocation speech

2009 – 2011 Citizens Board Research & Creativity Forum award recipient

Lucian van Schlun (2008 – 2011)

2010 Citizens Board Research & Creativity Forum award recipient

Graduate Students

PhD Advisor

Tatiana Fajardo (May 2015, Assistant Professor, Florida State University)

PhD Committee

Ngyuen Nguyen (2026)

Vincentia Yuen (2025)

Ben Borenstein (2021)

PhD Mentor

Vincentia Yuen (2019 – 2021)

PhD 2nd year paper

Suwon Choi (2022)

Vincentia Yuen (2021)

Ben Borenstein (2018)

PhD 1st year paper

Yuxi Wang (2023)

Vincentia Yuen (2020)

May Yuan (2018)

Ben Borenstein (2017)

SERVICE

Marketing Department

Founder and Director – Canes Behavioral Lab (2007 – Present)

Helped fundraise annual gifts of \$20,000+ for the NYC trip (2016 – Present)

Organized and attended a trip to NYC’s branding, marketing research, consumer packaged goods, and media companies for 14 of our top BBAs (2010 – Present)

Chair – Department of Marketing (2016 – 2022, 2009 – 2013)

Chair of Recruiting Search Committee (2006 – 2021)

Helped raise a gift of \$5,000,000 for an Endowed Marketing Chair (2019)

Helped raise a gift of \$650,000 for Undergraduate Marketing Scholarship (2019)

Helped raise a gift of \$10,000 from DACRA for a student project (2018)

Founder of the Marketing Advisory Board (2018)

Helped fundraise a gift of \$50,000 for the Canes Behavioral Lab (2017)

PhD Director (2008 – 2011)

Ph.D. Recruiting Search Committee (2008 – Present)

Ph.D. Curriculum design committee (2008)

Established the Human Subjects Pool for Marketing Department (2007)

Supervised UM Student Internship (2007, 2006, 2003)

Miami Business School

Promotion & Tenure Committee (2022 – Present)

External evaluator for P&T (2022, 2021, 2020, 2019, 2012, 2011, 2009)

Return to Campus (COVID-19) Task Force (2019 – 2021)

Provost Research Award Selection Committee (2020)

Vice Dean of Faculty & Research – Miami Business School (2016 – 2017)

Dean's Search Committee (2016 – 2017, 2010 – 2011)
Committee on Promotion and Tenure Member (2015 – 2017)
Faculty Research Awards Committee Member (2015 – 2017)
Strategy and Performance Executive Committee (2011 – 2013)
Curriculum Committee (2008 – 2009)
Undergraduate Curriculum Task Force (2007 – 2008)

University of Miami

“Personal Branding,” Presented to ΔΣΠ (2019)
Faculty Senator (Alternate, 2014 – 2017)
Tenure Review Board (2008 – 2015)
University of Miami Research Council Member (2012 – 2015)
Faculty Senator (2008 – 2010)
“How to do research in Marketing,” Presented to Foote Fellows (2009)
Judge in the *Citizens Board Research & Creativity Forum* (2008, 2007, 2006)
UM Industry Forum Presentation "The Ins and Outs of the Marketing Research Industry"
(2003)
UM Student Association Presentation "How to Better Market your Organization" (2003)
Faculty Composition, Development and Intellectual Contribution Committee (2001)
Thesis Committee Member (2001), "The Role of Tempo in Music Advertising," School of
Communication

Broader Community

External evaluator of research proposals for funding by the Greek Ministry of Education
(2010 – Present)
External Evaluator for the Netherlands Organization for Scientific Research (2015 – Present)
External Evaluator for the Swiss National Science Foundation (2013 – Present)
External Evaluation Committee - Athens University of Economics and Business (2015)
Designed and supervised a class project for Girl Scouts (2001)
Founder and Advisor of Washington University's Marketing Association (WUMA, 1999)
Designed and supervised a class project for the National Neurofibromatosis Foundation (1998)

PROFESSIONAL AFFILIATIONS

American Marketing Association
Association for Consumer Research
Society for Judgment and Decision Making
Institute for Operations Research and Management Sciences

INDUSTRY EXPERIENCE

- 1994 – 1996 ***Research Data Analysis, Inc.*** Bloomfield Hills, MI
Consultant
Provided statistical analyses and project reports for Ford Motor Co.
- 1993 – 1995 ***The Response Center, Inc.*** Philadelphia, PA
Senior Analyst, Programmer
Provided statistical analyses and assisted in project reports
Developed computer programs for internal control and employee
performance evaluation

Copies of papers are available upon request