

Dr. Vishal Lala

Pace University
Marketing
+1-212-618-6499
Email: vlala@pace.edu

Education

PhD, Oklahoma State University, 2005.

Major: Marketing

Dissertation Title: Too Much Invested To Go Back: An Investigation of Sunk Cost Effects for Monetary And Non-Monetary Resources

MS, Oklahoma State University, 2004.

Major: Management Information Systems (MIS)

MMS, University of Bombay, 1999.

Major: Marketing

BSc, St. Xaviers College, University of Bombay, 1996.

Major: Chemistry

Professional Memberships

Academy of Marketing Science.

Alpha Phi Omega (alumnus).

American Marketing Association.

Association for Consumer Research.

Direct Marketing Education Foundation.

Society for Consumer Psychology.

Zeta Beta Tau (alumnus).

TEACHING

Teaching Experience

Pace University

AUD 0300, Audenica: Data Mining, 1 course.

AUD 300, Audenica: Data Mining, 1 course.

BUS 150, Cntmpry Business Prctce - LC, 5 courses.

BUS 294, Business Internship, 7 courses.

DPS 840, Doc Fndtn Sem in Consumer, 2 courses.

DPS 881, Publishing Tutorial I, 2 courses.

DPS 882, Publishing Tutorial 2, 2 courses.

EDH 0100, EDHEC Program, 2 courses.

MAR 222, Marketing Research, 2 courses.

MAR 250, Principles of Marketing, 34 courses.

MAR 322, Marketing Research, 3 courses.

MAR 349, Strategic Internet Marketing, 2 courses.
MAR 349A, Strategic Internet Marketing, 2 courses.
MAR 356, Intl Marketing Field Study, 2 courses.
MAR 394, Marketing Internship, 8 courses.
MAR 395, Independent Study in Mrktng, 3 courses.
MAR 495, Bus Hnrs Prgrm Snr Ths in Mar, 2 courses.
MAR 499, Advanced Marketing Management, 1 course.
MAR 635, Marketing Research, 12 courses.
MAR 643, Interactive & Direct Marketing, 7 courses.
MAR 649, E. Marketing, 5 courses.
MAR 664, Analysis for Mktg Decisions, 8 courses.
MAR 680M, Smr: Anlys for Mrktng Dcsn, 2 courses.
MAR 680X, Data Mining Using SAS, 2 courses.
MAR 692Q, Research Project, 1 course.
MAR 695, Marketing Internship, 1 course.
MAR 831, Doct Con Sem in Consumer Res, 3 courses.
MBA 622, Marketing/Electronic Business, 2 courses.
MBA 642, Marketing Management, 7 courses.
MBA 711, Business Analysis & Statistics, 1 course.
MGT 682, Research Methods in Management, 9 courses.
NOR 100, Business Research, 2 courses.

Non-Credit Instruction

Workshop, Dean, Lubin School of Business, 35 participants. (February 2, 2018 - March 2, 2018).

Workshop, Dean, Lubin School of Business, 35 participants. (September 15, 2017 - October 13, 2017).

Workshop, Dean, Lubin School of Business, 35 participants. (February 3, 2017 - March 3, 2017).

Workshop, Dean, Lubin School of Business, 30 participants. (September 18, 2015 - October 16, 2015).

Workshop, Dean, Lubin School of Business, 30 participants. (February 6, 2015 - March 6, 2015).

Workshop, 30 participants. (October 14, 2014).

Directed Student Learning

Supervised Research, "The Effects of User Generated Content on Consumer Loyalty to the Brand," Marketing. (September 2014 - Present).
Advised: ToniAnn Cestare

Supervised Research, "The relationship between Analytical Adoption and Marketing Performance Outcomes: Implications for Practice," Marketing. (September 2014 - Present).
Advised: Tony Branda

Supervised Research, "Regulatory Focus and Efficacy Fitness in Health Messaging: A Test of the Moderating Influence of Symptom Saliency and Risk Information," Marketing. (January 2013 - Present).
Advised: Fred Petito

Undergraduate Honors Thesis, "Relationship between mobile digital marketing and airline industry regarding customer satisfaction & efficiency," Marketing. (September 2016 - May

- 2017).
Advised: Katie Byun
- Dissertation Committee Chair, "Social Responsibility and Sustainability," Marketing. (January 2015 - May 2016).
Advised: Joe Foy
- Undergraduate Honors Thesis, "Establishing the Best Social Media Marketing Advertising Tactics in the Retail Industry for the Millennial Generation," Marketing. (September 2012 - May 2013).
Advised: Lauren Buys
- Undergraduate Honors Thesis, Marketing. (September 2012 - May 2013).
Advised: Tiana Keeney
- Doctoral Exam Preparation/Grading. (2010).
- Doctoral Exam Preparation/Grading. (2010).
- Doctoral Exam Preparation/Grading. (2009).
- Doctoral Exam Preparation/Grading. (2009).
- Doctoral Exam Preparation/Grading. (2009).
- Doctoral Exam Preparation/Grading. (2009).
- Doctoral Exam Preparation/Grading. (2008).
- Doctoral Exam Preparation/Grading. (2008).

RESEARCH

Published Intellectual Contributions

Books

- Lala, V. (2009). *Too Much Invested to go back: An Investigation of Sunk Cost Effects for Monetary and Non-Monetary Resources* (pp. 144). VDM Verlag.
http://www.amazon.com/TOO-MUCH-INVESTED-BACK-INVESTIGATION/dp/3639087976/ref=sr_1_1?ie=UTF8&s=books&qid=1265665021&sr=8-1

Refereed Journal Articles

- Guan, L., Lala, V. (2017). Role of Trust and Involvement in the Effectiveness of Digital Third-Party Organization Endorsement. *Atlantic Marketing Journal*, 6(1), 54-74.
digitalcommons.kennesaw.edu/amj/vol6/iss1/5/
- Lala, V., Chakraborty, G. (2015). Impact of Consumers' Effort Investments on Buying Decisions. *Journal of Consumer Marketing*, 32(2), 61-70.
<http://www.emeraldinsight.com/doi/abs/10.1108/JCM-08-2014-1090>
- Kirk, C., Chiagouris, L., Lala, V., Thomas, J. (2015). How Do Digital Natives and Digital Immigrants Respond Differently to Interactivity Online? *Journal of Advertising Research*, 55(1), 1-14.

- Barakat, A., Gopalakrishna, P., Lala, V. (2014). The Impact of Arab American Ethnic Identity on the Consumption of Culture-Specific Products. *Journal of International Consumer Marketing*, 26(5), 405-425. www.tandfonline.com/doi/abs/10.1080/08961530.2014.946575
- Schindler, R. M., Lala, V., Grussenmeyer-Corcoran, C. (2014). Intergenerational Influence in Consumer Deal Proneness. *Psychology & Marketing*, 31(5), 307-320. onlinelibrary.wiley.com/doi/10.1002/mar.20696/abstract;jsessionid=DACC3D5AC7B6CCC271CF6197A1F7FBA2.f04t01?deniedAccessCustomisedMessage=&userIsAuthenticated=false
- Lala, V., Priluck, R. (2011). When Students Complain: An Antecedent Model of Students' Intention to Complain. *Journal Of Marketing Education*, 33(3), 236-252.
- Chennamaneni, P. R., Lala, V., Srivastava, P., Chakraborty, G. (2011). Teaching Consumer Analytics in Advertising and IMC Courses: Opportunities and Challenges. *Journal of Advertising Education*, 15, 52-58.
- Chiagouris, L., Lala, V. (2009). Beauty is in the Eye of the Tech Manager: How Technology Orientation and Interactive-Media Knowledge Can Drive (or Stall) Change. *Journal of Advertising Research*, 49(3), 328-338. <http://www.thearf.org/assets/pubs-jar-preview-sep-09>
- Priluck, R., Lala, V. (2009). The Impact of the Recovery Paradox on Retailer-Customer Relationships. *Managing Service Quality*, 19(1), 42-59. <http://www.emeraldinsight.com/10.1108/09604520910926809>
- Lala, V., Allred, A. T., Chakraborty, G. (2009). A Multidimensional Scale for Measuring Country Image. *Journal of International Consumer Marketing*, 21(1), 51-66. <http://www.informaworld.com/smpp/content~content=a906666183~db=all~order=page>
- Gable, M., Topol, M. T., Lala, V., Fiorito, S. S. (2008). Differing Perceptions of Category Killers and Discount Stores. *International Journal of Retail & Distribution Management*. <http://www.emeraldinsight.com/10.1108/09590550810900991>
- Chakraborty, G., Lala, V., Warren, D. (2003). What Do Customers Consider Important in B2B Websites? *Journal of Advertising Research*, 43(1), 50-61.
- Chakraborty, G., Lala, V., Warren, D. (2002). An Empirical Investigation of Antecedents of B2B Websites' Effectiveness. *Journal of Interactive Marketing*, 16(4), 51-72.
- Lala, V., Arnold, V., Sutton, S., Guan, L. (2002). The Impact of Relative Information Quality of E-Commerce Assurance Seals on Internet Purchasing Behavior. *International Journal of Accounting Information Systems*, 3, 237-253.

Conference Proceedings

- Kirk, C., Chiagouris, L., Lala, V., Thomas, J. (2013). *Interactivity: Does One Size Fit All*. Academy of Marketing Science.
- Lala, V., Carlson, B. (2012). *Let Me Tell You! When Consumers Talk Bad about Brands*. Direct/Interactive Marketing Research Summit.
- Lala, V., Carlson, B. (2012). *What Makes Happy Customers Say Good Things about your Brand? An Investigation of the Drivers of Consumer Generated Content Following a Positive Customer Experience*. Direct/Interactive Marketing Research Summit.
- Lala, V. (2011). *When 1000 MB and 1 GB don't mean the Same Thing: Influence of Attribute Scale on Product Choices*. Society for Consumer Psychology.

- Topol, M., Lala, V., Gable, M. (2010). *Consumer Insights of Value Store Formats*. American Collegiate Retailing Association.
- Lala, V., Priluck, R. (2010). *Student Responses to Negative Classroom Experiences*. Direct Marketing Education Foundation.
- Schindler, R., Lala, V., Grussenmeyer-Corcoran, C. (in press). *Intergenerational Influence in Consumer Deal Proneness*. Association for Consumer Research North American Conference.
- Tarique, I., Cerdin, J.-L., Lala, V. (in press). *International Experience and Expatriate Selection: A Decision Makers Perspective*. Academy of International Business.
- Lala, V. (2006). *Consumer Response to Negative Information on the Web*. Academy of Marketing Science.
- Lala, V., Chakraborty, G. (in press). *Impact of Consumers' Effort Investments on Buying Decisions*. Society for Consumer Psychology.
- Lala, V. (2005). *How Bad are Negative Blogs?*. Direct Marketing Association's Educator's Conference.
- Lala, V. (2005). *Influence of Price of Coupons on Redemption Rates* (vol. 32). Association for Consumer Research North American Conference.
- Lala, V., Chakraborty, G. (2005). *Paying for Coupons: A Sunk Cost Perspective*. Society for Consumer Psychology.

Presentations Given

- Branda, A. (Author & Presenter), Lala, V. (Author), Direct/Interactive Marketing Research Summit, "The Marketing Analytics Orientation of Firms: Identification of factors that create highly analytical marketing practices," Marketing EDGE, Los Angeles, CA. (October 15, 2016).
- Lala, V. (Author & Presenter), Petito, F. (Author & Presenter), Payne, R. (Author & Presenter), MM&M Transforming Healthcare, Convene, 730 Third Ave, New York, NY 10017. (May 5, 2016).
- Cestare, T. (Author & Presenter), Lala, V. (Author), Direct/Interactive Marketing Research Summit, "Brand Evangelism: Model of Antecedents and Consequences," Boston, MA. (October 3, 2015).
- Lala, V., Direct/Interactive Marketing Research Summit, "Inferring Attribute Structure from Online Reviews: The Case of RateMyProfessors.com," Boston, MA. (October 3, 2015).
- Petito, F. (Author), Lala, V. (Author), Marketing and Public Policy Conference, "The Moderating Effect of Motivations and Perceptions on Goal Implementation Planning in Chronic Disease Treatment Settings - An Exploratory Study," Washington, D.C. (June 2015).
- Kirk, C. P., Chiagouris, L., Lala, V., Thomas, J., Academy of Marketing Science Annual Conference, "Interactivity: Does One Size Fit All?," Monterey Bay, CA. (2013).

- Lala, V. (Author & Presenter), Carlson, B. (Author), Pace Research Day, "Let Me Tell You! When Consumers Talk Bad about Brands," Pace University, Student Union, Pace University, New York, NY. (April 30, 2013).
- Lala, V., Pace Research Day, "Parental Influence on Skepticism to Advertising," Pace University, Student Union, Pace University, New York, NY. (April 30, 2013).
- Lala, V. (Author & Presenter), Carlson, B. (Author), Pace Research Day, "What Makes Happy Customers Say Good Things about your Brand? An Investigation of the Drivers of Consumer Generated Content Following a Positive Customer Experience," Pace University, Student Union, Pace University, New York, NY. (April 30, 2013).
- Lala, V. (Author & Presenter), Carlson, B. (Author), Direct/Interactive Marketing Research Summit, "Let Me Tell You! When Consumers Talk Bad about Brands," Direct Marketing Education Foundation, Las Vegas, NV. (October 13, 2012).
- Lala, V. (Author & Presenter), Carlson, B. (Author), Direct/Interactive Marketing Research Summit, "What Makes Happy Customers Say Good Things about your Brand? An Investigation of the Drivers of Consumer Generated Content Following a Positive Customer Experience," Direct Marketing Education Foundation, Las Vegas, NV. (October 13, 2012).
- Kirk, C. (Author & Presenter), Chiagouris, L. (Author), Lala, V. (Author), Thomas, J. (Author), Pace University Faculty Institute, "Consuming Concepts: The Hedonic and Utilitarian Effects of Perceived Interactivity," Pace University, PLV. (May 15, 2012).
- Lala, V., Faculty Research Expo, "When 2000 MB and 2 GB Don't Mean the Same Thing: Influence of Attribute Scale on Product Choices," 163 William Street, 18th floor. (April 10, 2012).
- Lala, V., "When 1000 MB and 1 GB don't mean the Same Thing: Influence of Attribute Scale on Product Choices," Society for Consumer Psychology, Atlanta, Georgia. (2011).
- Lala, V., "LeadAmerica is a premier youth leadership organization that among other things organizes conferences to prepare high school students for a college education. I made a presentation this summer (07/07) as part of the Global Business and Entrepreneurship program. The presentation was aimed at providing students with an overview of marketing in an organization.," Business and Entrepreneurship presentation for Lead America, New York, New York. (August 2011).
- Lala, V., "LeadAmerica is a premier youth leadership organization that among other things organizes conferences to prepare high school students for a college education. I made a presentation this summer (07/07) as part of the Global Business and Entrepreneurship program. The presentation was aimed at providing students with an overview of marketing in an organization.," Business and Entrepreneurship presentation for Lead America. (2010).
- Lala, V., Priluck, R., "Student Responses to Negative Classroom Experiences," Direct Marketing Education Foundation, San Francisco, California. (October 2010).
- Topol, M., Lala, V., Gable, M., "Consumer Insights of Value Store Formats," American Collegiate Retailing Association, Orlando, Florida. (June 2010).
- Schindler, R., Lala, V., Grussenmeyer-Corcoran, C., "Intergenerational Influence in Consumer Deal Proneness," University of Illinois Pricing Camp, Urbana, Illinois. (2009).
- Lala, V., "LeadAmerica is a premier youth leadership organization that among other things organizes conferences to prepare high school students for a college education. I made two

- presentations this summer (06/16 and 07/16) as part of the Global Business and Entrepreneurship program. The presentations were aimed at providing students with an overview of marketing in an organization.," Business and Entrepreneurship Presentation for LeadAmerica. (2009).
- Lala, V., "Paying for Coupons: A Sunk Cost Perspective," University of Illinois Pricing Camp, Urbana, Illinois. (2009).
- Lala, V., "LeadAmerica is a premier youth leadership organization that among other things organizes conferences to prepare high school students for a college education. I made three presentations this summer (6/17, 6/29, and 7/15) as part of the Global Business and Entrepreneurship program. The presentations were aimed at providing students with an overview of marketing in an organization.," Business and Entrepreneurship presentation for Lead America, New York, New York. (July 2008).
- Lala, V., "LeadAmerica is a premier youth leadership organization that among other things organizes conferences to prepare high school students for a college education. I made three presentations this summer (6/16, 7/2, and 7/14) as part of the Global Business and Entrepreneurship program. The presentations were aimed at providing students with an overview of marketing in an organization.," Business and Entrepreneurship presentation for Lead America, New York, New York. (2007).
- Schindler, R., Lala, V., Grussenmeyer-Corcoran, C., "Intergenerational Influence in Consumer Deal Proneness," Association for Consumer Research North American Conference, Memphis, Tennessee. (October 2007).
- Tarique, I., Serdin, J.-L., Lala, V., "International Experience and Expatriate Selection: A Decision Makers Perspective," Academy of International Business, Indianapolis, Indiana. (June 2007).
- Lala, V., "LeadAmerica is a premier youth leadership organization that among other things organizes conferences to prepare high school students for a college education. I made two presentations this summer (6/18 and 7/2) as part of the Global Business and Entrepreneurship program. The presentations were aimed at providing students with an overview of marketing in an organization.," Business and Entrepreneurship presentation for Lead America. (2006).
- Lala, V., "Consumer Response to Negative Information on the Web," Academy of Marketing Science, San Antonio, Texas. (May 2006).
- Lala, V., Chakraborty, G., "Impact of Consumers' Effort Investments on Buying Decisions," Society for Consumer Psychology, Miami, Florida. (February 2006).
- Lala, V., "How Bad are Negative Blogs?," Direct Marketing Association's Educator's Conference, Atlanta, Georgia. (October 2005).
- Lala, V., "Influence of Price of Coupons on Redemption Rates," Association for Consumer Research North American Conference, San Antonio, Texas. (September 2005).
- Lala, V., Chakraborty, G., "Paying for Coupons: A Sunk Cost Perspective," Society for Consumer Psychology, St. Petersburg, Florida. (February 2005).
- Allred, A. T., Lala, V., Chakraborty, G., "Determinants, Effects and Moderators of Country Image," AMA Summer Marketing Educators' Conference, Chicago, Illinois. (August 2003).

Chakraborty, G., Lala, V., Warren, D., "Important Factors in Business-to-Business Website Evaluation: A Scale Development Study," AMA Winter Marketing Educators' Conference, Austin, Texas. (February 2002).

Lala, V., Frankwick, G., "Where Does the Web Fit in the Promotional Mix?," AMA Winter Marketing Educators' Conference, Austin, Texas. (February 2002).

Lala, V., Arnold, V., Sutton, S. G., Guan, L., "The Impact of Relative Information Quality of E-Commerce Assurance Seals on Internet Purchasing Behavior," International Research Symposium on Accounting Information Systems, New Orleans, Louisiana. (December 2001).

Chakraborty, G., Lala, V., Warren, D., "What Factors Influence the Effectiveness of Business-to-Business Websites?," Direct Marketing Educational Foundation, Atlanta, Georgia. (October 2001).

Lala, V., Arnold, V., Sutton, S. G., Guan, L., "The Impact of Relative Information Quality of E-Commerce Assurance Seals on Internet Purchasing Behavior," American Accounting Association, St. Louis, Missouri. (May 2001).

Media Contributions

TV

TV Asia. (December 10, 2016).

Contracts, Grants and Sponsored Research

Grant

Lala, V., Velayo, R. S., Salbod, S., Niu, W., "Behavioral Lab for Conducting Experiments in Marketing and Psychology," Sponsored by Thinkfinity, Pace University, \$11,000.00. (2012 - 2013).

Lala, V. (Principal), "Lubin Summer Research Grant," Pace University, \$2,500.00. (May 2013 - August 2013).

Lala, V., "When 1000 MB and 1 GB don't mean the Same Thing: Influence of Attribute Scale on Product Choices," Sponsored by Lubin School of Business, Pace University, \$2,500.00. (April 2012 - December 2012).

Lala, V., "Lubin Summer Research Grant," Pace University. (2009).

Lala, V., "New York Scholarly Research Committee Grant," Pace University. (2009).

Lala, V., "Summer Research Grant," Pace University, \$3,400.00. (2008).

Lala, V., "Keenan Travel Grant," Sponsored by Keenan Fund for Faculty Development, Pace University, \$530.00. (2006).

Awards and Honors

Dean's Publication Recognition Award, Dean, Lubin School of Business. (August 2014).

Dean's Publication Recognition Award, Dean, Lubin School of Business. (August 2014).

Excellence in Research, Lubin School of Business. (April 20, 2012).

Intellectual Contributions in Submission

Refereed Journal Articles

Schindler, R. M., Lala, V., Grussenmeyer-Corcora, C. Intergenerational Influence in Consumer Deal Proneness. *Journal Of The Academy Of Marketing Science*.

Journal Articles

Lala, V., Chakraborty, G. Impact of Consumers' Effort Investments on Buying Decisions. *Marketing Letters*.

Research Currently in Progress

"A Two-Roads - Affective/ Cognitive Pathways Model of Interactivity: The final chapter on TAM is yet to be written" (Writing Results).

We expect to submit this to a journal in March or April 2018:

Thanks to the meta-analyses of several independent teams of researchers, a comprehensive summary of the research conducted on the Technology Acceptance Model (TAM) has already been elucidated in the literature. Their analysis might seem to suggest that all that can be said with and about the model has already been identified and studied. The research presented here begs to differ and proposes to add to the existing body of knowledge, using TAM within the context of user experience (UX) in human-computer interaction (HCI), to explore the effects of interactivity in digital devices on attitude towards the technology and intention to adopt it. Results indicate that Interactivity influences attitude and adoption intention by an Affective path and a Cognitive path. The Affective path involves the influence of the two-way communication and media richness dimensions of interactivity. Two-way communication and media richness activate positive affective feelings, which lead to more favorable attitudes. Cognitive path involves the influence of the active control and synchronicity dimensions of interactivity. Active control and synchronicity dimensions convey ease of use and usefulness of technology, which in turn leads to more positive attitudes. Enduring involvement in the subject matter negatively moderates the Affective path but positively moderates the Cognitive path. Reading attitude positively moderates both the Cognitive and Affective paths. These results have implications for user design of digital devices, for practitioners and for future research.

SERVICE

Department Service

Committee Chair, Marketing Department Recruitment Committee. (October 2017 - Present).

Committee Member, Marketing Department Recruitment Committee. (October 2016 - April 2017).

Faculty Advisor, SAS Exam. (April 26, 2017).

Faculty Mentor, DPS Class Presentation. (November 18, 2016).

Committee Chair, Dissertation Committee - Joe Foy. (January 2014 - May 2016).

Faculty Advisor, Recommendation Letters. (January 2014 - December 2014).

Faculty Mentor, DPS Class Presentation. (November 14, 2014).

Other Institutional Service Activities, Faculty Research Expo. (2011).

Faculty Advisor, Co-founder and Supervisor of Interactive and Direct Marketing (IDM) Lab. (2009 - 2010).

Other Institutional Service Activities, Marketing and Technology Conference. (2009).

Other Institutional Service Activities, New MBA Course Curriculum. (2009).

Other Institutional Service Activities, Peer Reviews. (2009).

Other Institutional Service Activities, Covered Classes for Lubin Faculty. (2008).

Other Institutional Service Activities, Interactive and Direct Marketing Lab. (2008).

Other Institutional Service Activities, Adjunct Faculty Evaluation. (2007).

Committee Member, Full Time MBA Curriculum Development for Marketing. (2006).

Other Institutional Service Activities, Research Presentation for Doctoral Students. (2006).

College Service

Committee Member, Faculty Corporate Collaboration. (October 2016 - Present).

Committee Member, LFC - Tenure and Promotion. (September 1, 2017 - August 31, 2018).

Committee Member, Faculty Development Committee. (December 2016 - August 2018).

Committee Member, LFC - Faculty Scholarship. (September 1, 2014 - August 31, 2018).

Committee Member, Doctoral Education Committee. (September 2014 - May 2018).

Committee Member, Lubin Lab and Smart Classroom Design. (May 2017 - December 2017).

Faculty Mentor, DPS Dissertation Committee (Anthony Branda). (June 2015 - December 2017).

Faculty Mentor, DPS Oral and Written Exam. (October 2, 2017).

Committee Member, LFC - Tenure and Promotion. (September 1, 2016 - August 31, 2017).

Analytics Camp. (April 28, 2017).

Faculty Mentor, DPS Oral and Written Exam. (January 2017).

Faculty Mentor, DPS Oral and Written Exam. (September 2016).

Committee Member, LFC - Tenure and Promotion. (September 1, 2015 - August 31, 2016).

Faculty Mentor, DPS Dissertation Chair (Joe Foy). (June 2015 - June 2016).

Committee Member, Task Force on Service Credit. (February 2013 - 2015).

Committee Chair, LFC - Nominating. (September 1, 2014 - August 31, 2015).

Committee Member, Task Force: Lubin Dean's Publication Recognition Incentive. (July 2013 - August 2015).

Committee Chair, Analytics Task Force. (February 2015 - July 2015).

Committee Member, Doctoral Education Committee. (September 2013 - May 2014).

Presenter, Pace Preview. (March 2014 - April 2014).

Faculty Mentor, DPS Oral and Written Exam. (September 2013 - October 2, 2013).

Faculty Advisor, Freshman Orientation. (June 27, 2013).

Faculty Mentor, DPS Oral and Written Exam (Joe Foy). (May 2013 - June 4, 2013).

Committee Chair, Lubin Tenure and Promotion Committee (TAP). (September 2012 - May 2013).

Faculty Mentor, DPS Dissertation Committee (Michael Nelson). (2012 - December 2012).

Attendee, Meeting, Lubin Faculty Council. (January 2012 - December 2012).

Faculty Mentor, DPS Oral and Written Exam (Haroon Aboo). (September 2012 - October 10, 2012).

Faculty Mentor, DPS Oral and Written Exam (Ilene Fink). (September 2012 - October 10, 2012).

Faculty Mentor, DPS Oral and Written Exam (Joe Foy). (September 2012 - October 3, 2012).

Committee Chair, LFC - Nominating. (September 1, 2011 - August 31, 2012).

Committee Member, LFC - Tenure and Promotion. (September 1, 2010 - August 31, 2012).

Committee Member, LFC - Doctoral Education. (September 1, 2006 - August 31, 2012).

Faculty Mentor, DPS Dissertation Committee (Areeg Barakat). (2011 - May 15, 2012).

Faculty Mentor, DPS Oral and Written Exam (Gene Cautillo). (April 2012 - April 27, 2012).

Faculty Mentor, DPS Dissertation Committee (Colleen Kirk). (January 2011 - April 13, 2012).

Faculty Mentor, DPS Dissertation Committee (Richard Larocho). (2011 - March 8, 2012).

Faculty Mentor, DPS Research Presentation. (February 3, 2012).

Faculty Mentor, Graduate Student Orientation (NY Campus). (January 12, 2012).

Faculty Mentor, Faculty Adviser. (2011).

Faculty Advisor, DPS Dissertation Committee (Michael Nelson). (2010 - 2011).

Faculty Advisor, DPS Dissertation Committee (Richard Larocho). (2010 - 2011).

Other Institutional Service Activities, DPS Review committee. (2010 - 2011).

Recommendation Letters. (2010 - 2011).

Committee Member, LFC - Faculty Scholarship. (September 1, 2010 - August 31, 2011).

Other Institutional Service Activities, AACSB meetings. (2010).

Committee Member, Areeg Barakat (DPS Student) Dissertation Committee. (2010).

Faculty Mentor, DPS Oral and Written Exam. (2010).

Faculty Mentor, DPS Research Presentation. (2010).

Other Institutional Service Activities, Faculty Profiles. (2010).

Committee Member, LFC - Tenure and Promotion Committee. (2010).

Faculty Advisor, Faculty Advisor. (2008 - 2010).

Committee Chair, LFC - Faculty Scholarship. (September 1, 2008 - August 31, 2010).

Freshman Orientation. (2009).

Committee Chair, LFC Faculty Scholarship. (2009).

Committee Member, Lubin Faculty Council - Doctoral Education Committee. (2009).

Other Institutional Service Activities, Lubin Research Day. (2009).

Other Institutional Service Activities, Lubin Satisfaction Survey. (2009).

Recommendation Letters. (2009).

Other Institutional Service Activities, Brand Administrator for Qualtrics. (2008).

Faculty Mentor, DPS Seminar. (2008).

Other Institutional Service Activities, Lubin Alumni Relations. (2008).

Other Institutional Service Activities, Lubin Faculty Retreat. (2008).

Lubin Graduate Society. (2008).

Other Institutional Service Activities, Lubin Satisfaction Survey. (2008).

Other Institutional Service Activities, Peer Evaluation. (2008).

Recommendation Letters. (2008).

Other Institutional Service Activities, Research Presentation to DPS students. (2008).

Committee Chair, LFC - Nominating Committee. (September 1, 2007 - August 31, 2008).

Committee Member, LFC - Student Relations - Undergraduate. (September 1, 2007 - August 31, 2008).

Committee Member, LFC - Academic Standards - Undergraduate. (September 1, 2006 - August 31, 2008).

Committee Member, LFC - Faculty Scholarship. (September 1, 2006 - August 31, 2008).

Other Institutional Service Activities, Attended Lubin Research Day. (2007).

Other Institutional Service Activities, DPS program. (2007).

Graduate Student Orientation. (2007).

Lubin Graduate Society. (2007).

Other Institutional Service Activities, Lubin Research Day. (2007).

Other Institutional Service Activities, New York Faculty Council. (2007).

Recommendation Letters. (2007).

Other Institutional Service Activities, Attended Lubin Research Day. (2006).

Freshman Orientation. (2006).

Other Institutional Service Activities, Full Time MBA Program Development. (2006).

Other Institutional Service Activities, Lubin Faculty Council. (2006).

Other Institutional Service Activities, New Graduate Student Orientation. (2006).

Recommendation letters. (2006).

Committee Member, Student Relations, Undergraduate. (2005).

University Service

Committee Member, New York Faculty Council: Institutional Review Board (IRB). (August 2013 - Present).

Brand Administrator, Qualtrics. (September 2008 - Present).

Committee Chair, New York Faculty Council: Kenan Faculty Development Committee. (September 1, 2007 - Present).

Recommendation Letter (Tenure and Promotion) - Thalia Goldstein (. (August 2016).

Committee Member, Seidenberg Dean Search Committee. (October 2015 - May 2016).

Committee Member, Faculty Satisfaction Committee. (October 2014 - December 2015).

Committee Member, Provosts' Summer Initiative Task Force. (October 2014 - May 2015).

Committee Member, New York Faculty Council: Council of Deans and Faculty on Promotion and Tenure (CDFPT). (September 2013 - May 2014).

Committee Member, CIO Search Committee. (October 2013 - March 2014).

Committee Chair, New York Faculty Council: Kenan Faculty Development Committee. (2013).

Committee Member, Strategic Pricing and Positioning Study Committee. (February 10, 2012 - February 19, 2013).

Committee Chair, New York Faculty Council: Kenan Faculty Development Committee. (2012).

Faculty Mentor, Research Presentation to Pforzheimer Honors Students. (2012).

Other Institutional Service Activities, Task force to search for Associate Provost for Academic Affairs. (2012).

Other Institutional Service Activities, Faculty Research Expo. (2011 - 2012).

Committee Member, Associate Provost Search Committee. (September 27, 2012 - December 19, 2012).

Other Institutional Service Activities, Faculty Research Forum. (October 7, 2011 - April 27, 2012).

Committee Member, Doctoral Review Committee. (May 1, 2011 - February 12, 2012).

Attendee, Meeting, Faculty Research Forum. (January 27, 2012).

Faculty Mentor, Summer Scholars Institute. (2010 - 2011).

Committee Chair, New York Faculty Council: Kenan Faculty Development Committee. (2009 - 2011).

Committee Member, High Performance Computing Faculty Committee. (2010).

Assurance of Learning - Institutional Service, Presentation on Qualtrics at Lunch and Learn Seminar. (2010).

Other Institutional Service Activities, Presented at the Tenth Faculty Institute. (2010).

Other Institutional Service Activities, Teaching with Technology Day: Managed a Roundtable and Workshop on Qualtrics. (2010).

Other Institutional Service Activities, Qualtrics - Online Survey Tool Management. (2009 - 2010).

Student Org Advisor (Professional Org), United Chinese Student Association. (2009).

Faculty Mentor, Faculty Advisor for Honors Theses. (2008).

Freshman Orientation. (2008).

Committee Chair, Kenan Faculty Development Committee. (2008).

Other Institutional Service Activities, Leaders in Industry series. (2008).

Other Institutional Service Activities, New York Faculty Council. (2008).

Other Institutional Service Activities, Teaching Portfolio Workshop. (2008).

Other Institutional Service Activities, Tenure workshop. (2008).

Other Institutional Service Activities, Undergraduate Commencement. (2008).

Faculty Advisor, United Chinese Student Association. (2007 - 2008).

Other Institutional Service Activities, Attended Faculty Exchange Luncheon. (2007).

Other Institutional Service Activities, Attended Faculty Institute. (2007).

Freshman Orientation. (2007).

Student Org Advisor (Professional Org), United Chinese Student Association. (2007).

Other Institutional Service Activities, New York Faculty Council Attendance. (2006).

Other Institutional Service Activities, NYFC and LFC. (2006).

Other Institutional Service Activities, Pace: Marketing and Technology Conference. (2006).

Professional Service

Editorial Review Board Member, Journal of Marketing Analytics. (February 1, 2017 - Present).

Reviewer, Journal Article, Journal of Research in Internet Marketing. (2012 - Present).

Reviewer, Journal Article, Journal of Business Research. (2008 - Present).

Reviewer, Journal Article, Marketing Letters. (2008 - Present).

Reviewer, Journal Article, American Economist. (2007 - Present).

Conference-Related, Track Chair for Consumer Advocacy and Betrayal Track, AMS Annual Conference, Indianapolis, IN. (September 2013 - July 2014).

Session Chair, Academy of Marketing Science, Indianapolis, IN. (November 2013 - June 2014).

Session Chair, Direct/Interactive Marketing Research Summit, Las Vegas, NV. (October 14, 2012).

Reviewer, Journal Article, American Marketing Association Summer Conference. (2011).

Reviewer, Journal Article, Journal of Advertising Research. (2010).

Reviewer, Journal Article, Psychology and Marketing. (2008 - 2010).

Reviewer, Journal Article, Ad Hoc Reviewer for the following Journals. (2009).

Committee Member, Member of following professional organizations. (2009).

Other Professional Service Activities, Direct Marketing Exchange, New York, New York. (2008).

Reviewer, Textbook, Reviewer for Textbooks. (2008).

Reviewer, Journal Article, Direct Marketing Educational Foundation. (2007).

Reviewer, Journal Article, Academy of Marketing Science - ACRA. (2006).

Conference-Related, Academy of Marketing Science, San Antonio, Texas. (2006).

Reviewer, Journal Article, Society for Consumer Psychology. (2006).

Reviewer, Journal Article, Academy of Marketing Science. (2005).

Reviewer, Journal Article, Direct Marketing Education Foundation. (2005).

Reviewer, Journal Article, Marketing Management Association conference. (2005).

Public Service

Guest Speaker, NYC Marketing Analytics Forum, New York, NY. (September 19, 2016).

Guest Speaker, New York City Data Science Academy, New York, NY. (May 17, 2016).

Other Community Service Activities, Guide for Science Research Project. (2009).

Other Community Service Activities, Guide for Science Research Project. (2007 - 2008).

Other Community Service Activities, Pro Bono Consultant for Gartner. (August 2008).

Consulting

For Profit Organization. (August 2013 - December 2013).