October 2026

NAVEEN DONTHU

Richard and Susan Lenny Distinguished Chair in Marketing
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PROFESSIONAL INTERESTS

Teaching Interests: New Product Development and Brand Management, Marketing Models & Research Methodology, International Marketing, Marketing Engineering, Marketing Strategy
Research Interests: Marketing Productivity, Branding and Brand Equity, Scientometrics and Bibliometrics, Online Consumer Behavior, Word-of-Mouth and Social Media, Virtual Influencers, Cross-Cultural Issues, Comparative and Outdoor Advertising, Retailing, Service Quality

EXPERIENCE

8/26 onwards:	**Lenny Distinguished Chair in Marketing**
8/19 to 7/26:	**Vachel Pennebaker Research Chair**
3/13 to 9/24:	**Distinguished University Professor**
1/09 to 10/25:	Kenneth L. Bernhardt Distinguished Department Head
1/01 to 8/19:	Katherine S. Bernhardt Research Professor
9/98 onwards:	Professor
9/93 to 8/98:	Associate Professor (with tenure)
9/90 to 8/93:	Assistant Professor
	Georgia State University, Atlanta, USA
2008-2015:	Visiting Professor
	University of Paris Dauphine
9/86 to 8/90:	Assistant Professor
	Georgia Institute of Technology, Atlanta, USA.

EDUCATION

Ph.D.	**University of Texas at Austin**
	Major: Marketing Minor: Statistics
M.S.	**University of Texas at Austin**
	Major: Management Science Minor: Marketing
B.E.	**Gujarat University, India**
	Major: Mechanical Engineering

HONORS / AWARDS

Google Scholar Citations: over 78,000 (h-index: 78)

2024 Moschis Research Impact Award, Robinson College of Business, GSU

2023 Journal of Marketing Theory & Practice Best Paper Award

2020 Journal of Marketing Theory & Practice Best Paper Award

2017 Tamer Cavusgil Best Paper Award at the 26th Annual meeting of CIMAR

2013 Top Professor, selected by MS Marketing cohort

2013 onwards, **Distinguished University Professor**, Georgia State University

2011 Top Professor, selected by MS Marketing cohort

2009 Best Paper Award, American Marketing Association Winter Educator's Conference, Marketing Strategy track

2004 Board of Advisors Award for Service Excellence (college-wide award for outstanding service), Robinson College of Business, Georgia State University

2003 Faculty Recognition Award for Service (college-wide award for outstanding service), Robinson College of Business, Georgia State University

2003 Best Paper Award, Mass Customization and Personalization Conference. Munich

2002 Best Special Session Award, American Marketing Association, Relationship Management track

1999 Faculty Recognition Award for Research and Publications (college-wide award for outstanding research), Robinson College of Business, Georgia State University

1998 Faculty Recognition Award for Teaching (college-wide award for outstanding teaching), Robinson College of Business, Georgia State University

Ranked #1 (highest number of publications in the time period studied) in the Journal of Advertising Research by a study published in the Journal of Advertising in 2000

1997 Outstanding Faculty Achievement Award, (university-wide award for outstanding research, teaching and service), Georgia State University

Finalist, 1996 Best Paper Award, Journal of Advertising

1995 Southern Marketing Association, Best Paper Award in Consumer Behavior Track

1994 Faculty Recognition Award for Research and Publications (college-wide award for outstanding research), Robinson College of Business, Georgia State University

Gold Medalist - ranked # 1 in graduating class (1981), Gujarat University, India

REFEREED PUBLICATIONS

JOURNALS

1. Donthu, Naveen, Weng Marc Lim, Annur Sifat (3026), Legacy and Contributions of Donal R, Lehmann," Marketing Letters, 37 (1), 38.

2. Shaoo, S, Donthu, N, Kumar, S (2026), "How can digital dexterity contribute to the success of new product development in B2B SaaS companies? Comprehending the roles of inclusive leadership, open innovation capabilities, and competitive intensity" Industrial Marketing Management, 134, 62-77.

3. Kamath, R, Moorthy, J, Donthu, N, SabbirHusian (2026), "Channel Conflict and Technological Disintermediation: A Bibliometric Analysis of Half a Century" Journal of Business and Industrial Marketing, 1-22.

4. BJA Van Bueren, WM Lim, N Donthu, K Argus, JM Waters-Lynch (2026), "How to Conduct a Multi-Domain Systematic (Literature) Review? Guidelines Using The Lotus Protocol, Psychology & Marketing 43 (6), 1297-1326

5. Prasad, Milin, Weng Lim, Naveen Donthu, Naresh Kumar (2025), "Making Sense of Commonsense: Unpacking the Nomological Network Through Scientometrics," Journal of Knowledge Management, 29 (4), 1017-1054.

6. Jodie Ferguson, Brian Brown, Kunal Swani, Naveen Donthu (2025), "Operationalizing Ad Creativity and Its Effects in B2B Advertising," Industrial Marketing Management, 126, 168-84.

7. Bhardwaj, S, R. Chopra, N. Donthu, P. Choudhary (2025), "Unraveling the Adverse Effects of Social Media on Teenagers: Current and Future Research Directions," Journal of Interactive Marketing, forthcoming.

8. Osmonbekov, Talai, Naveen Donthu, Nitesh Panday, Satish Kumar (2025). "Analyzing Research Themes in Marketing Channels," Journal of Business Theory and Practice, 13 (1).

9. Osmonbekov, Talai, Wesley Johnston, Naveen Donthu (2024) "Artificial Intelligence Advances in Procurement: Transforming Organization Buyer Behavior," Journal of Business and Industrial Marketing, 39 (12), 2745-2758.

10. WM Lim, S Kumar, N Donthu (2024), "How to combine and clean bibliometric data and use bibliometric tools synergistically: Guidelines using metaverse research," Journal of Business Research 182.

11. Sahoo, S, S Kumar, N Donthu, AK Singh (2024), “Artificial intelligence capabilities, open innovation, and business performance–Empirical insights from multinational B2B companies," Industrial Marketing Management, 117, 28-41.

12. Mayberry, R, JS Boles, N Donthu, JT Lucke (2024), “Crisis response in an era of Knightian uncertainty," Journal of Business Research, 1780.

13. Casey Goodman and Naveen Donthu (2024), “Using Consumer-Generated Social Media Posts to Improve Forecasts of Television Premiere Viewership: Extending Diffusion of Innovation Theory”, Journal of Business Theory and Practice, 12 (1).

14. Sean Reynolds, Naveen Donthu and Christopher Campagna (2024) “Factors Influencing Orthopedic Surgeons’ Clinical Adoption of Innovative Technologies,” Ortho Surg Ortho Care Int J. 3(2).

15. Patil, V, WM Lim, H Date, N Donthu, S Kumar (2023), “The blockbuster blueprint: towards a stakeholder theory-based marketing framework," Marketing Intellenge and Planning, 41, 880-902.

16. Donthu, N., Lim, W. M., Kumar, S., & Pandey, N. (2023). Tribute to a marketing legend: Commemorating the contributions of Shelby D. Hunt with implications for the future of marketing. Journal of Business Research, *164*, 113954.

17. Vaid, S., & Donthu, N. (2023). When injured product users may also stay satisfied: A macro-level analysis. Journal of Business Research, *162*, 113887.

18. Donthu, N., Kumar, S., Sahoo, S., Lim, W. M., & Joshi, Y. (2023). “Thirty years of product and brand management research: a retrospective review of the Journal of Product and Brand Management using bibliometric analysis,” Journal of Product & Brand Management, 31 (8), 1141-1167.

19. Donthu, Naveen, Weng Marc Lim, Satish Kumar, Nitesh Pandey, and Bruce Pilling (2022), “A Scientometrics Study of the Canadian Journal of Administrative Sciences,” Canadian Journal of Administrative Sciences, 39 (4), 359-380.

20. Mukherjee, D., Lim, W. M., Kumar, S., & Donthu, N. (2022). Guidelines for advancing theory and practice through bibliometric research. Journal of Business Research, *148*, 101-115.

21. Chandra, Shobhana, Sanjeev Verma, Weng Marc Lim, Satish Kumar, and Naveen Donthu (2022), "Personalization in personalized marketing: Trends and ways forward.” Psychology & Marketing, 39 (8), 1528-1562.

22. Donthu, N., Kumar, S., Sureka, R., Lim, W. M., & Pereira, V. (2022). “Foundations of knowledge management: intellectual structure and citation drivers of the Journal of Knowledge Management.” Journal of Knowledge Management, 27 (4), 953-964.

23. Patil, V., Date, H., Kumar, S., Lim, W. M., & Donthu, N. (2022). “The making of box-office collection: qualitative insights from Bollywood.” Marketing Intelligence & Planning, 40 (8), 1010-1023.

24. Donthu, N., Kumar, S., Ranaweera, C., Pattnaik, D. and Gustafsson, A. (2022), "Mapping of Journal of Services Marketing Themes: A retrospective overview using bibliometric analysis", Journal of Services Marketing, 36 (3), 340-363.

25. Campagna, C, N Donthu, B Yoo (2021), "Brand Authenticity: Literature Review, Comprehensive Definition and Amalgated Scale," Journal of Marketing Theory and Practice, 1-17.

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29. Donthu, Naveen, Weng Marc Lim, Satish Kumar (2022), "A Scientometrics Study of Contributors and Themes in the Journal of Advertising Research," Journal of Advertising Research, 62 (2), 105-117.

30. Donthu, N. S Kumar, N Pandey, N Pandey, and A Mishra (2021), "Mapping the Electronic Word-of-Mouth (eWOM) Research: A systematic review and bibliometric analysis," Journal of Business Research 135, 758-773.

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35. **Donthu, N.,** Kumar, S., Pattnaik, D. and Pandey, N (2021) "A Bibliometric Review of International Marketing Review (IMR): Past, Present, and Future", International Marketing Review, 1-33.

36. Donthu, N., S Kumar, A Mills, D Pattnaik (2021), "Journal of Marketing Education: A Retrospective Overview Between 1979 and 2019", Journal of Marketing Education, 43 (2), 139-158.

37. MA Khan, D Pattnaik, R Ashraf, I Ali, S Kumar, Naveen Donthu (2021), "Value of special issues in the journal of business research: A bibliometric analysis", Journal of Business Research, 125, 295-313.

38. Donthu, N. S Kumar, R Sureka, R Joshi (2021), "Research constituents and citation analysis of the Journal of Business and Industrial Marketing (1986–2019)", Journal of Business & Industrial Marketing.

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45. Donthu, N., W Reinartz, S Kumar, D Pattnaik (2020), "A retrospective review of the first 35 years of the International Journal of Research in Marketing", International Journal of Research in Marketing, 38 (1), 232-269.

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53. Donthu, N., S Kumar, D Pattnaik (2020), “Intellectual structure and publication pattern in International Journal of Advertising: a bibliometric analysis during 1982–2019”, International Journal of Advertising, 1-27.

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55. Donthu, N., S Kumar, D Pattnaik (2020), “Forty-five years of journal of business research: a bibliometric analysis”, Journal of Business Research, 109, 1-14

56. Y Wei, Naveen Donthu, C Yu (2020), "The role of user autonomy in branding on social networking sites: A perspective of self-determination theory", Journal of Digital & Social Media Marketing, 8 (2), 166-183.

57. A Luo, A Baker, Naveen Donthu (2019), "Capturing dynamics in the value for brand recommendations from word-of-mouth conversations", Journal of Business Research,104, 247-260

58. DE Ribeiro-Soriano, Naveen Donthu, MT Val Nunez (2018), “An overview of research methods in international management: an introduction”. European J. International Management, 12 (5-6), 501-509.

59. Mayberry, Robert, James Boles, Naveen Donthu (2018), “An Escalation-of-Commitment Perspective on Allocation-of-Effort Decisions in Professional Selling”. Journal of the Academy of Marketing Science, 46 (5), 879-894.

60. Fernando Angulo-Ruiz, Naveen Donthu, Diego Prior, Josep Rialp (2018), “How Does Marketing Capability Impact Abnormal Stock Returns? The mediating role of growth,” Journal of Business Research 82, 19-30.

61. Poddar Amit, Naveen Donthu, Daniel Bello, and Jeff Foreman (2017), “Retailer’s Choice Among Parity Trade Promotions”, Journal of Marketing Theory & Practice, 25 (2), 105-124.

62. Swani, Kunal, George R Milne, Brian P Brown, AG Assaf, and Naveen Donthu (2017), "What messages to post? Evaluating the popularity of social media communications in business versus consumer markets”, Industrial Marketing Management 62, 77-87.

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64. Guillory, Monica, Lohtia, Ritu, and Naveen Donthu (2016), "The Usefulness of Online Reviews: The Role of Review Source, Review Valence, and User Internet Experience", International Journal of Internet Marketing and Advertising, 7 (1).

65. Baker, Andrew, Naveen Donthu, V. Kumar (2016), “Investigating How Word of Mouth Conversations About Brands Influence Purchase and Retransmission Intentions”, Journal of Marketing Research, 53 (2), 225-239.

66. Kumar, V., Amalesh Sharma, Naveen Donthu and Carey Rountree (2015), “Implementing Integrated Marketing Science Modeling at a Non-Profit Organization: Balancing Multiple Business Objectives at Georgia Aquarium,” Marketing Science, 34 (6), 804-814.

67. Guillory, Monica, Lohtia, Ritu, and Naveen Donthu (2016), "The Usefulness of Online Reviews: The Role of Review Source, Review Valence, and User Internet Experience", International Journal of Internet Marketing and Advertising, 7 (1).

68. Kumar, V., Amalesh Sharma, Naveen Donthu and Carey Rountree (2015), “Boosting Demand in Experience Economy” (Interview), Harvard Business Review, 93(1) 24-26.

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70. Wright, Beverly, Alphonso O. Ogbuehi, and Naveen Donthu (2014) “The Power of Can’t: Reactance and Product Preference Among Young Consumers”, Academy of Marketing Studies Journal.

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72. Michel, Geraldine and Naveen Donthu (2014), “Why Negative Brand Extension Evaluations do not Always Negatively Affect the brand: The Role of Central and Peripheral Brand Associations”, Journal of Business Research, 67 (12), 2611-2619.

73. Cavusgil, Tamer, Naveen Donthu, Wesley Johnston (2014), “Building and Managing Relationships in a Global Network”, Industrial Marketing Management, 43 (6), 845-853.

74. Unal, Belgin and Naveen Donthu (2014), “Role of Absorptive Capabilities in Outsourcing the Headquarters Selling Task”, Industrial Marketing Management, 43 (6), 1079-1084.

75. Angulo-Ruiz, Fernando, Naveen Donthu, Diego Prior and Josep Rialp (2014), “The Financial Contribution of Customer-Oriented Marketing Capability”, Journal of the Academy of Marketing Science, 42 (4); 380-399.

76. Mosteller, Jill, Naveen Donthu, Sevgin Eroglu (2014), “The Fluent Online Shopping Experience“, Journal of Business Research, 67 (11); 2486-2493.

77. Donthu, Naveen and Belgin Unal (2014), “Identifying Escalation of Commitment,” Journal of Business and Industrial Marketing, 29 (3), 209-214.

78. Poddar, Amit, Naveen Donthu, Atul Parvatiyar (2013), “Retailer Choice of Trade Promotions”, Journal of Marketing Theory and Practice, 21 (1), 45-56.

79. Lohtia, Ritu, Naveen Donthu and Monica Guillory (2013), "The Impact of Advertising, Trustworthiness, and Valence on the Effectiveness of Blogs", International Journal of Internet Marketing and Advertising, 5 (4), 317-339.

80. Vera Blazevic, Wafa Hammedi, Ina Garnefeld, Roland T. Rust, Timothy Keiningham, Tor W. Andreassen, Naveen Donthu, Walter Carl, (2013) "Beyond traditional word-of-mouth: An expanded model of customer-driven influence", Journal of Service Management, 24 (3), 294 – 313.

81. Wei, Yujie, Naveen Donthu, and Kenneth Bernhardt (2013), “Effects of Age, Dispositional Time Perceptions, and Time View Manipulations on Product Attribute Evaluation,” Journal of Business Research, 66 (11), 2171-2177.

82. Poddar, Amit and Naveen Donthu (2013), “Improving Trade Promotions,” Journal of Business and Industrial Marketing, 28 (1), 16-28.

83. Brian Brown, Alex Zablah, Danny Bellenger and Naveen Donthu (2012), “What Factors Influence Buying Center Brand Sensitivity?” Industrial Marketing Management 41(3), 508-520.

84. Porter, Connie and Naveen Donthu (2011), "How to Foster and Sustain Engagement in Virtual Communities", California Management Review, 53 (4), 80-110.

85. Whiting, Anita, Naveen Donthu and Andrew Baker (2011), "Investigating the Immediate and Long-term Effects of Job Stressors on Frontline Service Employees", International Journal of Research in Marketing, 28, 319-331.

86. Ashley, Christy, Stephanie Nobel, Naveen Donthu, and Kay Lemon (2011), "Why Customers will not Engage?" Journal of Business Research, 64(7), 749-756.

87. Zablah, Alex, Brian Brown, and Naveen Donthu (2011), "Role of Branding in Modified Re-buy Purchase Situation", International Journal of Research in Marketing, 27 (3), 248-260.

88. Porter, Connie, Naveen Donthu and Andrew Baker (2011), "Gender Differences in Trust Formation in Virtual Communities", Journal of Marketing Theory and Practice, 29 (1), 39-58.

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92. Brashear, Thomas, Vishal Kashyap, Michael Musante, Naveen Donthu (2009), "Profiling the Internet Shopper: Six Country Study," The Journal of Marketing Theory and Practise, 17 (3), 249 - 262.

93. Kusum L Ailawadi, JP Beauchamp, Naveen Donthu, Dinesh K Gauri, Venkatesh Shankar (2009), “Communication and Promotion Decisions in Retailing: A Review and Directions for Future Research” Journal of Retailing, 85 (1) 42 - 58.

94. Poddar, Amit, Naveen Donthu, Yujie Wei (2009), “Website Orientations, Website Quality and Purchase Intention: The Role of Website Personality,” Journal of Business Research, 62 (4) 441- 450.

95. Donthu, Naveen, Naras Eechambadi, Rajendra Srivastava, and Gerg Thomas (2008), "Work Smarter: Want More Bang for Your Marketing Buck?" Marketing Management, 17 (5) 34 - 38.

96. Porter, Connie and Naveen Donthu (2008), "Cultivating Trust and Harvesting Value in Virtual Communities", Management Science, 54 (1), 115 – 128.

97. Wright Beverly, Paul H. Schwager**,** and Naveen Donthu (2008), "Application of Media Richness Theory to Data Collection" Journal of Applied Business Research, 24 (1), 137-142.

98. Yaveroglu, Idil and Naveen Donthu (2008) "Advertising Repetition and Placement Issues in Online Environments", Journal of Advertising, 37 (2), 31 - 44.

99. Kaufmann, Patrick, Naveen Donthu, Charles Brooks, (2007), "Franchise Expansion Strategy", Journal of Marketing Channels, 14 (4) 85-106.

100. Lohtia, Ritu, Naveen Donthu, Idil Yaveroglu (2007), "Efficiency Analysis of Banner Advertisements", Journal of Business Research, 60, 4, 365-370.

101. Osmonbekov, Talai, Naveen Donthu, and Danny Bellenger (2007), "Impact of Media Specific Investment and Trust on the Use of the Internet for Information Search," International Journal of Electronic Marketing and Retailing, 1 (4), 289-302.

102. Alpar, Paul and Naveen Donthu (2007), "Productivity of Internet Shops," International Journal of Electronic Business, 5 (3), 243 - 262.

103. Luo, Xueming and Naveen Donthu (2007), "The Role of Cyber-Intermediaries: A Framework Based on Transaction Cost Analysis, Agency, Relationship Marketing and Social Exchange Theories," Journal of Business and Industrial Marketing, 22 (7), 452 - 458.

104. Luo, Xueming and Naveen Donthu (2006), "Marketing's Credibility: A Longitudinal Investigation of Marketing Communication Productivity (MCP) and Shareholder Value", Journal of Marketing, 4, 70-91.

105. Porter, Connie and Naveen Donthu (2006), "Using the Technology Acceptance Model to Explain How Attitudes Determine Internet Usage: The Role of Perceived Access Barriers and Demographics", Journal of Business Research, 9, 999-1007.

106. Whiting, Anita and Naveen Donthu (2006), "Voice to Voice Encounters: Managing the Perception of the Wait," Journal of Service Research, 8, 234-245.

107. Guilabert, Margarita and Naveen Donthu (2005), "Mass Customization and Consumer Behavior: The Development of a Scale to Measure Customer Customization Sensitivity", International Journal of Mass Customization, 1, 166-175.

108. Yoo, Boonghee and Naveen Donthu (2005), "Personal Cultural Orientation and Consumer Ethnocentrism," Journal of International Consumer Research, 18, 1-11.

109. Lichenthal, David, Vivek Yadav, Naveen Donthu (2005), "Outdoor Advertising for Business Markets," Industrial Marketing Management, 35, 236-247.

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111. Donthu, Naveen, Edmund Hershberger, and Talai Osmonbekov (2005), "Benchmarking Marketing Productivity Using Data Envelopment Analysis," Journal of Business Research, 58, 1474 - 1482.

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128. Bernhardt, Kenneth, Naveen Donthu and Pam Kennett (2000), "Longitudinal Analysis of Satisfaction and Profitability," Journal of Business Research, V 47 (2), 161-171.

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Salesperson Performance," Journal of Personal Selling and Sales Management, V 19 (Spring), 35-45.

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134. Donthu, Naveen and Boonghee Yoo (1998), "Retail Productivity Assessment Using Data Envelopment Analysis," Journal of Retailing, V 74 (1), 89-105.

135. Donthu, Naveen (1998), "A Cross-Country Investigation of Recall of, and Attitude Toward Comparative Advertising," Journal of Advertising, V 27 (2), 111-122.

136. Donthu, Naveen and David I. Gilliland (1996), "The Infomercial Shopper," Journal of Advertising Research, V 36 (2), 69-76.

137. Cobb-Walgren, Cathy, Cynthia A. Rubel, and Naveen Donthu (1995), "Brand Equity, Brand Preferences and Purchase Intent," Journal of Advertising, V 24 (3) 25-40.

138. Boles, James S., Naveen Donthu, and Ritu Lohtia (1995), "Salesperson Evaluation Using Relative Performance Efficiency: The Application of Data Envelopment Analysis," Journal of Personal Selling and Sales Management, V 15 (3) 31-49.

139. Donthu, Naveen and Joseph Cherian (1995), "Impact of Strength of Ethnic Identification on Hispanic Shopping Behavior," Journal of Retailing, V 70 (4), 383-393.

140. Rust, Roland T. and Naveen Donthu (1995), "Capturing Geographically Localized Misspecification Error in Retail Choice Models," Journal of Marketing Research, V 32 (February) 103-110.

141. Donthu, Naveen (1994), "Effectiveness of Outdoor Advertising of Services," Journal of Professional Services Marketing, V 11 (1), 33-43.

142. Donthu, Naveen and Roland T. Rust (1994), "Positioning a Radio Station," Journal of Applied Business Research, V 10 (3), 21-27.

143. Donthu, Naveen (1994), "Double Jeopardy In Television Program Choice," Journal of the Academy of Marketing Science, V 22 (2), 180-185.

144. Bhargava, Mukesh, Naveen Donthu and Rosanne Caron (1994), "Improving the Effectiveness of Outdoor Advertising: Lessons from a Study of 282 Campaigns," Journal of Advertising Research, V 34 (2), 46-55.

145. Dasgupta, Chanda and Naveen Donthu (1994), "Effect of Individual Differences on Comparative Advertising Effectiveness," Journal of Marketing Theory & Practice, V 2 (1), 42-53.

146. Bhargava, Mukesh and Naveen Donthu (1993), "Sales Response to Outdoor Advertising," Canadian Journal of Marketing Research, V 12 (4), 87-97.

147. Donthu, Naveen, Joseph Cherian and Mukesh Bhargava (1993), "Factors Influencing Recall of Outdoor Advertising," Journal of Advertising Research, V 33 (3), 64-72.

148. Donthu, Naveen and Joseph Cherian (1993), "Differences in Consumer Perceptions of Similarity and Dissimilarity," Marketing Letters, V 4 (1), 31-38.

149. Donthu, Naveen and Sam Kim (1993), "Implications of Firm Controllable Factors on Export Growth," Journal of Global Marketing, V 7 (1), 47-63.

150. Donthu, Naveen (1993), "Comparative Advertising of Professional Services," Journal of Professional Services Marketing, V 9 (1), 95-103.

151. Donthu, Naveen and Joseph Cherian (1992), "Hispanic Coupon Usage: Impact of Strong and Weak Ethnic Identification," Psychology and Marketing, V 9 (6), 501-510.

152. Donthu, Naveen (1992), "Comparative Advertising Intensity," Journal of Advertising Research, V 32 (6), 53-58.

153. Donthu, Naveen (1991), "Comparing Market Areas Using Kernel Density Estimation," Journal of the Academy of Marketing Science, V 19 (4), 323-332.

154. Donthu, Naveen (1991), "Quality Control in Services Industry," Journal of Professional Services Marketing, V 7 (1), 31-55.

155. Donthu, Naveen and Roland T. Rust (1989), "Estimating Geographic Consumer Densities Using Kernel Density Estimation," Marketing Science, V 8 (2), 191-203.

156. Rust, Roland T. and Naveen Donthu (1988), "Programming and Positioning Strategy for Cable Television Channels," Journal of Advertising, V 17 (4), 6-13.

157. Deshpande, Rohit, Wayne D. Hoyer and Naveen Donthu (1986), "The Intensity of Ethnic Affiliation: A Study of the Sociology of Hispanic Consumption," Journal of Consumer Research, V 13 (2), 214-220.

BOOKS

1. Parvatiyar, Atul, Naveen Donthu, Tom Gruen, and Fred Jacobs (2005) Best Practices in Post Audit Recovery, PRG Shultz, Atlanta.

2. Parvatiyar, Atul, Naveen Donthu, Tom Gruen, Vijay Kasi, and Brad Kesel (2006) Value of Outsourcing Sales and Marketing, Grocery Manufacturers Association, Washington DC.

3. Parvatiyar, Atul, Naveen Donthu, Vijay Kasi, and Brad Kesel (2007) Prevalence of Outsourcing in the Foodservices Industry, Foodservice Marketing Asso., Washington DC.

4. Parvatiyar, Atul, Naveen Donthu, Tom Gruen, Vijay Kasi, and Brad Kesel (2008) Outsourcing Is In, Grocery Manufacturers Association, Washington DC.

5. Donthu, Naveen and Belgin Unal (2012), Dynamic Collaboration in Outsourcing Partnership, Association of Sales and Marketing, Washington DC.

BOOK CHAPTERS

1. Parvatiyar, Atul, Naveen Donthu, and Tom Gruen (2019), "Value of Outsourcing Sales and Marketing in the CPG Industry in the Age of Retail Disruption", Marketing in the Age of Retail Disruption, Sage Publishers.

2. Donthu, Naveen and Andrew Baker (2018), "Word of Mouth and Branding", Handbook of New Product Research, Peter Golden (ed.), forthcoming.

3. Donthu, Naveen and Amit Poddar (2011), "Trade Promotions," Encyclopedia of Marketing, Jagdish Sheth (ed.), Sage Publishers.

4. Yoo, Boonghee and Naveen Donthu (2001), "Cultural Orientation and Consumer Ethnocentrism," C.P. Rao (ed.), Marketing and Multicultural Diversity. Westport, CT: Greenwood Publishing.

5. Donthu, Naveen and Roland T. Rust (1995), "Regression and Correlation Analysis," in Marketing Research Handbook, Michael Houston (ed.), and New York: McGraw-Hill.

6. Rust, Roland T. and Naveen Donthu (1989), "Programming Holes: Opportunities for Cable Television Channels," in Cable Television Advertising: In Search of the Right Formula, Batra, Rajiv and Rashi Glazer (eds.), 29-45, Quorum Books.

7. Donthu, Naveen and Roland T. Rust (1989), "A Review of Multidimensional Scaling," in Cable Television Advertising: In Search of the Right Formula, Batra, Rajiv and Rashi Glazer (eds.), 46-57, Quorum Books.

PROCEEDINGS

1. Donthu, Naven and Annur Sifat (2026), “Biobliometrics in Marketing Research”, Proceedings of American Marketing Association, Summer Educators Conference.Lohtia.

2. Ritu, Naveen Donthu, Monica Guillory (2015), "Online Recommendation Effectiveness", Proceedings of American Marketing Association, Summer Educators Conference.

3. Baker Andrew, Naveen Donthu, and V. Kumar (2014), “Offline versus Online WOM”, Proceedings of American Marketing Association, Summer Educators Conference.

4. Porter, Connie and Naveen Donthu (2011), "Customer Engagement via Social Media", Proceedings of American Marketing Association, Summer Educators Conference.

5. Lohtia, Ritu, Naveen Donthu, Monica Guillory (2010), "Blogging Effectiveness", Proceedings of American Marketing Association, Summer Educators Conference.

6. Wei, Jack, Naveen Donthu, Kenneth Bernhardt (2010), "Time View and Consumer Attitude", Proceedings of American Marketing Association, Summer Educators Conference.

7. Baker, Andrew and Naveen Donthu (2009), “Fight or Flight?” Proceedings of American Marketing Association, Winter Educators Conference.

8. Donthu, Naveen (2008), “Identifying Escalation of Commitment in New Product Development Projects,” Proceedings of American Marketing Association, Summer Educators Conference.

9. Brown Brian, Alex Zablah, and Naveen Donthu (2008), “Cognitive, Attitudinal and Behavioral Brand Dimensions Within an Organizational Buying Context,” Proceedings of American Marketing Association, Summer Educators Conference.

10. Gruen, Thomas, and Naveen Donthu (2008), “When Does Outsourcing Sales and Marketing Activities for Major Accounts Make Sense?” Proceedings of American Marketing Association, Summer Educators Conference.

11. Nickell, David, Naveen Donthu, and Wes Johnston (2007), “Impact of a National Trauma on Consumer Behavior”, Proceedings of American Marketing Association, Summer Educators Conference.

12. Porter, Connie and Naveen Donthu (2007), “Gender in Virtual Communities: Effects on Sponsor Trust and Member Behavior, Proceedings of American Marketing Association, Summer Educators Conference.

13. Donthu, Naveen, Vijay Kasi, Atul Parvatiyar, Wes Johnston, and Tom Gruen (2007), “Value of Outsourcing the Sales Function", Proceedings of American Marketing Association, Summer Educators Conference

14. Donthu, Naveen and Belgin Unal (2007), “Identifying Escalation”, Marketing Science Conference.

15. Unal, Belgin, Daniel Bello, Naveen Donthu (2007), “Outsourcing Marketing Functions in International Channels of Distribution”, Proceedings of American Marketing Association, Winter Educators Conference.

16. Porter, Connie and Naveen Donthu (2006), “Gender Differences in Trust Formation in Virtual Communities”, Proceedings of American Marketing Association, Summer Educators Conference.

17. Poddar, Amit, Naveen Donthu, and Jack Wei (2006), “Website Personality and Orientation”, Proceedings of American Marketing Association, Summer Educators Conference.

18. Donthu, Naveen, Vijay Kasi, Atul Parvatiyar, and Tom Gruen (2006), “Role of Collaborative Management in Outsourcing the Sales Function: An Examination of the CPG Industry", Proceedings of American Marketing Association, Summer Educators Conference.

19. Osmonbekov, Talai, Naveen Donthu, Danny Bellenger (2006), “The Impact of Medium Specific Investment and Trust on the Use of the Internet for Information Search,” Proceedings of American Marketing Association, Winter Educators Conference.

20. Porter, Connie and Naveen Donthu (2005), “Relationship Marketing in Virtual Communities”, Proceedings of American Marketing Association, Summer Educators Conference.

21. Yaveroglu, Idil, Naveen Donthu, and Amit Poddar (2005), “Cue Utilization in Online and Offline Environments”, Proceedings of American Marketing Association, Summer Educators Conference

22. Gruen, Tom, Naveen Donthu, and Atul Parvatiyar (2005), “Impact of Post Audit Recovery Activities on Buyer-Seller Relationships”, Proceedings of American Marketing Association, Summer Educators Conference.

23. Lohtia, Ritu, Naveen Donthu, and Edmund Hershberger (2003), “Banner Advertising Effectiveness,” Proceedings of American Marketing Association, Summer Educators Conference.

24. Donthu, Naveen and Boonghee Yoo (2003), “Overlooked Performance Evaluation Tools,” Proceedings of American Marketing Association, Summer Educators Conference.

25. Brashear, Tom and Naveen Donthu (2003), “International Internet Shopper,” Proceedings of American Marketing Association, Winter Educators Conference.

26. Bhargava, Mukesh and Naveen Donthu (2002), “Exploring Facets of Relationship Quality: A Data Envelopment Analysis Approach,” Proceedings of American Marketing Association, Winter Educators Conference.

27. Hershberger, Edmund, Talai Osmenbekov, and Naveen Donthu (2001), “Benchmarking Marketing Performance,” Proceedings of American Marketing Association, Summer Educators Conference.

28. Lewin, Jeff and Naveen Donthu (2001), “Organizational Buyer Behavior: A Meta Analysis,” Proceedings of American Marketing Association, Summer Educators Conference.

29. Yoo, Boonghee, Naveen Donthu and Tom Brashear (2000), “Perceived Quality of Internet Shopping Sites,” Proceedings of the Global Business and Technology Conference.

30. Naveen Donthu and Idil Sayrac (2000), “Cultural Influences on the Diffusion of Innovations,” Proceedings of American Marketing Association, Summer Educators Conference.

31. Dou, Wenyu, Boonghee Yoo, and Naveen Donthu (2000), “Capturing Global Consumers: The Roles of Global Ethnic Portals,” Proceedings of the Journal of International Business Studies Special Issue and Conference on E-commerce and Global Business.

32. Yoo, Boonghee and Naveen Donthu (2000), “Developing a Scale of Perceived Quality of Internet Shopping Site (PQISS),” Proceedings of the Academy of Marketing Science Conference.

33. Yoo, Boonghee and Naveen Donthu (1999), “Consumer Cultural Orientation and Consumer Ethnocentrism,” Proceedings of American Marketing Association, Summer Educators Conference.

34. Yoo, Boonghee and Naveen Donthu (1998), “Validating Hofstede’s Model at the Individual Level,” Proceedings of American Marketing Association, Summer Educators Conference.

35. Donthu, Naveen, Ken Bernhardt, and Pam Kennett (1998), “Longitudinal Analysis of Satisfaction and Profitability,” Proceedings of American Marketing Association, Winter Educators Conference.

36. Donthu, Naveen and Tom Brashear (1998), "Hispanic Family Values," Proceedings of American Marketing Association, Winter Educators Conference.

37. Boonghee, Yoo and Naveen Donthu (1998), “Societal and Individual Uncertainty Aversion: A Two-Country Study of Store Image and Purchase Intention," Proceedings of American Marketing Association, Winter Educators Conference.

38. Boonghee, Yoo and Naveen Donthu (1997), “Developing and Validating an Overall Brand Equity Scale," Proceedings of American Marketing Association, Summer Educators Conference.

39. Donthu, Naveen and Joseph Cherian (1996), "Hispanic Recycling Behavior: The Impact of Strength of Ethnic Identification," Proceedings of Southern Marketing Association.

40. Donthu, Naveen and Mukesh Bhargava (1996), "Spatial Effectiveness of Outdoor Advertising," Proceedings of American Marketing Association, Winter Educators Conference.

41. Donthu, Naveen and Joseph Cherian (1995), "Hispanic Recycling Behavior," Proceedings of Academy of Business Administration.

42. Donthu, Naveen and Joseph Cherian (1995), "Difference in Diffusion of New Products among Ethnic Sub-groups," Proceedings of Southern Marketing Association.

43. Gilliland, David and Naveen Donthu (1995), "The Influence of Consumer's Mood State on the Evaluation of Persuasive Communications: Implications for Advertisers," Proceedings of American Marketing Association, Summer Educators Conference.

44. Gilliland, David and Naveen Donthu (1995), "The Single Consumer: Marketing Implications for Active Lifestyles and Compensating Behaviors," Proceedings of American Marketing Association, Winter Educators Conference.

45. Boonghee, Yoo, Naveen Donthu, and Sungho Lee (1995), "Determinants of Consumer-based Brand Equity," Proceedings of American Marketing Association, Winter Educators Conference.

46. Boonghee, Yoo, Naveen Donthu, and Bruce K. Pilling (1995), "En Efficiency Evaluation of Franchise Systems: The Application of Data Envelopment Analysis," Proceedings of American Marketing Association, Winter Educators Conference.

47. Kaufmann, Pat, Charles Brooks, and Naveen Donthu (1995), "Sequential vs. Global Site Selection for Franchise Systems," Proceedings of Society of Franchising Conference.

48. Donthu, Naveen, Mukesh Bhargava, and Joseph Cherian (1994), "Outdoor Advertising Effectiveness: A Review of Literature and Directions for Future Research," Proceedings of Academy of Business Administration.

49. Dasgupta, Chanda, Naveen Donthu, and David Gilliland (1994), "Impact of Individual Differences on Perceptual Maps," Proceedings of Southern Marketing Association.

50. Donthu, Naveen and Roland T. Rust (1994), "Comparing Methods to Capture Heterogeneity in Perceptual Maps," Proceedings of American Marketing Association, Summer Educators Conference.

51. Donthu, Naveen and R. Edward Sibley (1994), "Differentiating HMO's with Customer Retention Strategy," Proceedings of Academy of Marketing Science, Annual Conference.

52. Yoo, Boonghee, David Gilliland and Naveen Donthu (1994), "Impact of Ad Variation Strategy in a Competitive Environment on Brand Name Memory," Proceedings of American Marketing Association, Winter Educators Conference.

53. Bello, Daniel C. and Naveen Donthu (1993), "Exchange Relationships in Nonintegrated International Marketing," Proceedings of American Marketing Association, Summer Educators Conference.

54. Donthu, Naveen and R. Edward Sibley (1993), "HMO Selection Criterion," Proceedings of Academy of Marketing Science, Annual Conference.

55. Donthu, Naveen (1992), "Outdoor Advertising of Services," Proceedings of American Marketing Association, Summer Educators Conference.

56. Donthu, Naveen and Joseph Cherian (1992), "Hispanic Consumption: Effect of Strong and Weak Identifiers," Proceedings of American Marketing Association, Summer Educators Conference.

57. Donthu, Naveen and Joseph Cherian (1990), "Consumer Similarity/Dissimilarity Judgments and Comparative Advertising Strategy," Proceedings of American Marketing Association, Summer Educators Conference.

58. Donthu, Naveen and Naras Eechambadi (1988), "Capturing the Shape of Diffusion Over Space and Time," Proceedings of 4th Bi-Annual World Marketing Conference, Singapore.

59. James C. Anderson and Naveen Donthu (1988), "A Proximate Assessment of the External Validity of Conjoint Analysis," Proceedings of American Marketing Association, Summer Educators Conference.

60. Donthu, Naveen and Roland T. Rust (1986), "Patterns of Dynamic Disequilibrium: A New Paradigm for Marketing Thought," Proceedings of American Marketing Association, Summer Educators Conference.

61. Donthu, Naveen and V Kumar (1985), "Sensitivity Analysis and Comparison of New Product Growth Models," Proceedings of Southwestern Marketing Association.

62. Donthu, Naveen (1985), "Analyzing Industrial Location Patterns," Proceedings of Southwestern Marketing Association.

CONFERENCE PRESENTATIONS

Presented over **75 papers** at major national and international conferences such as American Marketing Association's educator's conference, INFORMS Marketing Science Conference, INFORMS annual conference, Academy of Marketing Science conference etc.

BOOK REVIEWS

1. Culture's Consequence, by Greet Hofstede, in Journal of Marketing Research, 2002 (with Boonghee Yoo).

2. New Product Development, by Kenneth Kahn, in ACR newsletter, 2001.

3. Marketing Management Support Systems: Principles, Tools and Implementation, by Wierenga, Berend and Gerrit Van Bruggen, in Journal of Marketing, 2001. (with Boonghee Yoo)

4. In Defense of Advertising, by Jerry Kirkpatrick, in Journal of the Academy of Marketing Science, 1995, V 23 (2), 141-143. (with David I. Gilliland)

5. Head to Head: The Coming Economic Battle Among Japan, Europe and America, by Lester Thurow, in Journal of International Marketing, 1993, V 1 (2), 112-114.

RESEARCH GRANTS / CONTRACT RESEARCH

Quaero Corporation (2007-09) - $10,000.00
"Marketing Capabilities and ROI"

PRG-Schultz, (2006-08) - $100,000.00
"Post Audit Recovery Code of Ethics"

Grocery Manufacturer Association (2004-08) - $250,000.00
"Value of Outsourcing Sales and Marketing"

Food Service Marketing Association (2005-06) - $75,000.00
"Value of Outsourcing Sales and Marketing for Food Services Suppliers"

PRG-Schultz, (2004-05) - $200,000.00
"Trade Promotions and Post Audit Recovery"

Engage Media Inc. (2002-04) - $10,000.00

"Banner Advertising Effectiveness"

CBIM and Electronic Commerce Institute (2002-03) - $4,000.00
"Website Efficiency"

GSU Marketing Roundtable and Electronic Commerce Institute (1999-00) - $4,000.00
"Scale Development to Measure Perceived Quality of Internet Shopping Sites"

GSU Marketing Roundtable (1996-97) - $3,000.00
"Ethnic Identification Scale Development"

GSU Marketing Roundtable (1995-96) - $3,000.00
"Family Values Scale Development"

GSU Marketing Roundtable (1994-95) - $4,000.00
"Spatial Effects of Outdoor Advertising"

GSU Research Initiation Grant (1994-95) - $5,000.00
Office of the Vice President for Research, Georgia State University.

Hook Outdoor Advertising (1995) - $40,000.00
"Spatial Effects of Outdoor Advertising"

GSU Marketing Roundtable (1993-94) - $4,000.00
"Cross Cultural Investigation of Comparative Advertising Effectiveness"

GSU Research Enhancement Grant (1992-93) - $5,000.00
Office of the Vice President for Research, Georgia State University.

Hook Outdoor Advertising (1992) - $32,000.00
"Sales Response to Outdoor Advertising".

Apple Computers (1991) - $7,500.00
"Advanced Academic Marketing Project"

Classroom 2000 Development Award (1989) - $15,400.00
Georgia Tech Foundation.

Classroom 2000 Development Award (1990) - $17,200.00
Georgia Tech Foundation.

STUDENT GUIDANCE

Ph.D. Dissertation Chair

	First or last known academic position
1. Chanda Dasgupta	Arizona State University
2. Boonghee Yoo	Hofstra University
3. Idil Sayrac	University of Maryland
4. Edmund Hershberger	Southern Illinois University
5. Frank Xie	Drexel University
6. Connie Porter	University of Notre Dame
7. Margarita Guilabert	North Georgia College and State University
8. Beverly Wright	Georgia Tech
9. Amit Poddar	University of Salisbury
10. Jill Mosteller	Portland State University
11. Jeff Foreman	University of North Carolina Ashville
12. Boris Lezhava	Caucasus School of Business, Republic of Georgia
13. Belgin Unal	TED University, Turkey
14. Janee Burkhalter	St. Joseph's University
15. Elene Zarkava	Caucasus School of Business, Republic of Georgia
16. Andy Baker	San Diego State University
17. Rob Mayberry	Western Carolina University
18. Monica Guillory	Winston Salem University
19. Greg Cohen	Georgia State University
20. Nandini Nim	Colorado State University
21. Avishek Lahiri	Stavanger University, Norway
22. Binay Kumar	Appalachian State University
23. Divya Ramachandran	University of Manitoba, Canada
24. Bahadir Dogan	University of Oklahoma
25. Amit Agarwal	Penn State Erie
26. Chris Campagna	Tulane University
27. Davon Holmes	in progress
28. Annur Sifat	in progress
29. Devan Spreberrt	In progress

Ph.D. Dissertation Committee Member: Al Chen, Manuel Robles, Rose Johnson, Linda Aab, Euehun Lee, Pam Kennett, Charles Brooks, Julie Sneath, Jeff Lewin, David Gilliland, Deborah Webb, Tom Brashear, Ed Sibley, Annie Liu, Mark Leach, Cristian Chelariu, Sungwoo Jung, Kathy Harris, Jie Yin, Vinita Sangtani, Ghi Lu, Caroline Gallrein, Ram Madupalli, Jack Wei, Brian Brown, Jia Fan, Fernando Angulo, Albena Pergelova. Joon Oh, Ayse Orztuk, Steven Liu, Ashley Goreczny, Elizabeth Napier, Yimai Zhang, Kubilay Ozkan. Ayan Dastidar, Emily Webster, Kevin Barrera, Qianyin Xia, Ritesh Adhyapak, Ishita Nagpal, Hyeasinn Song.

SERVICE: PROFESSIONAL ASSOCIATIONS

President, ACIEK, 2016 – 2024

VP Meetings, INFORMS Society for Marketing Science, 2001 – 2006

Chair (98), Chair - Elect (97), Vice Chair (96), Marketing Research SIG, AMA.

Vice President for Academic Affairs, PDMA, 1994-97.

SERVICE: ACADEMIC CONFERENCES

Co-chair, Marketing Strategy Consortium 2026

Co-Chair, MDC 2022 Conference

Co-Chair, IMP 2013 conference

Co-Chair, 2009 AMA Doctoral Consortium

Chair, Social Marketing Track for the 2011 IMDA Conference.

Chair, Pricing and Product Track for the 2005 Academy of Marketing Science Conference.

Chair, Marketing Research Track for the 2004 Society for Marketing Advances Conference.

Chair, Marketing Research Track for the 2002 American Marketing Association's International Conference.

Chair, Relationship Management Track for the 2002 American Marketing Association's Winter Educator's Conference.

Chair, Marketing Research Track for the 2000 American Marketing Association's Summer Educator's Conference.

Chair, Marketing Research Track for the 1999 American Marketing Association's Summer Educator's Conference.

Organized and Chaired a plenary session on "Future of Marketing" for the 1999 American Marketing Association's Summer Educator's Conference.

Co-chair, Joint CBIM/ISBM 1998 conference on "Marketing Effectiveness".

Chair, Marketing Track at the 1996 Fall INFORMS conference.

Chaired over **25 sessions** at major conferences such as American Marketing Association's Educator's Conference, Marketing Science Conference, INFORMS conference, Academy of Marketing Science conference etc.

Organized and Chaired **15 special sessions** at major conferences such as American Marketing Association's Educator's Conference, Marketing Science Conference, INFORMS conference, Academy of Marketing Science conference etc.

Discussant for over **20 sessions** at major conferences such as American Marketing Association's Educator's Conference, Marketing Science Conference, INFORMS conference, Academy of Marketing Science conference etc.

SERVICE: ACADEMIC PUBLICATIONS

Editor-in-Chief, Journal of Business Research, 2016-2024.

Advisory Board, Journal of Knowledge Management.

Advisory Board, Psychology & Marketing.

Advisory Board, Journal of International Cosumer Studies.

Advisor Board, Journal of Consumer Behavior.

Member of the Editorial Board, Journal of Consumer Research 2003-2006.

Member of the Editorial Board, Journal of Marketing 2005 – 2012.

Member of the Editorial Board, Journal of Academy of Marketing Science 2006 – 2013.

Guest Associate Editor, MIS Quarterly, 2008 - 2010.

Member of the Editorial Board, Journal of Business Research 2006 – 2010.

Member of the Editorial Board, Journal Advertising 2008 – 2013; 2019-

Member of the Editorial Board, Journal of Interactive Marketing 2008 – 2019.

Member of the Editorial Board, Journal of Service Research 1999 - 2010.

Book Review Editor: Journal of Marketing Research 2003 – 2006.

Associate Book Review Editor: Journal of Marketing Research 2000 – 2003.

Ad-Hoc Reviewer: Management Science, Marketing Science, Journal of Marketing Research, Journal of Consumer Research, Journal of Marketing, Journal of International Business Studies, Journal of Retailing, Journal of the Academy of Marketing Science, Journal of

Advertising, Journal of Business Research, International Marketing Review, International Journal of Research in Marketing, Public Opinion Quarterly, Journal of Computer Mediated Communications, European Journal of Operational Research, International Journal of Retailing and Distribution Management, Journal of Retailing and Customer Services, International Journal of Electronic Commerce, Information Systems Research, Journal of MIS, Electronic Markets, Psychology and Media, Psychology & Marketing.

SERVICE: EXTERNAL REFEREE FOR P&T DECISIONS

BARUCH College
Cleveland State University
University of Rhode Island
Temple University
University of California Riverside
Old Dominion University
Marquette University
University of Cincinnati
Portland State University
University of Alabama
University of Denver
Lehigh University
Hong Kong Polytechnic University
Drexel University
University of St. Thomas
University of Illinois Chicago
University of Mississippi
University of Oregon
University of New Mexico
Kent State University
Florida International University
University of Texas El Paso

SERVICE: UNIVERSITY / DEPARTMENT

Chair, Department of Marketing, Georgia State University, 2009 – 2025.

Doctoral Program Coordinator, Dept. of Marketing, Georgia State Uni, 1995 – 2009, 2020 -

GSU - Cairo/Alexandria programs Sustainability Committee, 2010 – 2014.

Internal Grants Review Committee, Georgia State University, 2006 – 2009.

Member of MBA Steering Committee, Robinson College of Business, Georgia

State University, 2002 – 2005.

Member of Promotion and Tenure Committee, Robinson College of Business, Georgia State University, 2003 – 2006.

GSU-CSB Tblisi Georgia Doctoral Program Founding Committee, 2005 – 2014.

BioScience Business Ad Hoc Committee Member, 2006 – 2008.

Member of Department Chair Recruiting Committee, Department of Marketing, Georgia State University, 2002-03.

Member of Department Chair Recruiting Committee, Department of Marketing, Georgia State University, 2004-05.

Member of Pennybaker Chair Recruiting Committee, Department of Marketing, Georgia State University, 2004-05.

Member of Lenny Chair Recruiting Committee, Department of Marketing, Georgia State University, 2006-08.

Member, GSU President Evaluation Committee 2004.

Member, GSU Provost's Strategic Planning Committee 2004-05.

Chair of Faculty Recruiting Committee, Department of Marketing, Georgia State University, 1998-01.

Member of Doctoral Program Committee, Department of Marketing, Georgia State University, 1990 - 95.

Member of Faculty Recruiting Committee, Department of Marketing, Georgia State University, 1991 - 1994.

Member of Computer Use Committee, College of Management, Georgia Tech., 1989-90.

Member of Institute Statistics Committee, Georgia Tech., 1989-90.

Coordinated Recruiting for the Marketing Area (1987 and 1988) at Georgia Tech.

KEYNOTE SPEECHES

"eWOM Research"
University of South Hampton UK eWOM Worshop, May 2021

"Lessons from JBR Editorship"
Marketing Strategy and Policy Conference, London, May 2018

"Cross-Cultural Differences in Technology Adoption"
Royal Bank of Canada Conference, Concordia University, Canada, October 2017

"Individual Cultural Orientation"
CBL conference, Israel, May 2017

"Publishing in Top Journals"
Strategic Management Latin America Conference, Adolfo University, Chile, March 2017.

"Lessons from JBR Editorship"
Korean Scholars of Marketing Society, Yonsei University, Seoul, November, 2016.

"Benchmarking for Retail Excellence"
CLAVE Conference, FGV Sau Paulo, Brazil, November, 2015.

SEMINARS

"Cross-Cultural Differences in Technology Adoption"
University of Puerto Rico, October 2018.

"Crafting Research Articles"
GIKA conference, Catholic University of Valencia, Spain, June 2018

"Cross-Cultural Differences in Technology Adoption"
University of Ljubljana, Slovenia, May 2018.

"Publishing in JBR"
University of Lisbon, Portugal, June 2017

"Individual Cultural Orientation"
INCAE, Costa Rica, March 2017.

"Publishing in Top Journals"
INCAE, Nicaragua, March 2017.

"Individual Cultural Orientation"
Brunell University, UK, October 2016

"Retailing Trends"

Saville, Spain, October 2016

“Publishing in Top Journals”
University of Valencia, Spain, March 2016.

“Individual Cultural Orientation”
Hong Kong Baptist University, June 2014

“Cross-Cultural Research”
University of Paris Dauphine 2012

“Marketing Engineering”
Executive MBA, Sorbonne France, September 2012

"Social Media Marketing"
University of Paris Dauphine 2011

"Marketing Strategy and ROI"
University of Paris Dauphine 2010

"Marketing Engineering"
University of Paris Dauphine 2009

“International Marketing”
Executive MBA, Sorbonne France, October 2007.

“Conjoint Analysis”
Internal Revenue Service (IRS) April 2007

“Marketing Capabilities”
Customer Relationship Management Association, April 2007.

“Code of Ethics”
Post Audit Recovery Trade Association, November 2006

“Brand Management”
Executive MBA, Sorbonne France, October 2006.

“Conjoint Analysis”
Boston AMA Chapter

“Outsourcing”
Food Service Marketing Association, February 2006.

“Brand Management”
Executive MBA, Sorbonne France, October 2005.

“Marketing Engineering”
International MBA, Toulouse University France, March 2005.

“Brand Management”
Executive MBA, Sorbonne France, October 2004.

“Internet Marketing”
AIG Japan at LOMA, October 2003.

“Brand Management”
Executive MBA, Sorbonne France, October 2003.

“Marketing Research and Forecasting”
IMT BERLIN, September 2002

“Product Planning Techniques”
Clark Atlanta University, April 2001.

“The Internet Shopper”
BOSS Inc, March 2000.

“Advertising and Marketing Communications”
Executive MBA, Erasmus University, June 1999.

“The Internet Shopper”
Anderson Consulting, May 1999.

“Marketing Engineering,”
Southern Company, December 1998

"Customer Satisfaction and Profitability,"
International Council of Shopping Centers, January 1998.

"Customer Satisfaction and Profitability,"
Institute for International Research, February 1996.

"Global Product Development and Advertising,"
International Management Consultants, October 1994.

"New Product Development and Advertising,"
Atlanta Management Institute, June 1994.

"Perceptual Mapping"
United Postal Services, April 1994.

"Opportunities for Cable Television,"
Columbia School of Broadcasting and Coopers and Lybrand, May 1987.

PERSONAL DATA

Age: 66 years
Marital Status: Married (wife: Roopa)
Children: 2 (son: Suraj - 32 years; daughter: Sonia - 25 years)
Citizenship: U.S.A.