DINESH K. GAURI

Office Address:
Melvin H. Baker Professor of Marketing
Department Chair, Department of Marketing
Academic Director – Center for Marketing Analysis
School of Management
University at Buffalo
234B Jacobs Management Center
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EDUCATION

Ph.D. (Marketing), State University of New York (SUNY) at Buffalo
M. A. (Economics), State University of New York (SUNY) at Buffalo
M.S. (Mathematics and Computer Applications), Indian Institute of Technology, New Delhi, India

PROFESSIONAL EMPLOYMENT

University at Buffalo, School of Management
Academics:
Professor of Marketing, 2024 – Present
Department Chair, Department of Marketing, 2025 - Present
Melvin H. Baker Professor of Marketing

Key Service Activities:
Academic Director – Center for Marketing Analysis, 2024- Present
Member, Personnel Action Committee, 2024-Present

University of Arkansas, Fayetteville, Sam M. Walton College of Business
Academics:
Professor of Marketing, 2016 – 2024
Walmart Endowed Chair in Marketing

Key Service Activities:
Executive Director of Retail Information, 2016 - 2024
Department Chair, 2021 (April – December)
Member of MBA Committee, 2016-2021
Member of Department Graduate Committee, 2016-2024
Member of Department Peer Review Committee, 2017-2020
Member of Recruiting Committee, 2016-19
Ranked 3rd in the world in retailing journal influence index from 2009-15
Reproducibility and Replicability University Committee Member, 2020-2024
Faculty Grievance Panel, University Committee member, 2019-2022
Chair, Retailing Thought Leadership Conference, Walton College, October 2019
Program Director, Master of Science in Marketing, 2021

Syracuse University, Martin J. Whitman School of Management
Academics:
Associate Professor of Marketing, August 2013 – June 2016
Assistant Professor of Marketing, July 2007 – July 2013
Visiting Scholar:
Tuck School of Business at Dartmouth College, Fall 2013
Samuel Curtis Johnson Graduate School of Management at Cornell University, Spring 2014

Key Service Activities:
Reproducibility and Replicability Research Committee, 2020-Present
Faculty Grievance Committee, 2019-2022
Chair, University Research Committee, 2013-15
Whitman Research Fellow, 2013-14
Member, University Strategic Plan Steering Committee's Research Group, 2014–15
Doctoral Board Member, 2015-16
Coordinator, Marketing Research Seminars, 2010-2014
Member of University Research Committee, 2009-2015

TEACHING FOCUS

Teaching Interests
Retail Strategy, Principles of Marketing, Brand Management, Services Marketing, Marketing Analytics, Marketing Strategy

RESEARCH FOCUS

Substantive Research Focus Areas
Retail Marketing, Shopper Marketing, Retail Promotions, Store Performance, Pricing, Revenue Management, Social Media Marketing

RESEARCH AND PUBLICATIONS

Published/Forthcoming Articles

Dinesh K. Gauri, Abhijit Biswas, Abhijit Guha and Subhash Jha (2024), "Smaller, More Precise Discounts Could Increase Your Sales," ***Harvard Business Review (June 2024),*** ***https://hbr.org/2024/06/research-smaller-more-precise-discounts-could-increase-your-sales***

Manoj Thomas, Yu Ma and Dinesh K. Gauri (2024), "Food Craving Increases Unhealthy Food Purchases: A Study of SNAP Households," ***Journal of Marketing Research,*** 61(1), 49-69

Abhijit Guha, Subhash Jha, Abhijit Biswas and Dinesh K. Gauri (2024), "Can rounding up price discounts lead to reduced sales?", ***Journal of Consumer Psychology,*** 34(2), 343-350

Brian Ratchford, Dinesh K. Gauri, Rupinder Jindal and Aidin Namin (2023) "Innovations in Retail Delivery: Current Trends and Future Directions," ***Journal of Retailing,*** 99, 547-562

Dhruv Grewal, Els Breugelmans, Dinesh K. Gauri and Katrijn Gielens (2023), "Re-imagining the Physical Store," ***Journal of Retailing***, 99, 481-486

Huidi Lu, Ralf van der Lans, Kristiaan Helsen and Dinesh K. Gauri (2023) "DEPART: Decomposing Prices Using Atheoretical Regression Trees," ***International Journal of Research in Marketing,*** 40(4), 781-800

Alireza Golmohammadi, Taha Havakhor, Rajiv Sabherwal, Dinesh K. Gauri (2023) "Do Early Words from New Ventures Predict Fundraising? A Comparative View of Social Media Narratives", 47(2), ***MIS Quarterly,*** 611-638.

Navid Bahmani, Amit Bhatnagar and Dinesh K. Gauri (2023), "Firms' Responses to a Black Swan Macro-Crisis: Should They Be Socially Responsible or Fiscally Conservative?," ***Journal of Business Research,*** 161, 113783

Alireza Golmohammadi, Dinesh K. Gauri and Hooman Mirahmad (2023) "Social Media Communication and Company Value: The Moderating Role of Industry Competitiveness," ***Journal of Service Research,*** 26(1), 120-135.

Prashanth Ravula, Amit Bhatnagar and Dinesh K. Gauri (2023), "Role of Gender in the Creation and Persuasiveness of Online Reviews," ***Journal of Business Research***, 154,113386.

Dinesh K. Gauri, Rajagopal Raghunathan and Wangshuai Wang (2022), "When Consumers Feel Less Powerful, They Seek More Variety," ***Harvard Business Review (October 2022),*** ***https://hbr.org/2022/10/research-when-consumers-feel-less-powerful-they-seek-more-variety***

Wangshuai Wang, Rajagopal Raghunathan and Dinesh K. Gauri (2022), "Powerlessness, Variety-Seeking, and the Mediating Role of Need for Autonomy," ***Journal of Retailing***, 98(4), 706-723.

Navid Bahmani, Amit Bhatnagar and Dinesh K. Gauri (2022), "Hey Alexa! What are your skills worth to firms?," ***Journal of Academy of Marketing Science,*** 50, 1219-1235.

Navid Bahmani, Amit Bhatnagar and Dinesh K. Gauri, "Hey Alexa, what features of voice software should my company invest in developing?," ***Harvard Business Review (September 2022),*** ***https://hbr.org/2022/09/alexa-should-my-company-invest-in-voice-technology***

Brian Ratchford, Alejandro Zentner, Gonca Soysal and Dinesh K. Gauri (2022) "Online and Offline Retailing: What We Know and Directions for Future Research," ***Journal of Retailing,*** 98(1), 152-177.

Alireza Golmohammadi, Taha Havakhor, Dinesh K. Gauri and Johann Joseph Comprix (April, 2021) "Why You Shouldn't Engage with Customer Complaints on Twitter," ***Harvard Business Review,*** ***https://hbr.org/2021/04/why-you-shouldnt-engage-with-customer-complaints-on-twitter?***

Annibal Sodero, Aidin Namin, Dinesh K. Gauri and Sreekumar Bhaskaran (2021), "The Strategic Drivers of Drop-shipping and Retail Store Sales for Seasonal Products", ***Journal of Retailing,*** 97(4), 561-581

Alireza Golmohammadi, Taha Havakhor, Dinesh K. Gauri and Johann Joseph Comprix (2021), "Complaint Publicization in Social Media," ***Journal of Marketing,*** 85(6), 1-23 (Lead Article)

Dhruv Grewal, Dinesh K. Gauri, Gopal Das, James Agarwal and Mark T. Spence (2021), "Retailing and Emergent Technologies," ***Journal of Business Research,*** 134, 198-202

Rupinder Jindal, Dinesh K. Gauri, Yu Ma and Wanyu Li (2021), "Omnichannel Battle Between Amazon and Walmart: Is the Focus on Delivery the Best Strategy," ***Journal of Business Research,*** 122, 270-280.

Lu Liu, Rupinder Jindal and Dinesh K. Gauri (2021), "The Role of Patient Satisfaction in Hospitals' Medicare Reimbursements, ***Journal of Public Policy & Marketing,*** 40(4), 558-570

Dinesh K. Gauri and Dhruv Grewal (2021), "Navigating the Retailing Frontier through Academic and Practitioner Collaboration," ***Journal of Retailing***, 97(1), 2-5.

Dhruv Grewal, Dinesh K. Gauri, Anne L. Roggeveen and Raj Sethuraman (2021), "Strategizing Retailing in the New Technology Era," ***Journal of Retailing***, 97(1), 6-12.

Dinesh K. Gauri, Rupinder Jindal, Brian Ratchford, Ed Fox, Amit Bhatnagar, Aashish Pandey, Jonathan Navallo (Walmart), Steve Carr (JM Smucker), John Fogarty (Walmart) and Eric Howerton (Whytespyder) (2021), "Evolution of Retail Formats: Past, Present and Future," ***Journal of Retailing***, 97(1), 42-61.

Mingyu Joo, Dinesh K. Gauri and Kenneth C. Wilbur (2020), "Temporal Distance and Price Responsiveness: Empirical Investigation of the Cruise Industry," ***Management Science,*** 66(11), 5362-5388.

Aidin Namin, Dinesh K. Gauri and Robert Kwortnik (2020), "Improving Revenue Performance with Third-Degree Price Discrimination in the Cruise Industry," ***International Journal of Hospitality Management,*** 89, 102597.

Alireza Golmohammadi, Anna S. Mattila and Dinesh K. Gauri (2020), "Negative Online Reviews and Consumers' Service Consumption," ***Journal of Business Research,*** 116, 27-36

Nur Cavdaroglu, Dinesh K. Gauri and Scott Webster (2019), "Empirical Evidence of Revenue Management in Cruise Line Industry," ***Journal of Travel Research,*** 58(1), 104-120.

Xiaodong Sun, Meihua Xu, Yui-yip Lau and Dinesh K. Gauri (2019), "Chinese Cruisers' Satisfaction with Shore Experience: An Empirical Study on A China-Japan Itinerary", ***Ocean and Coastal Management,*** 181, 104867.

Rupinder Jindal, Dinesh K. Gauri, Dr. Gaganjot Singh and Sean Nicholson (2018), "Factors Influencing Hospital Readmission Penalties: Are They Really Under Hospitals' Control?", ***Decision Support Systems,*** 110, 58-70.

Book Chapter (2018): "Retail Productivity", with Brian Ratchford, Handbook of Research on Retailing (Edward Elgar Publishing).

Xiaodong Sun, Robert Kwortnik and Dinesh K. Gauri (2018), "Are Repeat Cruisers Different from First-Timers: An Empirical Investigation," ***International Journal of Hospitality Management***, 71, 132-140.

Trivedi, Minakshi, Gauri, Dinesh K. and Yu Ma (2017), "Measuring the Efficiency of Category-Level Sales Response to Promotions," ***Management Science,*** 63(10), 3473–3488.

Gauri, Dinesh K., Brian Ratchford, Joseph Pancras and Debu Talukdar (2017), "An Empirical Analysis of the Impact of Promotional Discounts on Store Performance,". ***Journal of Retailing,*** 93(3), 283-303.

Fengyan Cai, Rajesh Bagchi and Dinesh K. Gauri (2016), "Boomerang Effects of Low Price Discounts: How Low Price Discounts Affect Purchase Propensity," ***Journal of Consumer Research***, 42, 804-816.

Gauri, Dinesh K., Tracy Harmon and Debu Talukdar (2016), "Antecedents and Outcomes of Market Mavenisim: Insights based on Survey and Revealed Data," ***Journal of Business Research,*** 69, 1053-1060.

Kalpesh Desai, Dinesh K. Gauri and Yu Ma (2014), "An Empirical Investigation of Composite Product Choice," ***Journal of Retailing***, 90(4), 493-510.

Xiaodong Sun, Xuegang Feng, and Dinesh K. Gauri (2014), "The Cruise Industry in China: Efforts, Progress and Challenges," ***International Journal of Hospitality Management,*** 42, 71-84.

Pancras Joseph, Dinesh K. Gauri and Debabrata Talukdar (2013), "Loss Leaders and Cross-Category Retailer Pass-through: A Bayesian Multilevel Analysis," ***Journal of Retailing***, 89(2), 140-157.

Gauri, Dinesh K. (2013), "Benchmarking Retail Productivity Considering Retail Pricing and Format Strategy", ***Journal of Retailing,*** 89(1), 1-14. ***(Lead Article)***

Ma, Yu, Kusum Ailawadi, Dinesh K. Gauri and Dhruv Grewal (2011), "An Empirical Investigation of the Impact of Increasing Gasoline Prices on Consumers Shopping Behavior", ***Journal of Marketing,*** 75 (March), 18-35. ***(Featured as lead article in Insights from MSI, Spring 2010)***

Dhruv Grewal, Kusum Ailawadi, Dinesh K. Gauri, Praveen Kopalle, Kevin Hall and Jane Robertson (2011), "Innovations in Retail Pricing and Promotions," ***Journal of Retailing,*** 87(1), 43-52.

Sun, Xiaodong, Dinesh K. Gauri and Scott Webster (2011), "Forecasting of Cruise Line Revenue Management," ***Journal of Revenue and Pricing Management,*** *10, 306-324.*

Talukdar, Debu and Dinesh K. Gauri (2011), "Home Internet Access and Usage in the USA: Trends in the Socio-Economic Digital Divide", ***Communications of the AIS***, 28(7), 85-98.

Talukdar, Debu, Dinesh K. Gauri and Dhruv Grewal (2010), "An Empirical Analysis of the Extreme Cherry Picking Behavior of Consumers in the Frequently Purchased Goods Market," ***Journal of Retailing,*** 86(4), 337-355.

Gauri, Dinesh K, Janos Gabor Pauler and Minakshi Trivedi (2009), "Benchmarking Performance in Retail Chains: An Integrated Approach," ***Marketing Science,*** 28 (3), 502-515.

Ailawadi, Kusum, J.P. Beauchamp, Naveen Donthu, Dinesh K Gauri and Venkatesh Shankar (2009), "Communication and promotion decisions in retailing: A review and directions for future research", ***Journal of Retailing,*** 85(1), 42-55.

Janos Gabor Pauler, Minakshi Trivedi and Gauri, Dinesh K (2009), "Assessing Store Performance Models," ***European Journal of Operational Research,*** 197, 349-359.

Gauri, Dinesh K, Minakshi Trivedi and Dhruv Grewal (2008), "Understanding the Determinants of Retail Strategy: An Empirical Analysis," ***Journal of Retailing,*** 84(3), 256–267.

Gauri, Dinesh K, K. Sudhir and Debabrata Talukdar (2008), "The Temporal and Spatial Dimensions of Price Search: Insights from Matching Household Survey and Purchase Data," ***Journal of Marketing Research***, 45 (2), April, 226-240.

Gauri, Dinesh K, Amit Bhatnagar and Raghav Rao (2008), "Role of Word of Mouth in Online Store Loyalty: Store Ratings," ***Communications of the ACM****, 51(3), March, 89-91*.

Proceedings

Ma Yu, Dinesh K. Gauri, Kusum Ailawadi and Dhruv Grewal (2010), "An Empirical Investigation of the Impact of Increasing Gasoline Prices on Consumers Shopping Behavior", January, *Marketing Science Institute Report 10-100*. (Non-refereed)

Ma Yu, Dinesh K. Gauri, Kusum Ailawadi and Dhruv Grewal (2009), "An Empirical Investigation of the Impact of Increasing Gasoline Prices on Consumers Shopping Behavior", AMA Summer Educators' Conference, Chicago, IL. (Refereed)

Gauri, Dinesh K, Minakshi Trivedi and Dhruv Grewal (2008), "An Empirical Analysis of the Determinants of the Pricing Strategy and Format of a Retail Store," AMA Summer Educators' Conference, San Diego, CA. (Refereed)

Gauri, Dinesh K, K. Sudhir and Debabrata Talukdar (2006), "The "When" and "Where" Dimensions of Cherry Picking," *Marketing Science Institute Report 06-120*, September, 06 (003), 109-134. (Non-refereed)

HONORS AND AWARDS

- Recognized as a Top Retail Expert by RETHINK RETAIL, 2024, 2025
- 2025 Global Retail Brand Management Fellow, SMU Dallas, June 2025
- Co-chair, AMA Retail & Pricing SIG (2023-25)
- Distinguished PhD alumnus and keynote speaker, Jacobs Management Center, University at Buffalo, 2023
- AMA Retail & Pricing SIG 's Best Mentoring Award, 2023
- Keynote Speaker on Future of Retailing, 2023 American Collegiate Retailing Association (ACRA) Conference
- Outstanding Reviewer, Journal of Retailing, 2021
- 1st runner up of 2021 William R. Davidson Award for the Best Article contributing to the theory and practice in Retail Marketing published in *Journal of Retailing* in 2021.
- Co-chair of Retailing, and Service Interactions Track, American Marketing Association (AMA) Winter Educators' Conference (February 2022), Las Vegas, NV (Virtual)
- Co-chair of Services, Retailing, and Customer Experience Track, American Marketing Association (AMA) Summer Educators' Conference (August 2021), Boston, MA (Virtual)
- Chair of Retailing Thought Leadership Conference, Walton College, Oct 2019
- Walton College Excellence in Research Award, 2018-19
- Ranked 3rd in the world in retailing journal influence index from 2009-15 (Source: Ketron, Runyan, and Farris 2017)
- Whitman Research Fellow, Syracuse University, 2013-14.
- Co-chair of Marketing Analytics and Retailing Research Special Session, Winter AMA Conference, February 2013.
- Whitman Teaching Innovation Award, Syracuse University, 2012.
- Co-winner of 2012 William R. Davidson Award for the Best Article contributing to the theory and practice in Retail Marketing published in *Journal of Retailing* in 2010.
- Chaired a session on Branding at the INFORMS Marketing Science Conference, Boston, 2012
- Guttag Junior Faculty Award (2010-2011), Whitman School of Management, Syracuse University
- Chaired a session on Cross-Category Promotions at the INFORMS Marketing Science Conference, 2011
- Co-chair of Retailing and Pricing Track, American Marketing Association (AMA) Summer Educators' Conference (August 2010), Boston, MA
- 2010 William R. Davidson Honorable Mention Award for the Best Article contributing to the theory and practice in Retail Marketing published in Journal of Retailing in 2008.
- Co-chair of Retailing and Pricing SIG Session, Summer AMA (August 2012), Chicago.
- Co-chair of Special Session on Quantitative Research on Retailing & Pricing, American Marketing Association (AMA) Summer Educators' Conference (August 2009), Chicago, IL
- Ph.D. Student Achievement Award – SUNY Buffalo, 2007
- State of New York – Graduate Student Employees Union Professional Development Award (2007) to attend the Summer AMA Marketing Conference at Chicago, Illinois
- American Marketing Association Doctoral Consortium Fellow, University of Maryland, College Park, 2006
- Best Doctoral Dissertation Proposal from Fordham University Pricing Center, 2006
- Paul Green Award for exemplifying excellence in the area of Marketing Research, SUNY Buffalo, 2006
- State of New York – Graduate Student Employees Union Professional Development Award (2006) to attend the Winter AMA Marketing Conference at St. Petersburg, Florida
- Honorable Mention Award for the Levy and Weitz Doctoral Dissertation proposal competition sponsored by the American Marketing Association's Retailing SIG and the Miller Center for Retailing Education and Research at the University of Florida, 2005
- Chaired a session on Sales Promotions at the INFORMS Marketing Science Conference, 2004
- State of New York – Graduate Student Employees Union Professional Development Award (2003) to

attend the INFORMS Marketing Science Conference at University of Maryland
- Doctoral Fellowship – SUNY Buffalo (2002 – 2007)
- Berner Scholarship to develop the PhD Research Interface of the School of Management, 2002
- Institute Silver Medal for topping the Class of 1998, Indian Institute of Technology, Delhi

SERVICE CONTRIBUTIONS

- Chair, Annual Marketing Conference, "Retail Marketing in a High-tech World," 2025
- Department Chair, Department of Marketing, 2025 - Present
- Academic Director – Center for Marketing Analysis, 2024- Present
- Member, Personnel Action Committee, 2024-Present
- Chair, Faculty Recruiting Committee, 2024
- Chair, Clinical Assistant Professor Recruiting Committee, 2025
- Co-chair, Retail & Pricing SIG Mini Research Workshop, Winter AMA, Phoenix, AZ, (February 2025)
- External Referee for Promotion Case at Brock University (December 2024).
- External Referee for Promotion Case at Portland State University (September 2024).
- External Referee for Promotion Case at Bowling Green State University, Ohio (August 2024).
- External Referee for Promotion Case at State University of New York at Buffalo (September 2022).
- External Referee for Promotion Case at McMaster University, Canada (August 2022).
- External Referee for Promotion Case at Princess Sumaya University for Technology (PSUT), Jordan (March 2022)
- Department of Marketing Chair, Walton College of Business, April – December 2021
- Program Director, Master of Science in Marketing, 2021
- Hosted a talk on "State of Retail Industry and 2021 Holiday Season Outlook" by Aaron Cheris and Emily Harris, Bain and Company, October 2021
- Participated in a Panel Discussion on "Category Management – Skills needed and Opportunities", October 2021
- External Referee for Promotion Case at City University of New York (April 2021), New York City, New York.
- External Referee for Promotion Case at Marquette University (July 2020), Milwaukee, Wisconsin.
- External Referee for Promotion Case at George Mason University (August 2020), Fairfax, Virginia
- External Referee for Promotion two Cases at University of Petra (March 2020), Amman, Jordan
- External Examiner for Doctoral Theses (2020), "Household Life Cycle Transitions: Implications for Grocery Consumption," Monash University, Australia
- Endowed Chair Review Committee Member, 2019-2021
- External Examiner of Doctoral Theses (2019), "Technology and Business Incubators in India", by Priyank Narayan, Department of Management Studies, Indian Institute of Technology, Delhi
- External Examiner of Doctoral Theses (2019) "A Study on Adoption of Marketing Orientation in Small and Medium Enterprises in India", by Prateek Jain, Department of Management Studies, Indian Institute of Technology, Delhi
- Reproducibility and Replicability Research Committee Member, University of Arkansas, 2020-2024
- Faculty Grievance Committee, Member, University of Arkansas, 2019-2022
- External Referee for Promotion Case at Stockholm School of Economics (May 2018), Sweden.
- External Examiner of Doctoral Theses (2018), "Branding of Schools," by Anurag Singh Chauhan, Department of Management Studies, Indian Institute of Technology, Delhi
- Member of Department Graduate Committee, University of Arkansas, 2016-2024
- Member of Department Peer Review Committee, University of Arkansas, 2017-2022
- Member of Recruiting Committee, University of Arkansas (2016-18)
- Member of MBA Committee, University of Arkansas (2016-Present)
- Chair of Research Committee, University Senate, Syracuse University, 2013-15

- Member of Syracuse University Strategic Plan Steering Committee's Research Group, 2014-15
- External Referee for Promotion & Tenure Case at Asper School of Business (November 2014), University of Manitoba, Canada.
- Co-chair of Marketing Analytics and Retailing Research Special Session, Winter AMA Conference, February 2013.
- Chaired a session on Branding at the INFORMS Marketing Science Conference, Boston University, 2012
- Organized a visit by a group of executives from B-schools in India about differences in educational system in US and India, June 2012
- Doctoral Board Member, 2015-16
- Coordinator for Marketing Research Seminars, 2010-2014
- Member of Research Committee, Syracuse University, 2009-2015
- Coordinator for BBCRST Regional Research Conference, Syracuse University, 2011
- Member of Organizing Committee of Pricing Conference, Syracuse University, 2011
- Chaired a session on Cross-Category Promotions at the INFORMS Marketing Science Conference, 2011
- Co-chair of Retailing and Pricing Track, American Marketing Association (AMA) Summer Educators' Conference (August 2010), Boston, MA
- Co-chair of Special Session on Quantitative Research on Retailing & Pricing, American Marketing Association (AMA) Summer Educators' Conference (August 2009), Chicago, IL
- Member of Recruiting Committee, Syracuse University (2008-09; 2014-15)
- Member of Ph.D. student search committee (2007-08, 2010-11, 2011-12)
- Conducted a workshop in PhD Seminar, Fall 2011, Spring 2012
- Capstone Business Plan Competition Judge (Fall 2007, Fall 2008, Fall 2010)
- Judge at Dr. Nelson Ying Tri Region Science and Engineering Fair, Onondaga Community College, 2010-2012.
- Judge Deloitte Consulting Case Competition, Syracuse University, Spring 2012
- Student Advising
    - Kwasi Baodi, Undergraduate student, Spring 2013
        - *Independent Study Course Supervision*: Social Media Marketing – Application for WAER Syracuse
    - Utsav Shenava, MBA student, Spring 2013
        - *Independent Study Course Supervision*: Classification and Regression Trees – An Application using Consumer Packaged Goods data
    - Jessica Afriyie, Undergraduate student, Fall 2012
        - *Independent Study Course Supervision*: Social Media Marketing – Application for Wendy Williams Show
    - Dafra Stephanie Sanou, MBA student, Spring 2012
        - *Independent Study Course Supervision:* Internet Marketing
          Placement: Intuit Inc., California
    - Rapheal Hamilton, Doctoral Student, Spring 2012
        - *Dissertation Title:* Does Corporate Governance Influence Misstatement Disclosure Timeliness?
        - *Dissertation Oral Chair representing the university (administrative)*
    - Max Robasson, iMBA student, Spring 2011
        - *Independent Study Course Supervision:* Impact of Branding on Shareholder Value; Placement: Toshiba USA.
    - James Utterback Jr, M. Arch student, Fall 2010 & Spring 2011
        - *Masters' Theses project Supervision*: Realizing Social Commercial Space
          Placement: TAD Associates, New York.
    - Mingyu Joo, Doctoral Student, 2007-12.
        - *Dissertation Title:* Effects of Advertising on Advance Selling and Online Search
        - *Dissertation Committee Member;* Initial Placement: Ohio State University

- Xiaodong Sun, Doctoral student, Antai College of Economics & Management, Shanghai Jiao Tong University, China.
  - Xiaodong was a visiting scholar at Syracuse University. First job was for China Airlines. Now Associate Professor, East China Normal University, Shanghai, China.
- Alireza Golmohammadi, Doctoral Student
  - *Dissertation Title:* Essays on Performance Implications of Social Media for Established and Nascent Firms
  - *Dissertation Committee Chair;* Initial Placement: University of Tulsa
- Lu Liu, Doctoral Student at Syracuse University
  - *Dissertation Title:* Essays on Hospital Value Based Purchasing
  - *Dissertation Committee Member*; Initial Placement: Saginaw Valley State University
- Utsav Shenava, Doctoral Student at Purdue University
  - *Dissertation Title:* Essays on Advertising Spending during Great Recession and Real Earnings Management using Advertising Budgets
  - *Dissertation Committee Member*; Initial Placement: Texas A&M, Central Texas
- Jingbo Zhang, Doctoral Student
  - *Dissertation Title:* Impact of Franchise Ownership on Spatial Coverage of Geographic Markets
  - *Dissertation Committee Member;* Initial Placement: University of Texas – Permian Basin
- Qiaoni Shi, Doctoral Student at University of Pittsburgh
  - *Dissertation Title:* Transitional Marketing: Interplay between Online and Offline Business Models
  - *Dissertation Committee Member;* Initial Placement: Bocconi University, Italy
- Navid Bahmani, Doctoral Student at University of Wisconsin at Milwaukee
  - *Dissertation Title*: Artificial Intelligence Software and its Implications for Firms
  - *Dissertation Committee Member;* Initial Placement: Rohrer College of Business at Rowan University
- Aashish Pandey, Doctoral Student
  - *Dissertation Title:* Essays on Membership Retailing in Omnichannel World
  - *Dissertation Committee Chair;* Initial Placement: Melbourne University, Australia
- Vasavi Rayachoty, Doctoral Student
  - *Dissertation Title:* Essays on Extended Warranty
  - *Dissertation Committee Chair;* Initial Placement: University of Milwaukee, Eau Claire
- Manisha Shukla, Doctoral Student
  - *Dissertation Title:* Essays on Augmenting AI to Drive Sustainable Consumption
  - *Dissertation Committee Member*

MEDIA

Insights Articles/Reports Written

1. War for Wallets: The Retail Battlefield of Clicks and Bricks, Center for Marketing Analysis (April 2025)
2. Subscribing to the Hype: AI in Retail, Center for Marketing Analysis (Feb 2025)
3. "Why do SNAP households purchase more unhealthy food?," Supermarket News, May 2024 https://www.supermarketnews.com/news/why-do-snap-households-purchase-more-unhealthy-food
4. "AI-Powered Retail Checkout At Scale May Take Some Trial & Error," MarketScale.com, May 2024 https://marketscale.com/industries/retail/ai-powered-retail-checkout/
5. "Grocery Retailers Need to Adopt Adaptive Supply Chain Strategies to Stabilize Rising Grocery Prices," MarketScale.com, May 2024 https://marketscale.com/industries/food-and-beverage/grocery-retailers-must-adopt-adaptive-supply-chain-strategies-to-stabilize-rising-grocery-prices/
6. 3 Strategies for Offline Retailers Amid Economic Uncertainty," Progressive Grocer Magazine,

December 2022
https://progressivegrocer.com/3-strategies-offline-retailers-amid-economic-uncertainty

7. "The Endless Aisle: The Evolution, and Future, of Retail Shopping," with Michael Adkison, December 2021, Walton Insights
https://walton.uark.edu/insights/posts/the-endless-aisle-evolution-future-of-retail-shopping.php
8. "Goliath vs. Goliath: Amazon and Walmart Battle it Out," with Mitchell Simpson, December 2021, Walton Insights
https://walton.uark.edu/insights/posts/goliath-vs-goliath-walmart-amazon-battle-it-out.php

9. "Navigating a Shifting Retail Landscape," with Evan Wardlaw, November 2021, Walton Insights
https://walton.uark.edu/insights/posts/navigating-a-shifting-retail-landscape.php
10. "Higher Prices and Fewer Deals: Low-Income Customers Face Post-Pandemic Disparities," with Rupinder Jindal and Yu Ma, Progressive Grocer Magazine, November 2021
https://progressivegrocer.com/higher-prices-and-fewer-deals-low-income-customers-face-post-pandemic-disparities
11. "Taking stock of the "new normal" in grocery retail", with Rupinder Jindal and Yu Ma, October 2021, Mass Market Retailers
https://www.massmarketretailers.com/taking-stock-of-the-new-normal-in-grocery-retail/
12. "How technology is reshaping retail marketing", April 2021, LinkedIn & Walton Insights
https://walton.uark.edu/insights/how-technology-is-shaping-retail.php
13. "Academia and Industry Collaborate for Insights into Future of Retail," March 2021, LinkedIn
https://www.linkedin.com/pulse/academia-industry-collaborate-insights-future-retail-dinesh-gauri/
14. "Formatting for the Future: Customer-Centric Retailing in a Post-Pandemic World," February 2021, LinkedIn & Walton Insights
https://www.linkedin.com/pulse/formatting-future-customer-centric-retailing-world-dinesh-gauri/
15. "The Hypercompetitive World of Omnichannel Retail," November 2020, LinkedIn & Walton Insights
https://walton.uark.edu/insights/hypercompetitive-world-of-omnichannel-retail.php

Citations for Research

1. Research Paper, "An Empirical Analysis of the Impact of Promotional Discounts on Store Performance," featured in:
   - Phys.org (July 2017)
   - Sciencedaily.com (September 2017)

2. 9WSYR (October 2010), Appeared in *Bridge Street* Talk Show to talk about the impact of increasing gasoline prices on consumers shopping behavior

3. Research Paper, "An Empirical Investigation of the Impact of Increasing Gasoline Prices on Consumers Shopping Behavior," featured in:
   - Newswise.com (October 2010)
   - 9wsyr.com (October 2010)
   - Highbeam.com (December 2010)
   - WAER Syracuse (March 2011)

4. Research Paper, "*The Temporal and Spatial Dimensions of Price Search: Insights from Matching Household Survey and Purchase Data*," featured in:
   - National Clothesline Magazine (November 2008), "Are couponers eating your profits?"
   - Businessweek (October 2007), "Where Have All The Tightwads Gone?"
   - Yahoo.com (September 2007), "Cherry pickers' don't hurt grocery stores' profits"
   - WBFO (September 2007), "Grocery Retailers Not Affected by Cherrypickers"
   - Retailwire.com (September 2007), "Bargain Hunters Don't Hurt Grocery Profits"
   - Also featured in Physorg.com (September 2007), Topretailing.com (September 2007),

Thewisemarketer.com (September 2007)

5. Research Paper, "*Understanding the Determinants of Retail Strategy: An Empirical Analysis*," featured in:
   - Newsblaze.com (September 2008)
   - Newswise.com (September 2008)
   - Iconocast.com (September 2008)

Citations for Views/Opinion

1. PYMNTS.com (July 2025), This Is the Consumer's Brain (and Wallet) on Amazon Prime Day
2. TheStatehouseFile.com (2025), SNAP recipients react to Indiana's ban of soft drinks and candy in their benefits
3. Newsday (Jan 2025), New stores coming to Roosevelt Field mall in 2025
4. Supermarketnews (November 2024), What's next for Walmart's tech?
5. TheHustle (November 2024), Why turkey gets cheaper around Thanksgiving
6. The Washington Post (July 2024), Costco is raising membership fees. Don't worry, hot dogs cost the same https://www.washingtonpost.com/business/2024/07/11/costco-membership-fee-increase-price/
7. CreditDonkey.com (Dec 2023), How can choosing the right POS system affect customer experience?
8. Marketplace.org (Mar 2022), Why is $4 a psychological tipping point for gasoline prices?
9. WalletHub (Jan 2022), Contributed to "Best Car Insurance in Arkansas"
10. NWA Democrat & Gazette (Oct 2021), Halloween sales not so scary this year
11. WalletHub (June 2020), Coronavirus and 4th of July, 78% of Americans Will Spend Less Money This Year
12. WalletHub (Nov 2019), Are gas reward credit cards good for consumers?
13. NWAHomePage.com (Aug 2019), Self-checkout systems emerge across service industries
14. WalletHub (Oct 2018), Do most people take full advantage of rewards credit cards?
15. UArk News (May 2018), Walmart Online Shoppers Are More Like Other Online Shoppers Than In-Store Walmart Shoppers
16. UArk News (April 2018), Consumers Have Distinct Perceptions of Walmart, Amazon, Target
17. Wallethub.com (April 2018), About Store Credit Cards
18. WAER (May 2014), On Closing of Independent Stores – Hill Top Supermarket.
19. 9WSYR (October 2013), On Holiday Shopping Trends around Thanksgiving time.
20. YNN (October 2013), About the growth of pop-up or seasonal themed stores.
21. WAER (Feb 2013), On the reasons why gasoline prices vary by state.
22. NPR (September 2011), "Why Stores Sell Halloween Stuff Before Labor Day". Republished in Retailwire.com, allvoices.com, businesseconomy.com, xydo.com, strategicsourceror.com etc.
23. WAER (May 2011), On the impact of increasing gasoline prices on consumers shopping behavior.
24. WAER (November 2009 - January 2010), On the Bankruptcy filing by Penn Traffic.
25. Post Standard (October 17, 2009), "State to give cold cash for old refrigerators"
26. Wall Street Journal (August 27, 2009), "Beer makers plan more price boosts"
27. Post Standard (July 2, 2009), "Destiny wants to track shopping habits in exchange for profits"
28. Post Standard (November 16, 2008), "Peer pressure crimps spending"
29. San Francisco Chronicle (November 19, 2008), "Grocers are retail's bright spot"
30. KNXV-TV, Phoenix and ScrippsNews.com (November 19, 2008), "Economic slowdown helps grocers, hurts restaurants"
31. The Salina Journal, Kansas (November 23, 2008), "Grocers' Sales Keep Growing"
32. WAER Syracuse (November 26-28, 2008), "Black Friday and Holiday Sales"

PRESENTATIONS

Invited Presentations/Executive Workshops

1. "An Empirical Analysis of Extended Warranties: Advantages of Dynamic Personalized Pricing Strategy," Global Retail Brand Management (GRBM) Conference (June 2025).

2. “Do Retail Store Closures Impact Consumer Shopping Behavior?,” University of North Carolina at Charlotte, April 2024

3. “Do Retail Store Closures Impact Consumer Shopping Behavior?,” EGADE Business School, Monterrey, Mexico, November 2023

4. “Do Retail Store Closures Impact Consumer Shopping Behavior?,” University at Buffalo, NY, November 2023

5. “How to do Practice Friendly and Impactful Research”, Session with Faculty at Mahindra University, Hyderabad, India, December 2022

6. “Career options in Mathematics and Computing,” Session with students of Dhirubhai Ambani Institute of Information and Communication Technology, April 2021

7. “Do Retail Store Closures Impact Consumer Shopping Behavior?,” University of Wisconsin, Milwaukee, December 2020.

8. Workshop on “Business Analytics Methods & Applications – BigData, AI, ML, and Deep Learning,” HDFC Life Insurance Company, August 2020.

9. Webinar on “The Next Generation of Shopper Marketing Measurement,” cohosted with other panelists from Henkel Corporation, Mars Agency, Campbell Soup and Mondelez, June 2020.

10. “Trends in Shopper Marketing”, MARS Agency, Southfield, MI, Feb 2020

11. “Evolution of Retail – Studies on Consumer Shopping Perceptions and Behavior”, Nestle, Rogers, AR, March 2018

12. “Evolution of Retail – Studies on Consumer Shopping Perceptions and Behavior”, Mars-Wrigley, Rogers, AR, April 2018

13. “Evolution of Retail – Studies on Consumer Shopping Perceptions and Behavior”, Walmart Home Office, Bentonville, AR, April 2018

14. “Marketing for Healthcare Organizations – Discussion of few Tools and Methods,” Indian School of Business, December, 2017.

15. “Assessing Promotional Inefficiencies in Generating Category Sales at a Supermarket,” Indian School of Business (January 2017), Hyderabad, India.

16. “Marketing for Healthcare Organizations – Discussion of few Tools and Methods”, College of Human Ecology, Cornell University (October – November 2016), Ithaca, NY.

17. “Assessing Promotional Inefficiencies in Generating Category Sales at a Supermarket,” DeGroote School of Business - McMaster University (May 2016), Hamilton, Canada.

18. “Mobile 3.0: Mobile Marketing in the Retail Context”, Wharton’s Baker Retail Center’s Disruption in Retail Conference, October 2016

19. “Assessing Promotional Inefficiencies in Generating Category Sales at a Supermarket,” Sam Walton College of Business, University of Arkansas (October 2015), Fayetteville, AR.

20. "Role of Analytics in Business Education", University of Central Florida, Orlando, FL, January 2015.

21. "Marketing & Business Analytics – Overview of the area and what it means for business education", Ramkhamhaeng University, April 2015.

22. "Conducting Research with Scanner and Panel Data Sets," in Retailing Research & Research Methodology Workshop, Babson College, April 2014.

23. "Retailing Analytics Related Research", Indian Institute of Technology, Delhi and Institute of Management Technology Ghaziabad, October 2013, India.

24. "Assessing Promotional Inefficiencies in Generating Category Sales at a Supermarket," Dartmouth College (November 2013), Hanover, NH.

25. "Assessing Promotional Inefficiencies in Generating Category Sales at a Supermarket," Babson College (August 2013), Boston, MA.

26. "Benchmarking Retail Productivity Considering Retail Pricing and Format Strategy," Wayne State University Pricing Conference (August 2012), Detroit, MI.

27. "An Empirical Investigation of the Impact of Increasing Gasoline Prices on Consumers Shopping Behavior," Rutgers University (February 2011)

28. Thought Leadership Conference – "Innovations in Retail Price Promotions," (January 2010), Texas A&M University

29. "Cruising to Profits: A Structural Equilibrium Model of Dynamic Cruise Pricing and Advertising," Marketing Dynamics Conference, NYU (August 2009)

30. Thought Leadership Conference – "Customer Experience Management in Retailing," (April 2008), Babson College

31. "Impact of Loss Leader Promotion on Store and Category Performances: Empirical Insights from Grocery Supermarkets,"
    a. Binghamton-Buffalo-Cornell-Rochester-Syracuse-Toronto (BBCRST) Conference (April 2009), Cornell University
    b. Yale University's Center for Consumer Insights Conference, New Haven, Connecticut (May 2008)
    c. University of South Carolina, Columbia, South Carolina (September 2006)
    d. Rutgers University, New Jersey (September 2006)
    e. McGill University, Montreal, Canada (September 2006)
    f. State University of New York at Albany, New York (September 2006)
    g. Syracuse University, New York (September 2006)

32. "Revisiting Retail Promotions: Consumers' Efficiency in Availing Them and Retailers' Success in Using Them," Fordham University (September 2007)

33. "Pricing and Promotion Related Issues of Interest to Retailers," Nielsen Company, Schaumburg, IL, August 2006

34. "The "When" and "Where" Dimensions of Cherry Picking," Strategic and Tactical Decision Making in Supermarket Retailing Conference (August 2005), Center for Relationship Marketing, School of Management, SUNY Buffalo

35. Interact on a regular basis with senior executives of many corporations such as NPD, Mars-Wrigley, Nestle, Walmart, Sam's Club, Coca-Cola, Anheuser-Busch, Nielsen Company, IRI, Price Chopper, Ahold-Delhaize Group, Kantar Retail, Category Management Association, Welch-Allyn, KS&R, NACS and Kinney Drugs.

Consulting & Executive Workshops

- Expert Witness for Legal Case – State of Missouri Vs. Dolgencorp LLC (2025)
- Workshop on "Business Analytics Methods & Applications – BigData, AI, ML, and Deep Learning," HDFC Life Insurance Company, August 2020.
- Webinar on "The Next Generation of Shopper Marketing Measurement," cohosted with other panelists from Henkel Corporation, Mars Agency, Campbell Soup and Mondelez, June 2020.
- "Evolution of Retail – Studies on Consumer Shopping Perceptions and Behavior", Nestle, Rogers, AR, March 2018
- "Evolution of Retail – Studies on Consumer Shopping Perceptions and Behavior", Mars-Wrigley, Rogers, AR, April 2018
- "Evolution of Retail – Studies on Consumer Shopping Perceptions and Behavior", Walmart Home Office, Bentonville, AR, April 2018
- "Marketing for Healthcare Organizations – Discussion of few Tools and Methods," Indian School of Business, December, 2017.
- "Mobile 3.0: Mobile Marketing in the Retail Context", Wharton's Baker Retail Center's Disruption in Retail Conference, October 2016
- "Marketing & Business Analytics – Overview of the area and what it means for business education", Ramkhamhaeng University, April 2015.
- "Conducting Research with Scanner and Panel Data Sets," in Retailing Research & Research Methodology Workshop, Babson College, April 2014.
- "Retailing Analytics Related Research", Indian Institute of Technology, Delhi and Institute of Management Technology Ghaziabad, October 2013, India.
- "Pricing and Promotion Related Issues of Interest to Retailers," Nielsen Company, Schaumburg, IL, August 2006
- Interact on a regular basis with senior executives of many corporations such as NPD, Mars-Wrigley, Nestle, Walmart, Sam's Club, Coca-Cola, Anheuser-Busch, Nielsen Company, IRI, Price Chopper, Ahold-Delhaize Group, Kantar Retail, Category Management Association, Welch-Allyn, KS&R, NACS and Kinney Drugs.

Other Presentations

1. "An Empirical Analysis of Extended Warranties: Advantages of Dynamic Personalized Pricing Strategy," Summer AMA Conference (August 2024).

2. "An Empirical Analysis of Extended Warranties: Advantages of Dynamic Personalized Pricing Strategy," INFORMS Marketing Science (June 2023).

3. "The financial value of voice assistant software for firms," Academy of Marketing Science Annual Conference (May 2023), New Orleans, LA

4. "Adoption of Mobile Self-Checkout in a Retail Store," Winter AMA Conference (February 2023), Nashville, TN.

5. "Adoption of Mobile Self-Checkout in a Retail Store," Marketing Dynamics Conference, Georgia State University, Atlanta, Georgia (Nov 2022)

6. “Adoption of Mobile Self-Checkout in a Retail Store,” INFORMS Marketing Science (June 2022).

7. “Dynamic Subscription Choices in a Multitier Subscription-based Retailer”, INFORMS Marketing Science (June 2021).

8. “The Impact of Adding a Gas Station for Club Stores: Evidence from a Natural Experiment,” INFORMS Marketing Science (June 2020).

9. “Online and Offline Retailing: What We Know and Directions for Future Research,” INFORMS Marketing Science (June 2020).

10. “How Closing Retail Stores Impacts Consumer Behavior,” INFORMS Marketing Science (June 2019), Rome, Italy.

11. “Marginal Upselling: An Empirical Investigation in the Perishable Service Industry,” INFORMS Marketing Science (June 2019), Rome, Italy.

12. “Show Me More! Powerlessness Drives Variety Seeking,” Association of Consumer Research Conference (October 2018), Dallas, TX

13. “Temporal Distance and Price Elasticity: Empirical Investigation of the Cruise Industry,” INFORMS Marketing Science (June 2018), Temple University, Philadelphia, PA.

14. “Does Medicare Value Based Purchasing Program Influence Hospital Performance,” INFORMS Marketing Science (June 2018), Temple University, Philadelphia, PA.

15. “How Social Media Can Drive Business Outcome: A Signaling Theory Perspective,” INFORMS Marketing Science (June 2017), University of Southern California, Los Angeles, CA.

16. “Impact of Synergy Between Product Descriptions and Customer Impressions on Performance,” INFORMS Marketing Science (June 2017), University of Southern California, Los Angeles, CA.

17. “An Empirical Investigation of Composite Product Choice,” Winter AMA Conference (February 2015), San Antonio, TX.

18. “A Longitudinal Study of Price Changes in Perishable Goods Market,” Marketing Science Conference (June 2014), Emory University, Atlanta, GA.

19. “Assessing Promotional Inefficiencies in Generating Category Sales at a Supermarket,” AMA Winter Conference (February 2014), Orlando, FL.

20. “Assessing Promotional Inefficiencies in Generating Category Sales at a Supermarket,” Pricing and Retailing Conference (August 2013), Babson College, Boston, MA.

21. “An Empirical Analysis of the Impact of Promotional and “Leader” Discounts on Store Performance, AMA Winter Conference, (February 2013), Las Vegas, NV.

22. “Choice of Composite Product and its Feedback Effects on Partner Brands,” INFORMS Marketing Science (June 2012), Boston University, Boston

23. “An Empirical Analysis of the Extreme Cherry Picking Behavior of Consumers in the Frequently Purchased Goods Market,” AMA Winter Conference, (February 2012), Tampa, FL.

24. “Structural Analysis of Dynamic Multiproduct Pricing and Advertising of a Capacity Constrained Firm,” Syracuse University Pricing Conference (August 2011).

25. “Loss Leaders and Cross-Category Retailer Passthroughs: A Bayesian Multilevel Analysis” INFORMS Marketing Science (June 2011), Rice University, Houston.

26. “Do Loss Leader Promotions Impact Store Profits?: An Empirical Investigation for Grocery Industry,” Syracuse University Research Seminar (April 2011).

27. “Do Loss Leader Promotions Impact Store Profits?: An Empirical Investigation for Grocery Industry,” Retail Pricing Conference (August 2010), Babson College.

28. “An Empirical Investigation of the Impact of Increasing Gasoline Prices on Consumers Shopping Behavior”, INFORMS Marketing Science (June 2010), University of Cologne, Germany.

29. “Pricing for Cruise Line Revenue Management,” INFORMS Annual Meeting, (October 2009), San Diego, CA.

30. “An Empirical Investigation of the Impact of Rapidly Increasing Gasoline Prices on Consumers Shopping,” AMA Summer Educators' Conference (August 2009), Chicago, IL

31. “Cruising to Profits: A Structural Equilibrium Model of Dynamic Cruise Pricing and Advertising,” INFORMS Marketing Science (June 2009), Michigan University, Ann Arbor

32. “An Empirical Investigation of the Impact of Rapidly Increasing Gasoline Prices on Consumers Shopping,” INFORMS Annual Meeting (October, 2008), Washington, DC

33. “An Empirical Analysis of the Determinants of the Pricing Strategy and Format of a Retail Store,” AMA Summer Educators' Conference (August 2008), San Diego, CA

34. “An Empirical Investigation of the Impact of Store Layout on Category Performance”, INFORMS Marketing Science (June 2008), University of British Columbia, Vancouver, Canada

35. “Do Promotions Affect Retail Store Performance - If yes, which ones?,” INFORMS Marketing Science (June 2006), Pittsburgh, Pennsylvania

36. “Benchmarking Performance of Store, Region and Competition: An Integrated Approach,” INFORMS Marketing Science (June 2005), Emory University, Atlanta

37. “The “When” and “Where” Dimensions of Cherry Picking,” INFORMS Marketing Science (June 2004), Ersamus University, Rotterdam

38. “The “When” and “Where” Dimensions of Cherry Picking,” BCRST Conference, Poster Presentation at University of Rochester (May 2004)

TEACHING

- Retail Strategy
- Principles of Marketing
- Marketing Analytics
- Healthcare & Services Marketing
- Salesforce Management
- Quantitative Brand Management
- Marketing Seminar on Empirical Modeling

REVIEWING ACTIVITIES

Co-Editor

- Journal of Retailing Special Issue on "Reimagining the Physical Store"
- Journal of Retailing Special Issue on "Re-Strategizing Retailing in a Technology Based Era"
- Journal of Business Research Special Issue on "Retailing and Emerging Technologies"

Associate Editor

- Journal of Business Research (January 2016 – present)
- Journal of Retailing (Guest Editor)

Editorial Board Member

- Journal of Academy of Marketing Science (2014 – present)
- Journal of Retailing (2010 – present)
- Journal of Marketing (2024 – present)
- Journal of Business Research (2010 – present)

Adhoc Reviewer for

Marketing Science, Journal of Consumer Research, Journal of Marketing, Journal of Marketing Research, California Management Review, Marketing Letters, Journal of Interactive Marketing, Journal of Retailing and Consumer Services, American Marketing Association, Association of Consumer Research, Academy of Marketing