

CURRICULUM VITA

MAYUKH DASS

PERSONAL DATA

Business Address: Rawls College of Business Administration
Texas Tech University
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EMPLOYMENT EXPERIENCE

Professor of Marketing, *Rawls College of Business*, Texas Tech University, Sept. 2017-

Area Coordinator, *Marketing & Supply Chain Management Area*, *Rawls College of Business*, Texas Tech University, June 2017-present

J.B. Hoskins Professor of Marketing, *Rawls College of Business*, Texas Tech University, 2014-present

Marketing PhD Program Advisor, *Rawls College of Business*, Texas Tech University, 2014-2017

Director, *Rawls Business Leadership Program*, *Rawls College of Business*, Texas Tech University, 2013-present

Visiting Faculty, HBV/ HSN, Norway, 2013-present

Associate Professor of Marketing, *Rawls College of Business*, Texas Tech University, 2013-2017

Visiting Faculty, Indian School of Business, India, 2012-present

Assistant Professor of Marketing, *Rawls College of Business*, Texas Tech University, 2008-2013

Instructor, Master of Marketing Research Programs, *Terry College of Business*, University of Georgia, 2008.

ACADEMIC BACKGROUND

Ph.D. in Business Administration, Terry College of Business, University of Georgia, 2008
Major: Marketing

M.S. in Statistics, College of Arts and Science, University of Georgia, 2007

M.S. in Artificial Intelligence, College of Arts and Science, University of Georgia, 2003.

B.E. in Electronics and Power Engineering, Nagpur University, India, 2000.

HONORS & AWARDS

2017 Integrated Scholar of the Year, Rawls College of Business, Texas Tech University
 2014 Named "J.B. Hoskins Professor of Marketing," Texas Tech University
 2013 Chancellor's Council Distinguished Research Award, Texas Tech University
 2013 Beta Gamma Sigma Professor of the Year
 2012 President's Excellence in Teaching Award, Texas Tech University
 2012 Fellow, Texas Tech University Teaching Academy
 2011 Tech Alumni Association New Faculty Award, Texas Tech University
 2009 Graduate Degree Holders Making a Difference: University of Georgia
 2007 Fellow, AMA Sheth Foundation Doctoral Consortium, Arizona State University
 2006 Teaching Portfolio Certification, University of Georgia
 2006 Fellow, ISMS Doctoral Consortium, University of Pittsburgh
 2006 Fellow, at the Product Development and Management Association International Conference
 2005 Fellow, at the Product Development and Management Association International Conference
 2003 United States Department of Agriculture Merit Award

PROFESSIONAL SERVICE

Associate Editor, *Journal of Electronics Commerce Research* (2014-present)
 Issue Editor, *Journal of Electronics Commerce Research* (2012).
 Co - Track Chair, 2017 Annual Conference of the Emerging Markets Conference, Indian Institute of Management, Lucknow, Digital Marketing track
 Associate Editor, 2014 International Conference on Information Systems for Decision Analytics, Big Data, and Visualization
 Co - Track Chair, 2014 Annual Conference of the Emerging Markets Conference, Indian Institute of Management, Lucknow, Digital Marketing track
 Track Chair, 2010 Academy of Marketing Science Conference for Pricing and Revenue Management track
 Member, Editorial Review Board, *International Journal of Integrated Supply Management* (2012-present)
 Reviewer, *Decision Sciences* (2011 – present)
 Decision Support Systems (2011 – present)
 Electronic Commerce Research and Applications (2014 – present)
 European Journal of Marketing (2013 – present)

International Journal of Retail and Distribution Management (2013-present)
Journal of the American Statistical Association (2009 – present)
Journal of Academy of Marketing Science (2004 – 2006, 2013-present)
Journal of Applied Statistics (2013 – present)
Journal of Business Research (2015 – present)
Journal of Cultural Economics (2010 – present)
Journal of Electronic Commerce Research (2010 – 2012)
Journal of Economics and Management Strategy (2010 – present)
Journal of Marketing (2016 – present)
Journal of Marketing Education (2013 – present)
Journal of Marketing Research (2015 – present)
The Journal of Retailing and Consumer Services (2011 – present)

2013 AMA Winter Marketing Educators' Conference, Marketing Analytics track
 2013 AMA Winter Marketing Educators' Conference, Innovation & NPD track
 2012 Society for Marketing Advances Dissertation Competition
 2010 AMS Conference Reviewer for The Value Chain: Supply Chain, Channels & Retail track
 2009 SMA Conference, Brand & Product Management Track

Session Chair, 2010 Academy of Marketing Science
 Session Chair, 2009 INFORMS Marketing Science Conference
 Program Committee Members, 2004, 17th International FLAIRS Conference
 Judge, 2006 Sales Competition organized by Phi Sigma Epsilon
 2005 Sales Competition organized by Phi Sigma Epsilon
 2004 Sales Competition organized by Phi Sigma Epsilon

THESES SUPERVISED, PH.D.

Masoud Moradi, *Two Essays on Digital Marketing Strategies*, Expected graduation August 2018, **chair**.

Asma Alfadhel, *Effects of Information Label on Consumer Behavior*, Expected graduation August 2018, **co-chair**.

Kiran Pedada, *Two Essays on International Joint Venture Dissolutions in Emerging Markets*, Expected graduation August 2018, **chair**. (First appointment: *Indian School of Business*)

Xinchun Wang, *Essays on Firm Performance, Board Compositions, and Marketing Strategy*, August 2015, **chair**. (First appointment: *University of North Dakota*)

Dalal Ahmad, *Two Essays on Market Basket Evolutions*, August 2015, **chair**. (First appointment: *University of Kuwait*)

Kyung-Ah Byun, *Two Essays on Product Recalls: Effects on Post-Recall Sales Dynamics and*

Consumer Loyalty, May 2014, **chair**. (First appointment: *University of Texas, Tyler*)
 - Winner of the Jean-Charles Chebat Best Retail Proposal Award in the 2013 SMA doctoral dissertation proposal competition.

Joseph Derby, *Three Essays on Monetization of Intellectual Properties*, August 2013, **chair**. (First appointment: *James Madison University*)
 - Finalist of ISBM Dissertation Competition 2013.

Omer Topaloglu, *Brand Concept and Brand Reach: A Dual Processing Approach to Extension Evaluation*, August 2013, **co-chair**. (First appointment: *Eastern Illinois University*)

Arunima Shah, *Media Richness and Marketing*, Expected December 2017, **committee-member**. (*Indian Institute of Management, Lucknow*)

Narasimha Inukollu, *A Secure Policy Framework for the Descartes Specification Language*, December 2015, **committee-member**. (First appointment: *University of Houston-Clear Lake*)

Alejandra Marin, *The Effects of Commensurability and Trust on Economic Value: The Case of Platform Firms*, August 2013, **committee member**. (First appointment: *Woosong University, Daejeon, South Korea*)

Sunhee Choi, *Corporate Social Responsibility Appeals Market Performance: A Longitudinal Study of Retail Product Categories*, May 2012, **committee member**. (First appointment: *Shippensburg University*)

THESES SUPERVISED, MASTERS

Autumn Arthur, *Marketing & Design for Higher Education*, December 2015, **chair**, *Interdisciplinary Master of Art in Higher Education, Media & Communication, and Marketing*.

Divya Keshamoni, *Interdisciplinary Portfolio*, December 2015, **chair**, *Interdisciplinary Master of Art in Marketing/ Management, Business Administration, and Statistics/ Mathematics*.

RESEARCH

GRANT SUPPORT

2016 - "Maximizing Voluntary Compliance in Antimicrobial Stewardship Programs: A Critical Factor for Effective Intervention" (USDA NIFA- A4171) Role: **Co-Project Director**, Lead Project Director: H. Morgan Scott (Texas A&M University). Amount - \$1,000,000 ~20%– **Funded**

JOURNAL MANUSCRIPTS PUBLISHED

Norvell, Timothy, Piyush Kumar, and **Mayukh Dass** (2017), “The Long-term Impact of Service Recovery,” *Cornell Hospitality Quarterly*, conditionally accepted.

Topaloglu, Omer^{1*}, **Mayukh Dass**, and Piyush Kumar (2017), “Investigating the impact of activity and connectivity on microbloggers' response to new products,” *Journal of Business Research*, 77, 23-29.

Wang, Xinchun*, and **Mayukh Dass** (2017), “Building Innovation Capability: The Role of Top Management Innovativeness and Relative-exploration Orientation,” *Journal of Business Research*, 76, 127-135.

Byun, Kyung-Ah*, **Mayukh Dass**, Piyush Kumar, and Junghwan Kim (2017), “An Examination of Innovative Consumers’ Playfulness on their Pre-Ordering Behavior” *Journal of Consumer Marketing*, 34(3).

Kumar, V, Ashutosh Dixit, Rajshekar Javalgi, and **Mayukh Dass** (2016), “Strategies and Applications of Intelligent Agent Technologies (IATs) in Marketing,” *Journal of the Academy of Marketing Science*, 44(1), 24-45.

- Finalist for the 2016 JAMS Best Paper Award.

Kumar, Piyush, **Mayukh Dass** and Shivina Kumar (2015), “From Competitive Advantage to Nodal Advantage: Ecosystem Structure and the New Five Forces that Affect Prosperity,” *Business Horizons*, 58(4), 469-481.

Byun, Kyung-Ah* and **Mayukh Dass** (2015), “An Investigation of the Effects of Product Recalls on Brand Commitment and Purchase Intention” *Journal of Consumer Marketing*, 32(1), 1-14. (Lead article)

- Featured in Maeil Business News Korea (South Korea Media Outlet)

Dass, Mayukh, Srinivas K. Reddy and Dawn Iacobucci (2014), “A Network Bidder Behavior Model in Online Auctions: A case of Fine Art Auctions,” *Journal of Retailing*, 90(4), 445-462 (Lead Article)

Dass, Mayukh, Chiranjeev Kohli, Piyush Kumar and, Sunil Thomas (2014) “A Study of the Antecedents of Slogan Liking” *Journal of Business Research*, 67(12), 2504-2511.

- Featured in Washington Post, Fox Business, Mainstreet, Phys.org, WirtschaftsWoche (Germany)

^{1*}Doctoral Student co-author.

Kumar, Piyush, **Mayukh Dass** and Omer Topaloglu* (2014), “Understanding The Drivers of Employee Satisfaction in Services: Learning from “Lost Employees” *Journal of Service Research*, 17(4), 367-380. (Lead article).

Maity, Moutusy, **Mayukh Dass** and Naresh K. Malhotra (2014), “The Antecedents and Moderators of Offline Information Search: A Meta-Analysis,” *Journal of Retailing*, 90(2), 233-254.

Maity, Moutusy and **Mayukh Dass** (2014), “Consumer Decision-Making across Modern and Traditional Channels: E-Commerce, M-Commerce, In-Store” *Decision Support Systems*, 61, 34-46.

Dass, Mayukh, Srinivas K. Reddy and Dawn Iacobucci (2014), “Social Networks among Auction Bidders: The Role of Key Bidders and Structural Properties on Auction Prices,” *Social Networks*, 37(May), 14-28.

Dass, Mayukh and Shivina Kumar (2014), “Bringing product and customer ecosystems to the strategic forefront,” *Business Horizon*, 57, 225-234.

Dixit, Ashutosh, **Mayukh Dass**, Glenna C. Pendleton, and William J. Lundstrom (2013), “Transforming Marketing Research Education of the Future: The Role of Intelligent Agent Technologies (IATs) in Enhancing Student Learning,” *Atlantic Marketing Journal*, 2(3), Article 2.

Dass, Mayukh, Piyush Kumar, and Plamen P Peev (2013), “Brand Vulnerability to Product Assortments and Prices,” *Journal of Marketing Management*, 29(7-8), 735-754 (Lead article)

Dass, Mayukh and Christine Shropshire (2012), “Introducing Functional Data Analysis to Managerial Science,” *Organizational Research Methods*, 15(4), 693-721.

- Ranked #1 “Most read articles in ORM” in Jan-March 2013.
- Top 5 most-read Research Methods Paper in 2013, Management Ink.

Kumar, Piyush and **Mayukh Dass** (2012), “Assessing Brand Vulnerability Across Product Assortments,” *Journal of Brand Management*, 19(9), 801-814.

Dass, Mayukh and Piyush Kumar (2012), “Assessing Category Vulnerability Across Retail Product Assortments,” *International Journal of Retail and Distribution Management*, 40(1), 64-81.

Dass, Mayukh, Wolfgang Jank, and Galit Shmueli (2011), “Maximizing Bidder Surplus In Simultaneous Online Art Auctions via Dynamic Forecasting,” *International Journal of Forecasting*, 27(4), 1259-1270.

Dass, Mayukh and Gavin L. Fox (2011), “A Holistic Network Model for Supply Chain Analysis,” *International Journal of Production Economics*, Vol. 131 (2), 587-594.

Dass, Mayukh, Piyush Kumar, Shyam Kapur, and Omer Topaloglu* (2011), “An agent-

based system for analyzing microblog dynamics,” *International Journal of Computational Intelligence Research*, 7(2), 143-158.

- Featured in FOX News

Dass, Mayukh (2011), “An Investigation of Willingness to Spend Dynamics in Simultaneous Online Auctions,” *Journal of Electronic Commerce Research*, 12(1), 44-60.

Kumar, Piyush, **Mayukh Dass** and Omer Topaloglu* (2011), “Exploring Satisfaction in Business-to-Business Services: A Path-Analytic Approach,” *Services Business: An International Journal*, 5, 13-27.

Dass, Mayukh and Piyush Kumar (2011), “The Impact of Economic and Social Orientation on Trust within Teams,” *Journal of Business & Economic Research*, 9(2), 1-16 (Lead article)

Gilliam, John, **Mayukh Dass**, Dottie Bagwell Durband and Vickie Hampton (2010), “Does Assertiveness Impact Couple’s Risk Tolerance? An Investigation into the Role of Assertiveness on Financial Risk Tolerance and Portfolio Risk,” *Journal of Financial Counseling and Planning*, 21(1), 55-69.

Dass, Mayukh, Lynne Seymour and Srinivas K. Reddy (2010), “An Investigation of Value Updating Bidders in Simultaneous Online Art Auctions,” *Journal of Probability and Statistics*, Vol. 2010, Article ID 539763, 18 pages.

Jank W, Shmueli G, **Dass M**, Yahav, I and Zhang S (2008) “Statistical Challenges in eCommerce: Modeling Dynamic and Networked Data,” *INFORMS Tutorials in Operations Research*, 2008, 31-54.

Reddy, Srinivas K. and **Mayukh Dass** (2006), “Modeling Online Art Auction Dynamics Using Functional Data Analysis,” *Statistical Science*, 21(2), 179-193.

Nute, D., Walter D. Potter, Zhiyuan Cheng, **Mayukh Dass**, Astrid Glende, Frederick Maier, Cy Routh, Hajime Uchiyama, Jin Wang, Sarah Witzig, Mark Twery, Peter Knopp, Scott Thomsma and H. Michael Rauscher (2005), “A Method for Integrating Multiple Components in a Decision Support System,” *Computers and Electronics in Agriculture*, 49 (2005), 44-59.

Twery, M.J., Peter D. Knopp, Scott A. Thomsma, H. Michael Rauscher, Donald E. Nute, Walter D. Potter, Frederick Maier, Jin Wang, **Mayukh Dass**, Hajime Uchiyama, Astrid Glende and Robin E. Hoffman (2005), “NED-2: A Decision Support System for Integrated Forest Ecosystem Management,” *Computers and Electronics in Agriculture*, 49 (2005), 24-43.

Nute, D., Walter D. Potter, Frederick Maier, Jin Wang, Mark Twery, H. Michael Rauscher, Peter Knopp, Scott Thomsma, **Mayukh Dass**, Hajime Uchiyama, and Astrid Glende (2004), “NED-2: An Agent-Based Decision Support System for Forest Ecosystem Management,” *Environmental Modeling and Software*, 19 (2004), 831-843.

BOOK CHAPTERS

Dass, Mayukh (2010), “Short Notes on Frequency Distribution, Cross Tabulations, Repeated Measures ANOVA and Nonparametric Tests,” in Jagdish Sheth and Naresh K. Malhotra(Eds.) *Wiley International Encyclopedia of Marketing*, Publisher: Wiley

Dass, Mayukh, Wolfgang Jank, Galit Shmueli (2010), “Price Forecasting in Art Auctions,” In Casillas and Martnez-Lopez (Eds.) *Marketing Intelligent Systems using Soft Computing*, Springer, NY. pp. 417-445. (peer-reviewed)

Dass, Mayukh and Srinivas K. Reddy (2008), “Bidder Networks and Price Dynamics in Online Auctions,” in Wolfgang Jank and Galit Shmueli (Eds.) *Statistical Methods in eCommerce Research*. Publisher: Wiley. pp. 105-129. (peer-reviewed)

BOOK REVIEW

Dass, Mayukh (2011), " Choice-Based Conjoint Analysis: Models and Designs by Damaraju Raghavarao, James B. Wiley and Pallavi Chitturi," *Journal of the American Statistical Association*, 106(496), 1641.

CONFERENCE PAPERS/ PROCEEDINGS/ POSTERS

Byun, Kyung-Ah* and Mayukh Dass, “The Effects of Different Levels of Price Promotion Strategy on Post-recall Brand Sales,” In *2018 AMA Winter Marketing Educators’ Conference*, New Orleans, LA (February 23 – 25, 2017)

Wang, Xinchun*, Mayukh Dass and Dennis Arnett, “Understanding firms’ choices of strategic emphasis: An entrepreneurial orientation explanation,” In *2018 AMA Winter Marketing Educators’ Conference*, New Orleans, LA (February 23 – 25, 2017)

Pedada, Kiran*, Venkatesh Shankar, and Mayukh Dass “Determinants of International Marketing Joint Venture Dissolutions in Emerging Markets”, *to be presented at the 2017 China-India Insights Conference*, New York (September 28 –30, 2017)

Moradi, Masoud,* Mayukh Dass and Dennis Arnett, “An Investigation of the Effects of Rhetoric and Dynamic Characteristics on Crowdsourc Funding Formation,” *to be presented at the 2017 AMA Summer Marketing Educators’ Conference*, San Francisco, CA (August 4-6, 2017)

Pedada, Kiran*, Venkatesh Shankar, and Mayukh Dass “Determinants of International Marketing Joint Venture Dissolutions in Emerging Markets”, *In 2017 AMA Winter Marketing Educator’s Conference*, Orlando, FL (February 17 – 19, 2017)

Moradi, Masoud* and Mayukh Dass, “A Longitudinal Investigation of the Effects of Brand Compatibility and Rhetoric on Crowdsourcing Funding,” In *2017 AMA Winter Marketing Educators’ Conference*, Orlando, FL (February 17 – 19, 2017)

Moradi, Masoud* and Mayukh Dass, “A Longitudinal Investigation of the Effects of Brand Compatibility and Rhetoric on Crowdsourcing Funding,” In *2016 AMA Summer Marketing Educators’ Conference*, Atlanta, GA (August 5-7, 2016) – Poster Session

Moradi, Masoud* and Mayukh Dass, “An Investigation into the Role of Brand Affiliation and Content Emotions on Crowdfunding Success,” In *2016 Academy of Marketing Science Conference*, Orlando, FL (May 18-21, 2016)

Wang, Xinchun*, Mayukh Dass, and Dennis Arnett. “The Effects of Past Financial Performance on Firms' Future Marketing Strategies,” In *2016 AMA Winter Marketing Educators’ Conference*, Las Vegas, NV (February 26-28, 2016)

Pedada, Kiran*, Mayukh Dass, and Venky Shankar, “An Investigation of International Joint Venture Dissolutions in a Developed-Emerging Market Joint Venture Context”, In *2015 China-India Insights Conference*, New York (September 18 –19, 2015)

Derby, Joe*, Mayukh Dass, Yi Qian and Josh Lerner, “The Role of Information Presentation in Monetization of Intellectual Property”, In *2015 INFORMS Marketing Science Conference*, Johns Hopkins University, (June 18 –20, 2015)

Topaloglu, Omer*, Mayukh Dass, and Piyush Kumar, “The Impact of Customer Characteristics and Adoption Process on eWOM in Microblogs”, In *2015 INFORMS Marketing Science Conference*, Johns Hopkins University, (June 18 –20, 2015)

Byun, Kyung-Ah*, Mayukh Dass, Dale Duhan and Piyush Kumar, “Sustainability of Brand Loyalty after Product Recalls: Understanding the “Chipping-off” Effect,” In *2015 INFORMS Marketing Science Conference*, Johns Hopkins University, (June 18 –20, 2015)

Pedada, Kiran*, Mayukh Dass, and Xinchun Wang*, “An Investigation of International Joint Venture Dissolutions in a Developed-Emerging Market Joint Venture Context”, In *2015 INFORMS Marketing Science Conference*, Johns Hopkins University, (June 18 –20, 2015)

Dass, Mayukh, Srinivas K. Reddy and Divya Keshamoni*, “Determinants and Dynamics of Auction Value of Contemporary Artist Brands,” In *2014 INFORMS Marketing Science Conference*, Emory University, (June 12-14, 2014)

Ahmad, Dalal*, Mayukh Dass, Piyush Kumar, and Dale F. Duhan, “An Investigation of Market Basket Evolution: A Network Perspective,” In *2014 INFORMS Marketing Science Conference*, Emory University, (June 12-14, 2014)

Wang, Xinchun*, Mayukh Dass, Dennis Arnett, and Christine Shropshire, “The Effects of Financial Performance on Key Components of Firms’ New Product Development Strategies,” In *2014 INFORMS Marketing Science Conference*, Emory University, (June 12-14, 2014)

Byun, Kyung-Ah* and Mayukh Dass, “An Investigation on the Effects of Product Recalls on Brand Commitment,” in *2014 AMA Winter Marketing Educators’ Conference*, Orlando, FL (February 21-23, 2014)

Shropshire, Christine, Amy Hillman, Katalin Takacs Haynes, and Mayukh Dass, “Board Composition Across Time: An Exploration from IPO to Maturity,” in *33rd Annual International Conference of the Strategic Management Society*, Atlanta, GA (September 28-October 1, 2013)

Byun, Kyung-Ah* and Mayukh Dass, “An Investigation of Post-Recall Sales Dynamics using Functional Data Analysis” in *2013 AMA Summer Marketing Educators’ Conference*, Boston, MA (August 9-11, 2013)

Byun, Kyung-Ah* and Mayukh Dass, “Investigating Post-Recall Sales Dynamics using Functional Data Analysis” in *Academy of Marketing Science 2013 Annual Conference*, Monterey, CA (May 15-15, 2013)

Maity, Moutusy and Mayukh Dass, “The Role of Media Richness of Channels on Consumer Decision-Making and Channel Choice” in *2013 Association of Marketing Theory and Practice Conference*, Charleston, SC, (March 21-23, 2013).

Byun, Kyung-Ah* and Mayukh Dass, “An Investigation on the Effects of Product Recall on Consumer Commitment,” in *2013 AMA Winter Marketing Educators’ Conference*, Las Vegas, NV, (February 15-17, 2013)

Derby, Joseph*, Mayukh Dass and Yi Qian, “The Role of Information Presentation in Monetization of Intellectual Property through Auctions,” In *2012 Product Development and Management Annual Global Conference*, Orlando, FL, (October 20-24, 2012)

Dass, Mayukh, Piyush Kumar and Srinivas K. Reddy, “The Evolution of Consumer Behavior in Alternative Markets in Emerging Economies: The Case of Modern Indian Art,” In *2012 China India Insights Conference*, Yale University (August 3-4, 2012)

Dass, Mayukh, Srinivas K. Reddy and Dawn Iacobucci, “Bidder Behavior and Bidder Networks in Online Auctions: A case of Fine Art Auctions,” In *2012 INFORMS Marketing Science Conference*, Boston University, (June 7-9, 2012)

Derby, Joseph*, Mayukh Dass and Yi Qian, “Selling Intellectual Property through Auctions: Understanding the Effects of Information Presentation,” In *2012 INFORMS Marketing Science Conference*, Boston University, (June 7-9, 2012)

- Byun, Kyung-Ah* and Mayukh Dass, “Investigating the Role of Emotional and Cognitive Process on Post Product Recall Purchase,” In *2012 INFORMS Marketing Science Conference*, Boston University, (June 7-9, 2012)
- Sood, Ashish, Mayukh Dass, Wolfgang Jank and Yue Tian, “Shape Analysis of Consumer Reviews: Evolution of Volume, Valence, and Dispersion,” In *2012 INFORMS Marketing Science Conference*, Boston University, (June 7-9, 2012)
- Dass, Mayukh, Ashish Sood and Omer Topaloglu*, “An Investigation on the Effects of Helpfulness of Customer Reviews: A Case of the Movie Industry,” In *2012 INFORMS Marketing Science Conference*, Boston University, (June 7-9, 2012)
- Sood, Ashish, Mayukh Dass, Wolfgang Jank and Yue Tian, “Power of Customer Voice: Shape Analysis of Consumer Reviews,” In 9th PSI Conference, University of Utah, U.S. (February 2-4, 2012)
- Sood, Ashish, Mayukh Dass, Wolfgang Jank and Yue Tian, “Power of Customer Voice: Shape Analysis of Online Product Reviews to Predict Diffusion in Sequential Channels,” In *2011 INFORMS Marketing Science Conference*, Rice University, Houston, U.S. (June 9-11, 2011)
- Topaloglu, Omer*, Mayukh Dass, Piyush Kumar, and Dennis Arnett (2011), “Impact of Corporate Announcements on the Evolution of Online Word-of-Mouth,” In *2011 INFORMS Marketing Science Conference*, Rice University, Houston, (June 9-11, 2011)
- Derby, Joseph* and Mayukh Dass (2011), “An Investigation of Market Learning and its Implications for an IP Auction House,” In *2011 INFORMS Marketing Science Conference*, Rice University, Houston, (June 9-11, 2011)
- Dass, Mayukh, Srinivas K. Reddy and Piyush Kumar (2010), “From Birth through Maturity: An Investigation of a Market Evolution and its Dynamics,” In *2010 INFORMS Marketing Science Conference*, University of Cologne, Germany (June 16-19, 2010)
- Dass, Mayukh (2010), “An Examination of Price Evolution of a New Product During its Diffusion: A Case with Fine Arts,” in *Academy of Marketing Science 2010 Annual Conference*, Portland, OR (May 27, 2010)
- Dass, Mayukh and Srinivas K. Reddy (2009), “Loser’s Curse? Effects of Losing an Auction on Bidding Behavior in Subsequent Auctions,” In *2009 INFORMS Marketing Science Conference*, University of Michigan, Ann Arbor, MI (June 06, 2009)
- Dass, Mayukh, Wolfgang Jank, Srinivas K. Reddy, Galit Shmueli and Shanshan Wang (2007), “Dynamic Price Forecasts in Online Art Auctions,” In *2007 INFORMS Marketing Science Conference*, Singapore Management University, Singapore (June 28-30, 2007)

Dass, Mayukh, Srinivas K. Reddy and Robert Zeithammer (2007), "Exploring Market Structure of Heterogeneous Products Using Bidder Behavior in Online Auctions," in *2007 INFORMS Marketing Science Conference*, Singapore Management University, Singapore (June 28-30, 2007)

Dass, Mayukh, Wolfgang Jank, Srinivas K. Reddy, Galit Shmueli and Shanshan Wang (2007), "Dynamic Price Forecasts in Online Auctions: An Application to Indian Art Auctions of Heterogeneous Products," In *3rd Statistical Challenges in ECommerce*, University of Connecticut, Stamford, CT (May 19-20, 2007)

Dass, Mayukh and Srinivas K. Reddy (2006), "Bidder Networks and Bidder Strategies in Online Auctions of Modern Indian Art," *Proceedings of International Symposium of Information Systems*, Indian School of Business, Hyderabad, India (December 16-18, 2006)

Dass, Mayukh and Srinivas K. Reddy (2006), "Bidder Behavior and Bidder Networks in Online Auctions," In *2006 INFORMS Marketing Science Conference*, University of Pittsburgh, Pittsburgh (June 8-10, 2006)

Reddy, Srinivas K. and Mayukh Dass (2006), "Modeling Online Art Auction Dynamics Using Functional Data Analysis," In *2006 INFORMS Marketing Science Conference*, University of Pittsburgh, Pittsburgh (June 8-10, 2006)

Dass, Mayukh and Srinivas K. Reddy (2006), "Dynamics and Evolution of Bidder Networks in Online Auctions," In *2nd Statistical Challenges in ECommerce*, University of Minnesota, Twin City (May 22-23, 2006)

Reddy, Srinivas K., Mayukh Dass and Umesh Gaur (2005), "Diffusion of Art: An Investigation of the Evolution of Modern Indian Art and Artists," in *2005 INFORMS Marketing Science Conference*, Emory University, Atlanta, Georgia (June 16-18, 2005)

Reddy, Srinivas K. and Mayukh Dass (2006), "Online Auction Dynamics of Heterogeneous Products: A Case of Modern Indian Art," In *1st Statistical Challenges in ECommerce*, University of Maryland, College Park, Maryland (May 22-23, 2005)

Dass, Mayukh and Moutusy Maity (2004), "Impact of Smart Agents on Consumer Decision Making," *Proceedings of the 2004 AMA Summer Educators Conference*, Boston, August 6-9, 2004, pp. 236-237.

Dass, Mayukh, James Cannady and Walter D. Potter (2003), "A Blackboard-based Learning Intrusion Detection System: A New Approach," *Proceedings of the 16th International Conference on Industrial & Engineering Applications of Artificial Intelligence & Expert Systems*, Loughborough, UK, 2003, "Developments in Applied Artificial Intelligence" LNAI 2718. pp. 385-390, ISBN 0302-9743

Maier, F., D. Nute, W. Potter, J. Wang, M. Twery, M. Rauscher, P. Knopp, S. Thomasma, M. Dass, and H. Uchiyama (2003), "Efficient Integration of PROLOG and Relational Databases in the NED

Intelligent Information System,” *Proceedings of the 2003 International Conference on Information and Knowledge Engineering (IKE'03)*, pp. 364-369, June 23-26, 2003, Las Vegas, Nevada, USA.

Dass, Mayukh, J. Cannady and Walter D. Potter (2003), “LIDS: Learning Intrusion Detection System,” *Proceedings of the 16th International FLAIRS Conference*, St. Augustine, Florida, May 2003. pp. 12-16. ISBN 1-57735-177-0

Dass, Mayukh, James Cannady and Walter D. Potter (2003), “A GA-based Intrusion Sub-Classifer Filter,” *Digital Proceedings of the 41st ACM Southeast Conference*, Savannah, March 7 - 8, 2003.

Twery, H.M. Rauscher, P.D. Knopp, S.A. Thomasma, D. Nute, W.D. Potter, M. Dass, F. Maier, J. Wang, H. Uchiyama, and Astrid Glende (2003), “NED-2: An Integrated Forest Ecosystem Management Decision Support System,” *Proceedings of the 2003 IUFRO International Conference on Decision Support for Multiple Purpose Forestry*, Vienna, Austria, April, 2003.

Nute, D., W.D. Potter, F. Maier, J. Wang, M. Dass, M. Twery, H.M. Rauscher, P.D. Knopp, S.A. Thomasma, H. Uchiyama, and Astrid Glende (2003), “An Agent Architecture for an Integrated Forest Ecosystem Management Decision Support System,” *Proceedings of the 2003 IUFRO International Conference on Decision Support for Multiple Purpose Forestry*, Vienna, Austria, April, 2003.

Maier, F., D. Nute, W. Potter, J. Wang, M. Dass, M. Twery, M. Rauscher, P. Knopp, S. Thomasma and H. Uchiyama (2002), “PROLOG/RDBMS Integration in the NED Intelligent Information System,” *Proceedings of the 10th International Conference on Cooperative Information Systems*, Irvine, California, October, 2002.

Potter, W. D., D. Nute, J. Wang, F. Maier, M. Twery, M. Rauscher, P. Knopp, S. Thomasma, M. Dass, and H. Uchiyama (2002), “The NED IIS Project - Forest Ecosystem Management,” in the *Proceedings of the IFIP World Computer Congress WCC2002 - Intelligent Information Processing (IIP-2002)*, in Montreal, Canada, August 25-30, 2002.

Nute, D., W.D. Potter, F. Maier, J. Wang, M. Twery, H.M. Rauscher, P. Knopp, S. Thomasma, M. Dass, and H. Uchiyama (2002), “Intelligent Model Management in a Forest Ecosystem Management Decision Support System,” in *Integrated Assessment and Decision Support Proceedings of the First Biennial Meeting on the International Environment Modeling and Software Society*, IEMSS, A.E. Rizzoli and A.J. Jakeman (eds), Vol. 3: 396-401, Lugano, Switzerland, June 24-27, 2002.

INVITED PRESENTATIONS

Panelist: Innovation, Impact & Engagement in Academic Programs, Council of Texas Business Deans 2015.

Speaker at the AACSB International Curriculum Conference, 2015.

“An Investigation into Market Evolution and Consumer Dynamics in an Online Art Market: A Case of Modern Indian Art” – ISQS Seminar, Texas Tech University, April 24, 2015.

“Talk it through a Flop or a Hit: Investigating the Impact of the Evolution of Consumer Reviews on Product Success” – ISQS Seminar, Texas Tech University, October 18, 2013.

“An Investigation into Market Evolution and Consumer Dynamics in an Online Art Auction Market: A Case of Modern Indian Art,” In *Contemporary Issues and Applications of Statistics (CIAS 2012)*, Indian Statistical Institute, Kolkata, India, January 2-4, 2012.

“An Investigation of Willingness to Spend Dynamics in Simultaneous Online Auctions,” in 27th Annual Faculty Academic Contributions Exhibit, Texas Tech University, 2011.

“Power of Customer Voice: Shape Analysis of User Reviews” – Indian School of Business, Hyderabad, India, December 15, 2011.

“Power of Customer Voice: Shape Analysis of User Reviews” – Indian Statistical Institute, Kolkata, India, December 12, 2011.

“Leveraging the Power of Microblogging Services: A Model-based Clustering Approach to Investigate Customer Response to New Product Introduction” - 2010 Texas Marketing Faculty Colloquium, University of Texas at San Antonio, March 27, 2009.

“Dynamic Price Forecasting In Simultaneous Online Art Auctions,” In *3rd INFORMS Workshop on Data Mining and Health Informatics*, Washington D.C. (October 11, 2008)

RESEARCH FUNDING

External Funding

2016 - “Maximizing Voluntary Compliance in Antimicrobial Stewardship Programs: A Critical Factor for Effective Intervention” (USDA NIFA- A4171) Role: Co-Project Director, Lead Project Director: H. Morgan Scott (Texas A&M University). Amount - \$1M – **Funded**

2014- Center for Antimicrobial Resistance & Microbial Ecology in Agriculture. Co-PIs: Morley PS and Belk KE. National Science Foundation/Science and Technology Center (STC): Integrative Partnerships. Proposal Number: 1522428, 2016-2020. - Amount - \$24M. – **Unfunded**

2013- “Systems Approach to Discover, Evaluate, and Implement Effective and Practical Mitigation Strategies for Antimicrobial Resistance” (NSF PAC – A4171) Role: Collaborating

Investigator, Lead Project Director: H. Morgan Scott (Texas A&M University). Amount - \$2,250,000. – **Unfunded**

2012- “Systemic Intervention to Control Antimicrobial Resistance in Complex Agri-Food Production Systems: An Integrated Approach” (NSF PAC – A4171) Role: Co-project Director, Lead Project Director: Guy H. Loneragan (Texas Tech University, Department of Animal and Food Sciences). December 2012, Amount - \$800,000. – **Unfunded**

2011- John Simon Guggenheim Memorial Foundation Fellowship Competition - **Unfunded**

Internal Research Funding

Rawls College of Business	\$500	Fall 2009
Rawls College of Business	\$2,575	Spring 2009
Rawls College of Business	\$3,755	Fall 2008
Rawls College of Business	\$500	Fall 2008

SUMMARY OF COURSES TAUGHT

Texas Tech University

Undergraduate

International Marketing	Fall 2011
Rawls Business Leadership Seminar	2013-current
Intro to Marketing	2010
Marketing Research	2008-2009
Personal Selling	2010-2014
Sales Management	Summer 2012
Independent Study	2009- current

Graduate

Marketing Concepts & Strategies	Spring 2011
Marketing Concepts & Strategies (Online)	2015-2017
Independent Study	2011- current
PhD Seminar in Research Design	2014-2015
STEM Theories in Business	2015-current
Practicum in Higher Education	2016

SUMMARY OF COURSES TAUGHT AT OTHER INSTITUTIONS

University of Georgia

Undergraduate

Consumer and Organizational Buyer Behavior	2006
Marketing Research	2005-2007
Marketing Strategy	2004

Graduate

Introduction to Statistical Methods	Summer 2008
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Indian School of Business, India

Graduate

Forecasting Analytics	Winter 2013, 2015, 2016, 2017, 2018
Forecasting Analytics (Online)	2015-present
Marketing Core	Summer 2012

HSN, Norway

Undergraduate

B2B Relationships	Fall 2015
Sales Management	Spring 2015, Spring 2016

SUMMARY OF STUDENT EVALUATIONS

Effectiveness of instructor; 5-point scale

Academic Year/ Course	#	DASS	MKT	RCB
AY 2016-17				
Spring 2017			4.38	4.30
BA 4102-001: Leadership Seminar II	51	4.71		
BA 5380 – STEM Theories in Business	28	4.68		
MKT 5373: Market Analytics and Forecasting	24	4.56		

MKT 5360 – Marketing Concepts & Strategies (Online Course)	25	4.41 (17 REPLIED)		
Fall 2016			4.49	4.36
BA 4101-001: Leadership Seminar I	13	5.00		
BA 4102-001: Leadership Seminar II	33	4.97		
BA 5380 – STEM Theories in Business	24	4.21		
BA 5395 – Practicum in Higher Education	24	4.79		
MKT 5360 – Marketing Concepts & Strategies (Online Course)	35	4.08 (13 replied)		3.93
AY 2015-16				
Summer 2016			4.66	4.38
BA 5380 – STEM Theories in Business	19	5.00		
Spring 2016			4.64	4.53
BA 5380 – STEM Theories in Business	25	4.92		
BA 4102-001: Leadership Seminar II	46	4.95		
MKT 5360 – Marketing Concepts & Strategies (Online Course)	35	3.93 (13 replied)		3.88
Fall 2015			4.61	4.54
BA 5380 – STEM Theories in Business	11	4.33		
BA 4101-001: Leadership Seminar I	14	5.00		
BA 4102-001: Leadership Seminar II	32	4.86		
MKT 5360 – Marketing Concepts & Strategies (Online Course)	35	4.23 (22 replied)		3.91
AY 2014-15				
Spring			4.47	4.45
BA 5380 – STEM Theories in Business	20	4.35		
BA 4102-001: Leadership Seminar II	56	4.97		
MKT 5360 – Marketing Concepts &	40	4.00		4.04

Strategies (Online Course)		(6 replied)		
Fall			4.52	4.43
MKT 4350-001: Personal Selling	35	4.90		
MKT 4350-002: Personal Selling	35	4.76		
MKT 4358-004: International Marketing	39	4.55		
BA 4101-001: Leadership Seminar I	25	4.90		
BA 4102-001: Leadership Seminar II	25	4.89		
AY 2013-14				
Spring			4.55	4.40
MKT 4350-001: Personal Selling	25	4.95		
MKT 4350-002: Personal Selling	25	4.95		
BA 4102-001: Leadership Seminar II	27	5.00		
Fall			4.36	4.38
MKT 4350-001: Personal Selling	25	4.83		
MKT 4350-002: Personal Selling	25	4.81		
AY 2012-13				
Spring			4.47	4.37
MKT 3356-001: Marketing Research	86	4.72		
MKT 3356-002: Marketing Research	74	4.68		
Fall			4.37	4.35
MKT 4350-001: Personal Selling	25	4.77		
MKT 4350-002: Personal Selling	25	4.95		
AY 2011-12				
Summer II			4.41	4.29
MKT 4356: Sales Management	13	5.00		
MKT 4350: Personal Selling	24	4.86		
Spring			4.45	4.43
MKT 4350: Personal Selling	22	5.00		
MKT 4350: Personal Selling	20	5.00		
Fall			4.52	4.34
MKT 4350-001: Personal Selling	20	4.93		
MKT 4358-001: International Marketing	53	4.81		
AY 2010-11				

Spring			4.30	4.38
MKT 5360-002: Marketing Concepts & Strategies	12	4.83		
MKT 5360-003: Marketing Concepts & Strategies	11	5.00		
Fall			4.40	4.38
MKT 3350-006: Intro to Marketing	117	4.69		
MKT 4350-002: Personal Selling	20	4.65		
AY 2009-10				
Spring			4.45	4.38
MKT 3350-001: Intro to Marketing	80	4.56		
MKT 3350-002: Intro to Marketing	87	4.66		
Fall			4.48	4.35
MKT 3356-001: Marketing Research	56	4.84		
MKT 3356-002: Marketing Research	70	4.80		
AY 2008-09				
Spring				
MKT 3356-001: Marketing Research	88	4.53	4.39	4.28
Fall				
MKT 3356-001: Marketing Research	58	4.50	4.42	4.33
MKT 3356-002: Marketing Research	58	4.14		

MKT= Avg. Marketing Department, RCB= Avg. Rawls College of Business

RESEARCH RELATED TO TEACHING

“Transforming Marketing Research Education of the Future: The Role of Intelligent Agent Technologies (IATs) in Enhancing Student Learning”

“Understanding the effects of virtual interactions on classroom experience: Role of automated agents”

TEACHING INNOVATION

Online Course

- Developed online graduate level courses on Marketing Core and Business Forecasting.

Service Learning

- Undergraduate class projects focusing on real business problems. The companies that provided projects are:
 - Lubbock-based company called ‘Forum’ (Spring 2009)
 - Bleditor LLC (Fall 2009, Spring 2010)
- Undergraduate Personal Sales class helping Tech Marketing Association with their fund raising efforts for newsletters. (Fall 2010, Fall 2011, Spring 2012, Fall 2012)
- Graduate class project developing marketing plan for Texas Tech SAE Team to compete at the International SAE Competition (Spring 2011). Featured in Daily Toreador Article http://www.dailytoreador.com/news/article_0592b318-28f1-11e0-97b4-00127992bc8b.html
- Developed service learning component in the Rawls Business Leadership Seminar, and help support local non-profit/ profit partners, including Paul’s Project, Susan G. Komen, YWCA, High Point Village, John Montford Correctional Managed Health Care Unit (Spring 2016), Starnik, LEDA/ Lubbock Downtown Project, FC Dallas, Texas Tech Therapeutic Riding Center (Spring 2015), Texas Tech Club, XFab, TTUHSC Free Clinic (Spring 2014).
- Developed service learning projects with NASA for the STEM Theories in Business (BA 5380) students.

Course/Curriculum Development

- Developed a new course called STEM Theories in Business (BA 5380), that focuses on introducing Artificial Intelligence, and other STEM concepts to solve business problem.
- Developed materials (lecture videos/ assessments) for online class on Marketing Concepts and Strategies (MKT 5360) graduate class.
- Developed a case-based curriculum for the Marketing Concepts and Strategies (MKT 5360) graduate class.

New Program Development

- Designing and successful launching of Rawls Business Leadership Program. Started in 2013, this program has already become a great platform to enhance leadership abilities of our students, to improve alumni network, and to attract top students to the Texas Tech University. This program was featured at the AACSB International Conference in 2015.

Experiential Learning

- Performed “live” market test in Marketing Research classes, including *Blind Taste Test, Focus Groups, Interview, and Consulting*
- Organized one-to-one sales role play for every student in class. Each of the role plays was critically reviewed and a video record of the student’s performance along with a review of it was provided to each of the students.
- Developed a field-selling task for students to provide them with a real-world team selling atmosphere. The class was divided into 10 teams, and each team helped Tech Marketing Association with their fund raising efforts for newsletters.
- Developed a case-based curriculum for graduate course MKT5360: Marketing Concepts & Strategies

Technology

- Developed tutorial videos, showing how to do various statistical analyses with SAS and SPSS. These videos were distributed to the students. The videos are in Podcast format.
- Developed an electronic database for the students to get online help with different selling techniques and tips. This database has all the role play videos, carefully recorded and keyword searchable with brief summary on the student's performance.
- Use Blackboard in all courses
- Participant in Blackboard conversion pilot program, Spring 2009
- Video recorded my lectures and made them available to students for exam preparation (Spring 2012).

TEACHING RELATED SERVICE

- Director, Rawls Business Leadership Program, Fall 2013-current.
- Graduate Faculty Member, Fall 2010-current.
- Faculty Supervisor, MBA Internships, 2013-14.
- Coach for TTU Team, National Collegiate Sales Competition, Kennesaw State University, GA 2011-12, 2014.
- Faculty supervisor, Joint research project between TTU MBA and University of Hertfordshire, UK MBA with IBM Smart Energy Project, Fall 2010 – Spring 2011.
- Faculty supervisor, Joint research project between TTU MBA and University of Hertfordshire, UK MBA with IBM Smart Retailer Project, Fall 2011 – Spring 2012.
- Faculty supervisor, Big XII Case Competition, Fall 2011 – Spring 2012.
- Faculty Supervisor, Undergraduate internships at X-Fab Inc., Lubbock, Spring 2010.
- Faculty advisor, Tech Marketing Association, Fall 2010-2013
- Faculty advisor, BBA programs, Rawls College of Business, Fall 2010 – Spring 2011.

PROFESSIONAL DEVELOPMENT

- Attended 15th Annual John M. Burns Conference on the Scholarship of Teaching and Learning on September 23 2016.
- Attended Harvey Brightman Teaching Seminar on December 6, 2012
- Successfully completed Part I of the Participant-Centered Learning Seminar, Harvard Business Publishing, March 2, 2012.
- Attended 8th Annual John M. Burns Conference on the Scholarship of Teaching and Learning on October 16, 2009.
- Attended 5th Annual Advancing Teaching and Learning Conference on March 6, 2009.
- Attended Texas Tech University Assessment Symposium on December 11the 2008.

- Attended Budget Basics training session on October 10, 2008 organized by the Office of Research Services, Texas Tech University

INSTITUTIONAL SERVICE

Marketing Area

- 2014- present Ph.D. Advisor, Marketing Area
- 2010- present Marketing Area Faculty Search Committee member
- 2009- present Ph.D. Preliminary Examination Committee
- 2010- 2013 Faculty Advisor, Tech Marketing Association (TMA)
- 2010 Marketing Area Scholarship and Awards Committee Chair
- 2009 Marketing Area Scholarship and Awards Committee member

Rawls College of Business

- 2013-present Director, Rawls Business Leaders Program
- 2014-present Graduate Programs and Assessment Committee
- 2013-2014 Faculty Supervisor, MBA Internships
- 2012-2014 Undergraduate Programs and Assessment Committee
- 2012-2014 College Marketing and Branding Committee
- 2011-2014 Faculty Supervisor, Big XII Case Competition
- 2013-2014 Faculty Supervisor, Joint research project between TTU MBA and University of Hertfordshire, UK MBA with IBM Market Expansion
- 2014 Coach for TTU Team, National Collegiate Sales Competition, Kennesaw State University, GA
- 2012-2013 Faculty Supervisor, Joint research project between TTU MBA and University of Hertfordshire, UK MBA with IBM Smart Energy II
- 2012-2013 Organizer for the 2013 Big XII Case Competition hosted by Rawls College of Business, Texas Tech University
- 2011-2012 Faculty Supervisor, Joint research project between TTU MBA and University of Hertfordshire, UK MBA with IBM Smart Retailer Project
- 2011-2012 Coach for TTU Team, National Collegiate Sales Competition, Kennesaw State University, GA
- 2010-2011 Faculty Supervisor, Joint research project between TTU MBA and University of Hertfordshire, UK MBA with IBM Smart Energy Project

- 2011- 2012 Organizer for the Annual Rawls Collegiate Sales Competition
- 2010 Faculty Supervisor, X-Fab Inc. Internship, Lubbock
- 2010-2011 Faculty advisor, BBA programs
- 2010-2011 Undergraduate Committee member
- 2009-2010 IT Committee member

Texas Tech University

- Spring 2016 Mace Bearer, Graduation Commencement Ceremony
- 2015- present Elected Senator for the Faculty Senate.
- 2014- present Committee for Relations with International University (Latin America)
- 2013-2015 New Member Selection Committee, Teaching Academy
- 2012 Participated in New Student Convocation
- 2009- present Participated in graduation commencements
- 2011 Panel Member: “Successfully Navigating Your Third Year Review and More,”
Tenure Academy, Nov. 16 2011
- 2009 Participant in Blackboard conversion pilot program

International Services

- 2016- present Dissertation Committee Member – Arunima Shah (Marketing), Indian Institute of Management, Lucknow, India
- 2015-present External Project Supervisor, Indian School of Business, India
- 2014-present External Examiner, SRM University, India

PRESS/ MAGAZINE COVERAGE

“Biz Solution: Recall Shock? Read Consumers’ Minds,” Kyung-Ah Byun, Maeil Business News Korea, February 19, 2016.

“Texas Tech professor says Volkswagen should have 'manned up' early on in scandal,” Denise Marquez, September 25, 2015.

“Professor Co-Authors Paper Challenging Employee-Retention Practices,” by George Watson, Texas Tech News, August 19, 2014.

“America's Favorite Slogan Is 'Melts in Your Mouth, Not in Your Hand’” by Craig Donofrio, Mainstreet, July 01, 2014.

“The most-liked advertising slogan: M&M’s ‘Melts in your mouth, not in your hand’” by Justin Moyer, Washington Post, June 24, 2014.

‘Research Reveals Why Certain Slogans Work, Others Don’t’ by Callie Jones, Texas Tech News, June 20, 2014.

“BA Students Team Up with University of Hertfordshire, IBM,” by Alston Trbula, The Daily Toreador, September 26, 2012

“Business Students Team Up with IBM, UK for Smart Projects,” by Leslie Cranford, Texas Tech News, September 19, 2012

“Professor analyzes reaction to Super Bowl ads,” by Chois Woodman, The Daily Toreador, February 9, 2011

“Website could be future of market research” by Nicole Garza, Fox News, February 7, 2011

“Marketing Professor Using Twitter Data to Measure Super Bowl Ad Buzz,” by Leslie Cranford, Texas Tech News, February 4, 2011

“Groupon phenomenon makes way to Lubbock, offers local discounts,” by Brittany Hoover, The Daily Toreador, December 7, 2010

“On the Path to Prominence: Cultivating the Landscape for Contemporary Indian Art,” by Chitra Prasad Patel, Vol. 38 (5), June 2007, 85-86