

CURRICULUM VITA

MAYUKH DASS

PERSONAL DATA

Business Address: Rawls College of Business Administration
Texas Tech University
Lubbock, Texas 79409
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EDUCATION

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

Master of Science in Statistics
University of Georgia, 2007

Master of Science in Artificial Intelligence
University of Georgia, 2003

Undergraduate: Bachelor of Engineering in Electronics & Power
Engineering, Nagpur University, India, 2000

EMPLOYMENT EXPERIENCE

2014 – Present J.B. Hoskins Professor of Marketing
Rawls College of Business Administration
Texas Tech University

2013 – Present Associate Professor of Marketing
Program Director, Rawls Business Leadership Program
Rawls College of Business Administration
Texas Tech University

2008 – 2013 Assistant Professor of Marketing
Rawls College of Business Administration
Texas Tech University

Jun 2008-Aug 2008 Instructor, Master of Marketing Research Programs
Terry College of Business
University of Georgia

HONORS, AWARDS AND MEMBERSHIPS

Selected Honors and Awards

- 2014 Nominated for the Carl and Linda Stem Distinguished Research Award
- 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
- 2010 Nominated for the Hemphill Wells New Professor Excellence in Teaching Award, Texas Tech University
- 2009 Graduate Degree Holders Making a Difference: University of Georgia
- 2007 T.A. Mentor Award, University of Georgia
- 2007 Dissertation Completion Award, University of Georgia
- 2007 Fellow, AMA Sheth Foundation Doctoral Consortium, Arizona State University
- 2006 Outstanding Graduate Teaching Assistant Award, University of Georgia
- 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

Member

Institute for Operations Research and the Management Sciences
American Economic Association

COURSES TAUGHT

TEXAS TECH UNIVERSITY

Undergraduate

International Marketing	Fall 2011
Intro to Marketing	2010
Marketing Research	2008-2009, Spring 2013
Personal Selling	2010-present
Sales Management	Summer 2012
Independent Study	2009-present

Graduate

STEM Theories in Business	Spring 2015-present
Marketing Concepts & Strategies	Spring 2011, Fall 2013, Spring 2015 – present (Online)
Independent Study	2011-present

UNIVERSITY OF GEORGIA

Undergraduate

Consumer and Organizational Buyer Behavior	2006
Marketing Research	2005-2007
Marketing Strategy	2004
Professional Selling and Account Management	2005-2007

Graduate

Introduction to Statistical Methods	Summer 2008
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PROFESSIONAL ACTIVITIES

Associate Editor, *Journal of Electronics Commerce Research* (2014-present).

Issue Editor, *Journal of Electronics Commerce Research* (2011-2012).

Member, Editorial Review Board, *International Journal of Integrated Supply Management* (2012-present)

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

Reviewer, *Decision Sciences* (2011 – present)

Reviewer, *Decision Support Systems* (2011 – present)

Reviewer, *Electronic Commerce Research and Applications* (2014 – present)

Reviewer, *European Journal of Marketing* (2013 – present)

Reviewer, *International Journal of Retail and Distribution Management* (2013-present)

Reviewer, *Journal of the American Statistical Association* (2009 – present)

Reviewer, *Journal of Academy of Marketing Science* (2004 – 2006, 2013-present)

Reviewer, *Journal of Applied Statistics* (2013 – present)

Reviewer, *Journal of Cultural Economics* (2010 – present)

Reviewer, *Journal of Electronic Commerce Research* (2010 – present)

Reviewer, *Journal of Economics and Management Strategy* (2010 – present)

Reviewer, *Journal of Marketing Education* (2013 – present)

Reviewer, *Journal of Marketing Research* (2015 – present)

Reviewer, *The Journal of Retailing and Consumer Services* (2011 – present)

Reviewer, 2013 AMA Winter Marketing Educators' Conference, Marketing Analytics track

Reviewer, 2013 AMA Winter Marketing Educators' Conference, Innovation & NPD track

Reviewer, 2012 Society for Marketing Advances Dissertation Competition

Reviewer, 2010 AMS Conference Reviewer for The Value Chain: Supply Chain, Channels & Retail track

Reviewer, 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

Judge, 2005 Sales Competition organized by Phi Sigma Epsilon

Judge, 2004 Sales Competition organized by Phi Sigma Epsilon

THESES SUPERVISED, PH.D.

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

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

Kyung-Ah Byun, *Two Essays on Product Recalls: Effects on Post-Recall Sales Dynamics and Consumer Loyalty*, August 2014, **chairman**. (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, *Two Essays on Monetization of Intellectual Properties*, August 2013, **chairman**. (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-chairman**. (First appointment: *Eastern Illinois University*)

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)

RESEARCH

JOURNAL MANUSCRIPTS PUBLISHED/ ACCEPTED

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.

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)

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, Chiranjeep 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, Mainstreet, Wirtschafts Woche

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), 367-390. (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 Horizons*, 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, 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.

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 edition, 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 Thomasma 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. Thomasma, 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 Thomasma, **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.

RESEARCH IN PROGRESS

Several papers are at various stages of the review process (available upon request)

CONFERENCE PAPERS & PROCEEDINGS

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.

RESEARCH PRESENTATIONS

“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

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

“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

“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

John Simon Guggenheim Memorial Foundation Fellowship Competition applied in 2011

Internal 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

ADVISOR FOR INDEPENDENT STUDIES

Doctoral Students:

Dalal Ahmed – Spring 2013, Fall 2013, Spring 2014- Topic: Market Basket Analysis

Kyung-Ah Byun - Fall 2012, Spring 2013, Summer 2013, Fall 2013, Spring 2014 – Topic: Product Recall

Joseph Derby - Spring 2011, Summer 2011, Fall 2011, Spring 2012, Fall 2012, Spring 2013 – Topic: Role of Marketing in Intellectual Property Monetization

Yong H. Kim - Fall 2012 – Topic: Transfer Fit in Co-Branding

Han-mo Oh - Spring 2011, Summer 2011, Fall 2011 – Topic: TAM3

Omer Topaloglu - Spring 2011, Summer 2011, Fall 2011, Spring 2012, Summer 2012 – Topic: Role of Customer Characteristics on Social Media Content Generation.

Xinchun Wang – Fall 2013 – Topic: Learning and Knowledge. Spring 2014- Firm Performance and Strategy

Master Students:

Conner Best – Spring 2014. – Topic: IBM Market Expansion

Gabriel Edmeier – Spring 2014– Topic: IBM Market Expansion

Ernesto Merlos – Spring 2014– Topic: IBM Market Expansion

James Urban – Spring 2014– Topic: IBM Market Expansion

Corey Burson – Spring 2014– Topic: Big XII Case Competition

Brant Cummings – Spring 2014– Topic: Big XII Case Competition

Dillon Ford – Spring 2014– Topic: Big XII Case Competition

Edwin Miller – Spring 2014– Topic: Big XII Case Competition

Tasnuva Chaudhury – Spring 2013. – Topic: IBM Smart Energy II

Kathryn J. King – Spring 2013– Topic: IBM Smart Energy II
 Elshan Moradiabadi – Spring 2013– Topic: IBM Smart Energy II
 Sami Ibrahim – Spring 2013– Topic: IBM Smart Energy II
 Alexander Calarizien – Spring 2013– Topic: Big XII Case Competition
 Kathryn J. King – Spring 2013– Topic: Big XII Case Competition
 Edwin A. Miller – Spring 2013– Topic: Big XII Case Competition
 Cynthia A. Neely – Spring 2013– Topic: Big XII Case Competition
 Fumiko Brinkmeier – Spring 2012. – Topic: Role of Childhood memory on concept of luxury
 Gautham Brahnamudi – Spring 2012. – Topic: IBM Smart Retailer
 Szu Hua Huang – Spring 2012. – Topic: IBM Smart Retailer
 Zabir Macci – Spring 2012. – Topic: IBM Smart Retailer
 Jaime Resendiz – Spring 2012. – Topic: IBM Smart Retailer
 Tasnuva Chaudhury – Spring 2012. – Topic: Big XII Case Competition
 Rikhyashin Das – Spring 2012. – Topic: Big XII Case Competition
 Cynthia Neely– Spring 2012. – Topic: Big XII Case Competition
 Seth E. Lujan – Spring 2012. – Topic: Big XII Case Competition
 Angela Augustin - Spring 2011 – Topic: IBM Smart Energy
 Federico Filippone - Spring 2011 – Topic: IBM Smart Energy
 Naveen Kumar - Spring 2011 – Topic: IBM Smart Energy, Fall 2011. – Topic: Art Data Analytics
 Amanda Mock - Spring 2011 – Topic: IBM Smart Energy
 Spencer Patterson - Spring 2011 – Topic: IBM Smart Energy

Undergraduate Students:

Josh Borunda- Spring 2010 – Topic: Marketing Research Project with XFab, Lubbock, TX.
 Trey Braddock - Spring 2010 – Topic: Marketing Research Project with XFab, Lubbock, TX.

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”

PROFESSIONAL DEVELOPMENT RELATED TO TEACHING

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 11th 2008

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

SUMMARY OF STUDENT EVALUATIONS

Effectiveness of instructor; 5-point scale

Academic Year/ Course	#	DASS	MKT	RCB
AY 2014-15				
Fall				
MKT 4350-001: Personal Selling	35	4.90	4.52	4.43
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				
MKT 4350-001: Personal Selling	25	4.95	4.55	4.40
MKT 4350-002: Personal Selling	25	4.95		
BA 4102-001: Leadership Seminar II	27	5.00		
Fall				
MKT 4350-001: Personal Selling	25	4.83	4.36	4.38
MKT 4350-002: Personal Selling	25	4.81		
AY 2012-13				
Spring				
MKT 3356-001: Marketing Research	86	4.72	4.47	4.37
MKT 3356-002: Marketing Research	74	4.68		
Fall				
MKT 4350-001: Personal Selling	25	4.77	4.37	4.35
MKT 4350-002: Personal Selling	25	4.95		

AY 2011-12**Summer II**

MKT 4356: Sales Management	13	5.00	4.41	4.29
MKT 4350: Personal Selling	24	4.86		

Spring

MKT 4350: Personal Selling	22	5.00	4.45	4.43
MKT 4350: Personal Selling	20	5.00		

Fall

MKT 4350-001: Personal Selling	20	4.93	4.52	4.34
MKT 4358-001: International Marketing	53	4.81		

AY 2010-11**Spring**

MKT 5360-002: Marketing Concepts & Strategies	12	4.83	4.30	4.38
MKT 5360-003: Marketing Concepts & Strategies	11	5.00		

Fall

MKT 3350-006: Intro to Marketing	117	4.69	4.40	4.38
MKT 4350-002: Personal Selling	20	4.65		

AY 2009-10**Spring**

MKT 3350-001: Intro to Marketing	80	4.56	4.45	4.38
MKT 3350-002: Intro to Marketing	87	4.66		

Fall

MKT 3356-001: Marketing Research	56	4.84	4.48	4.35
MKT 3356-002: Marketing Research	70	4.80		

AY 2008-09**Spring**

MKT 3356-001: Marketing Research	88	4.53	4.39	4.28
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Fall

MKT 3356-001: Marketing Research	58	4.50	4.42	4.33
MKT 3356-002: Marketing Research	58	4.14		

MKT= Marketing Department, RCB=Rawls College of Business

TEACHING INNOVATION**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)
- X-FAB (Spring 2013)

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

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).

INSTITUTIONAL SERVICE

Marketing Area

- 2014- present Ph.D. advisor
- 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 Faculty Advisor, Rawls Business Leaders Program
- 2014-present Member of Graduate Programs and Assessment Committee
- 2013-2014 Faculty Supervisor, MBA Internships
- 2012-2014 Member of Undergraduate Programs and Assessment Committee
- 2012-present 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

- 2013-present 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

PRESS/ MAGAZINE COVERAGE

“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