

June 2007

# NAVEEN DONTU

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Georgia State University  
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## PROFESSIONAL INTERESTS

Primary Teaching Interests: New Product Development and Management, Marketing Models & Research Methodology, International Marketing, Marketing Engineering, Retailing.

Primary Research Interests: Marketing Productivity, Marketing Metrics and Analytics, Online Consumer Behavior, Cross-Cultural Issues, Brand Management, Trade Promotions, Comparative and Outdoor Advertising, Hispanic Consumer Research.

## EXPERIENCE

1/01 onwards: **Katherine S. Bernhardt Research Professor**  
9/98 onwards: Professor  
9/93 to 8/98: Associate Professor (with tenure)  
9/90 to 8/93: Assistant Professor  
Department of Marketing, **Georgia State University**, Atlanta, USA.

9/86 to 8/90: Assistant Professor  
College of Management, **Georgia Institute of Technology**, Atlanta, USA.

## EDUCATION

**Ph.D.** **University of Texas at Austin** August 1986  
(Major: Marketing Minor: Statistics)  
Dissertation: (chair: Roland T. Rust) "Flexible Ideal Point Mapping and Product Positioning"

**M.S.E.** **University of Texas at Austin** August 1983  
(Major: Management Science Minor: Marketing)

**B.E.** **Gujarat University, India** January 1982  
(Major: Mechanical Engineering)

## HONORS / AWARDS

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

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

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

2002 American Marketing Association, Best Special Session in Relationship Management track.

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

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

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

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

Finalist, 1996 Best paper award, Journal of Advertising.

1995 Southern Marketing Association, Best paper Award in Consumer Behavior Track.

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

Alpha Mu Alpha (national marketing honor society), American Marketing Association.

ANBAR citation for excellence.

Nominated to Marquis Who is Who in Advertising.

Nominated to Who is Who in American Educators.

Nominated to Who is Who in Young American Professionals.

Voted as Best Teaching Assistant (1983), University of Texas at Austin.

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

National Merit Scholar (1975), Government of India.

## REFEREED PUBLICATIONS

### JOURNALS

1. Porter, Connie and Naveen Donthu (2007), "Cultivating Trust and Harvesting Value in Virtual Communities", Management Science, forthcoming.
2. Wright Beverly, Paul H. Schwager, and Naveen Donthu (2007), "Application of Media Richness Theory to Data Collection" Journal of Applied Business Research, forthcoming.
3. Yaveroglu, Idil and Naveen Donthu (2007) "Advertising Repetition and Placement Issues in Online Environments", Journal of Advertising, forthcoming.
4. Kaufmann, Patrick, Naveen Donthu, Charles Brooks, (2007), "Franchise Expansion Strategy", Journal of Marketing Channels, forthcoming.
5. Lohtia, Ritu, Naveen Donthu, Idil Yaveroglu (2007), "Efficiency Analysis of Banner Advertisements", Journal of Business Research, 60, 4, 365-370..
6. Osmonbekov, Talai, Naveen Donthu, and Danny Bellenger (2007), "Impact of Media Specific Investment and Trust on the Use of the Internet for Information Search," International Journal of Electronic Marketing and Retailing, forthcoming.
7. Alpar, Paul and Naveen Donthu (2007), "Productivity of Internet Shops," International Journal of Electronic Business, forthcoming.
8. Luo, Xueming and Naveen Donthu (2007), "The Role of Cyber-Intermediaries: A Framework Based on Transaction Cost Analysis, Agency, Relationship Marketing and Social Exchange Theories," Journal of Business and Industrial Marketing, forthcoming.
9. Luo, Xueming and Naveen Donthu (2006), "Marketing's Credibility: A Longitudinal Investigation of Marketing Communication Productivity (MCP) and Shareholder Value", Journal of Marketing, 4, 70-91.
10. Porter, Connie and Naveen Donthu (2006), "Using the Technology Acceptance Model to Explain How Attitudes Determine Internet Usage: The Role of Perceived Access Barriers and Demographics", Journal of Business Research, 9, 999-1007.
11. Whiting, Anita and Naveen Donthu (2006), "Voice to Voice Encounters: Managing the Perception of the Wait," Journal of Service Research, 8, 234-245.
12. Guilabert, Margarita and Naveen Donthu (2005), "Mass Customization and Consumer Behavior: The Development of a Scale to Measure Customer Customization Sensitivity", International Journal of Mass Customization, 1, 166-175.

13. Yoo, Boonghee and Naveen Donthu (2005), "Personal Cultural Orientation and Consumer Ethnocentrism," Journal of International Consumer Research, 18, 1-11.
14. Lichenthal, David, Vivek Yadav, Naveen Donthu (2005), "Outdoor Advertising for Business Markets," Industrial Marketing Management, 35, 236-247.
15. Lewin, Jeff and Naveen Donthu (2005), "The Influence of Purchase Situation on Buying Center Structure and Involvement: A Meta Analysis of Organization Buying Behavior Research," Journal of Business Research, 58, 1381-1390.
16. Donthu, Naveen, Edmund Hershberger, and Talai Osmonbekov (2005), "Benchmarking Marketing Productivity Using Data Envelopment Analysis," Journal of Business Research, 58, 1474 - 1482.
17. Luo, Xueming and Naveen Donthu (2005), "Assessing Advertising Media Spending Inefficiencies in Generating Sales," Journal of Business Research, 58, 28-36.
18. Xie, Frank, Naveen Donthu, Ritu Lohtia, Talai Osmonbekov (2004), "Emotional Appeal and Incentive Offering in Banner Advertisements," Journal of Interactive Advertising, 4 (2). 1.
19. Lohtia, Ritu, Naveen Donthu, and Edmund Hershberger (2003), "The Impact of Content and Design Elements on Banner Ads Click-through Rates," Journal of Advertising Research, 43 (4) 410-418.
20. Yaveroglu, Idil, Naveen Donthu, and Adriana Garcia (2003), "Survey Response Bias in Business-to-Business Services," Journal of Business and Industrial Marketing, 18 (4/5) 366-375.
21. Yoo, Boonghee and Naveen Donthu (2002), "Testing Cross-Cultural Invariance of Brand Equity Creation Process," Journal of Product & Brand Management, 11 (6), 380-398.
22. Donthu, Naveen and David Gilliland (2002), "The Single Consumer," Journal of Advertising Research, 42 (6).
23. Lou, Xueming and Naveen Donthu (2002), "Advertising Inefficiencies Exist Irrespective of How the Budget was Set," Journal of Advertising Research, 42 (2), 93-95.
24. Yoo, Boonghee and Naveen Donthu (2002), "The Effects of Marketing Education and Individual Cultural Values on Marketing Ethics of Students," Journal of Marketing Education, 24, 92-103.
25. Yaveroglu, Idil and Naveen Donthu (2002), "Cultural Influences on the Diffusion of New Products," Journal of International Consumer Marketing, 14 (4), 49-64.
26. Donthu, Naveen (2001), "Does Your Web Site Measure Up?" Marketing Management, 10 (4), 21-25.

27. Donthu, Naveen and Edmund Hershberger (2001), "Double Jeopardy in Internet Site Choice," Quarterly Journal of Electronic Commerce, 2 (3), 199-204.
28. Luo, Xueming and Naveen Donthu (2001), "Benchmarking Advertising Efficiency," Journal of Advertising Research, 41 (6), 7-19.
29. Yoo, Boonghee and Naveen Donthu (2001), "Developing and Validating a Multidimensional Consumer-Based Brand Equity Scale," Journal of Business Research, 52 (April), 1-14.
30. Yoo, Boonghee and Naveen Donthu (2001), "Developing a Scale to Measure the Perceived Quality of Internet Shopping Sites (SITEQUAL)," Quarterly Journal of Electronic Commerce, V 2 (1), 31-47.
31. Kaufmann, Patrick, Naveen Donthu, and Charles Brooks (2000), "Multi-unit Site Selection Processes: Incorporating the Impact of Opening Delays and Unidentified Competition," Journal of Retailing, V 76 (1), 113-127.
32. Yoo, Boonghee and Naveen Donthu (2000), "An Examination of Selected Marketing Mix Elements and Brand Equity," Journal of the Academy of Marketing Science, V 28 (2), 195-211.
33. Bernhardt, Kenneth, Naveen Donthu and Pam Kennett (2000), "Longitudinal Analysis of Satisfaction and Profitability," Journal of Business Research, V 47 (2), 161-171.
34. Donthu, Naveen and Mukesh Bhargava (1999), "Sales Response to Outdoor Advertising," Journal of Advertising Research, V 39 (4), 7-18.
35. Donthu, Naveen and Adriana Garcia (1999), "The Internet Shopper," Journal of Advertising Research, V 39 (3), 52-58.
36. Pilling, Bruce, Naveen Donthu and Steve Hensen (1999), "Accounting for the Impact of Territory Characteristics on Sales Performance: Relative Efficiency as a Measure of Salesperson Performance," Journal of Personal Selling and Sales Management, V 19 (Spring), 35-45.
37. Donthu, Naveen and Boonghee Yoo (1998), "Cultural Influences on Service Quality Expectations," Journal of Services Research, V 1 (2) 178-185.
38. Yoo, Boonghee, Naveen Donthu and Bruce Pilling (1998), "Channel Efficiency: Franchise versus Non-Franchise Systems," Journal of Marketing Channels, V 6 (3), 1-15.
39. Donthu, Naveen and Boonghee Yoo (1998), "Retail Productivity Assessment Using Data Envelopment Analysis," Journal of Retailing, V 74 (1), 89-105.
40. Donthu, Naveen (1998), "A Cross-Country Investigation of Recall of, and Attitude Toward Comparative Advertising," Journal of Advertising, V 27 (2), 111-122.

41. Donthu, Naveen and David I. Gilliland (1996), "The Infomercial Shopper," Journal of Advertising Research, V 36 (2), 69-76.
42. Cobb-Walgren, Cathy, Cynthia A. Rubel, and Naveen Donthu (1995), "Brand Equity, Brand Preferences and Purchase Intent," Journal of Advertising, V 24 (3) 25-40.
43. Boles, James S., Naveen Donthu, and Ritu Lohtia (1995), "Salesperson Evaluation Using Relative Performance Efficiency: The Application of Data Envelopment Analysis," Journal of Personal Selling and Sales Management, V 15 (3) 31-49.
44. Donthu, Naveen and Joseph Cherian (1995), "Impact of Strength of Ethnic Identification on Hispanic Shopping Behavior," Journal of Retailing, V 70 (4), 383-393.
45. Rust, Roland T. and Naveen Donthu (1995), "Capturing Geographically Localized Misspecification Error in Retail Choice Models," Journal of Marketing Research, V 32 (February) 103-110.
46. Donthu, Naveen (1994), "Effectiveness of Outdoor Advertising of Services," Journal of Professional Services Marketing, V 11 (1), 33-43.
47. Donthu, Naveen and Roland T. Rust (1994), "Positioning a Radio Station," Journal of Applied Business Research, V 10 (3), 21-27.
48. Donthu, Naveen (1994), "Double Jeopardy In Television Program Choice," Journal of the Academy of Marketing Science, V 22 (2), 180-185.
49. Bhargava, Mukesh, Naveen Donthu and Rosanne Caron (1994), "Improving the Effectiveness of Outdoor Advertising: Lessons from a Study of 282 Campaigns," Journal of Advertising Research, V 34 (2), 46-55.
50. Dasgupta, Chanda and Naveen Donthu (1994), "Effect of Individual Differences on Comparative Advertising Effectiveness," Journal of Marketing Theory & Practice, V 2 (1), 42-53.
51. Bhargava, Mukesh and Naveen Donthu (1993), "Sales Response to Outdoor Advertising," Canadian Journal of Marketing Research, V 12 (4), 87-97.
52. Donthu, Naveen, Joseph Cherian and Mukesh Bhargava (1993), "Factors Influencing Recall of Outdoor Advertising," Journal of Advertising Research, V 33 (3), 64-72.
53. Donthu, Naveen and Joseph Cherian (1993), "Differences in Consumer Perceptions of Similarity and Dissimilarity," Marketing Letters, V 4 (1), 31-38.
54. Donthu, Naveen and Sam Kim (1993), "Implications of Firm Controllable Factors on Export Growth," Journal of Global Marketing, V 7 (1), 47-63.
55. Donthu, Naveen (1993), "Comparative Advertising of Professional Services," Journal of Professional Services Marketing, V 9 (1), 95-103.

56. Donthu, Naveen and Joseph Cherian (1992), "Hispanic Coupon Usage: Impact of Strong and Weak Ethnic Identification," Psychology and Marketing, V 9 (6), 501-510.
57. Donthu, Naveen (1992), "Comparative Advertising Intensity," Journal of Advertising Research, V 32 (6), 53-58.
58. Donthu, Naveen (1991), "Comparing Market Areas Using Kernel Density Estimation," Journal of the Academy of Marketing Science, V 19 (4), 323-332.
59. Donthu, Naveen (1991), "Quality Control in Services Industry," Journal of Professional Services Marketing, V 7 (1), 31-55.
60. Donthu, Naveen and Roland T. Rust (1989), "Estimating Geographic Consumer Densities Using Kernel Density Estimation," Marketing Science, V 8 (2), 191-203.
61. Rust, Roland T. and Naveen Donthu (1988), "Programming and Positioning Strategy for Cable Television Channels," Journal of Advertising, V 17 (4), 6-13.
62. Deshpande, Rohit, Wayne D. Hoyer and Naveen Donthu (1986), "The Intensity of Ethnic Affiliation: A Study of the Sociology of Hispanic Consumption," Journal of Consumer Research, V 13 (2), 214-220.

## **BOOKS**

1. Parvatiyar, Atul, Naveen Donthu, Tom Gruen, and Fred Jacobs (2005) Best Practices in Post Audit Recovery, PRG Shultz, Atlanta.
2. Parvatiyar, Atul, Naveen Donthu, Tom Gruen, Vijay Kasi, and Brad Kesel (2006) Value of Outsourcing Sales and Marketing, Grocery Manufacturers Association, Washington DC.
3. Parvatiyar, Atul, Naveen Donthu, Vijay Kasi, and Brad Kesel (2007) Prevalence of Outsourcing in the Foodservices Industry, Foodservice Marketing Association, Washington DC.

## **BOOK CHAPTERS**

1. Yoo, Boonghee and Naveen Donthu (2001), "Cultural Orientation and Consumer Ethnocentrism," C.P. Rao (ed.), Marketing and Multicultural Diversity. Westport, CT: Greenwood Publishing.
2. Donthu, Naveen and Roland T. Rust (1995), "Regression and Correlation Analysis," in Marketing Research Handbook, Michael Houston (ed.), and New York: McGraw-Hill.
3. Rust, Roland T. and Naveen Donthu (1989), "Programming Holes: Opportunities for

Cable Television Channels," in Cable Television Advertising: In Search of the Right Formula, Batra, Rajiv and Rashi Glazer (eds.), 29-45, Quorum Books.

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

## **PROCEEDINGS**

1. Nickell, David, Naveen Donthu, and Wes Johnston (2007), "Impact of a National Trauma on Consumer Behavior", Proceedings of American Marketing Association, Summer Educators Conference.
2. Porter, Connie and Naveen Donthu (2007), "Gender in Virtual Communities: Effects on Sponsor Trust and Member Behavior, Proceedings of American Marketing Association, Summer Educators Conference.
3. Donthu, Naveen, Vijay Kasi, Atul Parvatiyar, Wes Johnston, and Tom Gruen (2007), "Value of Outsourcing the Sales Function", Proceedings of American Marketing Association, Summer Educators Conference
4. Donthu, Naveen and Belgin Unal (2007), "Identifying Escalation", Marketing Science Conference.
5. Unal, Belgin, Daniel Bello, Naveen Donthu (2007), "Outsourcing Marketing Functions in International Channels of Distribution", Proceedings of American Marketing Association, Winter Educators Conference.
6. Porter, Connie and Naveen Donthu (2006), "Gender Differences in Trust Formation in Virtual Communities", Proceedings of American Marketing Association, Summer Educators Conference.
7. Poddar, Amit, Naveen Donthu, and Jack Wei (2006), "Website Personality and Orientation", Proceedings of American Marketing Association, Summer Educators Conference.
8. Donthu, Naveen, Vijay Kasi, Atul Parvatiyar, and Tom Gruen (2006), "Role of Collaborative Management in Outsourcing the Sales Function: An Examination of the CPG Industry", Proceedings of American Marketing Association, Summer Educators Conference.
9. Osmonbekov, Talai, Naveen Donthu, Danny Bellenger (2006), "The Impact of Medium Specific Investment and Trust on the Use of the Internet for Information Search," Proceedings of American Marketing Association, Winter Educators Conference.
10. Porter, Connie and Naveen Donthu (2005), "Relationship Marketing in Virtual Communities", Proceedings of American Marketing Association, Summer Educators

Conference.

11. Yaveroglu, Idil, Naveen Donthu, and Amit Poddar (2005), "Cue Utilization in Online and Offline Environments", Proceedings of American Marketing Association, Summer Educators Conference
12. Gruen, Tom, Naveen Donthu, and Atul Parvatiyar (2005), "Impact of Post Audit Recovery Activities on Buyer-Seller Relationships", Proceedings of American Marketing Association, Summer Educators Conference.
13. Lohtia, Ritu, Naveen Donthu, and Edmund Hershberger (2003), "Banner Advertising Effectiveness," Proceedings of American Marketing Association, Summer Educators Conference.
14. Donthu, Naveen and Boonghee Yoo (2003), "Overlooked Performance Evaluation Tools," Proceedings of American Marketing Association, Summer Educators Conference.
15. Brashear, Tom and Naveen Donthu (2003), "International Internet Shopper," Proceedings of American Marketing Association, Winter Educators Conference.
16. Bhargava, Mukesh and Naveen Donthu (2002), "Exploring Facets of Relationship Quality: A Data Envelopment Analysis Approach," Proceedings of American Marketing Association, Winter Educators Conference.
17. Hershberger, Edmund, Talai Osmenbekov, and Naveen Donthu (2001), "Benchmarking Marketing Performance," Proceedings of American Marketing Association, Summer Educators Conference.
18. Lewin, Jeff and Naveen Donthu (2001), "Organizational Buyer Behavior: A Meta Analysis," Proceedings of American Marketing Association, Summer Educators Conference.
19. Yoo, Boonghee, Naveen Donthu and Tom Brashear (2000), "Perceived Quality of Internet Shopping Sites," Proceedings of the Global Business and Technology Conference.
20. Naveen Donthu and Idil Sayrac (2000), "Cultural Influences on the Diffusion of Innovations," Proceedings of American Marketing Association, Summer Educators Conference.
21. Dou, Wenyu, Boonghee Yoo, and Naveen Donthu (2000), "Capturing Global Consumers: The Roles of Global Ethnic Portals," Proceedings of the Journal of International Business Studies Special Issue and Conference on E-commerce and Global Business.
22. Yoo, Boonghee and Naveen Donthu (2000), "Developing a Scale of Perceived Quality of Internet Shopping Site (PQISS)," Proceedings of the Academy of Marketing Science Conference.

23. Yoo, Boonghee and Naveen Donthu (1999), "Consumer Cultural Orientation and Consumer Ethnocentrism," Proceedings of American Marketing Association, Summer Educators Conference.
24. Yoo, Boonghee and Naveen Donthu (1998), "Validating Hofstede's Model at the Individual Level," Proceedings of American Marketing Association, Summer Educators Conference.
25. Donthu, Naveen, Ken Bernhardt, and Pam Kennett (1998), "Longitudinal Analysis of Satisfaction and Profitability," Proceedings of American Marketing Association, Winter Educators Conference.
26. Donthu, Naveen and Tom Brashear (1998), "Hispanic Family Values," Proceedings of American Marketing Association, Winter Educators Conference.
27. Boonghee, Yoo and Naveen Donthu (1998), "Societal and Individual Uncertainty Aversion: A Two-Country Study of Store Image and Purchase Intention," Proceedings of American Marketing Association, Winter Educators Conference.
28. Boonghee, Yoo and Naveen Donthu (1997), "Developing and Validating an Overall Brand Equity Scale," Proceedings of American Marketing Association, Summer Educators Conference.
29. Donthu, Naveen and Joseph Cherian (1996), "Hispanic Recycling Behavior: The Impact of Strength of Ethnic Identification," Proceedings of Southern Marketing Association.
30. Donthu, Naveen and Mukesh Bhargava (1996), "Spatial Effectiveness of Outdoor Advertising," Proceedings of American Marketing Association, Winter Educators Conference.
31. Donthu, Naveen and Joseph Cherian (1995), "Hispanic Recycling Behavior," Proceedings of Academy of Business Administration.
32. Donthu, Naveen and Joseph Cherian (1995), "Difference in Diffusion of New Products among Ethnic Sub-groups," Proceedings of Southern Marketing Association.
33. Gilliland, David and Naveen Donthu (1995), "The Influence of Consumer's Mood State on the Evaluation of Persuasive Communications: Implications for Advertisers," Proceedings of American Marketing Association, Summer Educators Conference.
34. Gilliland, David and Naveen Donthu (1995), "The Single Consumer: Marketing Implications for Active Lifestyles and Compensating Behaviors," Proceedings of American Marketing Association, Winter Educators Conference.
35. Boonghee, Yoo, Naveen Donthu, and Sungho Lee (1995), "Determinants of Consumer-based Brand Equity," Proceedings of American Marketing Association, Winter Educators Conference.

36. Boonghee, Yoo, Naveen Donthu, and Bruce K. Pilling (1995), "En Efficiency Evaluation of Franchise Systems: The Application of Data Envelopment Analysis," Proceedings of American Marketing Association, Winter Educators Conference.
37. Kaufmann, Pat, Charles Brooks, and Naveen Donthu (1995), "Sequential vs. Global Site Selection for Franchise Systems," Proceedings of Society of Franchising Conference.
38. Donthu, Naveen, Mukesh Bhargava, and Joseph Cherian (1994), "Outdoor Advertising Effectiveness: A Review of Literature and Directions for Future Research," Proceedings of Academy of Business Administration.
39. Dasgupta, Chanda, Naveen Donthu, and David Gilliland (1994), "Impact of Individual Differences on Perceptual Maps," Proceedings of Southern Marketing Association.
40. Donthu, Naveen and Roland T. Rust (1994), "Comparing Methods to Capture Heterogeneity in Perceptual Maps," Proceedings of American Marketing Association, Summer Educators Conference.
41. Donthu, Naveen and R. Edward Sibley (1994), "Differentiating HMO's with Customer Retention Strategy," Proceedings of Academy of Marketing Science, Annual Conference.
42. Yoo, Boonghee, David Gilliland and Naveen Donthu (1994), "Impact of Ad Variation Strategy in a Competitive Environment on Brand Name Memory," Proceedings of American Marketing Association, Winter Educators Conference.
43. Bello, Daniel C. and Naveen Donthu (1993), "Exchange Relationships in Nonintegrated International Marketing," Proceedings of American Marketing Association, Summer Educators Conference.
44. Donthu, Naveen and R. Edward Sibley (1993), "HMO Selection Criterion," Proceedings of Academy of Marketing Science, Annual Conference.
45. Donthu, Naveen (1992), "Outdoor Advertising of Services," Proceedings of American Marketing Association, Summer Educators Conference.
46. Donthu, Naveen and Joseph Cherian (1992), "Hispanic Consumption: Effect of Strong and Weak Identifiers," Proceedings of American Marketing Association, Summer Educators Conference.
47. Donthu, Naveen and Joseph Cherian (1990), "Consumer Similarity/Dissimilarity Judgments and Comparative Advertising Strategy," Proceedings of American Marketing Association, Summer Educators Conference.
48. Donthu, Naveen and Naras Eechambadi (1988), "Capturing the Shape of Diffusion Over Space and Time," Proceedings of 4th Bi-Annual World Marketing Conference, Singapore.

49. James C. Anderson and Naveen Donthu (1988), "A Proximate Assessment of the External Validity of Conjoint Analysis," Proceedings of American Marketing Association, Summer Educators Conference.
50. Donthu, Naveen and Roland T. Rust (1986), "Patterns of Dynamic Disequilibrium: A New Paradigm for Marketing Thought," Proceedings of American Marketing Association, Summer Educators Conference.
51. Donthu, Naveen and V Kumar (1985), "Sensitivity Analysis and Comparison of New Product Growth Models," Proceedings of Southwestern Marketing Association.
52. Donthu, Naveen (1985), "Analyzing Industrial Location Patterns," Proceedings of Southwestern Marketing Association.

## CONFERENCE PRESENTATIONS

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

## BOOK REVIEWS

1. Culture's Consequence, by Greet Hofstede, in Journal of Marketing Research, 2002 (with Boonghee Yoo).
2. New Product Development, by Kenneth Kahn, in ACR newsletter, 2001.
3. Marketing Management Support Systems: Principles, Tools and Implementation, by Wierenga, Berend and Gerrit Van Bruggen, in Journal of Marketing, 2001. (with Boonghee Yoo)
4. In Defense of Advertising, by Jerry Kirkpatrick, in Journal of the Academy of Marketing Science, 1995, V 23 (2), 141-143. (with David I. Gilliland)
5. Head to Head: The Coming Economic Battle Among Japan, Europe and America, by Lester Thurow, in Journal of International Marketing, 1993, V 1 (2), 112-114.

## SOFTWARE

FLEX: A program for Flexible Regression, (with R. T. Rust).

KPLOT: A program for Kernel Density Estimation and Plotting, (with R. T. Rust).

RESAMPLE-REG: A Program for Regression using Resampling Methods to address

Multicollinearity.

## **RESEARCH PROJECTS IN PROGRESS (OR UNDER REVIEW)**

"Differences in Diffusion of Innovations Through Ethnic Sub-Groups" (with J. Cherian)

"Measuring Cultural Orientation at the Individual Level" (with B Yoo and T Lenartowitz)

"Multicollinearity in Marketing Research," (with Roland Rust)

"Perceived Quality of Internet Shopping Sites," (with Boonghee Yoo)

"Virtual Communities" (with Connie Porter)

"Trade Promotions" (with Atul Parvatiyar and Amit Poddar)

"Mass Customization" (with Margarita Guilabert)

"Relationship Marketing Programs" (with Stephanie Noble and Kay Lemon)

"Outsourcing Sales and Marketing" (with Atul Parvatiyar and Tom Gruen)

"Post Audit Activity and Impact on Relationships" (with Atul Parvatiyar and Tom Gruen)

"Marital Status and Role of Brands" (with Brian Brown and Corliss Thornton)

"Marketing Capabilities and ROI" (with Raj Srivastava and Naras Eechambadi)

"Online Information Load" (with Jill Mosteller)

"Identifying Escalation" (with Belgin Unal)

"Top Management Strategy Formation" (with Jeff Foreman)

"Short Term and Long Term Effects of Advertising" (with Xueming Luo)

## **RESEARCH GRANTS**

Quaero Corporation (2006-07) - \$10000.00

"Marketing Capabilities and ROI"

PRG-Schultz, (2006-07) - \$100000.00

"Post Audit Recovery Code of Ethics"

Grocery Manufacturer Association (2004-06) - \$250000.00

“Value of Outsourcing Sales and Marketing”

Food Service Marketing Association (2004-06) - \$75000.00

“Value of Outsourcing Sales and Marketing for Food Services Suppliers”

PRG-Schultz, (2004-05) - \$200000.00

“Trade Promotions and Post Audit Recovery”

Engage Media Inc. (2002-04) - \$10000.00

“Banner Advertising Effectiveness”

CBIM and Electronic Commerce Institute (2002-03) - \$4000.00

"Website Efficiency"

GSU Marketing Roundtable and Electronic Commerce Institute (1999-00) - \$4000.00

"Scale Development to Measure Perceived Quality of Internet Shopping Sites"

GSU Marketing Roundtable (1996-97) - \$3000.00

"Ethnic Identification Scale Development"

GSU Marketing Roundtable (1995-96) - \$3000.00

"Family Values Scale Development"

GSU Marketing Roundtable (1994-95) - \$4000.00

"Spatial Effects of Outdoor Advertising"

GSU Research Initiation Grant (1994-95) - \$5,000.00

Office of the Vice President for Research, Georgia State University.

Hook Outdoor Advertising (1995) - \$40,000.00

"Spatial Effects of Outdoor Advertising"

GSU Marketing Roundtable (1993-94) - \$4000.00

"Cross Cultural Investigation of Comparative Advertising Effectiveness"

GSU Research Enhancement Grant (1992-93) - \$5,000.00

Office of the Vice President for Research, Georgia State University.

Hook Outdoor Advertising (1992) - \$32,000.00

"Sales Response to Outdoor Advertising"

28 Research Course Releases (Spring, Summer & Fall 1991; Winter & Summer 1992; Winter, Spring, & Summer 1993; Winter, Summer & Fall 1994; Summer & Fall 1995; Winter, Summer & Fall 1996; Winter, Summer & Fall 1997; Summer 1998; Summer 1999; Summer 2000; Summer 2001; Summer 2002; Summer 2003; Summer 2004; Summer 2005; Summer 2006) Robinson College of Business, Georgia State University.

Instruction Innovation Award (Summer 1993)  
College of Business Administration, Georgia State University.

Apple Computers (1991) - \$7500.00  
"Advanced Academic Marketing Project"

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

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

## STUDENT GUIDANCE

### Ph.D. Dissertation Chair

### last known academic position

- |                         |                                      |
|-------------------------|--------------------------------------|
| 1. Chanda Dasgupta      | Arizona State University             |
| 2. Boonghee Yoo         | Hofstra University                   |
| 3. Idil Sayrac          | American University                  |
| 4. Edmund Hershberger   | Southern Illinois University         |
| 5. Frank Xie (co-chair) | Drexel University                    |
| 6. Connie Porter        | University of Notre Dame             |
| 7. Margarita Guilabert  | N.A.                                 |
| 8. Beverly Wright       | East Carolina University             |
| 9. Amit Poddar          | Georgia College and State University |
| 10. Jill Mosteller      | Portland State University            |
| 11. Jeff Foreman        | in progress                          |
| 12. Boris Lezhava       | in progress                          |
| 13. Belgin Unal         | in progress                          |

Ph.D. Dissertation Committee Member: Al Chen, Manuel Robles, Rose Johnson, Linda Aab, Euehun Lee, Pam Kennett, Charles Brooks, Julie Sneath, Jeff Lewin, David Gilliland, Deborah Webb, Tom Brashear, Ed Sibley, Annie Liu, Mark Leach, Cristian Chelariu, Sungwoo Jung, Kathy Harris, Jie Yin, Vinita Sangtani, Ghi Lu, Caroline Gallrein, Ram Madupalli, Jack Wei, Brian Brown.

Supervision of independent study courses (1986 – date): 60

## SERVICE: PROFESSIONAL ASSOCIATIONS

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

Chair (98), Chair - Elect (97), Vice Chair (96), Marketing Research Special Interest Group (SIG), American Marketing Association.

Vice President for Academic Affairs, Product Development and Management Association, 1994-97.

## **SERVICE: ACADEMIC CONFERENCES**

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

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

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

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

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

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

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

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

Chair, Marketing Track at the 1996 Fall INFORMS conference.

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

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

Discussant for over **15 sessions** at major conferences such as American Marketing Association's Educator's Conference, Marketing Science Conference, INFORMS conference, Academy of Marketing Science conference etc.

## **SERVICE: ACADEMIC PUBLICATIONS**

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

Member of the Editorial Board, Journal of Marketing 2005 –

Member of the Editorial Board, Journal of Academy of Marketing Science 2006 -

Member of the Editorial Board, Journal of Business Research 2006 -

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

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

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

Ad-Hoc Reviewer: Management Science, Marketing Science, Journal of Marketing Research, Journal of Consumer Research, Journal of Marketing, Journal of Retailing, Journal of the Academy of Marketing Science, Journal of Advertising, Journal of Business Research, International Marketing Review, International Journal of Research in Marketing, Public Opinion Quarterly, Journal of Computer Mediated Communications, European Journal of Operational Research, International Journal of Retailing and Distribution Management, Journal of Retailing and Customer Services, International Journal of Electronic Commerce, Information Systems Research, Journal of MIS, Electronic Markets, Psychology and Media.

## **SERVICE: EXTERNAL REFEREE FOR P&T DECISIONS**

Baruch College  
Cleveland State University  
University of Rhode Island  
Temple University  
University of California Riverside  
Old Dominion University  
Marquette University  
University of Cincinnati  
Portland State University  
University of Alabama

## **SERVICE: UNIVERSITY / DEPARTMENT**

Doctoral Program Co-ordinator, Department of Marketing, Georgia State University, 1995 -

Internal Grants Review Committee, Georgia State University, 2006 –

Member of MBA Steering Committee, Robinson College of Business, Georgia State University, 2002 – 2005.

Member of Promotion and Tenure Committee, Robinson College of Business, Georgia

State University, 2003 – 2006.

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

BioScience Business Ad Hoc Committee Member, 2006 -

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

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

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

Member of Lenny Chair Recruiting Committee, Department of Marketing, Georgia State University, 2006-07.

Member, GSU President Evaluation Committee 2004.

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

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

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

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

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

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

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

## **EXECUTIVE SEMINARS**

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

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

“Marketing Capabilities”

Customer Relationship Management Association, April 2007.

“Code of Ethics”

Post Audit Recovery Trade Association, November 2006

“Brand Management”

Executive MBA, Sorbonne France, October 2006.

“Conjoint Analysis”

Boston AMA Chapter

“Outsourcing”

Food Service Marketing Association, February 2006.

“Brand Management”

Executive MBA, Sorbonne France, October 2005.

“Marketing Engineering”

International MBA, Toulouse University France, March 2005.

“Brand Management”

Executive MBA, Sorbonne France, October 2004.

“Internet Marketing”

AIG Japan at LOMA, October 2003.

“Brand Management”

Executive MBA, Sorbonne France, October 2003.

“Marketing Research and Forecasting”

IMT BERLIN, September 2002

“Product Planning Techniques”

Clark Atlanta University, April 2001.

“The Internet Shopper”

BOSS Inc, March 2000.

“Advertising and Marketing Communications”

Executive MBA, Erasmus University, June 1999.

“The Internet Shopper”

Anderson Consulting, May 1999.

“Marketing Engineering,”

Southern Company, December 1998

"Customer Satisfaction and Profitability,"

International Council of Shopping Centers, January 1998.

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

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

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

"Perceptual Mapping"  
United Postal Services, April 1994.

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

## **CONSULTING EXPERIENCE**

- SDR Incorporated (Employee / Customer Satisfaction)
- CRMG (International Market Entry)
- Allstate Insurance (International Market Entry)
- Newsletters Plus (Brand Name Evaluation)
- Marriott Corporation (Linkage Study)
- Chick-fil-a (Customer Satisfaction; Brand Equity)
- UPS (Perceptual Mapping; Relationship Marketing; Market Research)
- Apple Computers (New Product Development)
- Bard Pharmaceuticals (Statistical Analysis)
- Service Master (Service Quality)
- KOKE radio station (New Product Development)
- TBS (New Product Positioning)
- CDC (Conjoint Analysis)
- Hook Outdoor Advertising (Outdoor Advertising Effectiveness)
- Asian Variety Show (Consumer Research and Statistical Analysis)
- Atlanta Management Institute (International Marketing Research)
- International Management Consultants (New Product Development)
- Jones and Askew (Consumer Research and Statistical Analysis)
- Institute for International Research (Customer Satisfaction)
- Summit National Bank (Ethnic Marketing)
- Paul, Hastings, Janofsky, Walker LLP (expert witness – new product failure)
- Reed Marketing Group (New Product Development)
- McKinsey & Co. (Data Envelopment Analysis)
- Survey Communications (Perceptual Mapping)
- PRG-Schultz (Trade Promotions and Post Audit Practices)
- iCRM (Outsourcing, New Product Development)

**PERSONAL DATA**

Age: 47 years

Marital Status: Married (wife: Roopa)

Children: 2 (son: Suraj - 14 years; daughter: Sonia - 7 years)

Citizenship: U.S.A.