**Mike Morgan - Selected Publications and Conference Presentations**

1. **Groom, Allison, Chuck Miller and Michael S. Morgan (2016), “Tobacco Health Message Effectiveness among Communication Technologies,” TCORS Invited Research Articles, September.**
2. **Trivedi, Minakshi, Michael S. Morgan and Kalpesh K. Desai (2008), “Consumer's Value for Agent Information in Service Industry”, Journal of Services Marketing, Volume 22(2), 149-159.**
3. **Morgan, Michael S. (2004), “Using Hierarchical Bayes Models for Bundle Pricing Strategies” (2004), Advanced Research Techniques Forum, Whistler, British Columbia (June).**
4. **“Promotional Evaluation and Response among Variety Seeking Segments” (2003), Journal of Product and Brand Management, 12(6):408-423**
5. **“Be Careful When Using Survey Data for Market Tracking Metrics” (2003), Marketing News, March 31.**
6. **“Differences in Consumer Responsiveness to DTC marketing: Awakening the Sleeping Giant of Consumer Diversity” (2002), PBIRG News, September.**
7. **“Exploring Uncertain Markets using Zero-Based Forecasting and Micro-Simulation” (2002), International Communication and Forecasting Conference, June.**
8. **“Don’t Reinvent the Wheel: Arm Suppliers with Enough Information to Avoid Redundant Results” (2002), Marketing News, September.**
9. **“Benchmarking and Tracking Customer Attitudes Under Deregulation: Proof of the Societal Value of Marketing Research” (2001), CASRO Journal (annual).**
10. **"Capturing the Dynamics of In-Process Consumption Emotions and Satisfaction in Extended Service Transactions" (1998), International Journal of Research in Marketing, 15(4):309-321, with Laurete Dubé.**
11. **“Using Self-Selectivity in the Forecast of Restaurant Sales” (1997), Journal of Retailing and Consumer Services, 4(2):117-128, with Pradeep Chintagunta.**
12. **“Trend Effects and Gender in Retrospective Judgments of Consumption Emotions,” Journal of Consumer Research (1996), 23(2), with Laurette Dubé.**
13. **“Capturing the Dynamics of Consumption Emotions Experienced during Extended Service Encounters, Advances in Consumer Research (1996), Vol. 23, with Laurette Dubé.**
14. **“The Order of the Brand Choice Process Revisited: Some Considerations about Consumer Purchase Histories” (1996), Journal of Business and Economic Statistics 5(1):25-33, with Minakshi Trivedi.**
15. **“Brand-Specific Heterogeneity Effects on Market-Level Brand Switching” (1996), Journal of Retailing and Brand Management, 5(1):25-33, with Minakshi Trivedi.**
16. **“A Positioning Analysis of Hotel Brands Based on Travel Manager Preferences” (1995), Cornell Quarterly, 36(6):48-55.**
17. **“Agent and Customer Evaluations of Services and the Cost of Information Search” (1995), Presented to Marketing Science Conference, Sydney Australia, July.**
18. **“An Empirical Study of Brand Switching for a Retail Service” (1994), Journal of Retailing, 70(3):267-282.**
19. **“Defining Lodging Market Structure through Brand Switching” (1993), Journal of Hospitality and Leisure Marketing, 2(2):57-91, with Chekitan S. Dev.**
20. **Benefit Dimensions of Midscale Restaurant Chains” (1993), Cornell Quarterly, 34(2):40-45.**
21. **“Dynamic Customer Satisfaction Measures in Services Marketing” (1993), Presented to ORSA/TIMS Joint National Meeting, May.**