

## MICHAEL TSIROS

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Coral Gables, FL 33124

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### ACADEMIC POSITION

2016 – Present    Chairperson, Department of Marketing, *University of Miami*, Coral Gables, FL  
2014 – Present    Patrick J. Cesarano Scholar, *University of Miami*, Coral Gables, FL  
2010 – Present    Professor of Marketing, *University of Miami*, Coral Gables, FL  
2009 – Present    Director, Canes Behavioral Lab, *University of Miami*, Coral Gables, FL  
2016 – 2017       Vice Dean of Faculty & Research, *University of Miami*, Coral Gables, FL  
2009 – 2013       Chairperson, Department of Marketing, *University of Miami*, Coral Gables, FL  
2008 – 2011       Marketing PhD Director, *University of Miami*, Coral Gables, FL  
2004 – 2010       Associate Professor of Marketing, *University of Miami*, Coral Gables, FL  
2006 (Spring)     Visiting Associate Professor of Marketing, *London Business School*, London UK  
2005 (Fall)       Visiting Associate Professor of Marketing, *Dartmouth College*, Hanover, NH  
2003 – Present    Tassos Papastratos Visiting Research Professor of Marketing, *ALBA*, Greece  
1999 – 2004       Assistant Professor of Marketing, *University of Miami*, Coral Gables, FL  
1997 – 1999       Visiting Assistant Professor, *Washington University in St. Louis*, MO

### EDUCATION

1992 – 1997       Ph.D., Business Administration, *Temple University*, PA  
                            *Major: Marketing, Minor: Statistics*  
1990 – 1992       Master of Business Administration, *St. John's University*, NY  
                            *Major: Marketing*  
1986 – 1990       Bachelor of Science (*Summa Cum Laude*), *St. John's University*, NY  
                            *Major: Computer Science, Minor: Business Administration*

### RESEARCH INTERESTS

The role of customer satisfaction and regret in decision making, the symbolic association of brand assets, and the role of numeracy in price promotions and CRM campaigns. My research applies phenomena examined in the areas of behavioral decision theory, social, and cognitive psychology into consumer decision making as well as to managerial strategic decision making by examining their impact on brand perception, pricing, and profitability.

***h-index: 17***

***Google Citations: 5,000***

***Scopus Citations: 1,920***

## JOURNAL PUBLICATIONS

- Tsiros, Michael and Allan Chen (2017), "Convexity Neglect in Consumer Decision Making" *Journal of Marketing Behavior*, 2 (4), 253-290. Guest on "Marketing Matters" on Sirius *Business Radio* (Powered by the Wharton School)
- Fajardo, Tatiana M., Jiao Zhang, and Michael Tsiros (2016), "The Contingent Nature of the Symbolic Associations of Visual Design Elements: The Case of Brand Logo Frames," *Journal of Consumer Research*, 43 (December), 549-566.
- Laran, Juliano and Michael Tsiros (2013), "An Investigation of the Effectiveness of Uncertainty in Marketing Promotions Involving Free Gifts," *Journal of Marketing*, 77 (1), 112-123.
- Chen, Allan, Howard Marmorstein, Michael Tsiros, and Akshay Rao (2012), "When More is Less: The Impact of Base Value Neglect on Consumer Preferences for Bonus Packs over Price Discounts," *Journal of Marketing*, 76 (4), 64-77. Featured in The Wall Street Journal (August 4, 2018): [https://www.wsj.com/articles/50-off-why-that-deal-isnt-as-good-as-you-think-1533294000?shareToken=stca45c2358b6c459baa97eaa994b85bde&ref=article\\_email\\_share](https://www.wsj.com/articles/50-off-why-that-deal-isnt-as-good-as-you-think-1533294000?shareToken=stca45c2358b6c459baa97eaa994b85bde&ref=article_email_share), *The Economist* (June 30, 2012): <http://www.economist.com/node/21557801> and *Financial Times*: <http://www.ft.com/cms/s/2/924516fe-e2e3-11e1-bf02-00144feab49a.html#axzz23RXuY9Sl>.
- Roggeveen, Anne, Michael Tsiros, and Dhruv Grewal (2012), "Understanding the Co-Creation Effect: When Does Collaborating with Customers Provide a Lift to Service Recovery?" *Journal of the Academy of Marketing Science*, 40 (6), 771-790.
- Theotokis, Aristeidis, Katerina Pramataris, and Michael Tsiros (2012), "Effects of Expiration Date-Based Pricing on Brand Image Perceptions," *Journal of Retailing*, 88 (1), 72-87.
- Monga, Ashwani, Allan Chen, Michael Tsiros, and Mona Srivastava (2012), "How Buyers Forecast: Buyer-seller Relationship as a Boundary Condition of the Impact Bias," *Marketing Letters*, 23 (1), 31-45.
- Tsiros, Michael and David M. Hardesty (2010), "Ending a Price Promotion: Retracting it in One Step or Phasing it Out Gradually," *Journal of Marketing*, 74 (1), 49-64. Featured in *Harvard Business Review*, April 2010, <http://hbr.org/2010/04/clawing-your-way-back-from-a-discount/ar/1>.
- Tsiros, Michael (2009), "Releasing the Regret Lock: Consumer Response to New Alternatives after a Sale" *Journal of Consumer Research*, 35 (April), 1039-1059.
- Verhoef, Peter C., Katherine N. Lemon, A. Parasuraman, Anne Roggeveen, Michael Tsiros, and Leonard A. Schlesinger (2009), "Customer Experience Creation: Determinants, Dynamics and Management Strategies" *Journal of Retailing*, 85 (1), 31-41. *Awarded for Top Cited article since 2007 and most cited and downloaded paper 2009-2014.*
- Tsiros, Michael, William T. Ross, and Vikas Mittal (2009), "How Commitment Influences the Termination of B2B Exchange Relationships," *Journal of Service Research*, 11 (3) 263-276.

- Grewal, Dhruv, Anne Roggeveen, and Michael Tsiros (2008), "The Effect of Compensation on Repurchase Intentions in Service Recovery," ***Journal of Retailing***, 84 (4), 424-434. *Winner of the 2010 William R. Davidson Journal of Retailing Best Paper Award.*
- Tsiros, Michael and A. Parasuraman (2006), "The Anatomy of Service Encounter Evaluations: A Conceptual Framework and Research Propositions," ***Asian Journal of Marketing***, 12 (1), 4-22. *Lead article*
- Tsiros, Michael and Carrie Heilman (2005), "The Effect of Expiration Dates and Perceived Risks on Purchasing Behavior in Grocery Store Perishable Categories," ***Journal of Marketing***, 69 (2), 114-129.
- Tsiros, Michael, Vikas Mittal, and William T. Ross (2004) "The Role of Attributions in Customer Satisfaction: A Reexamination," ***Journal of Consumer Research***, 31 (2), 476-483.
- Mittal, Vikas, William T. Ross, and Michael Tsiros (2002), "The Role of Issue Valence and Issue Capability in Determining Effort Investment," ***Journal of Marketing Research***, 39 (4), 455-468.
- Tsiros, Michael and Vikas Mittal (2000), "Regret: A Model of Its Antecedents and Consequences in Consumer Decision Making," ***Journal of Consumer Research***, 26 (4), 401-417.
- Mittal, Vikas, Pankaj Kumar, and Michael Tsiros (1999), "Attribute-Level Performance, Satisfaction, and Behavioral Intentions Over Time: A Consumption-System Approach," ***Journal of Marketing***, 63 (2), 88-101.
- Tsiros, Michael (1998), "Effect of Regret on Post-Choice Valuation: The Case of More Than Two Alternatives," ***Organizational Behavior and Human Decision Processes***, 76 (1), 48-69.
- Johnson, Rose L. Michael Tsiros, and Richard A. Lancioni (1995), "Measuring Service Quality: A Systems Approach," ***Journal of Services Marketing***, 9 (5), 6-19.

#### SELECTIVE WORKING PAPERS/UNDER REVIEW

- Zhang, Jiao and Michael Tsiros, "A Theory of Asymmetric Tradeoff Contrast Effect"
- Fajardo, Tatiana, Jiao Zhang, and Michael Tsiros, "What's in a Name? How Efficiency and Uniqueness Concerns Influence the Preference for Short vs. Long Brand Names"
- Tsiros, Michael, Caglar Irmak, and Howard Marmorstein, "When Limiting the Donation Amount Leads to Positive Consumer Reactions to Cause-Related Marketing Campaigns"
- Fajardo, Tatiana, Michael Tsiros, and Jiao Zhang, "Moving Forward, Falling Back: How Perceptions of Motion Mask the Dangers of Unhealthy Consumption"
- Tsiros, Michael, Anne Roggeveen, and Dhruv Grewal, "Fluency in Pricing Information"

Lee, Aiden, Joseph Johnson, Michael Tsiros, “Re-examining the Net Promoter Score: Are Passives Truly Passive?”

### OTHER PUBLICATIONS

Grewal, Dhruv, Anne Roggeveen, and Michael Tsiros (2009), “Service Failure and Customer Compensation” *Empirical Generalizations about Marketing Impact: What we have learned from academic research*, Marketing Science Institute Relevant Knowledge series, edited by Dominique Hanssens.

Mittal, Vikas & Michael Tsiros (2007) "Customer loyalty in electronically mediated environments," in ***E-Services: Opportunities and Challenges***, Evanschitzky, Heiner & Gopalkrishnan R. Iyer (eds.): DUV-Gabler – Springer Academic Press: New York, Wiesbaden.

Tsiros, Michael (2006), “When Less Is More” in ***Marketing Week***, April 10, 36-40.

Tsiros, Michael (2004), “Introducing a New Pricing Strategy: The Role of Psychology in Consumer Behavior” in ***Executive KNOW-HOW***, July-August, 88-91.

Tsiros, Michael (2004), “Emotion, a Major Criterion in Consumer Choice” in ***Kathimerini***, June 27, 9.

Tsiros, Michael (2004), “Choice deferral after missing a sale: Understanding consumer behavior and its implications on pricing and promotion strategies” in ***Oeconomikos Tahydromos***, February 19, 60-65.

Tsiros, Michael (2003), “The Role of Emotions in Decision Making: A Contemporary Approach” in ***Oeconomikos Tahydromos***, May 22, 60-65.

### CONFERENCE PUBLICATIONS & PRESENTATIONS

Fajardo, Tatiana, Michael Tsiros, and Jiao Zhang (2018), “Moving Forward, Falling Back: How Perceptions of Motion Mask the Dangers of Unhealthy Consumption,” ***Winter American Marketing Association***

Tsiros, Michael (2017), “A Multi-Lens Perspective on Retail and Pricing Research,” ***Winter American Marketing Association***

Fajardo, Tatiana, Jiao Zhang, and Michael Tsiros (2016), “Moving Forward, Falling Back: How Perceptions of Motion Mask the Dangers of Unhealthy Consumption,” ***Advances in Consumer Research***

Zhang, Jiao and Michael Tsiros (2016), “A Theory of Asymmetric Tradeoff Contrast Effect,” ***Behavioral Decision Research in Management***

Fajardo, Tatiana, Jiao Zhang, and Michael Tsiros (2014), “Brand Logo Frames: How and When Framing Brand Logos Increases Purchase Likelihood,” ***Advances in Consumer Research***

Fajardo, Tatiana, Jiao Zhang, and Michael Tsiros (2014), “Brand Logo Frames: How and When Framing Brand Logos Increases Product Evaluations,” ***AMA International Service Research Conference***

- Fajardo, Tatiana, Jiao Zhang, and Michael Tsiros (2014), "Brand Logo Frames: How and When Framing Brand Logos Increases Product Evaluations," ***Society for Consumer Psychology***
- Laran, Juliano and Michael Tsiros (2012), "An Investigation of the Effectiveness of Uncertainty in Marketing Promotions Involving Free Gifts," ***Marketing and Strategy Research Camp***, Cardiff University
- Tsiros (2012), "Turning Ideas into Published Papers - The Research Process," ***AMA-Sheth Doctoral Consortium in Marketing***, University of Washington
- Tsiros (2012), "Motivating Students," 10 Steps to Teaching," ***AMA-Sheth Doctoral Consortium in Marketing***, University of Washington
- Laran, Juliano and Michael Tsiros (2011), "It Could Be Mine! The Role of Attachment in Promotions Involving Uncertainty," ***9<sup>th</sup> Annual International Conference on Marketing***
- Chen, Allan, Howard Marmorstein, Michael Tsiros, and Akshay Rao (2011), "When More is Less: Base Value Neglect and Consumer Preferences for Changes in Price and Quantity," ***2011 Academy of Marketing Science***
- Chen, Allan, Alina Sorescu, Sorin Sorescu, and Michael Tsiros (2011), "Convexity Neglect in Consumer Decision Making," ***2011 Academy of Marketing Science***
- Chen, Allan, Alina Sorescu, Sorin Sorescu, and Michael Tsiros (2010), "The Averaging Heuristic in Individual Investment Decisions" ***First Annual Boulder Summer Conference on Consumers' Financial Decision Making***
- Zhang, Jiao and Michael Tsiros (2010), "Polarization vs. Compromise: When Does One or the Other Happen," ***Behavioral Decision Research in Management***
- Zhang, Jiao and Michael Tsiros (2010), "Effect of Regulatory Focus on Tradeoff Contrast Effect," ***Behavioral Decision Research in Management***
- Grewal, Dhruv, Anne Roggeveen, and Michael Tsiros (2010), "The Effect of Compensation on Repurchase Intentions in Service Recovery," ***Winter American Marketing Association***, Winner of the 2010 William R. Davidson *Journal of Retailing* Best Paper Award
- Tsiros, Michael and David M. Hardesty (2009), "Following a Price Promotion: Return Prices All at Once or a Little at a Time," ***The Pricing Camp, University of Illinois – Urbana Champaign***
- Chen, Allan, Akshay Rao, Howard Marmorstein, and Michael Tsiros (2009), "The Numbers Are Wrong: The Case of Bonus Packs versus Price Discounts," ***The Pricing Camp, University of Illinois – Urbana Champaign***
- Michael Tsiros, Sorin Sorescu, Alina Sorescu, and Allan Chen (2009), "Convexity Neglect and Abnormal Stock Returns," ***Marketing Strategy Meets Wall Street***
- Michael Tsiros (2008), "A Deeper Look at the Mix (Price + Promotion): When  $1 + 1 \neq 2$  and Less is More!," ***Direct Marketing Association, Senior Summit***

- Chen, Allan, Akshay Rao, Howard Marmorstein, and Michael Tsiros (2008), "The Price is Wrong: Numeracy and Mental Accounting with Percentage Changes," ***Behavioral Pricing Conference***
- Michael Tsiros (2008), "Designing Stores Operations and Delivering Service," ***Thought Leadership Conference: Customer Experience Management in Retailing***
- Michael Tsiros, Alina Sorescu, Sorin Sorescu, and Allan Chen (2008), "Convexity Neglect and Abnormal Stock Returns" in ***Behavioral Decision Research in Management***
- Kaltcheva, Velitchka and Michael Tsiros (2006), "A Social Utility Framework for Evaluating Customer Satisfaction," ***Advances in Consumer Research***
- Tsiros, Michael, (2006) "Meet the Editors – Journal of Service Research," ***European Marketing Academy, Athens, Greece***
- Tsiros, Michael and David M. Hardesty (2006), "Following A Price Promotion: All At Once Or A Little At A Time?," ***European Institute for Retailing and Services Studies (EIRASS), Budapest, Hungary***
- Tsiros, Michael, Anne Roggeveen, and Dhruv Grewal (2006), "Developing Effective Service Recovery Strategies: The Role of Explanation and Compensation," ***Winter American Marketing Association***
- Tsiros, Michael and David M. Hardesty (2005), "Steadily Decreasing Discounting (SDD)," ***Fordham University Pricing Conference***
- Tsiros, Michael and David M. Hardesty (2005), "Steadily Decreasing Discounting (SDD)," ***MSI Young Scholars Program***
- Tsiros, Michael and Carrie Heilman (2004), "Discount or Perish: The Effect of Expiration Dates on Purchase Behavior for Grocery Store Perishables," ***Advances in Consumer Research***
- Grewal, Dhruv, Anne Roggeveen, and Michael Tsiros (2004) "How Compensating Customers After a Service Failure Affects Loyalty Evaluations," ***INFORMS Society on Marketing Science***
- Tsiros, Michael and David M. Hardesty (2004), "Incrementally Decreasing Discounting (IDD): A Reference Price Explanation in Supporting a New Pricing Strategy" ***Behavioral Decision Research in Management***
- Grewal, Dhruv, Anne Roggeveen, and Michael Tsiros (2004) "Consumer Loyalty Assessment during Post-Service Recovery: The Moderating Role of Compensation, Stability, and Locus of Causality" ***American Marketing Association***
- Tsiros, Michael and David M. Hardesty (2003), "When Marketers Benefit from Consumers Feeling Regret: Untangling the Effects of Regret and Reference Prices," ***Society for Judgment and Decision Making***
- Tsiros, Michael (2002), "Choice Deferral after Missing a Sale: The Role of Anticipated Regret," ***Behavioral Decision Research in Management***

- Tsiros Michael and A. Parasuraman (2001), "The Anatomy of Service Encounter Evaluations: A Conceptual Framework and Research Propositions," in **Frontiers in Services Conference, American Marketing Association**
- Tsiros, Michael (2000), "Choice Deferral after Missing a Deal: The Influence of Regret Avoidance and Deal Magnitude for the Same and Different Products," ***Society for Judgment and Decision Making***
- Tsiros, Michael and Vikas Mittal (2000), "The Role of Attributions in Evaluating Exchange Relationships," ***Advances in Consumer Research***
- Tsiros, Michael and Vikas Mittal (2000), "The Role of Attributions in Evaluation of Interorganizational Exchange Relationships," ***American Marketing Association***, Buenos Aires, Argentina
- Tsiros, Michael (2000), "Choice Deferral after Missing a Deal: The Influence of Regret Avoidance and Deal Magnitude for the Same and Different Products," ***Behavioral Decision Research in Management***
- Tsiros, Michael (1998), "The Role of Regret in Post-Choice Valuation: When Choice Sets Consist of More than Two Alternatives," ***Advances in Consumer Research***
- Tsiros, Michael (1998), "Effect of Regret on Post-Choice Valuation: The Case of More than Two Alternatives," ***Behavioral Decision Research in Management***
- Tsiros, Michael (1997), "Attribution and Their Role in Evaluating Channel Member Satisfaction and Future Intentions in Exchange Relationships," ***Advances in Consumer Research***
- D'Rozario, Denver and Michael Tsiros (1997), "Toward a Typology of External-Information Searcher Types," ***Advances in Consumer Research***
- Mittal, Vikas and Michael Tsiros (1995), "Does Country of Origin Transfer Between Brands?" ***Advances in Consumer Research***, eds. Frank R. Kardes and Mita Suja, Ann Arbor, MI: Association for Consumer Research, 292-296
- Tsiros, Michael and Vikas Mittal (1994), "The Good, the Bad, and the Illusory: A Valenced Categorization Approach to Consumer Inference-Making," ***Society for Consumer Psychology***, eds. Wes Hutchinson and Kevin L. Keller, American Psychological Association, 63-72

#### INVITED SEMINARS

- Symbolic Associations of Brand Assets, ***Athens University of Economics and Business***, June 2016
- Symbolic Associations of Brand Logos and Names, ***Florida International University***, February 2016
- Symbolic Associations of Brand Assets, ***Temple University***, April 2015
- Mediation, Moderation, and Conditional Process Analysis, ***Athens University of Economics and Business***, June 2014

Brand Logo Frames: How and When Framing Brand Logos Increases Product Evaluations, *Athens University of Economics and Business*, December 2013

Convexity Neglect in Consumer Decision Making, *Athens University of Economics and Business*, December 2012

It Could Be Mine! The Role of Attachment in Promotions Involving Uncertainty, *ALBA Graduate Business School*, July 2012

It Could Be Mine! The Role of Attachment in Promotions Involving Uncertainty, *Athens University of Economics and Business*, May 2011

It Could Be Mine! The Role of Attachment in Promotions Involving Uncertainty, *University of Kentucky*, November 2010

Following a Price Promotion: Return Prices All at Once or a Little at a Time, *Athens University of Economics and Business*, May 2009

Following a Price Promotion: Return Prices All at Once or a Little at a Time, *Temple University*, November 2008

Regret Release: The Role of Promotion Comparability on Choice Deferral, *Temple University*, April 2008

Choice Deferral: The Mediating Role of Anticipated Regret, *Texas Christian University*, March 2007

Following a Price Promotion: All at Once or a Little at a Time, *London Business School*, May 2006

Following a Price Promotion: All at Once or a Little at a Time, *University of South Carolina*, November 2005

Following a Price Promotion: All at Once or a Little at a Time, *UNC-Chapel Hill*, November 2005

Following a Price Promotion: All at Once or a Little at a Time, *Dartmouth College*, October 2005

Following a Price Promotion: All at Once or a Little at a Time, *Babson College*, October 2005

Steadily Decreasing Discounting (SDD), *University of Texas - Austin*, April 2005

Steadily Decreasing Discounting (SDD), *Rice University*, February 2005

Steadily Decreasing Discounting (SDD), *University of Houston*, February 2005

Compensating Customers for Service Failure: When Is it Necessary and by How Much?, *Babson College*, December 2002

The Role of Attributions in the Evaluation of Exchange Relationships, *INSEAD*, April 2001

Qualitative and Quantitative Methods in Marketing Research, *University of Miami, School of Biomedical Engineering*, March 2000

Regret: A Model of Its Antecedents and Consequences in Consumer Decision Making, *University of Miami*, April 1999



Decision Theory in Consumer Behavior, **Washington University**, Ph.D. seminar, October 1998

A Dual Reference-Point Model of the Consumer Valuation Process, **Southern Illinois University**, February 1998

The Role of Regret and Satisfaction in Consumer Decision Making, **Washington State University**, January 1998

The Role of Regret and Satisfaction in Post-Choice Valuation, **University of Pittsburgh**, November 1997

The Role of Regret in Consumer Decision Making, **Norwegian School of Management**, April 1997

A Dual Reference-Point Model of the Consumer Valuation Process, **Washington University**, March 1997

The Role of Regret in Managerial Decision Making, **Fordham University**, November 1996

#### CONFERENCE TRACK CHAIR/ORGANIZING COMMITTEE

**2014 Frontiers in Service Conference**, Organizing committee member

**2011 Advances in Consumer Research**, Organizing committee member

**2010 Academy of Marketing Science**, Chair, Services Marketing Track

**2006 Summer Educator's Conference, American Marketing Association**, Chair, Consumer Behavior Track

#### CONFERENCE CHAIR OR DISCUSSANT

"Service Recovery Strategies" in **2006 Winter Educator's Conference, American Marketing Association** (Chair & Discussant)

"Satisfaction and Choice" in **2005 Summer Educator's Conference, American Marketing Association** (Discussant)

"Me, Myself, and My Rock" in **2004 Advances in Consumer Research** (Chair)

"Behavioral Issues in Retailing" in **2001 Summer Educator's Conference, American Marketing Association** (Chair)

"Buyer Behavior" in **2001 Doctoral Consortium, American Marketing Association** (Chair)

"Risk in Decision Making" in **2000 Society for Judgment and Decision Making** (Chair)

"Diverse Topics" in **2000 Behavioral Decision Research in Management** (Chair)

"Post-Choice Valuation: The Role of Regret and Satisfaction in Consumer Decision Making," in **1998 Advances in Consumer Research** (Co-chair with Itamar Simonson)

"From Dyads to Triads: Risk Preferences in Negotiation" in **1998 *Experimental Economics Research on Bargaining and Learning***, (Discussant)

## TEACHING EXPERIENCE

### *University of Miami*

Marketing Research (*BBA & MBA*), Pricing (*EMBA*), Consumer Behavior (*BBA*), and Services Marketing (*EMBA*)

### *ALBA Graduate Business School*

Marketing Research, Pricing and Value Management, and Marketing Management (*MBA, MS*), Consumer Insights (*EMBA*), and Services Marketing (*Executive seminar*)

### *Washington University in St. Louis*

Consumer Behavior and Marketing Research (*MBA*)

### *Temple University*

Principles of Marketing, Consumer Behavior, and Marketing Research (*BBA*)

## ACADEMIC HONORS AND AWARDS

Provost Research Award (2017)

Journal of Retailing – Best Reviewer Award (2016)

Mary Kay Dissertation Award Finalist, Academy of Marketing Science (2016)  
— Supervised dissertation: Capitalizing on The Symbolic Value of Brand Assets  
(Tatiana Fajardo)

Provost Research Award (2016)

Provost Research Award (2014)

Provost Research Award (2013)

AMA-Sheth Doctoral Consortium Faculty (2012)

Provost Research Award (2012)

Provost Research Award (2011)

Provost Research Award (2010)

*2010 William R. Davidson Award (Journal of Retailing Best Article Award for 2008)*

Provost Research Award (2009)

Selected as a thought leader in *Thought Leader Thought Leadership Conference: Customer Experience Management in Retailing* sponsored by AMA and MSI (2008)

James W. McLamore Summer Award in Business and the Social Sciences (2008)

Provost Research Award (2008)

Selected in the biennial MSI Young Scholars Program (2005)

James W. McLamore Summer Award in Business and the Social Sciences (2005)

James W. McLamore Summer Award in Business and the Social Sciences (2004)

School of Business Administration, Summer Research Support Award (2002)

General Research Support Award (2002)

Nominated for University of Miami Faculty of the Year Award (2002)  
James W. McLamore Summer Award in Business and the Social Sciences (2000)  
General Research Support Award (2000)  
Summer Scholarship Award (1996)  
Dissertation Fellowship Award (1996)  
Summer Scholarship Award (1995)  
Beta Gamma Sigma (1992)  
Nominated and Elected Student Senator (1991)  
Computer Excellence Award (1990)  
National Golden Key Honor Society (1990)  
St. Vincent's Honor Society (1988)

### **EDITORIAL BOARD MEMBER**

*Journal of Retailing* (2009 – Present)  
*Journal of Service Research* (2005 – Present)  
*Journal of Marketing* (2004 – 2005)

### **REVIEWER**

*Journal of Consumer Research*  
*Journal of Marketing Research*  
*Journal of Marketing*  
*Management Science*  
*Organizational Behavior and Human Decision Processes*  
*Journal of Retailing*  
*Journal of Consumer Psychology*  
*Journal of the Academy of Marketing Science*  
*Association for Consumer Research*  
*American Marketing Association*  
*Academy of Marketing Science*  
*John A. Howard AMA Dissertation Competition*  
*MSI Alden G. Clayton Dissertation Proposal Competition*

### **ADVISING AND MENTORING**

#### **Undergraduate Students**

Amelia Stern (2018 – Present)  
  
Victoria Marty (2013 – 2015)  
*2014 Citizens Board Research & Creativity Forum* and received *1<sup>st</sup> Prize*

Stephanie Greene (2008 – 2011)

Admitted to Harvard Law School

Gitlow award recipient

Delivered Honors Convocation speech

*2011 Citizens Board Research & Creativity Forum* award recipient

*2010 Citizens Board Research & Creativity Forum* award recipient

*2009 Citizens Board Research & Creativity Forum* award recipient

Lucian van Schlun (2008 – 2011)

*2010 Citizens Board Research & Creativity Forum* award recipient

## **Graduate Students**

*PhD Advisor*

Tatiana Fajardo (May 2015, Assistant Professor, Florida State University)

## **SERVICE**

Chair – Department of Marketing (2016 – Present)

Director – Canes Behavioral Lab (2008 – Present)

Organized and attended a trip to NYC branding, marketing research, consumer packaged goods, and media companies for 14 of our top BBAs (2017)

Helped fundraise a gift of \$50,000 for the Canes Behavioral Lab (2017)

Helped fundraise two annual gift of \$20,000 for the NYC trip (2016 – 2017)

Vice Dean of Faculty & Research – Miami Business School (2016 – 2017)

Committee on Promotion and Tenure Member (2015 – 2017)

Faculty Research Awards Committee Member (2015 – 2017)

Faculty Senator (Alternate, 2014 – 2017)

External Evaluator for the Netherlands Organization for Scientific Research (2015 - 2017)

External Evaluator for the Swiss National Science Foundation (2013 - 2017)

External Evaluator for the National Ministry of Education in Greece (2010 - 2017)

External Evaluation Committee - Athens University of Economics and Business (2015)

Tenure Review Board (2008 – 2015)

University of Miami Research Council Member (2012 – 2015)

Chair – Department of Marketing (2009 – 2013)

Strategy and Performance Executive Committee (2011 – 2013)

Organized and attended a trip to NYC branding, marketing research, consumer packaged goods, and media companies for 14 of our top BBAs and 4 of our top MBAs (2012)

External evaluator for P&T (2012)

Dean's Search Committee (2010 – 2011)

PhD Director (2009 – 2011)

P&T external committee member (2011)

External evaluator for P&T (2011)

External evaluator of research proposals for funding by the Greek Ministry of Education (2010 – Present)

Organized and attended a trip to NYC advertising, branding, marketing research, and media companies for 11 of our top BBAs and 5 of our top MBAs (2011)

Organized and attended a trip to NYC advertising and media companies for 12 of our top BBAs and 6 of our top MBAs (2010)

External evaluator for P&T (2009)

Faculty Senator (2008 – 2010)

Chair of Recruiting Search Committee (2009)

Curriculum Committee (2008, 2009)

Undergraduate Curriculum Task Force (2007, 2008)

Ph.D. Recruiting Search Committee (2009)

“How to do research in Marketing,” Presented to Foote Fellows (2009)

Judge in the *Citizens Board Research & Creativity Forum* (2008)

Ph.D. Recruiting Search Committee (2008)

Ph.D. Curriculum design (2008)

Supervised UM Student Internship (2007)

Developed Canes Behavioral Lab for Business School (2007)

Developed Human Subjects Pool for Marketing Department (2007)

Recruiting Search Committee (2007)

Judge in the *Citizens Board Research & Creativity Forum* (2007)

Recruiting Search Committee (2006)

Supervised UM Student Summer Internship (2006)

Judge in the *Citizens Board Research & Creativity Forum* (2006)

Recruiting Search Committee (2005)

Recruiting Search Committee (2004)

Supervised UM Student Summer Internship (2003)

UM Industry Forum Presentation "The Ins and Outs of the Marketing Research Industry" (2003)

UM Student Association Presentation "How to Better Market your Organization" (2003)

Recruiting Search Committee (2002)

Ph.D. Program Committee (2002)

Recruiting Search Committee (2001)

Faculty Composition, Development and Intellectual Contribution Committee (2001)

*Copies of papers are available upon request*