

## CURRICULUM VITA

GIRISH N. PUNJ

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University of Connecticut	Web: <a href="http://www.business.uconn.edu/person/girish-punj/">http://www.business.uconn.edu/person/girish-punj/</a>
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Storrs, CT 06269	

### EDUCATION

Ph.D.	Carnegie-Mellon University, Pittsburgh, PA. Major: Industrial Administration (Marketing)
M.S.	Carnegie-Mellon University, Pittsburgh, PA. Major: Marketing
M.B.A.	Xavier Institute of Management, Jamshedpur, India Major: Marketing

### ACADEMIC APPOINTMENTS

2007-Current	Professor of Marketing, University of Connecticut
1987-2007	Associate Professor of Marketing, University of Connecticut
1981-1987	Assistant Professor of Marketing, University of Connecticut
1994-95 (Summers only)	Visiting Research Associate, University of Auckland, Auckland, New Zealand
1988 (Spring)	Visiting Research Associate, University of California, Irvine
1980-1981	Visiting Assistant Professor of Management, Vanderbilt University, Nashville
1977-1980	Instructor of Marketing, University of Maine, Orono

### ADMINISTRATIVE POSITIONS

2010-12	Director of Executive Education, School of Business, University of Connecticut
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## RESEARCH SUMMARY

Girish Punj has published 70 research papers in various marketing journals and national conference proceedings including *Journal of Marketing Research*, *Journal of Consumer Research*, *Marketing Science*, *Journal of the Academy of Marketing Science*, *Journal of Consumer Psychology*, *International Journal for Research in Marketing*, *Journal of Advertising*, *Marketing Letters*, *Journal of Interactive Marketing* and *Journal of Marketing Management*.

Google Scholar statistics indicate that his research publications have received 7000+ citations overall with an h-index of 27 (27 publications have received at least 27 citations each) and an i10 index of 37 (37 publications have received at least 10 citations each). The corresponding metrics since 2014 are 2500+ citations with an h-index of 22 and an i10 index of 30.

### **Current Research Interests:**

Digital marketing, e-commerce, mobile shopper marketing, consumer decision making in web-based environments, online product reviews and consumer generated data, use of artificial intelligence algorithms in modeling online consumer behavior.

## JOURNAL PUBLICATIONS

Punj, Girish (2018), "Understanding Individuals' Intentions to Limit Online Personal Information Disclosures to Protect their Privacy: Implications for Organizations and Public Policy," Information Technology and Management (published online on December 7, 2018)

Punj, Girish (2017), "Consumer Intentions to Falsify Personal Information Online: Unethical or Justifiable?" Journal of Marketing Management, 33:15-16, 1402-1412.

Punj, Girish (2015), "The Relationship Between Consumer Characteristics and Willingness to Pay for General Online Content: Implications for Content Providers Considering Subscription-based Business Models," Marketing Letters, 26(2), 175-186.

Punj, Girish (2013), "Do Consumers who Conduct Online Research also Post Online Reviews? A Model of the Relationship between Online Research and Review Posting Behavior," Marketing Letters, 24(1), 97-108.

Punj, Girish (2012), "Consumer Decision Making on the Web: A Theoretical Analysis and Research Guidelines," Psychology & Marketing, 29(10), 791-803.

Punj, Girish (2012), "Income Effects on Relative Importance of Two Online Purchase Goals: Saving Time Versus Saving Money," Journal of Business Research, 65(5), 634-640.

- Punj, Girish (2011), "Effect of Consumer Beliefs on Online Purchase Behavior: The Influence of Demographic Characteristics and Consumption Values," Journal of Interactive Marketing, 25(3), 134-144.
- Punj, Girish (2011), "Impulse Buying and Variety Seeking: Similarities and Differences," Journal of Business Research, 64(7), 745-748.
- Jiang, Ying and Girish Punj (2010), "The Effects of Attribute Concreteness and Prominence on Selective Processing, Choice, and Search Experience," Journal of the Academy of Marketing Science, 38, 471-489.
- Punj, Girish and Robert Moore (2009), "Information Search and Consideration Set Formation in a Web-Based Store Environment," Journal of Business Research, 62, 644-650.
- Punj, Girish and Robert Moore (2007), "Smart versus Knowledgeable Online Recommendation Agents," Journal of Interactive Marketing, 21(4), 46-60.
- Coulter, Keith and Girish Punj (2007), "Understanding the Role of Idiosyncratic Thinking in Brand Attitude Formation," Journal of Advertising, 36(1), 7-20.
- Punj, Girish (2006), "Structural Modeling in Marketing: Some Future Possibilities," Marketing Science, 25(6), 622-24.
- Coulter, Keith and Girish Punj (2004), "The Effects of Cognitive Resource Requirements, Availability, and Argument Quality on Brand Attitudes," Journal of Advertising, 33 (4), 53-64.
- Punj, Girish and Clayton Hillyer (2004), "Cognitive Model of Customer-Based Brand Equity for Frequently Purchased Products: Conceptual Framework and Empirical Results," Journal of Consumer Psychology, 14, 124-131.
- Fullerton, Ronald and Girish Punj (2004), "Repercussions of Promoting an Ideology of Consumption: Consumer Misbehavior," Journal of Business Research, 57(11), 1239-1249.
- Punj, Girish and Richard Brookes (2002), "The Influence of Pre-Decisional Constraints on Subsequent Decision Behavior in New Automobile Purchases," International Journal for Research in Marketing, 19(4), 383-400.
- Punj, Girish and Junyeon Moon (2002), "Positioning Options for Achieving Brand Association: A Psychological Categorization Perspective," Journal of Business Research, 55(4), 275-283.
- Punj, Girish and Richard Brookes (2001), "Decision Constraints and Consideration Set Formation in Consumer Durables," Psychology and Marketing, 18(8), 843-863.

Hempel, Donald and Girish Punj (1999), "Linking Consumer and Lender Perspectives in Home Buying: A Transaction Price Analysis," Journal of Consumer Affairs, 33(2), 408-435.

Coulter, Keith and Girish Punj (1999), "The Influence of Viewing Context on the Determinants of Attitude Toward the Ad and the Brand," Journal of Business Research, 45(1), 47-58.

Stewart, David W. and Girish Punj (1998), "The Effects of Using a Nonverbal (Musical) Cue on Recall and Recognition of Television Advertising: Implications for Advertising Tracking," Journal of Business Research, 42(1), 39-51.

Fullerton, Ronald and Girish Punj (1997), "The Unintended Consequences of the Culture of Consumption: An Historical-Theoretical Analysis of Consumer Misbehavior," Consumption, Markets & Culture, 1(3), 1-31.

Punj, Girish (1987), "Presearch Decision Making in Consumer Durable Purchases," Journal of Consumer Marketing, 4 (Winter), 71-82

Jain, Subhash C. and Girish Punj (1987), "Developing Marketing Strategy: A Framework," Marketing Intelligence and Planning, 5(1), 34-39.

LaPlaca, Peter and Girish Punj (1987), "The Marketing Challenge: Factors Impacting the Adoption of High Technology Innovations," High Tech Marketing Review, 1 (Spring), 30-43.

Cattin, Philippe and Girish Punj (1984), "Factors Influencing the Selection of Preference Model Form for Continuous Utility Functions in Conjoint Analysis," Marketing Science, 3, 73-82.

Furse, David H., Girish N. Punj and David W. Stewart (1984), "A Typology of Individual Search Strategies Among Purchasers of New Automobiles," Journal of Consumer Research, 10, 417-31.

Punj, Girish N. and David W. Stewart (1983), "An Interaction Framework of Consumer Decision Making," Journal of Consumer Research, 10, 181-196.

Punj, Girish N. and David W. Stewart (1983), "Cluster Analysis in Marketing Research: Review and Suggestions for Application," Journal of Marketing Research, 20, 134-48

Punj, Girish N. and Richard Staelin (1983), "A Model of Consumer Information Search for New Automobiles," Journal of Consumer Research, 9, 366-80.

Punj, Girish N. and Richard Staelin (1978), "The Choice Process for Graduate Business Schools," Journal of Marketing Research, 15, 88-98.

## RESEARCH-IN-PROGRESS

Punj, Girish (2018), "The Influence of Deliberative and Implemental Mindsets on In-Store Purchase Outcomes among Mobile Shoppers: A Conceptual Model and Research Findings" (under review)

Punj, Girish (2018), "Using Verbatim Review Text to Understand Attribute-level Consumer Sentiment: Development and Illustration of a Methodology to add Diagnostic Value to Numerical Product Ratings" (under review)

## HONORS AND AWARDS

Faculty Advisor	UConn Student Team 3 <sup>rd</sup> place Winners at the International Big Data Analytics Competition, University of Maryland, 2019
Winner	Outstanding Teacher Award (Marketing), 2016 School of Business, University of Connecticut
Recipient	Ackerman Scholar Award, School of Business, University of Connecticut, 2016, 2015, 2009, 2008, 2003, 2002
Winner	Graduate Teaching Award, School of Business, University of Connecticut, 2014
Co-winner	Teaching Innovation Award, School of Business, University of Connecticut, 2013
Recipient	IBM Watson Faculty Award, 2012
Winner	MBA Teacher of the Year (Marketing) Award, School of Business, University of Connecticut, 2011-12, 2010-11.
Winner	Teaching Innovation Award, School of Business, University of Connecticut, 2009
Winner	Graduate Teaching Award, School of Business, University of Connecticut, 2001
Listing	Roster of Experts, International Trade Centre UNCTAD/GATT, Geneva, 1995-98, 1992-95, 1986-88
Finalist	Consumer Research (Ferber) Award Competition, Association for Consumer Research, 1981
Winner	American Marketing Association Doctoral Research Grant Competition, 1977

Fellow

American Marketing Association Doctoral Consortium, 1976

### RECENT MEDIA MENTIONS

E Consultancy, “Why GDPR is great news for marketers and will create a more efficient data economy”

September 13, 2017

In a report published earlier this month in the Journal of Marketing Management, Girish Punj warns that ‘the trend towards the falsification of online information could be particularly detrimental for mobile commerce firms because they require accurate location-aware, real-time information on consumers for personalizing communications and customizing product offers.

PR Newswire, “IBM Expands Data Science Education around the World”

February 29, 2016

.....incorporating Watson Analytics into several MBA courses taught by Professor Girish Punj, including "Digital Marketing" and "Big Data and Strategy Marketing" classes, to teach future marketing professionals how to analyze data without the help of a data scientist. With Watson Analytics, students are learning how to build long-term marketing plans based on insights that they are extracting from sources including Facebook and Twitter.

PR Newswire, “IBM, MBAs Use Visual Analytics to Tackle Business Problems”

March 19, 2014

It’s a term we hear over and over again, and its impact is universal. But what is “big?” In recent years, there has been an explosion in the volume of data available to business executives and government officials, rendering the traditional methods of displaying data (charts, graphs, tables, etc.) inadequate for the volume, variety, and velocity for which data is being generated today,” says Girish Punj, a marketing professor at the UConn School of Business.

An experiential learning course offered by Punj at the Stamford Learning Accelerator (SLA) last fall with the assistance of Brian Brady, director of the SLA and instructor in residence at the School of Business, exposed MBAs to the next generation of data visualization tools and methodologies.

By collaborating with the IBM Center for Innovation in Visual Analytics (CIVA), students had an opportunity to interact with IBM researchers and executives while working on various projects. Under the guidance of IBM data visualization experts located around the world, they learned to solve business problems by taking a deep dive into visual analytics within a classroom-laboratory setting, in a learning experience that was both immersive and realistic.

Fairfield County Business Journal (Westfair Communications), “UConn Students Pitch ‘Watson’ Applications” December 13, 2012

Stamford Advocate, “UConn Students Introduce ‘Watson’ to Real Business Challenges”  
December 7, 2012

Information Management, “The Analytic Marketing MBA,” Interview with Jim Ericson,  
Editor, February 24, 2012

### BUSINESS ANALYTICS EXPERTISE & PRESENTATIONS

Faculty Advisor “The Catastrophic Effects of Global Warming---The Forces at Play” 3rd place winners of the 2019 International Big Data Analytics Competition, University of Maryland, College Park, June 4, 2019. UConn Student Team Members: Barbara Lucas Johnson, Prasanthi Lingamallu and Carl Johnson

Panel Member “How Will We Transform Education with Cognitive Computing and Data Science,” IBM World of Watson Conference, Las Vegas, October 23, 2016. Panel was chaired by Guru Banavar, Vice-president and Chief Scientific Officer of Cognitive Computing at IBM

Webinar Presentation “How to Use Data, Find Patterns and Improve Marketing Decisions,” jointly sponsored by IBM and the American Marketing Association (August 25, 2016) (with Stephen Archut of IBM as co-presenter). Participants included 100+ members of the American Marketing Association

Pioneered in the development of a new MBA course titled “Big Data and Strategic Marketing,” to teach students how to derive strategic marketing insights from big data analytics. The course was conducted in collaboration with an IBM Watson Ecosystem partner (Spring 2016)

Invited to attend IBM Watson event titled “World of Watson” at the Duggan Greenhouse, Brooklyn, NY. (May 5-6, 2015)

Invited to attend inaugural IBM Watson events titled “Watson at Scale” and “World of Watson,” at the IBM Watson Center, 51 Astor Place, New York, NY. (October 7-8, 2014)

Pioneered in the development of an experiential learning course titled “Visual Analytics” to teach students the capabilities of current visualization tools, the methodologies being used to develop the next generation of such tools, and their potential use in processing big data (Fall 2013)

Invited to attend an IBM Research Colloquium entitled “The New Era of Computing: Cognitive Systems,” at the Thomas J. Watson Research Center in Yorktown Heights, NY. (October 2, 2013)

Pioneered in the development of an experiential learning course titled “Putting IBM Watson to Work” to teach students the potential of cognitive computing, the functionalities that underlie the IBM Watson supercomputer, and the challenges involved in developing commercial applications for a new computing technology (Fall 2012)

Panel Member Presentation & Press Conference, “Watson Heads to Class: Preparing a New Generation of Thinkers for Next Generation Jobs,” IBM Information on Demand Conference & Business Analytics Forum, Las Vegas, October 23, 2012

Customer Advisory Board Presentation, IBM Information on Demand Conference & Business Analytics Forum, Las Vegas, October 26, 2011

Panel Member Presentation & Press Conference, “Understanding Consumer Sentiment Isn’t Just Fun and Games,” IBM Information on Demand Conference & Business Analytics Forum, Las Vegas, October 25, 2011

Featured in an IBM Business Analytics Whitepaper on “Smart Teaching” (2010)

SPSS Webinar Presentation, “Data Mining with Clementine,” March 11, 2009 (attended by 60 US faculty)

Developed a “Data Mining Curriculum Kit” for SPSS as a free resource for educators at American universities (2008)

Participant, SPSS Directions Conference, Chicago, November 6-8, 2006

Invited Speaker Presentation, “Mining Text in Guest Satisfaction Surveys: Do Ratings Truly Reveal Intentions to Return?” SPSS Directions Conference, Las Vegas, November 18, 2005

Participating Member, SPSS Academic Steering Committee, Chicago, 2004-2006

Pioneered in the development of two MBA courses (amongst the first at US Business Schools) titled “Data Mining for Marketing Decisions” and “Identifying and Analyzing Market Opportunities” to teach students predictive modeling skills (2001-2002)

#### DOCTORAL DISSERTATION COMMITTEES

Jungsuk Kang (2013), “Advertising Effects on Consumer Processing of Brand Extensions: Applying the Categorization Model and the Framing Theory,” Department of Communication Sciences, University of Connecticut, Storrs, CT. (Committee Member)

Ying Jiang (2006), “Consumer Information Search on the Internet: The Impact of Influencing Factors on Cognition, Perception and Affect,” Department of Marketing, University of Connecticut, Storrs, CT. (Committee Chair)

Robert Moore (1999), “Information Search and Consideration Sets: A Comparison of Web-Based Versus Traditional Decision Environments,” Department of Marketing, University of Connecticut, Storrs, CT. (Committee Chair)



Junyeon Moon (1994), "An Examination of Product Category Representation: Exemplar versus Summary Representation and Feature versus Dimension Representation," Department of Marketing, University of Connecticut, Storrs, CT. (Committee Chair)

Kwangsu Kim (1989), "Validating Cognitive and Affective Constructs as Determinants of Brand Attitude in TV Advertising Models," Department of Communications Science, University of Connecticut, Storrs, CT. (Committee Chair)

### BOOK CHAPTERS

LaPlaca, Peter J. and Girish Punj "The Marketing Challenge: Factors Impacting the Adoption of High Technology Innovations," in Customer Driven Marketing by Raymond W. Smilor, Lexington, MA: D.C. Heath and Company, 1989, pp. 91-107. (Reprinted from High Tech Marketing Review)

Punj, Girish N. and David W. Stewart (1987), "Cluster Analysis in Marketing Research: Review and Suggestions for Application," in Multivariate Data Analysis by Joseph F. Hair, Jr., Ralph E. Anderson and Ronald L. Tatham, Macmillan Publishing Company, 1987, pp. 317-337. (Reprinted from Journal of Marketing Research).

### NATIONAL CONFERENCE PUBLICATIONS

Jiang, Ying and Girish Punj (2008), "The Influence of Online Decision Environment Characteristics on Consumer Selective Information Processing and Choice," Advances in Consumer Research, Vol. XXXV, eds. Angela Y. Lee and Dilip Soman, Association for Consumer Research (extended abstract).

Jiang, Ying and Girish Punj (2007), "The Impact of Information Format on Consumer Search Order and Choice in an Online Setting," Advances in Consumer Research, Vol. XXXIV, eds. Gavan Fitzsimons and Vicki Morwitz, Association for Consumer Research (extended abstract).

Punj, Girish and Robert Moore (2007) "Information Search and Consideration Set Formation in a Web-Based Store Environment," Advances in Consumer Research, Vol. XXXIV, eds. Gavan Fitzsimons and Vicki Morwitz, Association for Consumer Research.

Jiang, Ying and Girish Punj (2006), "The Effects of Task and Information Environment Characteristics on the Breadth, Depth, and Sequence of Search in an Online Setting," AMA Educators' Proceedings, (Enhancing Knowledge Development in Marketing), eds., Dhruv Grewal, Michael Levy and R. Krishnan, Chicago, IL: American Marketing Association (extended abstract).

George, Morris and Girish Punj (2005), "Identifying Information Search Patterns in a Web-based Environment: Development of a Search Pattern Index," AMA Winter Educators' Conference Proceedings, (Marketing Theory), eds., Kathleen Seiders and Glenn B. Voss, Chicago, IL: American Marketing Association

Moore, Robert and Girish Punj (2001), "An Investigation of Agent Assisted Consumer Information Search: Are Consumers Better Off?," in Advances in Consumer Research, Vol. XXVIII, eds. Mary Gilly and Joan Meyers-Levy, Valdosta, GA: Association for Consumer Research, (abstract), 128.

Moore, Robert and Girish Punj (2000), "Consumer Information Search in a Web-Based Environment: Do Consumers Search More?," in Advances in Consumer Research, Vol. XXVII, eds. Stephen J. Hoch and Robert J. Meyer, Provo, UT: Association for Consumer Research, (abstract), 248.

Moore, Robert and Girish Punj (1999), "Consumer Information Search: A Comparison of Web-Based and Traditional Decision Environments," AMA Winter Educators Conference Proceedings (Emerging Issues in Marketing and the Academy), eds., Anil Menon and Arun Sharma, Chicago, IL: American Marketing Association, (mp)

Fullerton, Ronald and Girish Punj (1997), "What is Consumer Misbehavior?" in Advances in Consumer Research, Vol. XXIV, eds. Merrie Brucks and Deborah J. MacInnis, Provo, UT: Association for Consumer Research, 336-339.

Fullerton, Ronald and Girish Punj (1997), "Can Consumer Behavior Be Controlled? A Critical Analysis of Two Major Control Techniques," in Advances in Consumer Research, Vol. XXIV, eds. Merrie Brucks and Deborah J. MacInnis, Provo, UT: Association for Consumer Research, 340-344.

Fullerton, Ronald and Girish Punj (1993), "Choosing to Misbehave: A Structural Model of Aberrant Consumer Behavior," in Advances in Consumer Research, Vol. XX, ed., Michael Rothschild, Chicago, IL: Association for Consumer Research, 570-574.

Punj, Girish and Narasimhan Srinivasan (1992), "Influence of Problem Recognition on Search and Other Decision Process Variables: A Framework for Analysis," in Advances in Consumer Research, Vol. XIX, eds., John F. Sherry, Jr. and Brian Sternthal, Chicago, IL: Association for Consumer Research, 491-497.

Kim, Kwangsu and Girish Punj (1991), "Discriminant Validity of Determinants of Brand Attitude in New Brand Commercials," in AMA Educators' Proceedings (Enhancing Knowledge Development in Marketing), eds., Mary Gilly and Robert Dwyer, Chicago, IL: American Marketing Association, 380-389.

Punj, Girish and Narasimhan Srinivasan (1989), "Adoption of New Information/Communication Technologies: Frameworks for Assessing Social Impact," in AMA Educators' Proceedings (Marketing Theory and Practice), ed., Terry Childers, Chicago, IL: American Marketing Association, 227-230.

Punj, Girish and Narasimhan Srinivasan (1989), "Influence of Expertise and Purchase Experience on the Formation of Evoked Sets," in Advances in Consumer Research, Vol. XVI, ed., Thomas K. Srull, Chicago, IL: Association for Consumer Research, 507-514.

Shea, Linda J. and Girish Punj (1988), "Methodological Perspectives in Macromarketing: Review and Analysis," in AMA Educators' Proceedings (Marketing: A Return to the Broader Dimensions), ed., Stanley J. Shapiro, Chicago, IL: American Marketing Association, pp. 447-451, (mp)

Punj, Girish and Narasimhan Srinivasan (1988), "Assessing the Impact of New Information/Communication Technologies on the Social Criticisms of Marketing Systems," in AMA Educators' Proceedings (Marketing: A Return to the Broader Dimensions), ed., Stanley J. Shapiro, Chicago, IL: American Marketing Association, pp. 365-369.

Punj, Girish N. and Murphy A. Sewall (1983), "The Adequacy of Structural Modeling for Testing Behavioral Theory," in AMA Educators' Conference Proceedings (Research Methods and Causal Modeling in Marketing), eds., William R. Darden et al., Chicago, IL: American Marketing Association, pp. 102-104.

Cattin, Philippe and Girish Punj (1983), "Identifying the Characteristics of Single Retail (Dealer) Visit New Automobile Buyers," in Advances in Consumer Research, Vol. X, eds., Richard P. Bagozzi and Alice M. Tybout, Chicago, IL: Association for Consumer Research, pp. 383-88.

Stewart, David W. and Girish Punj (1982), "Factors Associated with Changes in Evoked Set Among Purchasers of New Automobiles," in AMA Educators' Conference Proceedings (An Assessment of Marketing Thought and Practice), eds., Bruce J. Walker et al., Chicago, IL: American Marketing Association, pp. 61-65.

Furse, David H., Girish N. Punj and David W. Stewart (1981), "Individual Search Strategies in New Automobile Purchases," in Advances in Consumer Research, Vol. IX, ed., Andrew A. Mitchell, Chicago, IL: Association for Consumer Research, pp. 379-84.

Punj, Girish and Richard Staelin (1976), "A Model of the College Choice Process," in AMA Educators' Conference Proceedings (Marketing: 1776-1976 and Beyond), ed., Kenneth L. Bernhardt, Chicago, IL: American Marketing Association, pp. 342-49.

Jiang, Ying and Girish Punj (2006), "The Influences of Task and Information Environment Characteristics on Consumer Search Behavior in an Online Setting," Society for Consumer Psychology Conference, Miami, FL (abstract).

Punj, Girish and Adam Rapp (2003), "Influence of Electronic Decision Aids on Consumer Shopping in Online Stores," Proceedings of the 3rd International Conference on Home-Oriented Informatics and Telematics (HOIT), University of California, Irvine, CA.

Fullerton, Ronald and Girish Punj (2003), “Kleptomania: An Intellectual History,” Proceedings of the 11th Conference on Historical Analysis & Research in Marketing (CHARM), Michigan State University, East Lansing, MI.

Moore, Robert and Girish Punj (1999), “An Investigation of Web-Based Consumer Information Search: Are Consumers Better Off?” in Advances in Marketing Theory, Practice and Education, eds., Joyce A. Young, Robert D. Green and Faye W. Gilbert, Terre Haute, IN: Society for Marketing Advances, pp. 279-80. (mp)

Naor, Jacob and Girish Punj (1984), “Structural Equation Modeling of Export Behavior,” in Developments in Marketing Science, Vol. 7, ed., Jay D. Lindquist, Kalamazoo, MI: Academy of Marketing Science, pp. 111-15.

#### INTERNATIONAL CONFERENCE PUBLICATIONS

Punj, Girish (2014), “Putting IBM Watson to Work: Identifying Business Use Cases for a New Technology,” in Second International Conference on Business Analytics and Intelligence Proceedings, ed. M. Mathirajan, Bangalore, India.

Brookes, Richard, Girish Punj and Jacqueline Smart (2004), “What does ‘New’ Mean? An Investigation of the Appeal of ‘New’ in Car Purchasing,” in Eight International Automotive Marketing Conference Proceedings, ed. David Jamieson, Amsterdam, Netherlands, ESOMAR, 119-140.

Punj, Girish and Richard Brookes (1994), “The Role of Prior Decision Constraints: How Much of the Purchase Decision Have Customers Already Made Before They Enter the Dealers Showroom?” in Third International Automotive Marketing Conference Proceedings, ed. Philip Wade, Amsterdam, Netherlands, ESOMAR, 95-116.

Punj, Girish and Narasimhan Srinivasan (1990), “Toward Defining and Modeling Product Expertise,” in European Marketing Academy Proceedings (Advanced Research in Marketing), Vol. I, eds., Hans Muhlbacher and Christoph Jocum, Innsbruck, Austria: European Marketing Academy, 899-906.

Hempel, Donald J. and Girish Punj (1990), “Analysis of Response Rates: A Segmentation Strategy based on Accessibility and Cooperation,” in European Marketing Academy Proceedings (Advanced Research in Marketing), Vol. II, eds., Hans Muhlbacher and Christoph Jocum, Innsbruck, Austria: European Marketing Academy, 1093-1110. (mp)

Punj, Girish and Linda J. Shea (1987), “Consumer Purchases of Domestic Versus Foreign Products: A Theoretical Perspective,” in European Marketing Academy Proceedings, Toronto, Canada: European Marketing Academy, pp. (mp)

LaPlaca, Peter J., and Girish Punj (1985), "Factors Impacting the Adoption of High Technology Innovations," in European Marketing Academy Proceedings, Bielefeld, West Germany: European Marketing Academy, pp. 2-14.

LaPlaca, Peter J., Girish Punj and Noreen Randazzo (1985), "A Multicultural Model of Consumer Durable Acquisition Patterns," in Proceedings of the Association for Consumer Research International Meeting (Historical Perspective in Consumer Research: National and International Perspectives), eds., Ching Tiong Tan and Jagdish N. Sheth, Singapore: Association for Consumer Research, pp. 125-129.

Cattin, Philippe and Girish Punj (1984), "Identifying the Characteristics of Non-decisionmakers in a Difficult Choice Environment," in European Marketing Academy Proceedings, Nijmegen, The Netherlands: European Marketing Academy, pp. 437-53.

Cattin, Philippe and Girish Punj (1983), "Evaluating Preference Models for Continuous Utility Functions in Conjoint Analysis," in European Marketing Academy Proceedings, Grenoble, France: European Marketing Academy, pp. 369-90.

### TEACHING INTERESTS & EXPERIENCE

Big Data and Strategic Marketing (coverage includes predictive modeling, big data analytics, text mining, affinity analysis, and social network analysis); Digital Marketing (coverage includes content marketing, search marketing, video marketing & virtual reality, mobile marketing, and social media marketing) New Product and Innovation Management; Pricing and Revenue Management

#### **MBA Courses Taught:**

Big Data and Strategic Marketing  
Digital Marketing  
Visual Analytics  
Data Analytics  
New Product and Innovation Management  
Pricing Theory and Strategy  
Data Mining for Marketing Decisions  
Identifying and Analyzing Market Opportunities  
Marketing Research and Information Systems  
Buyer Behavior  
Marketing Communications  
Marketing Planning and Strategy  
Introduction to Marketing Management

#### **Ph.D. Seminars Taught:**

Mathematical Models in Marketing  
Theory and Practice in Marketing

#### **Executive Seminars Offered:**

Marketing Research  
Pricing Strategy

**Undergraduate Courses Taught:**

Marketing Research  
Product and Price Policies  
Consumer Behavior  
Marketing Planning and Strategy  
Sales Management  
Introduction to Marketing Management

**PREDICTIVE MODELING TRAINING COURSES**

Certificates of Completion	IBM SPSS Premium Modeler Personal Training, Chicago, April 17-19, 2013
	IBM SPSS Premium Modeler Personal Training, Chicago, October 19-21, 2010
	Text Mining for Clementine, SPSS Training and Education Services, Chicago, June 9-10, 2005
	Advanced Modeling with Clementine, SPSS Training and Education Services, Chicago, July 22-23, 2004
	Data Manipulation with Clementine, SPSS Training and Education Services, Chicago, July 21, 2004
	Introduction to Clementine, SPSS Training and Education Services, Chicago, July 19-20, 2004

**PROFESSIONAL SERVICE**

Editorial Board Member	<u>Journal of Business Research</u> , (1989-2015) <u>Metamorphosis</u> , (2001-15)
Ad-Hoc Reviewer (in selected years)	<u>Marketing Science</u> , <u>Journal of Marketing</u> , <u>Journal of Marketing Research</u> , <u>Journal of Consumer Research</u> , <u>Journal of the Academy of Marketing Science</u> , <u>Marketing Letters</u> , <u>Journal of Retailing</u> , <u>Journal of Interactive Marketing</u> , <u>Journal of Business Ethics</u> , <u>Journal of Consumer Affairs</u>
Consortium Faculty Member	AMA-Sheth Foundation Doctoral Consortium, Storrs, CT. (2006)

Session Chair	American Marketing Association Summer Educators' Conference, (2010, 2007, 2006, 1991, 1989, 1988, 1987) American Marketing Association Winter Educators' Conference, (1992, 1991, 1990, 1987) Association for Consumer Research Conference, (2009, 2008, 1984) International Conference on Marketing and Development, (1991, 1988)
Discussant	Association for Consumer Research Conference, (1984) Academy of Marketing Science Conference, (1985)
Reviewer	American Marketing Association Educators' Conference, (2010, 2007, 2006, 2005, 2004, 1998, 1997, 1993, 1992, 1991, 1989, 1988, 1987, 1986, 1984, 1983) Association for Consumer Research Conference, (2013, 2012, 2009, 2008, 2006, 2005, 2004, 2003, 2002, 2001, 2000, 1999, 1997) Academy of Marketing Science Conference, (1998, 1991, 1985) International Conference on Marketing and Development, (1991)
Participant	Annual Meeting of the Association of Directors of Doctoral Programs in Business, (1992)

#### ADMINISTRATIVE SERVICE (STATE AND UNIVERSITY)

Member (alternate)	State of Connecticut Department of Higher Education Advisory Comm. on Accreditation, (2001-06)  University Interdisciplinary Courses Committee (2012-14)
Member	University Faculty Standards Committee (2005-07, 2008-19) University Faculty Standards Sub-Committee on Evaluation of Teaching (2010-11) University Faculty Standards Sub-Committee on Promotion, Tenure and Reappointment (2009-10) University Chancellor's Library Advisory Committee, (1995-97) University Social and Behavioral Sciences Area Review Committee (1989-1991) University Graduate Faculty Council, (1989-1993) University International Issues Committee, (1989-1993)
Research Director	Center for the Study of International Markets, (1986-87)

#### ADMINISTRATIVE SERVICE (SCHOOL AND DEPARTMENT)

Chair	<p>School Masters Programs Committee (2013-2014, 2016-19)  School Teaching and Research Committee, (2006-07)  School Undergraduate Programs Committee, (2002-05)</p> <p>Department Faculty Search Committee (1997-98, 2015-16)  Department MBA Policy Committee (2014-19)  Department Marketing Analytics Task Force (2012-13, 2013-14)  Department Promotion, Tenure and Reappointment Committee  (2012-13, 2013-14, 2016-17)  Department Ph.D. Program Committee, (1986-1993, 2000-2013)</p>
Vice-Chair	School MBA Program Committee, (1997-98)
Secretary	Beta Gamma Sigma Honors Fraternity (1994-95)
Export Marketing Consultant	CT. Small Business Development Center, (1986-87)
Member	<p>School Promotion, Tenure and Reappointment Committee  (2008-10, 2011-12, 2017-19)  School Ph.D. Committee, (1986-1993, 2000-10)  School Master Programs Committee, (1999-2000, 2012-16)  School Undergraduate Programs Committee, (1995-97, 2001-02)  School Teaching and Research Committee, (2001-07, 2008-10)  School Research Advisory Committee, (1983-85, 1992)  School Teaching and Learning Enhancement Comm., (1999-2000)  School Research Databases Committee (2009-11)  School Faculty Development (Research) Committee, (1998-2001)  School Technology Development and Util. Committee, (2000-01)  School Academic Misconduct Committee, (1994-95)  School Library Resources Committee, (1983-1987, 1990-93)</p> <p>Department MBA Curriculum Revision Task Force (2013-14)  Department Ph.D. Program Committee, (2010-13)  Department MBA Program Committee (1996-97, 1998-2002)  Department Undergrad. Program Committee (1996-98, 2002-04)  Department Merit Policy and Procedures Task Force (2011-12)  Department Marketing Research Certificate Task Force (2010-11)  Department Faculty Search Committee, (1994-95; 2000-01)</p>
Department Liaison	Business Resources, University Library, (1994-2009)

#### COMMUNITY SERVICE (LOCAL)

Member	Business Development and Retention Committee,
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Mansfield Downtown Partnership, (2003-15)

RESEARCH AND TEACHING GRANTS

Punj, Girish (2019), “The influence of deliberative and implemental mindsets on in-store purchase outcomes among mobile shoppers” funded by Connecticut Information and Technology Institute, University of Connecticut (\$10,000)

Punj, Girish (2018), “Estimating the Diagnostic Value of Attribute-level Linguistic Terms Extracted from Online Review Text: Development and Illustration of a Sentiment Analysis Methodology for Analyzing User Generated Content” funded by Connecticut Information and Technology Institute, University of Connecticut (\$10,000)

Punj, Girish (2017), “Influence of In-store Use of Mobile Devices by Consumers on Purchase Outcomes in Brick-and-Mortar Stores” funded by Connecticut Information and Technology Institute, University of Connecticut (\$15,000)

Punj, Girish (2016), “Using the Semantic Content of Open-ended Consumer Verbatims to Predict Star Ratings and Helpfulness Votes in Online Product Reviews: Implications for Developing Online Advertising and Social Media Strategies” funded by Connecticut Information and Technology Institute, University of Connecticut (\$15,000)

Punj, Girish (2015), “Digital Privacy: A Model of Consumer Behavioral Response to Privacy Violations in Online Settings,” funded by Connecticut Information and Technology Institute, University of Connecticut (\$7,500)

Punj, Girish (2014), “Modeling “Showrooming” Behavior by Bricks-and-Mortar Store Shoppers: Implications for Traditional Retailing in the Age of Mobile Commerce,” funded by Connecticut Information and Technology Institute, University of Connecticut (\$11,000)

Punj, Girish (2013), “A Model of the Relationship Between Consumer Characteristics and Amount Paid for Online Content: The Moderating Influence of Willingness to Pay” funded by Connecticut Information and Technology Institute, University of Connecticut (\$10,000)

Punj, Girish (2012), “Effect of Ad Skepticism on Brand Attitude Change in Celebrity Advertising: An Empirical Test of Two Alternative Explanations” funded by Dean’s Research Fund, School of Business, University of Connecticut (\$6,250)

Punj, Girish (2011), “Do Consumers who post Online Reviews have the Knowledge and Expertise to do so? A Model of the Relationship Between Product Research and Review Posting Behavior” funded by Dean’s Research Fund, School of Business, University of Connecticut (\$8,500)

Punj, Girish (2010), “A Cost-Benefit Model for Understanding Broadband Adoption Rates Among Lower-Income Consumers: A Comparison of Price and Non-Price Influences” funded by Connecticut Information and Technology Institute, University of

Connecticut (\$10,000)

Punj, Girish (2009), “The Development of a Robust Measure for the Global Digital Divide: Capturing Within-Country and Between-Country Effects” funded by Center for Business Education and Research, University of Connecticut (\$4,000)

Punj, Girish (2009), “Effect of Income on Competing Online Decision Making Goals: Saving Time versus Saving Money,” funded by Connecticut Information and Technology Institute, University of Connecticut (\$10,000)

Punj, Girish (2008), ““Do Consumers Make Smarter Purchase Decisions When Shopping Online?”” funded by Connecticut Information and Technology Institute, University of Connecticut (\$10,000)

Punj, Girish (2004), “International Travel Grant,” funded by Center for Business Education and Research, University of Connecticut (\$1,500)

Punj, Girish (2001), “Seminar on Data Mining,” funded by AAUP, University of Connecticut (\$600)

Punj, Girish (2000), “Developing Teaching Materials for MKTG 350,” funded by the Institute for Teaching and Learning, University of Connecticut (\$450)

Punj, Girish (1999), “The Effects of Cognitive Resource Availability on Attitude Toward the Ad and Brand Under Alternate Viewing Contexts,” funded by Department of Marketing, University of Connecticut (\$5,000)

Punj, Girish (1998), “Development of Global Technology Module for MKTG 227” funded by CIBER, University of Connecticut (\$2,500)

Punj, Girish (1999), “Product Positioning Strategies and the Consumer Processing of Product Category Information,” jointly funded by Dean’s Fund, School of Business and Department of Marketing Roundtable, University of Connecticut (\$5,000)

Punj, Girish (1998), “The Effects of Cognitive Resource Availability on Attitude Toward the Ad and Brand Under Alternate Viewing Contexts,” funded by University of Connecticut Research Foundation (\$1,000)

Punj, Girish (1997), “The Influence of Problem Recognition on Choice Set Size and Composition in New Automobile Purchases,” funded by Department of Marketing, University of Connecticut (\$5,000)

Punj, Girish (1996), “Development of an Interactive 'Global Classroom' Environment I' for New Product Development,” funded by the Institute for Teaching and Learning, University of Connecticut (\$5,400)

Punj, Girish (1996), “Expanding Student Resources for Use in New Product Development and Pricing Policy,” funded by the Institute for Teaching and learning, University of Connecticut (\$500)

Punj, Girish (1996), “Developing Instructional Materials for New Product and Product Policy,” funded by the Institute for Teaching and learning, University of Connecticut (\$500)

Punj, Girish (2005), “International Travel Grant,” funded by Department of Marketing, University of Connecticut (\$2,000)

Punj, Girish (1992), “Analyzing the Decision Making Behavior of New Zealand Automobile Buyers,” funded by American Brands, Inc. and School of Business Administration, University of Connecticut (\$5,000)

Punj, Girish (1992), “Identifying the Attitudinal and Behavioral Components of Brand Equity,” supported by Faculty Summer Fellowship Program, School of Business Administration, University of Connecticut (\$5,000)

Daniel, Harold and Girish Punj (1990), “Consumer Perceptions of Product Category Organization,” funded by University of Connecticut Research Foundation (\$750)

Kim, Kwangsu and Girish Punj (1987), “Cross Validation of Cognitive and Affective Measurements in Advertising,” funded by University of Connecticut Research Foundation (\$743)

Punj, Girish, Susan Spiggle and Richard F. Wendel (1983), “Expert Introspection as a Source of Data for Consumer Decision Making,” funded by University of Connecticut Research Foundation (\$750)

Punj, Girish (1983), “Does it Pay to Shop More?” supported by School of Business Administration Corporate Associates, University of Connecticut (\$3,000)

Punj, Girish (1979), “Testing a Model of Consumer Search Behavior and Satisfaction,” funded by University of Maine (\$5,830)

#### COLLOQUIA AND PRESENTATIONS

“The New Era of Cognitive Computing,” Xavier Institute of Management, Jamshedpur, India on December 12, 2014.

“Information Search in Electronic Environments,” AMA-Sheth Foundation Doctoral Consortium, Storrs, CT on July 9, 2005.

“Using Text Mining to Predict Customer Satisfaction,” Indian Institute of Management, Indore, India on December 19, 2005.

“An Investigation of Agent Assisted Consumer Information Search: Are Consumers Better Off?” (with Robert Moore), MBAA 36<sup>th</sup> annual meeting, Chicago, IL on March 1, 2000

“Making Up Your Mind: How Consumers Develop Their Choice Sets,” Marketing Research Society of New Zealand, Auckland, New Zealand on June 30, 1994.

“Examining the Sequential Nature of Search,” (with N. Srinivasan), Association for Consumer Research Conference, Boston, MA. on October 23, 1994.

“Cultural Diversity in the American Marketplace: Opportunities and Challenges,” Second Templin Seminar, Templin, Germany on March 25, 1994.

“The Influence of Problem Recognition and Prior Decision Making on Subsequent Decision Behavior in New Automobile Purchases,” Department of Marketing, Concordia University, Montreal, Canada on April 16, 1993.

“Analyzing the Consumer Decision Making Behavior for Automobiles that Compete in the World Market,” Kwangwoon University/L.G. Advertising Agency, Seoul, S. Korea on January 11, 1993.

“A Framework for Establishing International University Linkages,” Bangkok University, Bangkok, Thailand on December 19, 1992.

“The Effect of Prior Decisions in New Automobile Purchases,” Department of Marketing, Australian Graduate School of Management, Sydney, Australia on December 10, 1992.

“Doing Thesis Research in Marketing,” Department of Marketing and International Business, University of Auckland, Auckland, New Zealand on November 30, 1992.

“Modeling Micro/Macro Consumption Phenomena: Problems and Issues,” (with Alladi Venkatesh) American Marketing Association Summer Educators’ Conference, San Diego, CA on August 18, 1991.

“Home Buying Research Program,” (with Donald J. Hempel) Greater Hartford Association of Realtors, Hartford, CT on February 23, 1989.

“Using Factor Analysis in Marketing Research,” Marketing Group, University of California, Irvine, CA on May 3, 1988.

“Modeling the Micro/Macro Interface in Consumption Phenomena,” (with Alladi Venkatesh) Marketing Department, University of Southern California, Los Angeles, CA on March 25, 1988.

“Influence of Presearch Decisions on Consumer Purchases,” Norwegian Fund for Market and Distribution Research (FMD), Oslo, Norway on July 1, 1987.

“Comparing Psychographic and Demographic Bases for Segmentation,” (with Peter J. LaPlaca), The Institute of Management Sciences (TIMS) International Conference, Brisbane, Australia on July 23, 1986.

“Estimating and Adjusting for Marginal Proportion Bias in Consumer Panel and Store Audit Data,” (with Philippe Cattin), Marketing Science Conference, Chicago, IL on March 13, 1984.

“The Formulation and Testing of a Structural Model of Export Marketing Behavior,” (with Jacob Naor), European Academy for Advanced Research in Marketing, Antwerp, Belgium on April 71 1982.

#### AFFILIATIONS WITH ACADEMICS AT FOREIGN UNIVERSITIES

Argentina	Universidad del Salvador, 1993 Universidad Austral, 1993
Australia	Australian Graduate School of Management, 1992 University of Western Australia, 1994
Botswana	University of Botswana, 1995
Brazil	Universidade Federal Fluminense, 1993
Chile	Universidad de Santiago, 1993
Hong Kong	Chinese University of Hong Kong, 1992
India	Xavier Institute of Management and Entrepreneurship, Bangalore, 2014, 2012 Indian Institute of Management, Indore, 2005 Xavier Labor Relations Institute, Jamshedpur, 2014, 2004
Japan	Musashi University, 1992 International University of Japan, 1992
Kazakhstan	Kazakhstan Institute of Management, Economics and Strategic Research (KIMEP), 2010
Mauritius	University of Mauritius, 1993
New Zealand	University of Auckland, 1992-2002 (annually)
South Korea	Kwangwoon University, 1993
Thailand	Bangkok University, 1992

#### INDUSTRY COLLABORATIONS

Aetna Life Insurance & Casualty Company  
Audi of America  
Equals3  
Ford Motor Company  
General Motors Corporation  
Honeywell

IBM  
Ipsos-ASI  
Reed/Elsevier Inc.  
Starwood Hotels  
TNS-NFO  
VineSleuth \_\_\_\_\_

PROFESSIONAL MEMBERSHIPS

American Marketing Association  
Association for Computing Machinery  
Association for Consumer Research  
Digital Analytics Association

PERSONAL INFORMATION

Naturalized US Citizen