

VIKAS MITTAL
(March 2020)

Jesse H. Jones Graduate School of Management
Rice University
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EDUCATION

1997 *Ph.D.*, Temple University, Philadelphia, PA
1991 *Bachelor's in Business Administration*, University of Michigan, Ann Arbor, MI

EMPLOYMENT/AFFILIATIONS

2010- *Adjunct Professor of Family and Community Medicine*
Baylor College of Medicine, TX

2007- *J. Hugh Liedtke Professor of Management and Marketing*
Jones Graduate School of Management, Rice University, TX

2007 *Thomas Marshall Professor of Marketing*
Joseph M. Katz Graduate School of Business, University of Pittsburgh, PA

2005-2007 *Professor of Marketing*
Joseph M. Katz Graduate School of Business, University of Pittsburgh, PA

2002-2007 *Associate Professor of Psychiatry*
School of Medicine, University of Pittsburgh, PA

2001-05 *Associate Professor of Marketing*
Joseph M. Katz Graduate School of Business, University of Pittsburgh, PA

1998-01 *Assistant Professor of Marketing*
Joseph M. Katz Graduate School of Business, University of Pittsburgh, PA

1997-98 *Visiting Assistant Professor of Marketing*
J. L. Kellogg Graduate School of Management, Northwestern University, IL

1994-97 *Senior Research Analyst*, The Response Center, Inc, Philadelphia, PA

1991-92 *Research Analyst*, Research Data Analysis, Inc, Bloomfield Hills, MI

PROFESSIONAL HONORS/SERVICE

- 2020-23 Co-Editor, *Journal of Marketing Research*
- 2018 Included among the top-50 marketing scholars in Premier AMA Journals
<https://www.ama.org/wp-content/uploads/2019/02/Author-Resesarch-Productivity-Report-Premier-Journals-AMA-2018.pdf>
- 2017 Included among the top-50 marketing scholars in Premier AMA Journals
https://www.ama.org/academics/Documents/Author-Productivity-in-Premier-AMA-Journals_17.pdf
- 2017 Co-Editor, Special Issue on Education at *Journal of Marketing Research*
- 2017 JGSB Alumni Teaching Excellence Award
- 2017 JGSB Research Excellence Award
- 2017-18 Co-Editor, *Journal of Marketing*
- 2016 Finalist for ServSig Award for Best Service Paper published in Marketing
- 2016 Finalist, Best Paper Award for *Journal of Service Research*
- 2015 Best Professor, MBA Poets & Quants
- 2015 JGSB Research Excellence Award
- 2015 Teaching Excellence Award (MBA for Professionals – Weekend Program)
- 2014 *Journal of Marketing*-Best Reviewer
- 2014 Included in top-50 articles for highest impact on marketing academics and practice (*International Journal of Research in Marketing 2014*)
- 2014 The Post Oak School, Board of Trustees
- 2014 Judge-AMA Houston Marketer of the Year
- 2013 Sheth Doctoral Consortium Fellow, University of Michigan-Ann Arbor
- 2013 The Post Oak School, Board of Trustees
- 2013 Judge-AMA Houston Marketer of the Year
- 2013 Runner Up for MSI-IJRM Best Article Award for Special Issue on Consumer Identities
- 2012 Teaching Excellence Award (MBA for Professionals – Weekend Program)
- 2012 The Post Oak School, Board of Trustees
- 2012 Judge-AMA Houston Marketer of the Year
- 2011 The Post Oak School, Board of Trustees
- 2011 Sheth Doctoral Consortium Fellow, Oklahoma State University
- 2011 Judge-AMA Houston Marketer of the Year
- 2010 The Post Oak School, Board of Trustees
- 2010 Sheth Doctoral Consortium Fellow, Texas Christian University
- 2010 Judge-AMA Houston Marketer of the Year
- 2009 Ranked as the 5th most prolific author in marketing based on publications in top-tier journals (*Journal of Marketing*, 2009; Seggie & Griffith)
- 2009 Sheth Doctoral Consortium Fellow, Georgia State University
- 2009 Haring Symposium, Indiana University, Keynote Speaker
- 2009- Judge-AMA Houston Marketer of the Year (Crystal Award)
- 2009 Jones School Scholarship/Research Award, Rice University
- 2008- American Marketing Association-Houston Chapter, Board Member
- 2008- Faculty affiliate, Center for Health and Care Work, University of Pittsburgh
- 2008 Sheth Doctoral Consortium Fellow, University of Missouri
- 2007 Member of the Board of Directors—Houston AMA Chapter
- 2006 Sheth Doctoral Consortium Fellow, University of Maryland
- 2006 *William O'Dell* award for *Journal of Marketing Research*
- 2004/03/02 Katz excellence in teaching award
- 2004 *Journal of Marketing* Reviewer Award
- 2003 Member of the Internal Scientific Review Board at the Advanced Center for Intervention Services Research, UPMC
- 2003 Voted best professor, International Executive MBA program (Brazil)

- 2003 Participant in the MSI Young Scholar Program
- 2001 Best article award for *Journal of Services Marketing*
- 2001 FedEx Excellence in Service Research Award (*Journal of Service Research*)
- 1998 Best presentation, 9th Advanced Research Techniques (ART) Forum
- 1996 Fellow, 1996 American Marketing Association Doctoral Consortium
- 1994 Best paper by a doctoral student, Managerial & Organizational Cognition Track, Academy of Management Conference

RESEARCH GRANTS

- 2015 Healthcare research grant, Rice University
- 2008 Grant from Department of Labor, PA to study worker turnover in healthcare
- 2007 Grant from Heinz Endowments to study worker turnover in healthcare
- 2006 Grant from University of Pittsburgh to study worker turnover in healthcare
- 2006 Grant from Department of Labor, PA to study worker turnover in healthcare
- 2006 Grant from Jewish Health Care Foundation to study worker turnover in healthcare
- 2006 David Berg Center for Ethics and Leadership: grant to examine corporate governance and corporate social responsibility among organizations
- 2006 MSI grant to study customer divestment
- 2005 Katz research grant to study corporate governance and customer satisfaction
- 2005 International Business Center Grant for charitable donations research
- 2004 Katz research grant to examine the role of reviews in movie receipts
- 2002-03 National Institute of Health Grants MH52277 and MH01613
- 2001-03 Agency for Healthcare Research and Quality, Grant HS11976
- 2002 Parker-Hunter Research Support Grant
- 2001 National Institute on Aging, Grant AG19088
- 1999-2000 International Business Center Grant for satisfaction research
- 1998 MSI grant to study customer satisfaction information use

ACADEMIC HONORS/SCHOLARSHIPS

- 1996 Summer Doctoral Research Award, Temple University, Philadelphia, PA
- 1991 Member *Beta Gamma Sigma*, Business School Honor Society, Univ. of Michigan
- 1989-90 General Merit Scholarship, University of Michigan, Ann Arbor, MI
- 1985 Gold Medal, first position in the University, B.Com II examination, India
- 1986 Gold Medal, first position in the University, B.Com I examination, India
- 1985 Gold Medal, first position in the University, Pre-University examination, India
- 1984 Ranked 12th nationwide in the Indian School Certificate Examination

BOOKS: FORTHCOMING

Mittal, Vikas & Shrihari Sridhar (2021) *Focus: How to Lead Strategy and Improve Execution to Achieve Growth*, Palgrave Macmillan.

Best, Roger, Vikas Mittal, & Shrihari Sridhar (2021) *Marketing-Based Management*, 7th edition.

RESEARCH: ACADEMIC JOURNALS

Google Citation Count (March 2020): ~18,400
H-Index: 47

Chen, Yixing, Ju-Yeon lee, Shrihari Sridhar, Vikas Mittal, Katherine McCallister, & Amit G. Singal (2020) “Improving cancer outreach effectiveness through targeting and economic assessments: Insights from a randomized field experiment,” Journal of Marketing, *forthcoming*.

Chen, Yixing, Vikas Mittal, & Shrihari Sridhar (2019) “Investigating the academic performance and disciplinary consequences of school district internet access spending,” Journal of Marketing Research, *conditionally accepted*.

Jinyong Daniel Zyung, Vikas Mittal, Sunder Kekre, Gajanan G. Hegde, Jennifer Shang, Brian S. Marcus, Arvind Venkat (2020) “Service providers’ decision to use ethics committees and consultation in complex services,” Journal of Marketing Research, *forthcoming*.

Gao, Huachao, Vikas Mittal, & Yinlong Zhang (2019) “The differential effect of local-global identity among males and females: The case of price sensitivity,” Journal of Marketing Research, 57(1), 173-191.

Jung, Jihye & Vikas Mittal (2019) “Political identity and consumer journey: A research review,” Journal of Retailing, *forthcoming*.

Han, Kyuhong, Jihye Jung, Vikas Mittal, Daniel Zyung, & Hajo Adam (2019), “Political identity and financial risk taking: Insights from Social Dominance Orientation,” Journal of Marketing Research, 56(4), August, 581-601.

Kumar, V., Vikas Mittal, & Neil Morgan (2018), “Reflections on publishing in the *Journal of Marketing*,” Journal of Marketing, 82(6), November, 1-9. [Editorial]

Frennea, Carly, Kyuhong Han, & Vikas Mittal (2017) “Value appropriation and firm shareholder value: Role of advertising and receivables management,” Journal of Marketing Research, 56(2), 291-309.

Garg, Nitika, J. Jeffrey Inman, & Vikas Mittal (2017) “Emotion effects on choice deferral: The moderating role of outcome and process accountability,” European Journal of Marketing, 59(9/10), 1631-49.

Han, Kyuhong, Vikas Mittal, & Yan Anthea Zhang (2017) “Relative strategic emphasis and firm idiosyncratic risk: The moderating role of relative performance and demand instability,” Journal of Marketing, 81(4), July, 25-44.

Govind, Rahul, Rabikar Chatterjee, & Vikas Mittal (2016) "Segmentation of spatially dependent geographical units: Model and application," Management Science, 64(4), April, 1941-1956.

Gao, Huachao, Yinlong Zhang, & Vikas Mittal (2016) "How does local-global identity affect price sensitivity," Journal of Marketing, 8(3), 62-79.

Groening, Christopher, Vikas Mittal, & Yan Anthea Zhang (2016) "How cross validation of firm activities directed at customers and employees affects firm valuation: The role of firm business scope," Journal of Marketing Research, 53(1), 61-76.

Blut, Markus, Nivriti Chowdhry, Vikas Mittal, & Christian Brock (2015) "E-Service quality: A meta-analytic review," Journal of Retailing, 91(4), December, 679-700.

Keiningham, Timothy L., Carly M. Frennea, Lerzan Aksoy, Alexander Buoye, & Vikas Mittal (2015) "A five-component customer commitment model: Implications for repurchase intentions in goods and services industries," Journal of Service Research, 18(4), November, 433-450.

Blut, Markus, Carly Frennea, Vikas Mittal, & David Mothersbaugh (2015) "How procedural, financial, and relational switching costs affect customer satisfaction, repurchase intentions, and repurchase behavior: A meta-analysis," International Journal of Research in Marketing, 32(2), June, 226-229.

LISTED AS TOP TEN DOWNLOAD ON SSRN, February 9, 2015, (CATEGORY: ERN: Consumption; Saving (Consumption))

Winterich, Karen Page, Vikas Mittal, & Vanitha Swaminathan (2014) "Friends and family: How in-group focused promotions can increase purchase," Customer Needs and Solutions, 1(4), 333-344.

Winterich, Karen Page, Vikas Mittal, & Andrea C. Morales (2014) "Protect thyself: How affective self-protection increases self-interested behavior," Organizational Behavior and Human Decision Processes, 125(2), 151-161.

(Media Coverage/mentions: The Independent, The Economic Times, Daily Mail, Nine MSN, University Herald, Medical Xpress, Yahoo! India, Today, Bustle, Jewish Business News, Medical Daily, The Moderate Voice, e! Science News, Science Daily, xoJane, Kaleej Times, Hindustan Times, Huffington Post, Business News Daily, ZiareLive, Romania TV, The Atlantic, GoodTherapy.org, MSN SG, New Hope 360, News.com.au, Real Estate Investment, SmartBrief, PerthNow, Daily Telegraph, Herald Sun, The Advisor.)

Winterich, Karen Page, Andrea C. Morales, & Vikas Mittal (2014) "Disgusted or happy, it's not so bad: Emotional mini-max in unethical judgments," Journal of Business Ethics, 130, 343-60.

Mittal, Vikas, Carly Frennea, & Robert A. Westbrook. (2014) "Managing customer value in business-to-business markets," Market Review St. Gallen, 3(April), 46-53.

LISTED AS TOP TEN DOWNLOAD ON SSRN, May 27 2014, (CATEGORY: MKTG: Business-to-Business Marketing (Topic), Operations Management eJournal)

Pallas, Florian, Christopher Groening, & Vikas Mittal (2014) "Allocation of resources to customer satisfaction and delight based on utilitarian and hedonic benefits," Journal of Research in Marketing, 2(1), 106-112.

LISTED AS TOP TEN DOWNLOAD ON SSRN, May 10 2014, (CATEGORY: Managerial Marketing eJournal)
LISTED AS TOP TEN DOWNLOAD ON SSRN, April 27 2014, (CATEGORY: Managerial Marketing eJournal)
LISTED AS TOP TEN DOWNLOAD ON SSRN, April 19 2014, (CATEGORY: Customer Relationship Management)

Groening, Christopher, T. Pinar Yildirm, Vikas Mittal, & Pandu Tadikamalla (2014)
“Hedging customer risk,” Customer Needs and Solutions, 1, 105-116.

Swaminathan, Vanitha, Christopher Groening, Vikas Mittal, & Felipe Thomaz (2014) "How achieving the dual goal of customer satisfaction and efficiency in mergers affects a firm's long-term financial performance," Journal of Service Research, 17(2), 182-194.

(Media Coverage/mentions: *Your Houston News, Science Codex, bendelta.com, rockzi.com, sciencedaily.com, managementink.wordpress.com, scikon.animekon.com, press-news.org, healthloss.com, verticalnews.com,)*

Zhang, Yinlong, Lawrence Feick, & Vikas Mittal (2014) “How males and females differ in their likelihood of transmitting negative word of mouth,” Journal of Consumer Research, 40(April), 1097-1108.

(Media Coverage/mentions: *Business News Daily, HealthCanal.com, EurekAlert.com, Science Daily, anthropocentric.tumblr.com, youec.com, flavourcrusader.mobi, theneeds.com, chanceless.net, pressreleasepoint.com, worldwideheatentertainment.com, www.noodls.com, jordanpulse.com, david-milliron.net, bookchaser.net, hktdhm.com, goldenhorncongresscenter.com, allaboutewe.net, napoleonphoto.com, relationshipresource.net, cqlaly.com, www.terapiapsicologica.eu*)

LISTED AS TOP TEN DOWNLOAD ON SSRN, May 17, 2014, (CATEGORY: Managerial Marketing eJournal)

Winterich, Karen P., Karl Aquino, Vikas Mittal, & Richard Swartz (2013) “When moral identity symbolization motivates prosocial behavior: The role of recognition and moral identity internalization,” Journal of Applied Psychology, 98(5), Sep, 759-770.

(Media Coverage/mentions: *thealmagest.com, MedicalXpress.com,)*

Winterich, Karen P., Vikas Mittal, & Karl Aquino (2013) “When does recognition increase charitable behavior? Toward a moral identity-based model,” Journal of Marketing, 77(May), 121-134.

Winterich, Karen P., Yinlong Zhang, & Vikas Mittal (2012) “How political identity and charity positioning increase donations: Insights from Moral Foundations Theory,” International Journal of Research in Marketing, 29(4), December, 346-354.

(Runner Up: *MSI-IJRM Best Article Award for special issue on Consumer Identities*)

LISTED AS TOP TEN DOWNLOAD ON SSRN, June 2013, (CATEGORY: BHNP, ERN: Altruism, Moral Psychology, & Non-profit Organizations)

(Media Coverage/mentions: *phys.org, Forbes.com, yourmorals.org, nonprofitquarterly.org, philnc.org, huffingtonpost.com, rightwingnews.com, econbiz.de, getinfo.de, scribd.com, sciencecodex.com, yottafire.com, futurity.org,)*

Rosen, Jules, Emily Stiehl, Vikas Mittal, Debra Fox, John Hennon, Dilip Jeste, & Charles F. Reynolds III (2012) “Late-life mental health education for workforce development: Brain vs. Heart,” American Journal of Geriatric Psychiatry, (1064-7481), p. 1.

Leana, Carrie, Vikas Mittal, & Emily Stiehl (2011) “PERSPECTIVE-Organizational behavior and the working poor,” Organization Science, 23(3), May-June, 888-906.

Rosen, Jules, Emily M. Stiehl, Vikas Mittal, & Carrie R. Leana (2011) “Stayers, Leavers and Switchers among Certified Nursing Assistants in Nursing Homes: A Longitudinal Investigation of Turnover Intent, Staff Retention and Turnover,” The Gerontologist,

51(5), 597-609.

Evanschitzky, Heiner, Christopher Groening, Vikas Mittal & Maren Wunderlich (2011) "How employer and employee satisfaction affect customer satisfaction: An application to franchise services," Journal of Service Research, 14(2), May, 136-48.

Walsh, Michael F., Karen P. Winterich, & Vikas Mittal (2011) "How re-designing angular logos to be rounded shapes brand attitudes: Consumer brand commitment and self-construal," Journal of Consumer Marketing, 28(6), 438-447.

(Media Coverage/mentions: Time Magazine (3.14.11), AdAge, Fastcompany, Houston Business Journal, Science Daily, ScienceBlog, Korea Business Central, Japan Retail News, 60 Second Marketer, Futurity.org, Consumer Affairs, The Vancouver Sun, phys.org, Newsroom America, GantDaily.com, SeekingAlpha.com, fastcocrete.com, RxPG.com, srossmktg.com,).

Mittal, Vikas & Carly Frennea (2010) "Customer Satisfaction: A Strategic Review and Guidelines for Managers," MSI Fast Forward Series, Marketing Science Institute, Cambridge, MA.

Doorn, Jenny V., Katherine Lemon, Vikas Mittal, Stephan Nass, Doreen Pick, Peter Priner, & Peter Verhoef (2010) "Customer engagement behavior: Theoretical foundations and research directions," Journal of Service Research, 13(3), August, 253-266. (*invited paper*)

Zhang, Yinlong, Karen P. Winterich, & Vikas Mittal (2010) "Power distance belief and impulsive buying: The role of self control," Journal of Marketing Research, 47(5), 945-954.

(Media Coverage/mentions: AndhraNews.net (India), Asian News International, BizJournals.com, Bright Surf, CosmeticDesign.com, Daily India, EdgeMiami.com, Gaea Times, Houston Business Journal, LittleAbout.com, MedIndia.net, MoneyCentral.MSN.com, MSN.com, NewKerala.com, News Guide, NewsTrackIndia.com, Science Daily, SindhToday.net, Taragana.com, Thaindian.com, The Globe and Mail (Canada), TopNews.in, WebIndia123, WestSideStory.net, Yahoo! India, Zopag.com (India))

Walsh, Michael F., Karen P. Winterich, & Vikas Mittal (2010) "Do logo redesigns help or hurt your brand? The role of brand commitment," The Journal of Product & Brand Management, 19(2), 76-84.

LISTED AS TOP TEN DOWNLOAD ON SSRN, August 2013, (CATEGORY: CSN: Semiotics)

(Media Coverage/Mentions: Biz Journals, Business Week, Christian Science Monitor, Denver Business Journal, Houston Business Journal, Houston Chronicle, KUHF-FM, Macleans.ca, Portland Business Journal, San Jose Business Journal, U.S. News & World Report, brandforlife.wordpress.com, phys.org, bridgingculture.com, fooddigital.com, askville.amazon.com, eurekaalert.com, nibaa.nl, 60secondmarketer.com, rxpgnews.com, futurity.org, koreanbusinesscentral.com, esciencenews.com, dianhasan.wordpress.com, kopalniawiedzy.pl, yeoh.com, parsproje.com, academia.edu, studymode.com, deepdyve.com, libra.msra.cn, seekingalpha.com, marjoleinvanderkolk.com, dna.com.vn,)

Mittal, Vikas Jules Rosen, & Carrie Leana (2009) "A dual-driver model of turnover and retention in the direct care workforce," The Gerontologist, October (49), 623-634.
(Media Coverage/Mentions: Houston Chronicle)

Winterich, Karen P., Vikas Mittal, & William T. Ross (2009) "Donations behavior toward In-groups and Out-groups: The role of Gender and Moral Identity," Journal of Consumer Research, 36(2), August, 199-214.

(Media Coverage/Mentions: ABCNews.com, Atlanta Journal Constitution, Austin American-Statesman, Bio-Medicine.org, Biz Journals, Business Week, Dayton Daily News, Fox28.com (Elkhart, Ind.), Houston Business Journal, KAIT8.com (Jonesboro, Ark.), LocalNews8.com (Idaho Falls, Idaho), MedicineNet.com, MSN.com, MyABC5.com (Des Moines, Iowa), MySunCoast.com (Florida), Nebraska.tv, Newswest9.com (Texas), Pitt County Daily Reflector, Rocky Mountain Telegram, TelemundoAtlanta.com (Atlanta), KATC.com (Lafayette, La.), KCOY.com (California), KDBC.com, (El Paso, Texas), KESQ.com (Palm Springs, Calif.), KLTV.org (Longview, Wash.), KOTATV.com (Rapid City, S.D.),

KOTV.com (Tulsa, Okla.), KPTH.com (Siouxland, S.D.), KTEN.com (Sherman, Texas), KTUU.com (Anchorage, Alaska), KTVN.com (Reno, Nev.), KXLY.com (Spokane, Wash.), U.S. News & World Report, WAOW.com (Wausau, Wis.), WBTV.com (Charlotte, N.C.), WDBJ7.com (Roanoke, Va.), WFIE.com (Evansville, Ind.), WISTV.com (Columbia, S.C.), WMBFNews.com (Grand Strand, S.C.), WMSN.com (Madison, Wis.), WRCBTV.com (Chattanooga, Tenn.), WVIA.com (Pennsylvania), WXOW.com (La Crosse, Wis), News-Medical.com, wikigender.org)

Shang, Jennifer, T. Pinar Yildirim, Pandu Tadikamalla, Vikas Mittal, & Lawrence H. Brown (2009) "Distribution network redesign for marketing competitiveness," Journal of Marketing, March, 73(2), 146-163.

Tsiros, Michael, William T. Ross, & Vikas Mittal (2009) "How commitment influences the termination of B2B exchange relationships," Journal of Service Research, 11(3), February, 263-276.

Govind, Rahul, Rabikar Chatterjee, & Vikas Mittal (2008) "Timely access to healthcare: Customer-focused resource allocation in a hospital network," International Journal of Research in Marketing, 25, 294-300.

Degenholtz, Howard B., Jules Rosen, Nicholas Castle, Vikas Mittal, & Darren Liu (2008) "The association between changes in health status and nursing home resident quality of life," The Gerontologist, 48(5), 584-592.

Mittal, Vikas, Matthew Sarkees, & Feisal Murshed (2008) "The right way to manage unprofitable customers," Harvard Business Review, April, (Reprint: R0804F) (Media Coverage/Mentions: *Fortune, CNNMoney.com, The Australian Financial Review,*)

He, Xin, J. Jeffrey Inman, & Vikas Mittal (2008) "Gender jeopardy in financial risk taking," Journal of Marketing Research, 45(4), August, 414-424.

Mittal, Vikas, Lawrence Feick, & Feisal Murshed (2008) "Publish and prosper: The financial impact of publishing by marketing faculty," Marketing Science, 27(3), May-June, 430-442.

Mittal, Vikas, John W. Huppertz, & Adwait Khare (2008) "Customer complaining: The role of tie strength and information control," Journal of Retailing, 84(2), June, 195-204.

He, Xin and Vikas Mittal (2007) "Understanding escalation of commitment: The moderating role of decision risk," Organizational Behavior and Human Decision Processes, 103 (July), 225-237.

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

Mittal, Vikas, Jules Rosen, Rahul Govind, Howard Degenholtz, Sunil Shingala, Shelley Hulland, Yong Joo Rhee, Kari B. Kastango, Benoit H. Mulsant, Nick Castle, Fred H. Rubin, and David Nace (2007) "Perception gap in quality-of-life ratings: An empirical investigation of nursing home residents and caregivers," The Gerontologist, 47(2), April, 159-168.

Zhang, Yinlong & Vikas Mittal (2007) "The attractiveness of enriched and impoverished options," Personality and Social Psychology Bulletin, 33(4), April, 588-598.

- Mittal, Vikas, & Matthew Sarkees (2006) "Customer Divestment," Journal of Relationship Marketing, 5(2/3), 71-85. (*invited paper*)
- Rosen, Jules, Vikas Mittal, Howard Degenholtz, Nick Castle, Benoit H. Mulsant, David Nace, & Fred H. Rubin (2006) "Pressure ulcer prevention in Black and White nursing home residents: A QI initiative of enhanced ability, incentives and management feedback," Advances in Skin and Wound Care, 19(5):262-269.
- Rosen, J., Vikas Mittal, Howard Degenholtz, Nick Castle, Benoit Mulsant, Yong Joo Rhee, Shelley Hulland, David Nace, & Fred Rubin (2006) "Organizational change to reduce pressure ulcers in a nursing home," Journal of American Medical Director's Association, 7(3), March, 141-146.
- Bohling, Timothy, Douglas Bowman, Steve LaValle, Vikas Mittal, Das Naryandas, Girish Ramani, & Rajan Varadarajan (2006) "CRM Implementation: Effectiveness Issues and Insights," Journal of Service Research, 9(2), November, 184-194. (*invited paper*)
- Mittal, Vikas, Eugene W. Anderson, Akin Sayrak & Pandu Tadikamalla (2005) "Dual emphasis and the long-term financial impact of customer satisfaction," Marketing Science, 24(4), Fall, 544-555.
- Rosen, J., Vikas Mittal, Howard Degenholtz, Nick Castle, Benoit Mulsant, Yong Joo Rhee, Shelley Hulland, David Nace, & Fred Rubin (2005) "Organizational change and quality improvement in nursing homes: Approaching Success," Journal of Healthcare Quality, November/December, 6-14.
- Zhang, Yinlong, and Vikas Mittal (2005) "Effects of procedural and outcome accountability," Journal of Consumer Research, 32(2), December, 465-472.
- Morgan, Neil M., Eugene W. Anderson, & Vikas Mittal (2005) "Understanding firms' customer satisfaction information usage," Journal of Marketing, 69(3), July, 131-151.
- Garg, Nitika, J. Jeffery Inman, & Vikas Mittal (2005) "Incidental and task-related affect: A re-inquiry and extension of the influence of affect on choice," Journal of Consumer Research, 32(1), June, 154-159.
- Rosen, J., Mulsant, B., Bruce, M., & Mittal, V., & Fox, D. (2004) "Actors' portrayals of depression to test interrater reliability in clinical trials," The American Journal of Psychiatry, October, 161(10), 1909-1911.
- Tsiros, Michael, Vikas Mittal, & William T. Ross (2004) "The role of attributions in customer satisfaction: A re-examination," Journal of Consumer Research, September, 31(2), 476-483.
- Mittal, Vikas, Wagner Kamakura, & Rahul Govind (2004) "Geographic patterns in customer service and satisfaction: An empirical investigation," Journal of Marketing, 68(July), 48-62.
- Mittal, Vikas, William T. Ross, & Michael Tsiros (2002) "The role of issue valence and issue capability in determining effort investment," Journal of Marketing Research, 39(November), 455-468.

- chain," Marketing Science, 21(3), Summer, 294-317.
- Ambler, T., Bhattacharya, C.B., Edell, J., Keller, K. L., & Mittal, V. (2002) "Relating the brand and customer perspectives of the marketing asset," Journal of Service Research, 5(1), August, 13-25. (*invited paper*)
- Mittal, V., Katrichis, J. & Kumar, P. (2001) "Attribute performance and customer satisfaction over time: Evidence from two field studies," Journal of Services Marketing, 15(5), 343-354. (**Winner: Best Article Award**)
- Mittal, V., & Sawhney, M. S. (2001) "Learning and using electronic information products and services: A field study," Journal of Interactive Marketing, 15(1), 2-12.
- Mittal, V. & Kamakura, W. (2001) "Satisfaction, repurchase intent, and repurchase behavior: Investigating the moderating effect of customer characteristics," Journal of Marketing Research, 38(February), 131-142. (**Winner William O'Dell Award**)
- Anderson, E.W., & Mittal, V. (2000) "Strengthening the satisfaction-profit chain," Journal of Service Research, 3(2), November, 107-120. (**Winner: FedEx Excellence in Service Research Award**)
- Tsiros, M., & Mittal, V. (2000) "Regret: A model of its antecedents and consequences in consumer decision making," Journal of Consumer Research, 26(4), March, 401-417.
- Zeitz, G., Mittal, V., & McCauly, B. (1999) "Distinguishing adoption and entrenchment of management practices: A framework for analysis," Organization Studies, 20(5), 741-776.
- Mittal, V., Kumar, P., & Tsiros, M. (1999) "Attribute-level performance, satisfaction, and behavioral intentions over time: A consumption-system approach," Journal of Marketing, 63(2), April, 88-101.
- Mittal, V. & Ross, W. T. (1998) "The impact of positive and negative affect and issue framing on issue interpretation and risk taking," Organizational Behavior and Human Decision Processes, 76(3), December, 298-324.
- Mittal, V., Ross, W. T., & Baldasare, P. M. (1998) "The asymmetric impact of negative and positive attribute-level performance on overall satisfaction and repurchase intentions," Journal of Marketing, 62(1), January, 33-47.
- Mittal, V. & Baldasare, P. M. (1996) "Impact analysis and the asymmetric influence of attribute performance on patient satisfaction," Journal of Health Care Marketing, 16(3), 24-31.

COMMENTARIES, OPINIONS, & MISCELLANEOUS

- Mittal, Vikas and Shrihari Sridhar (2020) Houston companies will win the COVID-19 battle: Here's why," *Houston Chronicle*, April 10, 2020.
- Mittal, Vikas and Shrihari Sridhar (2020), "Oil and gas companies are dead last in trust update," *Houston Chronicle*, February 24.
<https://www.chron.com/business/energy/article/Opinion-Oil-and-gas-companies-are-dead-last-in-15080077.php>

- Mittal, Vikas, and Shrihari Sridhar (2019), “Why Boeing will Soar Again,” *Aviation Week*, February 2020.
<https://aviationweek.com/air-transport/opinion-why-boeing-will-soar-again>
- Mittal, Vikas (2019) “A better way to price B2B offerings,” *Marketing News*, September 2019.
- Mittal, Vikas (2019) “How customer focus improves the success of mergers and acquisitions,” *Marketing News*, April 2019.
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RESEARCH: SELECTED PRESENTATIONS AND CONFERENCE PARTICIPATION

- “Political identity and consumer behavior,” 2019, London Business School Research Camp, London, UK.
- “Political identity and consumer behavior,” 2019, Fuqua Business School, Duke University, NC.
- “Better marketing for a better world—case studies,” 2018, American Marketing Association, 2018 Summer Conference.
- “Political identity and consumer behavior,” 2018, Florida State University, FL.
- “Political identity and consumer behavior,” 2018, University of Pittsburgh-Sheth Research Camp, Pittsburgh, PA.
- “Political identity and consumer behavior,” 2018, University of South Carolina, SC.
- “Political identity and consumer behavior,” 2017, George Mason University, VA.
- “Political identity and consumer behavior,” 2017, Georgia State University, GA.
- “Customer satisfaction: a retrospective,” 2016, Cornell University, NY.

“Customer identity and marketing,” 2013 University of Huston, TX

“Practitioner-Academic collaborations,” 2011 Sheth Doctoral Consortium, TX.

“Graduate Students: Research and interviewing,” 2011 Sheth Doctoral Consortium, TX

“Disgust and consumer moral behavior,” invited talk at Ohio State University, 2011.

“Disgust and consumer cheating,” invited talk at Temple University, 2010

“Disgust and consumer cheating,” invited talk at Cornell University, 2010

“Methodological Issues in Service Research,” 2010 Sheth Doctoral Consortium, TX.

“Consumer Regret: Who chose the foregone alternative” 2009 ACR conference, Pittsburgh, PA.

“Consumer negative WOM: The role of culture,” 2009 ACR conference, Pittsburgh, PA.

“Affect and accountability: Anger and fear,” 2009 ACR conference, Pittsburgh, PA.

“Factors in CNA retention: A three-year study,” 2009 Annual Meeting of the American Association of Homes and Services for the Aging.

“Customer Engagement: Research Directions,” 3rd Thought Leadership Conference, Montabaur Castle, Germany.

“CRM: Research Synthesis,” Doctoral Consortium, Georgia State University, 2009.

“Connecting the dots: Stakeholder reputation and firm financial performance,” Academy of Management Meeting, 2009.

“Poverty in organizational behavior: Understanding turnover intentions and the working poor,” Academy of Management Meeting, 2009.

“Research in Marketing Strategy: Thoughts and Ideas,” Haring Symposium, Indiana University, 2009.

“Customer Satisfaction and Profitability,” TRC Research Symposium, Philadelphia, 2008.

“Directions in Customer Satisfaction Research,” University of Missouri, Doctoral Student Consortium, 2008.

“Promotion Matching: The Role of Promotion Type and Self-Construal on Purchase Intentions,” 2008 American Marketing Association Winter Educator’s Conference in Austin, TX.

“Promotion Matching: The Role of Promotion Type and Self-Construal on Purchase Intentions,” 2007 ACR conference, Memphis, TN.

Thought Leadership Conference in “Managing Customers for Value,” University of Connecticut, 2006.

- “Financial payoffs from customer satisfaction,” Pittsburgh Executive Series, March, 2006.
- “Customer Satisfaction and its consequences,” Rice University, TX, February, 2006.
- “Spatial aspects of customer satisfaction,” Vanderbilt University, TN, February, 2004.
- “Customer satisfaction: Research perspectives,” University of Houston, Houston, TX, June, 2003.
- “The perceived difficulty of approach and avoidance decisions: The moderating role of procedural and outcome accountability,” MSI Young Scholars Program, Park City, UT, March, (2003)
- “A spatial segmentation approach to understanding customer satisfaction among patrons of retail stores,” Marketing Science Conference, INFORMS, Univ. of Alberta, Edmonton, Canada, June, (2002)
- "Satisfaction, repurchase intent, and repurchase behavior: The moderating role of customer characteristics," Pennsylvania State University, PA, (2001).
- "The role of attributions in the evaluation of exchange relationships," Association for Consumer Research, October 19-22, Salt Lake City, UT (2000).
- "The satisfaction-retention-profit system," University of Cincinnati, OH (2000).
- "Linking customer satisfaction and retention to profitability," Katz Business Alliance Spring Institute Seminars, Pittsburgh, PA (2000).
- "Customer usage and retention for electronic information products: A learning-based perspective," Marketing in a Global Economy: Biennial International AMA Conference, Buenos Aires, Argentina (2000).
- "Satisfaction, repurchase intent and repurchase behavior: Investigating the moderating effect of customer characteristics," Marketing in a Global Economy: Biennial International AMA Conference, Buenos Aires, Argentina (2000).
- "The role of attributions in evaluations of inter-organizational exchange relationships," Marketing in a Global Economy: Biennial International AMA Conference, Buenos Aires, Argentina (2000).
- "Satisfaction and customer retention: An empirical analysis," Eleventh Annual Advanced Research Techniques Forum, California, June (2000).
- “The non-linear and asymmetric nature of the satisfaction and repurchase-behavior link,” Ninth Annual Advanced Research Techniques Forum, Keystone, Colorado, June, (1998). (*Winner: best presentation article for the conference*).
- “Use of mail and telephone surveys in customer satisfaction: Measurement issues and implications,” Marketing Science Conference, INFORMS, Univ. of California, Berkeley, March, (1997).
- “Does overall satisfaction predict repurchase behavior? The influence of product/service attributes and customer/market characteristics,” Marketing Science Conference,

- INFORMS, Univ. of California, Berkeley, March, (1997).
- “Customer satisfaction, repurchase-intentions, and attribute-level satisfaction: Accounting for non-linearities and other effects,” Marketing Science Conference, INFORMS, Univ. of Florida, March, (1996).
- “Key driver analysis: New developments,” Member Satisfaction in Managed Care Conference. Institute for International Research, Healthcare Division. Washington, D.C., September, (1995).
- “Buyers’ evaluation of gains and losses in product performance: Implications for relationship building,” American Marketing Association Winter Educator’s Conference (1995).
- “The role of affect in strategic marketing decision making,” American Marketing Association Winter Educator’s Conference (1995).
- “Does Total Quality Management entail the de-institutionalization of Scientific Management?” 12th EGOS Colloquium, Istanbul, Turkey. July 6-8, (1995).
- “Total Quality Management as new management paradigm: The institutionalization process in the United States,” 1995 Annual Meeting of The Academy of Management (1995).
- "The role of affect in strategic decision making," 1994 Annual Meeting of The Academy of Management, Dallas, Texas, (1994) (*Winner: best article by a doctoral student*)
- "Total Quality Management—the Deming method as new management ideology: Institutionalization patterns in the United States," 10th EGOS Colloquium, Paris (1993).

BUSINESS / PROFESSIONAL PRESENTATIONS (since 2008)

2019

- “Customer based strategy: What’s the magic number,” Annual Rice Customer Management Symposium, Houston, TX.
- “The use, misuse, and abuse of Net Promoter Score (NPS),” Rice Business Webinar. <https://business.rice.edu/event/b2b-marketing-strategy-customer-centric-approach-webinar-series-24>
- “Crafting value propositions for B2B customers,” Rice Business Webinar. <https://business.rice.edu/event/b2b-marketing-strategy-customer-centric-approach-webinar-series-part-3>
- “B2B marketing strategy: A customer centric approach,” Rice Business Webinar. <https://business.rice.edu/event/b2b-marketing-strategy-customer-centric-approach-webinar-series-14>

2018

- “Benefits of customer based strategic planning,” Marketing Science Institute Trustee Meeting, San Francisco, CA.

- “Customer based strategy & execution,” Council of Overseers Meeting, Jones Graduate

School of Business, Houston, TX.

“Boost shareholder value—put customers first,” Rice Business Insights Series by Executive Education Knowledge Series (webinar), Houston, TX.

“Customer based strategy—insights for execution,” Houston Strategy Forum, Customer-Focused Strategy Conference, Houston, TX.

2017

“Customer satisfaction in B2B companies,” Shawcor, Houston TX.

2016

“Customer and employee satisfaction,” CMO Breakfast Series, Houston TX.

2015

“Results of the 2015 SCOPE study,” Customer Management Symposium, Rice University.

“Gender identity and decision making: Research insights,” First Annual Forum for Female Executives, JGSB, Rice University.

“Expanding market and margin during downturns: Insights from economic trends and social issues,” Chicago Bridge & Iron Company Strategic Sales Retreat.

2014

“Strategic DNA – Understanding Statoil’s Story,” Jones Partners Thought Leadership Series.

“Strategic Decision Making: Perils of Thought” Chevron CPMS forum.

“Selling—how it is differs from strategic sales,” CB&I Sales Leadership Forum.

“Strategic Decision Making versus Problem Solving,” Shell Exploration Division, USA Strategic Retreat.

2013

“Customer focus versus product focus,” National Oilwell Varco, Strategy Retreat.

“Wells Fargo and SAS: The benefits of customer focus,” Total Safety, Inc. Strategy Retreat.

2011

“Customer Satisfaction and Corporate Performance,” Cameron Strategic Executive Retreat.

“Strategic approaches to marketing,” CMO II Forum, Houston AMA Chapter

“Academic insights into marketing and profitability,” CMO II Forum, Houston AMA Chapter

2010

“Patient Satisfaction,” Harris County Medical Society Business Expo (2010)

“Patient Satisfaction,” Harris County Medical Society, TMC Chapter (2010)

“Patient Satisfaction,” Harris County Medical Society, Northwest Loop Chapter (2010)

“Charting an online media strategy,” CMO II Forum, Houston AMA Chapter (2010)

“CMO Power and Relevance: Insights from Stewart Title,” CMO II Forum, Houston AMA Chapter (2010)

“CMO Participation in Strategic Decisions,” CMO II Forum, Houston AMA Chapter (2010)

“Brand Management and Warren Buffet,” Jones Partners Series (2010)

“Healthcare Tourism,” Rice Alumni Association (2010)

“Healthcare at Jones School,” Jones Partners Breakfast Series (2010)

“Healthcare and Management,” Executive Education Information Session (2010)

2009

“Marketing Maps & CMO relevance”, CMO II Forum (2009)

“Brand Management the Warren Buffet Way,” CMO II Forum (2009)

“Patient Satisfaction and CAHPS Survey,” RPO Organization (2009)

“How to Improve Quality and Cut Costs: Patient Satisfaction,” Harris County Medical Society Business EXPO (2009)

“CMO Relevance in Banking,” Amegy Bank annual retreat (2009)

“CMO Relevance for Energy Sector,” Marketing in the Oilfield Conference (2009)

“Marketing & Sales: Friends or Foes,” Eagle Burggman annual retreat (2009)

REVIEWING ACTIVITY

Current Editorial Review Board Memberships

Journal of Marketing (Area Editor, 2018-)
Journal of Marketing Research (Area Editor, 2016-)
Journal of the Academy of Marketing Science (Area Editor, 2017-)
Journal of Service Research (Area Editor, 2017-)
International Journal of Research in Marketing (Area Editor, 2017-)
Journal of Retailing (Area Editor, 2019-)_
Journal of Interactive Marketing

Ad hoc reviewer / Guest Editor (partial listing)

Decision Sciences
Journal of Economic Psychology
Marketing Science
Management Science
Journal of Consumer Psychology
Academy of Management Journal
Strategic Management Journal
Journal of Behavioral Decision Making
Nonprofit and Voluntary Sector Quarterly
Journal of Applied Psychology
Journal of Applied Social Psychology
Journal of Consumer Research
Journal of Consumer Psychology
Journal of Marketing Research
Perceptual and Motor Skills: Psychological Reports
Tourism Management
Financial Services Industry Journal
Non-profit & Voluntary Sector Quarterly
Psychological Reports

Conferences/Doctoral Student Competitions

ACR, AMA, SCP
Academy of Marketing Science Conference
Academy of Management
Organizational Studies Conference

MSI's Alden G. Clayton Doctoral Dissertation
Competition
ISBM Dissertation Competition
EMAC Conference

SERVICE: PARTIAL LISTING

Jones School/ Rice University/ General Community

- 2018 JGSB Student Ethics/Grievance Committee
2018 Co-organized the Rice Customer Management Symposium
2016 Temple University Fox School, PhD. Review Colloquium
2015 Co-organized the Rice Customer Management Symposium
2015 Co-organizer of the 4th Annual Rice Marketing Camp (research camp)
2014 Co-organizer of the 3rd Annual Rice Marketing Camp (research camp)
2014 Co-organized the Rice Marketing Symposium
2013-14 EMBA 3.0 curriculum re-design committee
2013 Co-organizer of the 2nd Annual Rice Marketing Camp (research camp)
2013 Co-organized the Rice Customer Management Symposium
2012 Co-organizer of the 1st Annual Rice Marketing Camp (research camp)
2012 Conceptualized and started the Graduate Certificate in Customer Focused Strategy through the Executive Education Department (7-day program taught by Marketing Department Faculty)
2012 Organized the Rice Customer Management Symposium
2012 Working Group on Promotion and Tenure (chair: Mahmoud El-Gamal)
2011- Working Group for Research Scholarship & Enhancement (chair: Moshe Vardi)
2011 Organized 4th Marketing Symposium with the Marketing Club/Houston AMA
2011 Jones School Curriculum Review Committee
2010 Spearheaded the subject-pool and online-research panel with the help of the associate dean
2009 Judge, Marketer of the Year Award, AMA-Houston Chapter
2010 Organized 3rd Marketing Symposium with the Marketing Club/Houston AMA
2010 Member of the Bio-Science and Human Health Task Force for the Provost
2009 Judge, Marketer of the Year Award, AMA-Houston Chapter
2009 Organized 2nd Marketing Symposium with the Marketing Club/Houston AMA
2008- Member, University P&T Committee, Rice University
2008 Organized 1st Marketing Symposium with the Marketing Club
2008 Judge, Marketer of the Year Award, AMA-Houston Chapter
2007 Chairperson, Teams Effectiveness Committee to develop guidelines for effective team learning at the Jones School
2007-09 Faculty Sponsor, Marketing Club at Jones School
2007-09 Member, Jones School Curriculum Committee
2007- Chair, CMO II Advisory Group, American Marketing Association, Houston, TX

Jones School/ Rice University (Health Care)

- 2010 Healthcare initiatives development / co-ordination
- Revamped the Healthcare material on the Jones School website and brochures to be consistent with the content, mission and vision of the healthcare initiative.
 - Developed a comprehensive marketing/advertising strategy to develop awareness of the different initiatives
 - Helped with the co-ordination and development of several (5 new) courses in healthcare
- 2009-10 Proposed and obtained approval for Health care concentration (full-time MBA) and Health care track (MBA for Executives). Programs launched in 2010
- 2009 Organized the inaugural Jones School Healthcare Symposium with the support of all the major hospitals in the Texas Medical Center
- 220+ participants attended this largest healthcare event at the Jones School

- 2009 Re-designed and implemented the revised curriculum for the Healthcare Certificate Program for Executive Education
- Met with CEOs of all major hospitals in the greater Houston Area to obtain feedback
 - The course content was designed to focus on core business skills taught by Jones School faculty
 - Redesigned the brochure and website for the course
- 2008-09 Chairperson, Healthcare Strategy Committee, Jones School
- Obtained commitment from key faculty to participate in the program
 - Conducted an assessment of the different healthcare initiatives at the Jones School to identify areas of improvement
 - Conducted a series of focus groups and large-scale survey of healthcare professionals to identify their educational needs in the area of management
- 2008-09 Member of President's Healthcare Advisory Committee, Rice University
- Obtained feedback and project proposals from different schools across Rice University for ways to leverage the Rice/Baylor relationship
 - Developed the proposal for the Jones School
 - Evaluated all the different proposals to develop a final report and recommendation for the President

Katz/University of Pittsburgh

- 2004-2006 Member, Katz Promotion and Tenure Committee
- 2005-2007 Department Chair, Marketing Interest Group
- 2006-2007 Member, Executive MBA Curriculum Revision Committee
- 2002-2007 Faculty Sponsor, MBA Marketing Club
- 1999-2000 Member, Teaching Excellence Committee

Conferences/Marketing Discipline

- 2018-19 Steering Committee: *Journal of Marketing Research* Mission Statement Redraft
- 2010 Steering Committee: Frontiers of Research in International Business , PA
- 2009 Organized the 2nd Rice Marketing Research Conference
- 2008 Organized the 1st Rice Marketing Research Conference
- 2008 Services Marketing Track Chair, AMA Winter Conference
- 2008 Program Committee Member, 2009 ACR Conference
- 2007 Program Committee Member, 2008 ACR Conference
- 2006 Marketing Research Track Chair, AMA Winter Conference

Doctoral Student Mentoring

Committee Member

Nitika Garg
Feisal Murshed
Daniel Zyung

Iryna Shevchuk
Matthew Sarkees
Michael Shashoua

Chair/Co-Chair

Jihye Jung
Yixing Chen
Rahul Govind
Yinlong (Allen) Zhang
Xin He
Carly Frennea

Kyuhong Han
Karen Page Winterich
Michael Walsh
Emily Stiehl
Christopher Groening

TEACHING

Strategic Decision Making & Critical Reasoning (Executive Course)

Customer-Based Strategy & Implementation

Customer-Focused Healthcare Management

Customer-Focused Strategy for Educational Institutions

Marketing Research / Marketing Analytics

Marketing Theory and Strategy (PhD Seminar)

Conducting Behavioral Research: Statistical Analysis & Theory Development (PhD Seminar)

CORPORATE ENGAGEMENT (Partial Listing)

<i>Automotive:</i>	Ford, General Motors, Mazda, Toyota, Visteon
<i>Business-to-business:</i>	Air Products and Chemicals, Caterpillar, Evosite, Ryder, Avery Dennison, Sysco, WillScot, ABS Group, National Waste Associates
<i>Consumer Products</i>	Heinz, Kraft, Philip Morris, Scott's Lawn Care, Top-of-World, Home Depot
<i>Education:</i>	Houston Independent School District, New York School District, Post Oak School (Houston), Kansas City School District
<i>Financial services:</i>	Cigna, Citizen's Bank, Dreyfus, Merrill Lynch, Parker Hunter Financial Services, National City Bank, PNC, Prudential, Schwab, Southern New England Federal Credit Union
<i>Healthcare:</i>	Baylor College of Medicine, Blue Cross and Blue Shield-New Jersey, MD Anderson Cancer Center, Mercy Health Plan, CVS pharmacies, Texas Children's Hospital, UPMC (University of Pittsburgh Medical Center)
<i>Hospitality:</i>	Wyndham Worldwide, Radisson (Carlson Group), Marriott Hotels
<i>Non-profit:</i>	Block Museum (Northwestern University), Carnegie Museum of Art, Shattered Globe Theater, YMCA (Chicago), <i>El Valor</i> , University of Pittsburgh Cancer Institute, Katz Executive MBA Program, Pittsburgh Penguins, Arms Wide Adoption Services
<i>Oil & Gas/Energy:</i>	BP, Cameron, CB&I, Cooper, Delmarva Electric, FlexSteel Pipeline, Indian Oil Company, ONGC-India, National Oilwell Varco, P-66, PG&E, PECO Energy, Solvay Chemicals, Shell, Sinopec (China Petrochemical Corporation), Shawcor, SNC-Lavalin, Schlumberger, DistributionNOW, C&J Energy Services, Exxon Mobil,
<i>Pharmaceutical:</i>	Eli Lilly, Johnson & Johnson, Pharmacia, Pfizer, Merck, Novartis, Procter and Gamble, Schering-Plough, SmithKline Beecham, Wyeth Ayerst
<i>Telecommunication:</i>	AT&T, Bell Atlantic, Sprint, Southern New England Telephone Company, U.S. West
<i>Technology/Internet:</i>	QuickenInsurance.com, Yahoo!, Gartner Interactive, Fox FarSight, Microsoft, Courthouse Direct Services