

Utpal Dholakia

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Education

1998 University of Michigan, Ann Arbor; Ph.D., Marketing
1997 University of Michigan, Ann Arbor; MS, Cognitive Psychology
1994 Ohio State University; MS, Industrial Engineering; Certificate in Engineering Management
1993 University of Bombay, Victoria Jubilee Technical Institute; BE, Industrial Engineering

Positions

May 2015 – present	Professor of Marketing & George R. Brown Chair of Marketing, Rice University
July 2011 – April 2015	Professor of Management, Rice University
July 2008 – June 2011	William S. Mackey, Jr., and Verne F. Simons Distinguished Associate Professor of Management, Rice University
October – Dec 2008	Visiting Professor, Korea University Business School, Seoul
Sep 2007- June 2008	Jones School Distinguished Associate Professor of Management, JGSB, Rice University
July 2006 – August 2007	Associate Professor of Management (with tenure), Rice University
April – June 2006	Gastprofessor für Strategie und Unternehmensökonomik, University of Zurich
January – March 2006	Visiting Assistant Professor of Marketing, London Business School
July 2001 – June 2006	Assistant Professor of Management, Rice University
July 2000 – June 2001	Independent Financial Services Marketing Consultant (Non-academic); Assistant Professor of Marketing, University at Buffalo, SUNY
April 1998 – June 2000	Executive Associate/ Research Director, M&T Bank (Non-academic)

Research Impact Measures

- Google Scholar Citation Count/ h-index/ i10-index **16,538/ 47/ 76**
- Microsoft Academic Citation Count/ h-index **15,434/ 39**
- SSCI Citation Count **5,289**
- Scopus Citation Count/ h-index **6,035/ 31**
- SSRN Downloads **36,837**

Book

Dholakia, Utpal (2017), *How to Price Effectively: A Guide for Managers and Entrepreneurs*, KDP.

Refereed Academic Articles

Dholakia, Utpal, Jihye Jung, and Nivriti Chowdhry (2018), "Should I Buy This When I Have So Much? Reflection on Personal Possessions as An Anti-Consumption Strategy," *Journal of Public Policy and Marketing*, 37(2), 260-273.

Lee, Leonard, Jeffrey Inman, Jennifer Argo, Tim Bottger, Utpal Dholakia, Timothy Gilbride, Koert van Ittersum, Barbara E. Kahn, Ajay Kalra, Donald R. Lehmann, Leigh McAlister, Venkatesh Shankar and Claire I. Tsai (2018), "From browsing to buying and beyond: The needs-adaptive shopper journey model," *Journal of the Association for Consumer Research*, 3(3), 277-293.

Brunnerer, Johanna and Utpal Dholakia (2018), "The Self-Creation Effect: Making a Product Supports Its Mindful Consumption and the Consumer's Well-Being," *Marketing Letters*, 29(3), 377-389.

Algesheimer, Rene, Richard Bagozzi, and Utpal Dholakia (2018), "Key informant models for measuring group-level variables in small groups: Application to plural subject theory," *Sociological Methods & Research*, 47(2), 277-313.

Ivanic, Aarti, Seshadri Tirunillai, Suresh Ramanathan and Utpal Dholakia (2018), "Customer engagement in social media platforms: Findings from a field experiment," *MSI Reports*, in press.

Yang, Zhao, Rene Algesheimer and Utpal Dholakia (2017), "When Ethical Transgressions of Customers Have Beneficial Long-term Effects in Retailing: An Empirical Investigation," *Journal of Retailing*, 93(4), 420-439.

Dholakia, Utpal and Leona Tam (2017), "Studying Consumer Habits in the Field: Some Suggestions for Conducting Industry-Supported Research," *Journal of the Association for Consumer Research*, 2(3), 371-374.

Dholakia, Utpal M., Leona Tam, Sunyee Yoon and Nancy Wong (2016), "The Ant and the Grasshopper: Understanding Personal Saving Orientation of Consumers," *Journal of Consumer Research*, 43(1), 134-155.

Allen, B. J., Utpal Dholakia, and Suman Basuroy (2016), "The Economic Benefits to Retailers from Customer Participation in Proprietary Web Panels," *Journal of Retailing*, 92(2), 147-161.

Haws, Kelly L., Scott Davis, and Utpal Dholakia (2016), "Control over what? Individual differences in general versus eating and spending self-control," *Journal of Public Policy and Marketing*, 35(1), 37-57.

Haws, Kelly L., Scott Davis and Utpal Dholakia (2016), "Salad = success and fries = failure? Conceptualizing and assessing self-control measures in food decision making research," *Journal of Consumer Behaviour*, 15(2), 99-116.

Tam, Leona and Utpal M. Dholakia (2014), "Saving in cycles: How to get people to save more money," *Psychological Science*, 25(2), 531-537.

Almeida, Stefânia Ordovás, Utpal M Dholakia, José Mauro Hernandez, and José Afonso Mazzon (2014), "The mixed effects of participant diversity and expressive freedom in online peer-to-peer problem solving communities" *Journal of Interactive Marketing*, 28(3), 196-209.

- Loveland, Kate, Naomi Mandel, and Utpal Dholakia (2014), "Understanding homeowners' pricing decisions: An investigation of the roles of ownership duration and financial and emotional reference points," *Customer Needs and Solutions*, 1, 225-240.
- Tam, Leona and Utpal M. Dholakia (2013), "The consequences and correction of inflation in personal savings estimates in specific future time frames," *Journal of Behavioral Decision Making*, 26(2), 139-151.
- Zhu, Juliet, Utpal M. Dholakia, Xinlei Chen, and René Algesheimer (2012), "Does online community participation foster risky financial behavior?" *Journal of Marketing Research*, 49(3), 394-407.
- Sonenshein, Scott and Utpal M. Dholakia (2012), "Explaining employee engagement with strategic change implementation: A meaning-making approach," *Organization Science*, 23(1), 1-23. **Lead article*
- Haws, Kelly L., William O. Bearden, and Utpal M. Dholakia (2012), "Situational and trait interactions among goal orientations," *Marketing Letters*, 23 (1), 47-60.
- Herzenstein, Michal, Scott Sonenshein and Utpal M. Dholakia (2011), "Tell me a good story and I may lend you my money: The role of narratives in peer-to-peer lending decisions," *Journal of Marketing Research*, 48, S138-S149.
- Sonenshein, Scott, Michal Herzenstein, and Utpal M. Dholakia (2011), "How accounts shape lending decisions through fostering trustworthiness," *Organizational Behavior and Human Decision Processes*, 115(1), 69-84.
- Tam, Leona and Utpal M. Dholakia (2011), "Delay and duration effects of time frames on personal savings estimates and behavior," *Organizational Behavior and Human Decision Processes*, 114(2), 142-152.
- Dholakia, Utpal M. (2011), "Why unhappy employees can wreck promotional offers," *Harvard Business Review*, 89(1-2), Reprint F1101C.
- Herzenstein, Michal, Utpal M. Dholakia, and Rick Andrews, (2011) "Strategic herding behavior in peer-to-peer online loan auctions," *Journal of Interactive Marketing*, 25(1), 27-36.
- Algesheimer, René, Utpal M. Dholakia and Călin Gurău (2011), "Virtual team performance in a highly competitive environment," *Group and Organization Management*, 36(2), 161-190.
- Haws, Kelly, L., Utpal M. Dholakia, and William O. Bearden (2010), "An assessment of chronic regulatory focus measures," *Journal of Marketing Research*, 47(October), 967-982.
- Algesheimer, René, Sharad Borle, Utpal M. Dholakia, and Siddharth S. Singh (2010), "The impact of customer community participation on customer behaviors: An empirical investigation," *Marketing Science*, 29(4), 756-769.
- Dholakia, Utpal M. and Emily Durham (2010), "One café chain's Facebook experiment" *Harvard Business Review*, 88(3), 26. Reprint F1003E.
- Dholakia, Utpal M., Siddharth S. Singh and Robert A. Westbrook (2010), "Understanding the effects of post-service experience surveys on delay and acceleration of customer purchasing behavior: Evidence from the automotive services industry," *Journal of Service Research*, 13(4), 362-378. ** Lead article; * JSR best paper finalist for 2010.*
- Brüggen, Elisabeth and Utpal M. Dholakia (2010), "Determinants of participation and response effort in web panel surveys," *Journal of Interactive Marketing*, 24(3), 239-250.

- Dholakia, Utpal M., Barbara E. Kahn, Randy Reeves, Aric Rindfleisch, David Stewart, and Earl Taylor (2010), "Consumer behavior in a multichannel, multimedia environment," *Journal of Interactive Marketing*, 24(2), 86-95.
- Dholakia, Utpal M., Vera Blazevic, Caroline Weirtz, and Rene Algesheimer (2009), "Communal service delivery: How customers benefit from participation in firm-hosted virtual P3 communities," *Journal of Service Research*, 12(2), 208-226. * *JSR best paper finalist for 2009*.
- Dholakia, Utpal M. and Silvia Vianello (2009), "Effective brand community management: Lessons from customer enthusiasts," *Sloan Management Review/ Wall Street Journal Business Insights*, August 17.
- Borle, Sharad, Utpal M. Dholakia, Siddharth Singh and Robert Westbrook, (2007), "The impact of survey participation on subsequent customer behavior: An empirical investigation," *Marketing Science*, 26 (5), 711-726.
- Dholakia, Utpal M., Richard P. Bagozzi and Mahesh Gopinath, (2007), "How formulating implementation plans and remembering past actions facilitate the enactment of effortful decisions," *Journal of Behavioral Decision Making*, 20, 343-364.
- Bagozzi, Richard P., Utpal M. Dholakia, and Lisa Klein (2007), "Antecedents and consequences of online social interactions," *Media Psychology*, 9(1), 77-114.
- Algesheimer, René and Utpal M. Dholakia (2006), "Do customer communities pay off?" *Harvard Business Review*, November, Reprint Number F0611E.
- Bagozzi, Richard P. and Utpal M. Dholakia (2006), "Open Source Software User Communities: A Study of Participation in Linux User Groups," *Management Science*, 52(7), 1099-1115.
- Dholakia, Utpal M. (2006), "How Customer Self-Determination Influences Relational Marketing Outcomes: Evidence from Longitudinal Field Studies," *Journal of Marketing Research*, 43(1), 109-120.
- Dholakia, Utpal M., Mahesh Gopinath, Richard P. Bagozzi, and Rajan Nataraajan (2006), "The Role of Regulatory Focus in the Experience and Self-Control of Desire for Temptations," *Journal of Consumer Psychology*, 16(2), 163-175. * *Inaugural Park award winner for best paper in JCP in Volume 16*.
- Bagozzi, Richard P. and Utpal M. Dholakia (2006), "Antecedents and Purchase Consequences of Customer Participation in Small Group Brand Communities," *International Journal of Research in Marketing*, 23(1), 45-61.
- Bagozzi, Richard P., Utpal M. Dholakia, and Amit Mookerjee (2006), "Individual and Group Bases of Social Influence in Online Environments," *Media Psychology*, 8(2), 95-126.
- Dholakia, Utpal M. and Itamar Simonson (2005), "The Effect of Explicit Reference Points on Consumer Choice and Online Bidding Behavior," *Marketing Science*, 24(2), 206-217.
- Algesheimer, René, Utpal M. Dholakia, and Andreas Herrmann (2005), "The Social Influence of Brand Community: Evidence from European Car Clubs," *Journal of Marketing*, 69(3), 19-34.
- Dholakia, Utpal M., Mahesh Gopinath, and Richard P. Bagozzi (2005), "The Role of Desires in Sequential Impulsive Choices," *Organizational Behavior and Human Decision Processes*, 98(2), 179-194.
- Dholakia, Utpal M. (2005), "The Hazards of Hounding," *Harvard Business Review*, 83(10), 20-24. Reprint Number. F0510X.

- Dholakia, Utpal M. (2005), "The Usefulness of Bidders' Reputation Ratings to Sellers in Online Auctions," *Journal of Interactive Marketing*, 19(1), 31-40.
- Cheema, Amar, Peter T. L. Popkowski, Rajesh Bagchi, Richard P. Bagozzi, James C. Cox, Utpal M. Dholakia, Eric A. Greenleaf, Amit Pazgal, Michael H. Rothkopf, Michael Shen, Shyam Sunder, and Robert Zeithammer (2005), "Economics, Psychology, and Social Dynamics of Consumer Bidding in Auctions," *Marketing Letters*, 16(3/4), 401-413.
- Priester, Joseph R., Utpal M. Dholakia and Monique A. Fleming (2004), "When and Why the Background Contrast Effect Emerges: Thought Engenders Meaning by Influencing the Perception of Applicability," *Journal of Consumer Research*, 31(3), 491-501. * **Lead article**
- Dholakia, Utpal M., Richard P. Bagozzi, and Lisa Klein Pearo (2004), "A Social Influence Model of Consumer Participation in Network- and Small-Group-Based Virtual Communities," *International Journal of Research in Marketing*, 21(3), 241-263. * **Nominated for the AMA Technology and Innovation Special Interest Group (TechSIG) 2005 Best Article Award; *Winner of 2015 Steenkamp award for long-term impact, IJRM.**
- Dholakia, Utpal M., Vicki G. Morwitz, and Robert A. Westbrook (2004), "Firm-Sponsored Satisfaction Surveys: Positivity Effects on Customer Purchase Behavior?," *MSI Reports*, 04-121, 95-112.
- Dholakia, Utpal M. and Debabrata Talukdar (2004), "How Social Influence Affects Consumption Trends in Emerging Markets: An Empirical Investigation of the Consumption Convergence Hypothesis," *Psychology and Marketing*, 21(10), 775-797.
- Bagozzi, Richard P., Utpal M. Dholakia and Suman Basuroy (2003), "How Effortful Decisions get Enacted: The Motivating Role of Decision Processes, Desires and Anticipated Emotions," *Journal of Behavioral Decision Making*, 16(4), 273-95.
- Dholakia, Utpal M. and Richard P. Bagozzi (2003), "As Time Goes By: How Goal and Implementation Intentions Influence Enactment of Short-Fuse Behaviors," *Journal of Applied Social Psychology*, 33(5), 889-922. * **Lead article**
- Dholakia, Utpal M. and Vicki G. Morwitz (2002), "The Scope and Persistence of Mere-Measurement Effects: Evidence From a Field-Study of Customer Satisfaction Measurement," *Journal of Consumer Research*, 29 (September), 159-167. * **Lead article**
- Dholakia, Utpal M. and Richard P. Bagozzi (2002), "Mustering Motivation to Enact Decisions: How Decision Process Characteristics Influence Goal Realization," *Journal of Behavioral Decision Making*, 15(3), 167-188. * **Lead article**
- Dholakia, Utpal M., Suman Basuroy and Kerry Soltysinski (2002), "Auction or Agent (or Both)? A Study of Moderators of the Herding Bias in Digital Auctions," *International Journal of Research in Marketing*, 19(2), 115-130. * **Lead article**
- Dholakia, Utpal M. and Vicki G. Morwitz (2002), "How Surveys Influence Customers", *Harvard Business Review*, 80(5), 18-19. Reprint Number F0205A.
- Bagozzi, Richard P. and Utpal M. Dholakia (2002), "Intentional Social Action in Virtual Communities," *Journal of Interactive Marketing*, 16(2), 2-21. * **Lead article * Winner of the Inaugural Award for Best Paper in JIM in 2002**
- Dholakia, Utpal M. and Kerry Soltysinski (2001), "Coveted or Overlooked? The Psychology of Bidding for Comparable Listings in Digital Auctions," *Marketing Letters*, 12(3), 223-235.

- Dholakia, Utpal M. (2001), "A Motivational Process Model of Product Involvement and Consumer Risk Perception," *European Journal of Marketing*, 35, 11/12, 1340-1360.
- Dholakia, Utpal M. (2000), "Temptation and Resistance: An Integrated Model of Consumption Impulse Formation and Enactment," *Psychology and Marketing*, 17 (11), 955-982.
- Weber, John A. and Utpal M. Dholakia (2000), "Including Marketing Synergy in Acquisition Analysis: A Step-wise Approach," *Industrial Marketing Management*, 29, 157-177
- Bagozzi, Richard P. and Utpal M. Dholakia (1999), "Goal setting and Goal striving in Consumer Behavior," *Journal of Marketing*, 63, 19-32.
- Weber, John A. and Utpal M. Dholakia (1998), "Planning Market Share Growth in Mature Industrial Markets," *Industrial Marketing Management*, 27, 401-428.
- Dholakia, Utpal M. and Lopo L. Rego (1998), "What Makes Web-Pages Popular? An Empirical Investigation of Web-Page Effectiveness," *European Journal of Marketing*, 32, 7/8, 724-736.

Refereed Academic Book Chapters

- Dholakia, Utpal M. (2019), "All's not well on the marketing frontlines: Understanding the challenges of adverse technology–consumer interactions," *Review of Marketing Research*, in press.
- Dholakia, Utpal M. (2015), "Three senses of desire in consumer research," in Loran Nordgren and Wilhelm Hofmann (Eds.), *The Psychology of Desire*, Guilford Press, 407-431.
- Dholakia, Utpal M. (2010), "A critical review of question-behavior effect research," *Review of Marketing Research*, 7, 147-199.
- Dholakia, Utpal M. and René Algesheimer (2010), "Brand Community" in Richard P. Bagozzi and Ayalla Ruvio (Eds.), *Consumer Behavior–Wiley International Encyclopedia of Marketing*, New York: John Wiley, accepted, in press.
- Dholakia, Utpal M., and Richard Baraniuk (2009), "The Roles of Social Networks and Communities in Open Education Programs," in Stylianos Hatzipanagos, *Handbook of Research on Social Software*, 133-144.
- Bagozzi, Richard P. and Utpal M. Dholakia (2005), "Collective Intentional Action in Virtual Communities," in Mehdi Khosrow-Pour (Editor), *Encyclopedia of Information Science and Technology*, Hershey, PA: IDEA Group, 451-456.
- Bagozzi, Richard P. and Utpal M. Dholakia (2005), "Three Roles of Past Experience in Goal Setting and Goal Striving", in Tilman Betsch and Susanne Haberstroh (Editors), *The Routines of Decision Making*, Lawrence Erlbaum, 21-38.
- Dholakia, Utpal M. and Richard P. Bagozzi (2004), "Motivational Antecedents, Constituents, and Consequences of Virtual Community Identity," in Susan Godar and Sharmila Pixie-Ferris (Editors), *Virtual and Collaborative Teams: Process, Technologies, and Practice*, IDEA Group, 253-268.
- Dholakia, Utpal M. and Richard P. Bagozzi (2001), "Consumer Behavior in Digital Environments," in *Digital Marketing: Global Strategies from the World's Leading Experts*, Jerry Wind and Vijay Mahajan (Editors), New York: Wiley, 163-200

Blog

The Science Behind Behavior - Psychology Today (since July 2015) – 1,026,000 post views

<https://www.psychologytoday.com/blog/the-science-behind-behavior>

Practitioner-Focused Articles

Dholakia, Utpal (2018), “When cost-plus pricing is a good idea,” *Harvard Business Review Digital Article*, July 12, Available online at: <https://hbr.org/2018/07/when-cost-plus-pricing-is-a-good-idea>.

Dholakia, Utpal (2017), “Buying \$19 avocado toast and \$4 coffee doesn’t make you bad with money,” *Business Insider*, November 1. Available online at: <http://www.businessinsider.com/knowning-what-undisciplined-spending-is-helps-curb-spending-2017-10>.

Dholakia, Utpal (2017), “Dual pricing is bad for tourism,” *Emerging Markets Business*, First Quarter, 60-63.

Sopadjieva, Emma, Utpal Dholakia and Beth Benjamin (2017), “Are Omnichannel Customers More Valuable?” *Harvard Business Review Digital Article*, January 3. Available online at: <https://hbr.org/2017/01/a-study-of-46000-shoppers-shows-that-omnichannel-retailing-works>.

Dholakia, Utpal M. (2016), “Why Samsung’s Note 7 crisis won’t hurt its brand long term,” *Harvard Business Review Digital Article*, October 26. <https://hbr.org/2016/10/why-samsungs-note-7-crisis-wont-hurt-its-brand-long-term>.

Dholakia, Utpal M. (2016), “A quick guide to value-based pricing,” *Harvard Business Review Digital Article*, August 9. Available online at: <https://hbr.org/2016/08/a-quick-guide-to-value-based-pricing>.

Dholakia, Utpal M. (2016), “Why nudging your customers can backfire,” *Harvard Business Review Digital Article*, April 15. Available online at: <https://hbr.org/2016/04/why-nudging-your-customers-can-backfire>.

Dholakia, Utpal M. (2016), "Brands are behaving like organized religions," *Harvard Business Review Digital Article*, February 18. Available online at: <https://hbr.org/2016/02/brands-are-behaving-like-organized-religions>

Dholakia, Utpal M. (2015), “Everyone Hates Uber’s Surge Pricing – Here’s How to Fix It,” *Harvard Business Review Digital Article*, December 21. Available online at: <https://hbr.org/2015/12/everyone-hates-ubers-surge-pricing-heres-how-to-fix-it>

Dholakia, Utpal M. (2015), "How managers should judge psychology experiments," *Harvard Business Review Digital Article*, August 31. Available online at: <https://hbr.org/2015/08/how-managers-should-judge-psychology-experiments>

Dholakia, Utpal M. (2015), "What to do when satisfied B2B customers refuse to recommend you," *Harvard Business Review Digital Article*, August 13. Available online at: <https://hbr.org/2015/08/what-to-do-when-satisfied-b2b-customers-refuse-to-recommend-you>

Dholakia, Utpal M. (2015), "The risks of changing your prices too often," *Harvard Business Review Digital Article*, July 6. Available online at: <https://hbr.org/2015/07/the-risks-of-changing-your-prices-too-often>

Dholakia, Utpal M. (2015), “The perils of algorithm-based marketing,” *Harvard Business Review Digital Article*, June 17, Available online at: <https://hbr.org/2015/06/the-perils-of-algorithm-based-marketing>.

- Almeida, Stefânia Ordovás, José Afonso Mazzon, Utpal M Dholakia, and Hugo Müller Neto (2013), "Participant diversity and expressive freedom in firm-managed and customer-managed brand communities" *Brazilian Administration Review*, 10(2), 195-218.
- Wu, Joyce, Sheryl E. Kimes and Utpal Dholakia (2012), "Restaurant Daily Deals: The Operator Experience", *Cornell Hospitality Report*, Volume 12, Number 16. Available online at: <http://www.hotelschool.cornell.edu/research/chr/pubs/reports/abstract-16461.html>
- Dholakia, Utpal M. (2012), "New Research: The Effects of Running Multiple Daily Deals," *Harvard Business Review Research Blog*, July 11. http://blogs.hbr.org/cs/2012/07/new_research_the_effects_of_ru.html
- Dholakia, Utpal M. (2012), "How Businesses Fare with Daily Deals as They Gain Experience: A Multi-Time Period Study of Daily Deal Performance," *SSRN*, Available online at: http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2091655.
- Dholakia, Utpal M. (2011), "What daily-deal shoppers want," *Forbes CMO Network*, Available online at: <http://www.forbes.com/sites/onmarketing/2011/09/23/what-daily-deal-shoppers-want/>.
- Kimes, Sheryl E. and Utpal M. Dholakia (2011), "Restaurant Daily Deals: Customers' Responses to Daily Deals," *Cornell University Center for Hospitality Research Report*, Volume 11, Number 20, Available online at: <http://www.hotelschool.cornell.edu/research/chr/pubs/reports/abstract-15899.html>.
- Dholakia, Utpal M. and Sheryl E. Kimes (2011), "Daily Deal Fatigue or Unabated Enthusiasm? A Study of Consumer Perceptions of Daily Deal Promotions," Available online at: http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1925865
- Ordovás de Almeida, Stefânia, José Afonso Mazzon, Utpal M. Dholakia and Hugo Fridolino Müller Neto (2011), "Os efeitos da participação em comunidades virtuais de marca no comportamento do consumidor: Proposição e teste de um modelo teórico," *Revista de Administração Contemporânea*, 15(3), 366-391. * *In Portuguese (Brazil)*, * *Lead article*
- Dholakia, Utpal M. (2011), "How Businesses Fare with Daily Deals: A Multi-Site Analysis of Groupon, LivingSocial, Opentable, Travelzoo, and BuyWithMe Promotions," Available online at: http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1863466
- Dholakia, Utpal M. (2011), "Beware of innovations from daily-deal sites," *Harvard Business Review Research Blog*, March 25. Available online at: http://blogs.hbr.org/cs/2011/03/what_to_make_of_daily_deal_inn.html
- Dholakia, Utpal M. (2011), "A Startup's Experience with Running a Groupon Promotion," Available online at: http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1828003
- Dholakia, Utpal M. (2011), "What Makes Groupon Promotions Profitable for Businesses?" Available online at: http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1790414
- Dholakia, Utpal M. (2010), "How effective are Groupon promotions for businesses?" Available online at: http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1696327
- Dholakia, Utpal M. (2010), "Google beware: Groupon is no YouTube," *Harvard Business Review Research Blog*, December 3. Available online at: http://blogs.hbr.org/cs/2010/12/google_beware_groupon_is_no_yo.html
- Mittal, Vikas, Rajan Sambandam, and Utpal M. Dholakia (2010), "The Brand Insulation Effect," *Marketing Research*, Summer, 8-13.

Mittal, Vikas and Utpal M. Dholakia (2010), “Why Toyota Will be All Right: Brand Insulation,” Op-ed, *Houston Chronicle*, March 12.

Mittal, Vikas, Rajan Sambandam, and Utpal M. Dholakia (2010), “Does Media Coverage of Toyota Recalls Reflect Reality?” *Harvard Business Review Research Blog*, March 9. Available online at: <http://blogs.hbr.org/research/2010/03/does-media-coverage-of-toyota.html>

Dholakia, Utpal M. (2006), “What makes an open education program sustainable?” *OECD Papers on CERI - Open Educational Resources Program*.

Dholakia, Utpal M. (2005), “Concept Discovery, Process Explanation, and Theory Deepening in e-Marketing Research: The Case of Online Auctions,” *Marketing Theory*, 5(1), 117-124. * *Invited commentary for special issue on e-Marketing theory*

Dholakia, Utpal M., Stacy Roll and John McKeever (2005), “Building Community in Connexions,” Market Research Report for Connexions Project, Rice University, January 2005.

Selected Research Projects in Progress

1. “Financial self-awareness”, under revision.
2. “Prosocial choice”, under revision.
3. “Online community moderators”, working paper.
4. “Ecologically sustainable consumer behavior,” work in progress.
5. “Lifestyle orientation theory,” work in progress.
6. “Financial vulnerability,” work in progress.
7. “Aesthetic appreciation,” work in progress.

Invited Talks, Speeches, & Presentations

“How member journeys affect business strategy,” Filene Big Bright Minds conference, San Diego, December 2018.

“How financial knowledge affects the financial condition of consumers,” University of Delaware Research Camp, Newark Delaware, November 2018.

“How to price effectively,” Vistage CEO Forum, Pierpont Communications, Houston, October 2018.

“Strategic pricing for veterinary services.”

- 2018 VHMA Annual Meeting and Conference, Keynote speech, Baltimore, October 2018.
- Workshop given at 2018 VHMA Critical Issues Summit, Chicago, August 2018.

“Why are Indians more successful in the US than in India?” talk and roundtable discussion with Professor Jim Tour at Forum on Accelerating Global Leadership of India in Research, Innovation and Convergence, PfP Industries, Houston, September 2018.

“How to consume wisely.”

- JGSB EMBA Alumni Lunch talk, May 2018.
- ExxonMobil, June 2018.

“How to help consumers become less financially vulnerable: Insights from recent research,” JGSB Alumni Reunion 2018 Executive Education Session, April 2018.

“How can consumers become less financially vulnerable? Hint: Don’t nudge them!” Rice JGSB R&D Seminar, December 2017.

“Inclusive marketing,” moderated panel at Rice Business Diversity and Inclusion Conference, Houston, October 27, 2017.

“The influence of habits and lifestyles on the customer journey,” MSI Trustees Meeting, Boston, April 6, 2017.

“All’s not well on the organizational frontlines: Understanding unvirtuous technology-consumer interactions,” Keynote speech at 3rd Organizational Frontlines Research Symposium, Orlando, February 17, 2017.

“Transforming the Oil & Gas Industry,” Jones Partners Thought Leadership Series, presentation & discussion with Jean-Francois Poupeau, EVP Schlumberger, October 27, 2016

“Understanding the influences of consumers’ personal saving orientation.”

- University of Illinois at Urbana-Champaign marketing seminar series, February 2016.
- Cass Business School, City University London research workshop, April 2016.
- University of Zurich Institut für Betriebswirtschaftslehre research seminar, June 2016.

“Breaking down silos in a multi-division organization,” The Piik Workshop, Lenzerheide, Switzerland, May 2016.

“How to Make Better Financial Decisions: Insights From Academic Research” JGSB Alumni Reunion 2016 Executive Education Session, April 2016.

“Communicating with the ‘quantitatively-minded’: Getting to the hearts and minds of executives and engineers,” IABC-Houston Monthly Luncheon, March 2016.

“Decision making in prosocial choice: The role of number of options,” Vanderbilt University Research Camp, April 2015.

“Strategy and Corporate Performance in the Energy Industry (SCOPE): Survey Results,” 8th Annual Rice Customer Management Symposium, March 2015.

“How corporate executives should use social media: Lessons from recent research,” talk given at Women Corporate Directors Quarterly Meeting, The Houstonian Hotel, Houston, June 2014.

“The role of humor in marketing”, talk given at Owlspark startup accelerator, Houston, June 2014.

“The role of number of options in prosocial choice”

- Rice University Marketing seminar series, February 2014.
- Arizona State University, March 2014.
- Texas A&M University, March 2014.

“Marketing Research for Startups,” talk given at SURGE accelerator, Houston, April 2014.

“Branding – it’s never too early”, invited panelist, Texas Life Science Forum, BioHouston, Houston, February 2014.

“The brave new world of crowdfunding for raising and investing money,” Jones Partners Roundtable, Rice University, October 2013.

- “Companies that successfully crowdfund will be successful companies in the long-term” invited panelist at CU-Kauffman Foundation Conference on Crowdfunding and its implications for the entrepreneurial ecosystem: Setting the research agenda, University of Colorado, Boulder, July 2013.
- “Oil and gas marketing panel,” Moderator, 6th Annual Marketing Symposium, Rice University, March 2013.
- “Decoding consumer motivations to increase marketing effectiveness,” Psych! Conference, Houston Interactive Marketing Association, Houston, October 2012.
- “Pricing strategies and daily deals,” Management Leaders of Tomorrow Conference, Rice University, March 2012.
- “The effects of circular and linear time orientations on personal savings estimates and saving behavior,” Erasmus University, Rotterdam, January 2012.
- “How merchants and consumers view daily deals, and what it means for daily deal operators,” MSI Conference on Marketing Communication in a Digital World, Berkeley, CA, October 2011.
- “A discussion of social media strategy”, CMO Forum, Houston, May 10, 2011.
- “The importance of marketing,” Diversity Preview Weekend Lecture, JGSB, Nov 13, 2010.
- “Effect of price promotions on customers,” Research talk to PROS Consulting Group, Houston, Oct 2010.
- “Social Media: Why and How?” CMO Forum, Rice University, April 15, 2010.
- “Customer communities as marketing programs: Promises and pitfalls,” IABC Houston Monthly Speaker series, January 28, 2010.
- “Healthcare Consumer 2.0”, JGSB Patient-Focused Healthcare Symposium, December 2009.
- “Economic impact of the Jones School on the Houston community,” Jones Partners Thought Leadership Series, October 20, 2009, Jones School.
- “Marketing Research 2.0”
- Pontificia Universidade Católica do Rio Grande do Sul, Brazil, June 2009.
 - The 2nd Annual Marketing Research Symposium, Rice University, April 2009.
- “Consumer behavior in a multichannel, multimedia retailing environment,” Emerging Perspectives on Marketing in a Multichannel Multimedia Retailing Environment, Texas A&M University, Jan 2009
- “The effects of responding to customer satisfaction surveys”, invited talk given at:
- TRC-Rice Symposium, Rice University, April 2008.
 - Presentation given to TRC clients, Philadelphia, September 2008
 - Presentation to Metlife managers, November 2008
- “The effects of time frames on personal savings estimates, savings behavior, and financial decision making”, invited talk at Seoul National University Marketing Department, July 2008.
- “The effects of survey participation on customer behaviors”, invited talk at Korea University Business School Marketing Department, July 2008.
- “Of eBay, MySpace, and YouTube: The internet’s influence on consumer behavior (and marketing)”, Rice University Dallas alumni luncheon lecture, Dallas Texas, December 2007.
- “Long-term effects of customer community participation: Evidence from eBay Germany”,
- University of Arizona Marketing department speaker series, October 2007.
 - Annenberg program for online communities speaker series, Annenberg School for Communication, University of Southern California, September 2007.
- “Backfiring incentives”, invited presentation at Maastricht University School of Management, Maastricht, the Netherlands, June 2007.

- “Of eBay, MySpace, and YouTube: The internet’s influence on consumer behavior (and marketing)”, Rice University Alumni College Weekend lecture, February 25 2007.
- “The subtle and persistent effects of measuring customer satisfaction”
- University of California Riverside, March 2007
 - Georgia Tech, October 2006
- “Novel patient-centric efforts to transform the pharma-physician relationship”, Patient-centric Marketing: gaining customer trust and developing loyalty, Princeton, New Jersey, September 2006.
- “Mere-measurement effects of customer satisfaction surveys: Findings from field studies”.
- University of St. Gallen, Switzerland, June 2006
 - Univerità Ca' Foscari Venezia, Italy, May 2006
 - Universität Zürich, Switzerland, April 2006
- “Processes and outcomes of participation in customer communities”, Lecture at University of Maastricht, the Netherlands, May 2006
- “Mere-measurement research in marketing”, Lecture at LBS, March 2006
- “What makes an open education project sustainable?” presentation at Closed expert meeting on Open Educational Resources, Mälmo, Sweden, February 2006
- “Customer self-determination and relational marketing outcomes”
- London Business School, London, February 2006
 - INSEAD, Fontainebleau, France, February 2006
 - MSI Board of Trustees Meeting, Boston, April 2005
 - Harvard Business School Marketing Department Speaker Series, Boston, Feb 2005
 - Owen School, Vanderbilt University Marketing Group, Nashville, Feb 2005
- “Consumer marketing”, ProjectGRAD Summer Institute guest lecture, June 2005.
- “How empowered and self-determined customers affect relational marketing outcomes,” Marketing in the Oilfield: Can Marketing Actually Drive Sales? Conference, Houston, May 2005.
- “Bidding behavior in eBay auctions”
- JGSM Council of Overseers Meeting, April 2005
 - “Faculty Hot Topics”, JGS Partners Breakfast, March 2005
- “Consumer interactions in virtual communities,” Invitational Research session sponsored by Journal of Interactive Marketing at the DMEF Conference, New Orleans, October 2004.
- “Analyzing the market opportunity for new technology,” Rice Alliance Technology Entrepreneurship Workshop, October 2004.
- “Sequential mitigation: A motivational context effect in repeated choice,” ACR Doctoral Consortium, Portland Oregon, October 2004.
- “The effect of explicit reference points on purchase decisions and online bidding behavior,” University of Houston Marketing Department Fall Speaker Series, September 2004.
- “Researching open source consumer communities: The case of Connexions,” Jones School Marketing Faculty Research Retreat, August 2004.
- “The role of desires in sequential impulsive choices,” Seminar series at the A.B. Freeman School of Business, Tulane University, June 2004.
- “Making and enacting effortful decisions: A motivational perspective,” AMA-Sheth Doctoral Consortium, Texas A&M University, June 2004.
- * Also participated as faculty panelist on Doctoral dissertation proposal workshop

- “Strategic approaches toward Connexions’ sustainability’,” presentation to the External Review committee of the William and Flora Hewlett Foundation as part of the Connexions’ project at Rice University, April 2004.
- “How surveys influence customers,” ‘Faculty Hot Topics’, JGS Partners Breakfast, March 2004.
- “Implicit versus explicit reference prices: Findings from field studies in online auctions,” Texas Marketing Faculty Research Consortium, Texas A&M University, April 2003.
- “Making marketing research just-in-time: actionable, accessible, affordable,” Invited Thought Leader, Advanced Marketing Research as a Strategic Imperative: 5th Annual Frost & Sullivan Executive Summit, Orlando Florida, September 2002.
- “Defining the value of virtual communities,” invited panelist, AMA Summer Educator’s Conference, San Diego, California, August 2002.
- Internet Marketing Seminar, Renmin University, Beijing, China, May 2002.
- “The role of regulatory focus in the experience and control of dissonant desires,” Texas Marketing Faculty Consortium, University of Houston, April 2002.
- “Managing customer relationships using a customer equity framework”, Comerica Bank Corporation, Detroit, December 2001.
- “Calculation and Monitoring of LTV: How to handle customer lifestyle transitions and cross-sell to increase value”, With Joseph Somma, Does Customer Life Time Value Work? – Henry Stewart Conference Studies, Boston, October 2001.
- “Social influences on consumers in digital environments,” Utah State University, Logan Utah, June 2001.
- “Motivational influences on resistance of dissonant consumption impulses,” Buffalo-Cornell-Rochester-Syracuse-Toronto (BCRST) Marketing Colloquium, University of Toronto, April 2001.
- “The interplay of emotional and motivational influences on enactment of dissonant consumption impulses,” Rice University, December 2000.
- “Estimating lifetime value of retail banking customers,” HSBC, Buffalo New York, September 2000.
- “How does customer satisfaction translate to financial value? The role of customer loyalty and other beneficial mechanisms,” Institute for International Research, New York, December 1999.
- “As time goes by: How goal and implementation intentions influence enactment of short-fuse behaviors,” UB - SUNY, December 1999.
- “As time goes by: How goal and implementation intentions influence enactment of short-fuse behaviors,” Vanderbilt University Marketing Department, December 1999.
- “When persistence pays: A study of intention formation, maintenance and enactment for goal-oriented consumer behaviors,” University of Notre Dame, Department of Marketing, June 1998.

Refereed Conference Proceedings

- Dholakia, Utpal M. (1998), "Involvement-Response Models of Joint Effects: An Empirical Test and Extension," in Joseph Alba and J. Wesley Hutchinson (Eds.), *Advances in Consumer Research*, Volume 25, 499-506.
- Dholakia, Utpal M. (1997), “An Investigation of the Relationship between Perceived Risk and Enduring Product Involvement,” in Deborah L. MacInnis and Merrie Brucks (Eds.), *Advances in Consumer Research*, Volume 24.

Dholakia, Utpal M. (1997), "An Investigation of some Determinants of Brand Commitment," in Deborah L. MacInnis and Merrie Brucks (Eds.), *Advances in Consumer Research*, Volume 24.

Refereed Conference Presentations

Chowdhry, Nivriti and Utpal Dholakia (2017), "Know thyself financially: How financial self-awareness benefits consumers"

- *ACR Conference 2017*, San Diego, October.
- *2017 Boulder Summer Conference on Consumer Financial Decision Making*, Colorado, May.
- *SCP Conference 2017*, San Francisco, February.

O'Connor Genevieve, Wong, Nancy, Casey Newmeyer et al. (2017), "Exploring consumer financial vulnerability as a critical turning point in consumer well-being," *Transformative Consumer Research Conference*, Ithaca New York, June.

Tirunillai, Seshadri, Aarti Ivanic, Suresh Ramanathan and Utpal Dholakia (2016), "How Governance Structure Affects Customer Engagement in Social Media: Findings from a Longitudinal Field Experiment", *Theory & Practice in Marketing Conference*, Houston, May.

Lee, Leonard, Jeff Inman, et al. (2016), "From Browsing to Buying and Beyond: Treading the Path to Purchase," *10th Triennial Invitational Choice Symposium*, Lake Louise, Canada, May.

Lee, Leonard et al. (2015), "Conducting field experiments in consumer research," Roundtable at *ACR- Asia Pacific Conference*, Hong Kong, June.

Haws, Kelly, Utpal Dholakia, and Scott Davis (2014), "Control over What? Assessing General and Domain-Specific Self-Control," *ACR Conference 2014*, Baltimore, October.

Huang, Yanliu, Utpal Dholakia, and Leona Tam (2014), "A metacognitive perspective on the motivational benefits of planning across domains," *ACR Conference 2014*, Baltimore, October.

Sonenshein, Scott, Michal Herzstein and Utpal Dholakia (2014), "The role of number of options in prosocial choice," *2014 EMAC Conference*, Valencia Spain, June.

Tam, Leona, Sunyee Yoon, Nancy Wong and Utpal Dholakia (2014), "The Ant and the Grasshopper: Understanding Personal Savings Orientation".

- *Boulder Summer Conference on Consumer Financial Decision Making*, Boulder, May.
- *2014 EMAC conference*, Valencia Spain, June.

Haws, Kelly, Utpal Dholakia, Scott Davis and Yeosun Yoon (2014), "Control over What? A Theoretical and Empirical Examination of General and Domain-Specific Self-Control," *2014 Society for Consumer Psychology Conference*, Miami, March.

Allen, B.J., Utpal Dholakia and Suman Basuroy (2014), "The Effects of Web Panel Survey Participation on Customer Behaviors: An Empirical Investigation,"

- *2014 AMA Winter Educators' Conference*, Orlando, February.
- *La Londe Conference*, Aix-en-Provence, France, May.

Sonenshein, Scott, Michal Herzstein and Utpal Dholakia (2013), "Crowdfunding to make a difference: The role of choice in funding social ventures," *ACR Conference 2013*, Chicago, October.

- Tam, Leona, Utpal Dholakia and Minghua Jiang (2013), "Learning cyclical saving from Chinese consumers: How Americans can save more money," *2013 Yale CKGSB China India Insights Conference*, New York, September.
- Dholakia, Utpal M. (2012), "Enhancing the effects of daily deal promotions for small- and medium-sized businesses," *Yale Customer Insights Conference 2012*, New Haven, May.
- Tam, Leona, Hanie Lee and Utpal M. Dholakia (2011), "The effects of circular and linear time orientations on personal savings estimates and savings behavior," *SCP Conference 2011*, Atlanta, February.
- Tam, Leona, Hanie Lee and Utpal M. Dholakia (2010), "The effects of circular and linear time orientations on personal savings estimates and savings behavior," *ACR Conference 2010*, Tampa, October.
- Algesheimer, René, Sharad Borle, Utpal M. Dholakia and Siddharth Singh (2010), "The surprising effects of self-selection in customer communities: Results from a long-term field investigation," *EMAC Conference 2010*, Copenhagen Denmark, June.
- Gopinath, Mahesh and Utpal M. Dholakia (2010), "The motivational effects of recalling unsuccessful past actions on the enactment of effortful decisions," *AMS Conference*, Portland Oregon, May.
- Bertini, Marco and Utpal M. Dholakia (2010), "Financial incentives and consumer product choices," *Society for Consumer Psychology Conference*, St. Pete's Beach, Florida, March.
- Ordovás de Almeida, Stefânia, Utpal Dholakia, José Afonso Mazzon, and Hugo Fridolino Muller (2010), "The Effects of Participation in Online Brand Communities: Findings from XBOX Communities in Brazil", *AMA Winter Educators' Conference*, New Orleans, February.
- Bertini, Marco and Utpal M. Dholakia (2009), "Financial incentives and consumer product choices," *ACR Conference*, Pittsburgh, October.
- Herzenstein, Michal, Rick Andrews, and Utpal M. Dholakia (2009), "The democratization of personal consumer loans? The determinants of interest rate in peer-to-peer lending," *Marketing Science Conference*, Ann Arbor, Michigan, June.
- Tam, Leona and Utpal M. Dholakia (2008), "Save tomorrow? The effects of time frame duration and delay on personal savings estimates of consumers", *SCP Summer Conference*, Boston, August.
- Algesheimer, René and Utpal M. Dholakia (2008), "The long-term effects of joining and participating in customer communities," *37th EMAC Conference*, Brighton, London, May.
- Tam, Leona and Utpal M. Dholakia (2008), "Save tomorrow? The effects of time frame duration and delay on personal savings estimates of consumers", *37th EMAC Conference*, Brighton, London, May. * *Chair of Consumer Behavior session*
- Kosfeld, Michael, René Algesheimer, Lorenz Götte, Utpal M. Dholakia, and Ernst Fehr (2007), "Trust and social interaction," *Behavioral Public Economics workshop*, Austria, October.
- Blazevic, Vera, Caroline Wiertz, Utpal M. Dholakia, and René Algesheimer (2007), "The impact of learning and community design features on participation in customer communities for service support," *Frontiers in Service Conference*, San Francisco, October.
- Dholakia, Utpal M. and René Algesheimer (2007). The Long-Term Effects of Joining and Participating in Customer Communities. Emerging issues from academia, *Creating and Cultivating Brand Connections, MSI Conference*, Minneapolis, June 2007.

- Herzenstein, Michal, Utpal M. Dholakia, and Evgeny Lyandres (2007). A study of bidding behavior in peer-to-peer online lending auctions. *Marketing Science Conference*, Singapore, June 2007.
- Blazevic, Vera, Caroline Weirtz and Utpal M. Dholakia. (2007). Determinants of participation in technical support communities. *36th EMAC Conference*, Reykjavik, Iceland, May 2007.
- Singh, Siddharth, Utpal M. Dholakia, and Robert Westbrook. (2007). How Questions Change Customer Behavior: The Role of Survey-Induced Inferences. *36th EMAC Conference*, Reykjavik, Iceland, May 2007.
- Dholakia, Utpal M., Richard Baraniuk, and W. Joseph King (2006), "What makes an open education program sustainable? The case of Connexions. *Open Education 2006: Community, Culture, and Content, COSL, Utah State University*, Logan UT, September.
- Dholakia, Utpal M., Vicki G. Morwitz, and Robert Westbrook (2006), "The positivity effect of survey participation", *ACR Conference*, Orlando Florida, September.
- Almeida, Stefânia Ordovás, Utpal M. Dholakia, and Silvia Vianello, (2006), Processes and Outcomes of Consumer Interactions in Virtual communities". *ACR Conference*, Orlando Florida, September. * *Co-Chair of session on Processes and Outcomes of Consumer interactions within brand communities with Stefânia Ordovás de Almeida of University of São Paulo*
- Vianello, Silvia and Utpal M. Dholakia (2006), "A study of sharing in customer communities". *35th EMAC Conference*, Athens, Greece, May 2006.
- Vianello, Silvia and Utpal M. Dholakia (2006), "A study of free-riding-mitigating mechanisms in consumer networks", *35th EMAC Conference*, Athens, Greece, May 2006.
- Dholakia, Utpal M., W. Joseph King, and Richard Baraniuk (2005), "Four pillars of open education program sustainability: Usability, content, community, and brand equity," *Advancing the Effectiveness and Sustainability of Open Education Conference, COSL, Utah State University*, Logan UT, September.
- Dholakia, Utpal M., Vicki Morwitz and Bob Westbrook (2004), "Survey participation effects on customer purchase behavior: Increased judgment accessibility or positivity?" *ACR Conference 2004*, Portland Oregon, October.
- Dholakia, Utpal M. (2004), "Decision making biases in online auctions," *2004 CU-Boulder Invitational Choice Symposium*, Estes Park, Colorado, June.
- Dholakia, Utpal M. and Richard P. Bagozzi (2003), "Sequential impulsive choices in a decision making episode," *ACR Conference 2003*, Toronto Canada, October. * *Chaired session on role of regulatory focus in evaluations, judgments & choices*
- Dholakia, Utpal M. and Itamar Simonson (2003), "The effect of explicit reference points on purchase decisions and online purchase behavior," *ACR Conference 2003*, Toronto Canada, October 10. * *Co-Chaired session on Participative Pricing with Amar Cheema of Washington University at St. Louis*
- Debabrata Talukdar, Utpal M. Dholakia and Suman Basuroy (2003) "Linking Consumers' Online Auction Bidding Behavior and Retail Market Price Dispersion: An Information Economics Perspective," *Marketing Science Conference*, Washington DC, June.
- Dholakia, Utpal M. and Itamar Simonson (2003), "Explicit versus Implicit Reference Prices: Results from Field Studies of Online Auctions," *2003 Winter Educators' Conference*, Orlando Florida, February 16.

- Priester, Joseph, Utpal M. Dholakia, and Monique Fleming (2002), "The role of thought in decision biases and bias (over-) correction," *Association for Consumer Research 2002 Conference*, Atlanta, Georgia, September.
- Dholakia, Utpal M. (2002), "Dynamic and persistent anchors: How adjacent listing prices influence focal listing success in digital auctions," *5th Annual Fordham Pricing Conference*, New York City, September.
- Dholakia, Utpal M. (2002), "Dynamic and persistent anchors: How adjacent listing prices influence focal listing success in digital auctions," *INFORMS-Cornell Conference on Pricing*, Ithaca, New York, September.
- Morwitz, Vicki, and Utpal M. Dholakia (2002), "The scope and persistence of mere-measurement effects," *13th Annual Advanced Research Techniques Forum*, Vail, Colorado, June.
- Priester, Joseph, Utpal M. Dholakia, and Monique Fleming (2002), "The role of thought in decision biases and bias (over-) correction," *Association for Consumer Research 2002 Asia-Pacific Conference*, Beijing, China, May.
- Dholakia, Utpal M., Richard P. Bagozzi, and Rajan Nataraajan (2002), "The role of regulatory focus in the experience and control of dissonant desires", *SCP 2002 Winter Conference*, Austin, February.
- Dholakia, Utpal M., Suman Basuroy and Kerry Soltysinski (2001), "Bidding biases in Digital Consumer Auctions," *Society of Consumer Psychology Conference*, San Francisco, August. * *Chaired session on Bidding Behavior at the Auction.*
- Dholakia, Utpal M. and Vicki G. Morwitz (2001), "The attitudinal mere-measurement effect: How measuring customer satisfaction influences transactional and relational behaviors of existing customers," *Marketing Science Conference*, Mannheim, Germany, July.
- Dholakia, Utpal M. (1999), "There's More Here than Meets the Eye: Estimating Life-time Value of Individual Customer Relationships," the *Tenth Advanced Research Techniques Forum*, Santa Fe, New Mexico, June.
- Dholakia, Utpal M. and Joseph R. Priester (1998), "An Examination of the Psychological Processes Underlying Context-induced Biases in Consumer Choice," *Society for Consumer Psychology Conference*, Austin, Texas, February.
- Dholakia, Utpal M. (1997), "Involvement-Response Models of Joint Effects: An Empirical Test and Extension," *Association for Consumer Research Conference*, Denver, Colorado, October
- Gupta, Sunil and Utpal M. Dholakia (1997), "Factors affecting Web Users' Adoption of Online Buying," *Marketing Science Conference*, Berkeley, California, March 23.
- Dholakia, Utpal M. (1997), "Motivational Antecedents and Behavioral Consequences of Consumer Risk Perceptions," *Society for Consumer Psychology (SCP) Conference*, Chicago, Illinois, August.
- Dholakia, Utpal M. and Lopo L. Rego (1997), "Drivers of Advertising Effectiveness on Commercial Web-Pages," *Society for Consumer Psychology (SCP) Conference*, St. Petersburg, Florida, February 14.
- Dholakia, Utpal M. (1996), "An Investigation of some Determinants of Brand Commitment," *Association for Consumer Research Conference*, Tucson, Arizona, October 13.
- Dholakia, Utpal M. (1996), "An Investigation of the Relationship between Perceived Risk and Enduring Product Involvement," *Association for Consumer Research Conference*, Tucson, Arizona, October 12.

Grants and Funding

- **September 2014.** \$1,500 grant from for the Association for Consumer Research for its Transformative Consumer Research grant competition. For the proposal titled, “Financial Knowledge, Participation in Debt Management Plans, and Extinguishment of Student Loan Debt” with Jihye Jung and Nivriti Chowdhry.
- **May 2014.** \$15,000 research grant as winner of the MSI Research competition on “Social interactions and social media marketing” with Seshadri Tirunillai, Aarti Ivanic, and Suresh Ramanathan for the project “How Tight Should the Reins Be? Assessing the Role of Governance Structures in the Evolution of a Vibrant Social Media Platform.”
- **May 2014.** Winner of 2014 Georgetown Institute of Consumer Research (GICR) Consumer Insights Challenge. For two different projects, one with first-year Rice doctoral students Ji Hye Jung and Nivriti Chowdhry, and the other with Leonard Lee and Leona Tam. Each award provides 500 responses to a 10-minute survey study from a nationally representative sample provided by NPD group.
- **June 2006-2009.** \$600,000 grant from National Science Foundation for “Building communities and sharing knowledge in engineering education: A university/ industry partnership.” Co-principal investigator with Rice Engineering faculty Richard G. Baraniuk, C. Sidney Burrus, Don H. Johnson, and Richard A. Tapia.
- **July 2004-2007.** \$210,000 grant from the William and Flora Hewlett Foundation over three years to study user communities and formulate a business model for the Connexions project at Rice University (cnx.rice.edu). This is part of a larger grant from the Hewlett Foundation for \$3 million over three years. I am a member of the Connexions research team.
- **October 2004-December 2005.** \$40,000 CITI Innovation Grant from the Computer and Technology Institute at Rice University for the project “Understanding the Open Source Business Model: Application to Connexions.” Co-principal investigator with Rich Baraniuk and Geneva Henry.

Teaching Experience

- At Rice: Core marketing class in the Full-time MBA program and Professionals MBA program; Second-year electives in Pricing Strategy, Marketing in High-tech Industries, Marketing in Financial Services Industries, Marketing Research, Marketing Strategy, and Customer Experience Management
- At other institutions: Undergraduate Courses in Introduction to Marketing, Marketing Research and Consumer Behavior.

Industry Work Experience

2000	Founder, Emyprean Insights (Marketing research & strategy consultancy)
1999-2000	Research Director, M&T Bank Corporation, Buffalo, NY
1998-99	Executive Associate, M&T Bank Corporation, Buffalo, NY
1992-93	Assistant Design Engineer, Godrej & Boyce Mfg. Co. Ltd., Bombay, India
1989-92	Director of Marketing, Alpha Paints Pvt. Ltd., Bombay
1987-89	Various Sales positions held

Executive Education

- Veritas DGC (Strategic Marketing)
- NRG Energy
- E.ON Academy (Services Marketing)

- Cooper Industries (Strategic Mkt)
- Emerging Leaders Program
- National Oilwell Varco
- London Business School EMBA
- E.ON Bayern (Customer Communities)
- Certificate program in Health-care Marketing
- Korea University GMBA

Academic Service

- Editorial positions
 - Associate Editor, Journal of Service Research (2015 – 2017)
- Editorial Review Boards
 - Journal of Marketing (2018 – present)
 - Journal of Public Policy and Marketing (2016 – present)
 - Journal of Retailing (2011 – present)
 - Journal of Interactive Marketing (2008 – present)
 - Journal of Behavioral Decision Making (2010 – 2017)
 - Journal of Consumer Psychology (2010 – 2017)
 - Journal of Marketing Research (2008 – 2016)
 - Journal of Service Research (2013 – 2014)
 - Psychology and Marketing (2005 – 2009)
- Ad hoc reviewer for: Journal of Consumer Research (since 2000), Marketing Science (since 2005), Journal of Marketing Research (since 2002 to July 2008), Journal of Marketing (since 2003), International Journal of Research in Marketing (since 2004), Journal of Consumer Psychology (since 2000), JAMS (since 2003), Journal of Retailing (since 2003), Journal of Interactive Marketing (since 2003 to July 2008), MIS Quarterly (since 2008), Journal of Computer-Mediated Communication (since 2002), AMA Summer Educators' Conference (since 2002), AMA Winter Educators' Conference (since 2002), ACR Conference (since 2001), SCP-Sheth dissertation proposal competition (since 2002), External Reviewer, CUNY Research Grants (since 2004), Psychology and Health (since 2012), Journal of Behavioral Medicine (since 2012), Health Psychology (since 2012), Informs Journal on Computing (since 2012), Group and Organization Management (since 2012), European Journal of Information Systems (since 2012), EMAC conference (since 2012).
- EMAC Doctoral Consortium Faculty, Ljubljana, 2011.
- SCP Conference Program Committee, 2011, 2012
- ACR Conference Program Committee, 2005, 2006, 2012
- FWO Research Foundation Flanders Belgium, expert panel member on Economics, Bus Economics, & Management, January 2017 – present.
- Marketing area recruiting committee member, 2017-18. Helped recruit two assistant professor candidates.
- JGSB Head of Energy Industry Initiatives, September 2015 – June 2017.
- JGSB Academic Standards Committee, 14-15
- JGSB Marketing Area Coordinator 2011-12, 12-13, 13-14
- JGSB Curriculum Committee Member, 2013-14, 2016-17, 2017-18.
- JGSB Faculty Council Member 2011-12, 12-13
- JGSB Tenure and promotion committee, 2006, 2007, 2008, 2010, 2011
- Recruiting coordinator, Marketing group, 2006-07
- JGS MBA-Professionals Oversight committee, 2006-07
- Rice University Faculty Initiative Funds Selection Committee, 2006-07
- MBA program committee, JGSM, Rice University, 2003-04.
- Executive programs committee, JGSM, Rice University, 2004-05.

- Behavioral lab committee, JGSM, Rice University, 2002-03.
- Faculty co-liaison (with Randy Batsell), 5th Annual Marketing Case Competition, 2005, 2006, 2007
- Committee member: Global Enterprise Management Group, UB-SUNY, 2000
- Ph.D. Dissertation Committees
 - Stefânia Ordovás de Almeida, University of São Paulo, 2009
 - Nidhi Varma Srivastava, Marketing, Management Development Institute, India, 2006
 - Wojciech J. Dorabialski, Economics, Rice University, 2003
 - René Algesheimer, Marketing, University of St. Gallen, 2003
 - Jelena Dodic, Marketing, University of Melbourne; External Reader, 2003

Litigation Consulting (*on behalf of, *deposition testimony*)

- Waste Connections of Texas LLC. v. Rubicon Global LLC (Branding/ Customer Decision Making)*
- Groupon, Inc. Security Litigation (Class Action)
- Mark Anthony Brewing v. Texas Alcoholic Beverage Commission (State Law)*
- Monkeymedia Inc. vs. Buena Vista Home Entertainment et al. (Intellectual Property)
- Rachel Condry et al. v. UnitedHealth Group Inc. et al. (Class Action)
- Dell-wise et al. v. TAXMASTERS, Inc. (Class Action)
- Encore Bank v. TXU Corp., f/k/a Texas Utilities Corp. (Trademark)
- Alcatel-Lucent v. Amazon, Zappos et al. (Intellectual property)*

Consulting Services

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| <ul style="list-style-type: none"> • Ahold USA • Cardinal Health • eBay • GEMS • Hewlett Packard • LaSalle Bank Corporation • Money Management International • National Instruments • Overstock.com • Pennzoil Quaker State/ Shell • Prosper.com • Restaurant Connections • SKM Group (Financial services consulting) • Standard Federal Bank • Tax & Financial Group • HelloFresh • Various investment banks, VCs (Proprietary & confidential work) | <ul style="list-style-type: none"> • ABN AMRO • American Airlines • Comerica Bank • Finger Interests • Front Burner Brands • Gabe Consulting • HSBC Bank • LaSalle Bank Corporation • Lone Pine Capital • LoyaltyOne/ Colloquy • M&T Bank Corporation • Microsoft • Pinnacle Financial Services Group • Strategic Decisions Group • TXU Energy • Ringier AG • Medallia • Veterinary Hospital Managers Association |
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Professional Affiliations

- | | |
|--|--|
| <ul style="list-style-type: none"> • MENSA • American Marketing Association • Alpha Pi Mu (Industrial Engineering Honor Society). | <ul style="list-style-type: none"> • Association for Consumer Research • Society for Consumer Psychology |
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Professional Honors and Awards

- 2015 Appointment to George R. Brown endowed chair in marketing, Rice University, May
- 2015 Winner of 2015 Steenkamp award for long-term impact, IJRM 2004 paper, May
- 2015 Winner of best reviewer award, *Journal of Retailing* for 2015
- 2013 Winner of best paper award for 2013, Center for Positive Organizational Scholarship, University of Michigan (Employee engagement with strategic change paper)
- 2012 MBAP 5th Anniversary faculty professional impact award (given to faculty member who most positively impacted post MBA professional success of students and alumni)
- 2012 Scholarship Excellence Award, JGSB, Rice University, April
- 2011 Research Associate, Center for Hospitality Research, Cornell University
- 2011 Winner of best reviewer award, *Journal of Interactive Marketing* for 2011
- 2011 Best paper finalist, *Journal of Service Research* for 2010 (Survey participation paper)
- 2011 AMA-Sheth doctoral consortium faculty, Oklahoma State University, June
- 2011 EMAC doctoral consortium faculty, Ljubljana, Slovenia, May
- 2011 Scholarship Excellence Award, JGSB, Rice University, April
- 2010 Best paper finalist, *Journal of Service Research* for 2009 (Com. service delivery paper)
- 2010 Teaching excellence award, MBA-Professionals Program, Class of 2010
- 2009 Winner of Park award for best paper, *Journal of Consumer Psychology* for 2009
- 2008 William S. Mackey, Jr., and Verne F. Simons Distinguished Associate Professor Chair
- 2007 Jones School Distinguished Associate Professor honorary title
- 2006 Scholarship Excellence Award, JGSB, Rice University, May
- 2006 Association of University Professors of Management 2005 Best paper award for the Algesheimer et al. (2005) JM paper, Germany
- 2005 Jones Student Association Class of 2005 Award for Excellence in Teaching, April
- 2004 ACR Doctoral Consortium Faculty, Portland Oregon, October
- 2004 AMA-Sheth Doctoral Consortium Faculty, Texas A&M University, June
- 2003 Winner of *Journal of Interactive Marketing* best paper award for 2002
- 1998 Milton & Josephine Kendrick Award in Marketing for outstanding doctoral work, Michigan Business School
- 1997 AMA Doctoral Consortium Fellow, University of Cincinnati
- 1997 Doctoral Internationalization Consortium Fellow, University of Texas
- 1997 Midwest Marketing Camp participant
- 1996 Thomas William Leabo Award for outstanding doctoral work, Michigan Business School
- 1996 Discussant, 26th Annual Haring Symposium, Indiana University
- 1995-98 Phelps Fellow, Michigan Business School
- 1993-94 University Fellow, Ohio State University
- 1993-95 J. N. Tata Endowment Scholarship for Outstanding Undergraduate Work
- 1993 2nd rank in University of Bombay in Graduating Industrial Engineering Class (approximately 500 students); B.E. first class distinction with honors