

VIKAS MITTAL
(October 2016)

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EDUCATION

1997 *Ph.D.*, Temple University, Philadelphia, PA
1991 *Bachelors 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

- 2016 Finalist, 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 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 HealthCare 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 <i>Beta Gamma Sigma</i> , 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 12 th nationwide in the Indian School Certificate Examination

RESEARCH: ACADEMIC JOURNALS

Google Citation Count (January 2016): ~11,000

Scopus Citation Count (January 2016): ~3,500

H-Index: 37

Han, Kyuhong, Vikas Mittal, & Yan Anthea Zhang (2016) “Relative strategic emphasis and firm idiosyncratic risk: The moderating role of relative performance and demand instability,” Journal of Marketing, *conditionally accepted*.

Govind, Rahul, Rabikar Chatterjee, & Vikas Mittal (2016) “Segmentation of spatially dependent geographical units: Model and application,” Management Science, *conditionally accepted*.

Gao, Huachao, Yinlong Zhang, & Vikas Mittal (2016) “How does local-global identity affect price sensitivity,” Journal of Marketing, *forthcoming*.

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, yotafire.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, fastcocreate.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, eurekalert.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.
- Kamakura, W., Mittal, V., Rosa, F., & Mazzon, J. (2002) "Assessing the service profit 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.

RESEARCH: PROCEEDINGS, BOOK CHAPTERS & PRACTITIONER OUTLETS

- Winterich, Karen Page, Vikas Mittal, & Karl Aquino (2015) "Moral and Political Identity," *Cambridge Handbook of Consumer Psychology*, Michael I. Norton, Derek D. Rucker, & Cait Lamberton (eds.), Chapter 22.
- Frennea, Carly, Vikas Mittal, & Robert A. Westbrook (2013) "The Satisfaction Profit Chain," *Handbook of Service Marketing Research*, Roland T. Rust and Ming-Hui Huang (eds.), 182-217.
- Mittal, Vikas & Carly Frennea (2012) "16-Managing Customer Satisfaction," *Handbook of Marketing Strategy*, Venky Shankar and Gregory Carpenter (eds.), 261.
- Mittal, Vikas, Vanitha Swaminathan, & Christopher Groening (2010) "For customers will United-Continental merger fly," The Houston Chronicle, October 9.
- Mittal, Vikas & Rajan Sambandam (2010) "Toyota steers clear of reputation damage,"

Marketing Research, Summer, 9-13.

Mittal, Vikas & Rajan Sambandam (2010) "Changing expectations of corporate responsibility: After the Gulf spill," Rice Media Relations, June 16.

Mittal, Vikas & Utpal M. Dholakia (2010) "Why Toyota will be all right: brand insulation," The 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>

(Media Coverage/Mentions: 147WallSt.com, Andhra News (India), AOL, Asian News International, Atlanta Journal-Constitution, BizJournals.com, Business Week, Buzz7.com, BuzzTrader.com, China National News, KPRC-TV, KRIV-TV, KTRH-AM, LittleAbout.com, MoneyCentral.MSN.com, NetIndia123.com, New York Post, NewKerala.com, NewsroomAmerica.com, NewsTrackIndia.com, OneIndia.in, R&D Magazine, RedOrbit.com, Harvard Business Review, Hindustan Times, Houston Business Journal, Houston Chronicle, India Gazette, IndiaTalkies.com, Japan Herald, KMPH-TV (Fresno, Calif.), KPRC950.com, Taragana.com, Thaindian.com, TickerSpy.com, ToolsOfTheTrade.net, Columbus Dispatch, Daily India, DrivingToday.com, DuniyaLive.com, Genetic Engineering & Biotechnology News, ScienceBlog.com, Sify.com (India), SindhToday.net, Sunny99.com, Futurity.org, IndiaTalkies.com, Innovations Report, InSciences.org, Malaysia Sun, NetIndia123.com, NewKerala.com, NewsTrackIndia.com, Newswise, OfficialWire.com, OneIndia.in, OptoIQ.com, PhysOrg.com, Topix.com, WebIndia123.com, Yahoo! India, Zopag.com)

Mittal, Vikas (2010) "Customer Satisfaction Research," Wiley International Encyclopedia of Marketing, Jagdish Sheth & Naresh Malhotra (eds.), Wiley-Blackwell.

Mittal, Vikas (2010) "Exploratory Research," Wiley International Encyclopedia of Marketing, Jagdish Sheth & Naresh Malhotra (eds.), Wiley-Blackwell.

Mittal, Vikas (2010) "Descriptive Research," Wiley International Encyclopedia of Marketing, Jagdish Sheth & Naresh Malhotra (eds.), Wiley-Blackwell.

Mittal, Vikas (2008) "Non-reactive parenting," The Weekly Post, 13(28), May 16, page 8, Post Oak Montessori: Houston, TX.

Mittal, V., & Matthew Sarkees (2006) "Customer divestment," in Customer Lifetime Value: Reshaping the Way We Manage to Maximize Profits, David Bejou, Timothy Keiningham, and Lerzon Aksoy (eds.) Hawthorn Press: NY, USA. (*invited paper*)

Mittal, V. (2004) "Research and the bottom line," Marketing Research, 16(3), Fall, 36-40.

Rosen, J., Mittal, V., Mulsant B.H., Degenholtz, H. Castle, N., & Fox D. (2003) "Educating the families of nursing home residents: A pilot study using a computer-based system," Journal of the American Medical Director's Association, 4(May/June), 128-134.

Anderson, E., Mittal, V. (2001) "Cracking the code," in The Customer Delight Principle, eds. Keiningham T. and Vavra T., American Marketing Association: IL.

Mittal, V. (2001) Driving customer equity: How customer lifetime value is reshaping corporate strategy, by Roland T. Rust, Valarie Zeithaml, and Katherine N. Lemon, **Book review** for Journal of Marketing, 65(2), 107-109.

Mittal, V. (2000) "Behavioral data useful, not critical to retention surveys," Marketing News, June 5, H37.

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- Mittal, V., & Sawhney, M. S. (1998) "Learning, lock-in and loyalty: Managing consumer learning for information products," Financial Times, October 19.
- Baldasare, P.M. & Mittal, V. (1997) "Strategies to manager customer relationships," Marketing News, 31(11), May.
- Mittal, V. & Baldasare, P.M. (1995) "The significance of significance," Quirk's Marketing Research Review, July.
- Mittal, V., & Tsiros, M. (1995) "Does country of origin transfer between brands?" Advances in Consumer Research, Frank R. Kardes and Mita Sujun (eds.), vol. 22, 292-296.
- Baldasare, P.M., & Mittal, V. (1994) "The use, misuse, and abuse of significance," Quirk's Marketing Research Review, November.
- Jones, P.M., Baldasare, P.M., & Mittal, V. (1994) "Measuring labile values: The impact of question format on people's opinion of the death penalty," CASRO Journal.
- Katrichis, J.M., & Mittal, V. (1994) "Metaphors in organizational buying behavior," proceedings of the American Marketing Association Summer Educator's Conference, vol. 5, 165-69.
- Roy, S., & Mittal, V. (1994) "Manager's choice of entry mode and behavioral decision theory: Illustration of the cognitive approach to international marketing," proceedings of the American Marketing Association Summer Educator's Conference, vol. 5, 362-367.
- Tsiros, M. & Mittal, V. (1994) "The good, the bad, and the illusory: A valenced categorization approach to consumer inference-making," Proceedings of the Society for Consumer Psychology. J. Wesley Hutchinson and Kevin Keller (eds.), 63-72.
- Mittal, V., Katrichis, J.M., Forkin, F.E., & Konkel, M. (1993) "Does satisfaction with multi-attribute products varies over time? A performance based approach," Advances in Consumer Research, Chris T. Allen and Deborah Roedder John (eds.), vol. 21, 412-417.

RESEARCH: SELECTED PRESENTATIONS AND CONFERENCE PARTICIPATION

- "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)

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, Strategic Retreat.

“Wells Fargo and SAS: The benefits of customer focus,” Total Safety, Inc. Strategic 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)
Journal of Marketing Research
Journal of the Academy of Marketing Science
Journal of Service Research
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

- 2015 Co-organized 8th Customer Management Symposium with the Marketing Club/Houston AMA
- 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 7th Marketing Symposium with the Marketing Club/Houston AMA
- 2013-14 EMBA 3.0 curriculum re-design committee
- 2013 Co-organizer of the 2nd Annual Rice Marketing Camp (research camp)
- 2013 Co-organized 6th Marketing Symposium with the Marketing Club/Houston AMA
- 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 5th Marketing Symposium with the Marketing Club/Houston AMA
- 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

- 2009
 - 220+ participants attended this largest healthcare event at the Jones School
 - 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
 - Obtained commitment from key faculty to participate in the program
 - Chairperson, Healthcare Strategy Committee, Jones School
 - 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

- 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

Iryna Shevchuk
Matthew Sarkees

Chair/Co-Chair

Rahul Govind
Yinlong (Allen) Zhang
Xin He
Carly Frennea

Karen Page Winterich
Michael Walsh
Emily Stiehl
Christopher Groening

TEACHING

Marketing Research

Marketing Management

Strategic Decision Making

B2B Marketing

Healthcare Marketing

Doctoral Seminar in Marketing