

VITA

P.S. Raju

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PERSONAL

Marital Status: Married, two children
Citizenship: USA

EDUCATION

Jan. 15, 1977: Ph.D. in Business Administration, University of Illinois at Urbana-Champaign.
Area of Specialization: Marketing

Jan. 15, 1975: M.S. in Marketing, University of Illinois at Urbana-Champaign.

July 31, 1971: Bachelor of Technology in Electrical Engineering, Indian Institute of Technology (Madras), India.

DOCTORAL DISSERTATION

Title: "Exploratory Behavior In The Consumer Context," (An empirical investigation of individual differences in the novelty/variety seeking behavior of consumers).

Chairman: Professor Jagdish N. Sheth.

Degree/Date: Ph.D. in Business Administration, January 1977.

ACADEMIC EXPERIENCE

Jan. 2003 - Present Professor & Chair, Department of Marketing, College of Business & Public Adm., University Of Louisville.

July 2002 - Jan. 2003 Associate Professor & Chair, Department of Marketing, College of Business and Public Adm., University of Louisville.

July 1995 - Present: Associate Professor, Department of Marketing,
College of Business and Public
Administration, University of Louisville,
Louisville, KY. 40292.

July 1994 - July 1995: Associate Professor & Chairman, Marketing
Department, School of Business, University of
Louisville, Louisville, KY. 40292.

July 1992 - July 1994: Associate Professor & MBA Coordinator, School
of Business, University of Louisville,
Louisville, KY 40292.

Aug. 1987 - July 1992: Associate Professor, Department of Marketing,
School of Business, University of Louisville,
Louisville, KY. 40292.

Sept. 1980 - July 1987: Assistant Professor of Marketing, College of
Business Administration, University of
Illinois at Chicago, Chicago, IL 60680.

Sept. 1975 - July 1980: Assistant Professor of Marketing, College of
Business Administration, The Pennsylvania
State University, University Park, PA 16802.

Sept. 1971 - May 1975: Ph.D. Student & Graduate Assistant,
Department of Business
Administration, University of Illinois at
Urbana-Champaign, Urbana, IL 61801.

HONORS AND AWARDS

Nominated by the Journal of Service Research Editorial Board for the
"Excellence in Service Research" Award in 2002 for an article published in
2001 with Subhash Lonial.

Outstanding Competitive Paper Reviewer Award, Association for Consumer
Research Conference, Montreal, 1998.

1997 Award for Excellence from the Journal of Consumer Marketing for the
article, " Consumer Behavior in Global Markets: The A-B-C-D Paradigm and Its
Application to Eastern Europe and the Third World."

Rounsavall Faculty Award (School of Business, University of Louisville),
1989-1990, 1990-1991, 1992-1993.

University of Illinois Fellowship in Business Administration, 1974-75.

American Marketing Association Doctoral Consortium Fellow, 1974.

Listings in: Who's Who in the Midwest.
Who's Who of Emerging Leaders in America.
Who's Who in the South and Southwest
Who's Who in Advertising

PROFESSIONAL AFFILIATIONS

Memberships American Marketing Association (AMA)
 Association for Consumer Research (ACR)
 Academy of Marketing Science (AMS)

SERVICE TO THE PROFESSION

1. Leadership Roles at Professional Conferences

Chair, Competitive paper session, Association for Consumer Research Conference, Montreal, 1998.

Chair, Competitive Paper Session, Academy of Marketing Science Annual Conference, 1995.

Track Chairman for the Buyer Behavior Track at the Academy of Marketing Science National Conference, 1991.

Judge, AMA Doctoral Dissertation Competition; 1979, 1981, 1984, 1987.

Discussant, Special Topics Session on "Variety Seeking Behavior", ACR National Conference, San Francisco, Oct., 1982.

Chairman, Special Topics Session on "Variety Seeking in Consumer Research" at the ACR Conference in San Francisco, Oct., 1979.

2. Editorial Review Boards and Review Activities for Journals

Member of Review Board, Journal of Advertising, 1984-present.

Member of the Editorial Review Board of the Journal of the Academy of Marketing Science, 1988-1991.

Member of the Editorial Review Board of the Journal of Direct Marketing, 1991-1998.

Served on the editorial review board for the special issue of the Journal of Marketing Theory and Practice on the topic of Children's Issues in Marketing, 1995.

Reviewer, Special Issue of the International Journal of Production Research on the Theory of Constraints, 2002.

Editorial Reviews (Ad Hoc): Journal of Marketing Research
 Journal of Consumer Research
 Journal of Marketing
 Journal of the Academy of Marketing Science
 Journal of Public Policy and Marketing
 Health Care Management Science

3. Conference Review Activities

AMA Educators' Annual Conference, 1982, 2000, 2001, 2002.

AMA Winter Educators' Conference, 2003.

ACR Annual Conference; 1979, 1980, 1983, 1984, 1998, 2003, 2004.

Academy of Marketing Science Annual Conference, 1994, 1995, 1997

World Marketing Congress Conference, 2003.

Direct Marketing Educational Foundation (DMEF) Educators' Conference, 1998,2000, 2001.

Southern Marketing Association Conference, 1987.

American Institute for Decision Sciences National Conference, 1981.

Special ORSA/TIMS Session at the ACR Conference, 1979.

COMMUNITY SERVICE & RECOGNITION

1. Member of the Board of Directors of the Academy of Healthcare Marketing Professionals, 1994-1996.
2. Member of the Board of Directors of the Louisville Chapter of the Association for Health Services Marketing, 1993-94.
3. Member of the Board of Directors of the Louisville Direct Marketing Association, 1989-1991.
4. Consulted with and/or Assisted many organizations in the Louisville area in connection with their marketing activities.

GRANTS & CONSULTING PROJECTS

2003	Consulting Project for Pepsi Americas Inc. on trends in sales of the 20 Oz. PET package.
2001- 2002	Involved in research for USAREC (United States Army Recruiting Command) relating to a Youth Decision Making model for enlisting in the army. (Principal Investigator: Prof. David Faulds)
1995	University of Louisville Survey of Alumni conducted for the Office of University Relations, at the University of Louisville.
1992	Funding for a project at the TRC to examine the impact of band width on the effectiveness of teleconferencing. Project done in conjunction with Bell South/ Northern Telecom who provided the funding.(with Professors Jeff Bracker, Alan Futrell, Caroline Rude-Parkins, and Waldemar Krawowski)
1991-1992	Research grant from the Telecommunications Research Center (TRC), \$10,000, to study the Consumer Decision Process in the telemarketing context. (with Professors Subhash Lonial and Glynn Mangold)
1989-1991	Family Practice Residency Training Grant (with Dr. Rick Blondell and Ms. Cheryl Aspy of the Department

of Family Practice and Profs. Deanna Mader and Glynn Mangold of the Dept. of Mktg.).

1989-1990 Funding from the Louisville Direct Marketing Association for developing a course in Direct Marketing.

1989-1990 Consultant to the Office of the President, University of Louisville, for a series of baseline image surveys (with Professors Subhash Lonial and Glynn Mangold).

Dec. 1988 - Feb. 1989 Consulting Project for ALCAN Corp., Louisville (with Professors Subhash Lonial and Glynn Mangold)

1984 - 1986 One of the principal investigators in a major marketing/image study for the University of Illinois at Chicago funded by the Chancellor (with Professor Chem L. Narayana and Professor Jolita Kisielius).

1984 - 1985 Faculty Appointee at Argonne National Laboratories, Division of Energy and Environmental Systems, on a project relating to forecasting the market penetration of new energy technologies.

1981 - 1982 Research grant from the Campus Research Board, University of Illinois at Chicago, for the project titled "Adoption of Energy Related Innovations in Organizations: A Study of the Decision Process and Policy Implications." (\$3388, co-recipient - Dr. Gideon Falk).

1979 - 1980 Research grant from the Center for Research, College of Business Administration, The Pennsylvania State University, to study the influence of monetary deals on consumer decision making and choice behavior. (\$500).

1977 - 1978 Ford Foundation grant through the Center for Environmental Policy of The Pennsylvania State University to investigate the influence of energy policy on conservation behavior (\$25,000, co-recipient: Dr. Peter Bennett).

1976 - 1977 Research grant from the Center for Research, College of Business Administration, The Pennsylvania State University, for research on factors influencing consumer information processing strategies (\$5,106).

DISSERTATION COMMITTEES

(Note: There are no dissertation committees listed since 1986 because the College of Business and Public Administration at the University of Louisville does not have an M.S. or Ph.D program specifically in Marketing or Business Administration.)

1. Hoffer, Heidi R. "An Image Study of the Biocommunication Artist," M.S. Thesis, Department of Biocommunications Art, The University of Illinois at Chicago, 1986 (thesis committee member).
2. Damask, William J. "Marketing Research: The Design, Execution, and Analysis of a Customer Survey for a Retail Store," M.B.A. paper, The Pennsylvania State University, 1980.
(director of M.B.A. paper)
3. Hankel, Karen D. "A Theory of the Extended Continuum of Brand Loyalty - Nonloyalty - Alienation," M.S. in Marketing Thesis, The Pennsylvania State University, 1980.
(thesis committee member).
4. Katz, Reinhard, B. "Marketing Methods to Reduce Energy Consumption: A Comparative Analysis of Their Impact on Consumers," M.S. in Marketing Thesis, The Pennsylvania State University, 1980.
(thesis committee member).
5. Dourdounas, George R. "A Market Segmentation Study of Home Box Office in the State College Area," M.S. in Marketing Thesis, The Pennsylvania State University, 1979.
(thesis committee chairman).
6. Shum, Sik. "Modeling the Level of Encoding and Cognitive Responses on Ad Recall," M.S. in Marketing Thesis, The Pennsylvania State University, 1979.
(thesis committee member).
7. Rood, Stephen C. "Theoretical and Empirical Perspectives on Testing the Negative Binomial Distribution and Related Discrete Distributions in Analyzing Repeat-Purchase Decisions," Ph.D. Candidacy Paper, Department of Marketing, The Pennsylvania State University, 1978.
(Ph,D, candidacy committee member).
8. Kanwar, Rajesh "The Role of Confidence in Consumer Behavior," Ph.D. Candidacy Paper, Department of Marketing, The Pennsylvania State University, 1978.
(Ph,D, candidacy committee member).
9. Newman, Larry M. "An Examination of Ego - Involvement As a Modifier of Attitude Changes Caused from Product Testing," Ph.D. Candidacy Paper, Department of Marketing, The Pennsylvania State University, 1977.
(Ph,D, candidacy committee member).

REFEREED JOURNAL PUBLICATIONS

Baxendale, Sidney J., Gupta, Mahesh C., and Raju, P.S., "Profit Enhancement of a Retirement and Assisted Living Community Using an Activity Based Costing Model," Forthcoming in Management Accounting Quarterly.

Baxendale, Sidney J., and Raju, P.S., "Enhancing Throughput Accounting/Theory of Constraints with the Use of Activity Based Costing: A Strategic Perspective," Journal of Cost Management, Vol. 18, No. 1, Jan/Feb. 2004, pp. 31-38.

Gupta, Mahesh C., Baxendale, Sidney J., and Raju, P.S., "Integrating ABM / TOC Approaches for Performance Improvement: A Framework and Application," International Journal of Production Research, Vol. 40, No. 14, 2002, pp. 3225-3251.

Raju, P.S., and Lonial, Subhash C., "The Impact of Service Quality and Marketing on Financial Performance in the Hospital Industry," Journal of Retailing and Consumer Services, Vol. 9, 2002, pp. 335-348.

Lonial, Subhash C., and Raju, P.S., "The Impact of Environmental Uncertainty on the Market Orientation - Performance Relationship: A Study in the Hospital Industry," Journal of Economic and Social Research, Vol.3(1), 2001, pp. 5-27.

Baxendale, Sidney J., Raju, P.S., and Gupta, Mahesh, "Overcoming Functional Silos: A Multi-Disciplinary Approach to Teaching in the MBA Program," Academy of Educational Leadership Journal, Vol.5(1), 2001, 33-52.

Raju, P. S., and Lonial, Subhash, "The Impact of Quality Context and Marketing Orientation on Organizational Performance in a Service Environment," Journal of Service Research, Vol. 4 (2), 2001, 140-154.

Raju, P.S., Lonial, Subhash C., Gupta, Yash P., and Ziegler, Craig, " The Relationship Between Market Orientation and Performance in the Hospital Industry: A Structural Equations Modeling Approach," Health Care Management Science, 3, 2000, 237-247.

Raju, P.S., Lonial, Subhash C., and Gupta, Yash P., "Market Orientation and Performance in the Hospital Industry," Journal of Healthcare Marketing, Vol. 15, No. 4, 1995, 34-41.

Raju, P.S., Lonial, Subhash C., and Mangold, W. Glynn, "Differential Effects of Subjective Knowledge, Objective Knowledge, and Usage-Experience on Decision Making: An Exploratory Investigation," Journal of Consumer Psychology, Vol. 4, No. 2, 1995, 153-180.

Raju, P.S., "Consumer Behavior in Global Markets: the A-B-C-D Paradigm and its Application to Eastern Europe and the Third World," Journal of Consumer Marketing, Vol. 12, No. 5, 1995, 37-56.

(Note: this article was awarded the 1997 Award for Excellence as one of the "highly commended" articles in the Journal by MCB Press)

Raju, P.S. and Teotia, A.P.S. "Forecasting Market Demand with the Discrete Choice Model: An Application to Electric Heat Pumps," The Journal of Scientific and Industrial Research, Vol. 51, No.3, March 1992, 296-306.

Lonial, Subhash C. and Raju, P.S. " The Decision Process and Media-Related Interactions of the Elderly: A Synthesis of Findings," Current Issues and Research in Advertising, James H. Leigh and Claude Martin Jr. (eds.), Ann Arbor, MI: University of Michigan, 1991, 277-312.

Ehrman, Chaim and Raju, P.S. "Subset Selection in Marketing," Research in Marketing, J.N. Sheth (ed.), vol 10, 1990, 203-236.

Raju, P.S. and Lonial, Subhash, C. " Advertising to Children: Findings and Implications," Current Issues and Research in Advertising, James H. Leigh and Claude Martin Jr. (eds.), Ann Arbor, MI: University of Michigan, 1990, 231-274.

Teotia, A.P.S. and Raju, P.S. "Forecasting the Marketing Penetration of New Technologies Using a Combination of Economic Cost and Diffusion Models," Journal of Product Innovation Management, Vol. 4, 1986, 225-237.

Narayana Chem L. and Raju, P.S. "Gifts vs. Sweepstakes: Consumer Choices and Profiles," Journal of Advertising, Vol. 14, No. 1, 1985, 50-53.

Raju, P.S. "Exploratory Brand Switching: An Empirical Examination of its Determinants," Journal of Economic Psychology, Vol. 5, 1984, 202-221.

Raju, P.S. and Hastak, Manoj. "Pre-Trial Cognitive Impact of Cents-Off Coupons," Journal of Advertising, Vol. 12, No. 2, 1983, 24-33.

Raju, P.S. "Optimum Stimulation Level: Its Relationship to Personality Demographics, and Exploratory Behavior," The Journal of Consumer Research, Vol. 7, Dec. 1980, 272-282.

(cited in Marketing Abstracts, Journal of Marketing, Summer, 1981).

(Reprinted in Readings in Consumer Behavior: Individuals, Groups, and Organizations, 2nd ed., by Melanie Wallendorf and Gerald Zaltman, John Wiley, 1984).

Raju, P.S. "Theories of Exploratory Behavior: Review and Consumer Research Implications," in J.N. Sheth, ed., Research in Marketing: An Annual Compilation of Research, Vol. 4, 1981, 223-250, Greenwich, CT: JAI Press.

Raju, P.S. and Reilly, Michael D. "Product Familiarity and Information Processing Strategies: An Exploratory Investigation," Journal of Business Research, Vol. 8, No. 2, 1980, 187-212.

(cited in Marketing Abstracts, Journal of Marketing, Summer, 1981).

Bhagat, R.S., Raju, P.S., and Sheth, J.N. "Attitudinal Theories of Consumer Choice: A Comparative Analysis," European Research, Vol. 7, No. 2, March 1979, 51-62.

Sheth, J.N. and Raju, P.S. "Mechanisms of Choice and Information Processing Models in Consumer Behavior," Markeds Kommunikasjon, Jan., 1975, No. 1, 10-21.

REFEREED CONFERENCE PUBLICATIONS

Raju, P.S., Lonial, Subhash, C., and Mangold, W. Glynn, "Subjective, Objective, and Experience-Based Knowledge: A Comparison in the Decision Making Context," (abstract), Developments in Marketing Science, Vol. 16, Michael L. Levy and Dhruv Grewal (eds.), Coral Gables, FL: Academy of Marketing Science, 1993, p.60.

Teotia, A.P.S.; Raju, P.S.; Karvelas, D. and Anderson, J. "Minority Participation in New Energy Technologies: A Case Example of Electric Heat Pumps," Proceedings of the Socioeconomic Energy Research and Analysis Conference, Washington, D.C., 1987.

Raju, P.S. "Measurement and Modeling of Variety Seeking Behavior: Observations and Implications," in Richard P. Bogozzi and Alice M. Tybout, eds., Advances on Consumer Research, Vol. X, Ann Arbor, MI: Association for Consumer Research, 1983, 84-87.

Raju, P.S. and Venkatesan, M. "Exploratory Behavior in the Consumer Context: A State of the Art Review," in Jerry C. Olson, ed., Advances in Consumer Research, Vol. VII, Ann Arbor: Association for Consumer Research, 1980, 258-263.

Raju, P.S. and Hastak, Manoj. "Consumer Response to Deals: A Discussion of Theoretical Perspectives," in Jerry C. Olson, ed., Advances in Consumer Research, Vol. VII, Ann Arbor: Association for Consumer Research, 1980, 296-301.

Raju, P.S. "Stimulus-Response Variables in New Product Research," in William L. Wilkie, ed., Advances in Consumer Research, Vol. VI, Ann Arbor: Association for Consumer Research, 1979, 200-205.

Raju, P.S. "Product Familiarity, Brand Name, and Price Influences on Product Evaluation," in William D. Perreault, Jr., Ed., Advances in Consumer Research, Vol. IV, Atlanta: Association for Consumer Research, 1977, 64-71.

Raju, P.S., Bhagat, R.S., and Sheth, J.N. "Predictive Validation and Cross-Validation of the Fishbein, Rosenberg, and Sheth Models of Attitudes, in Mary J. Schlinger, ed., Advances in Consumer Research, Vol. II, Chicago: Association for Consumer Research, 1975.

Raju, P.S. and Sheth, J.N. "Nonlinear, Non-Compensatory Relationships in Attitude Research," in Ronald C. Curhan, ed., 1974 Combined Proceedings, Chicago: American Marketing Association, 1975, 80-83.

Raju, P.S. "An Empirical Investigation of Variation Seeking in Buyer Behavior," in the Proceedings of the Fifth Annual Albert Haring Symposium on Doctoral Research in Marketing, Indiana University, April 1975, 93-111.

Sheth, J.N. and Raju, P.S. "Sequential and Cyclical Nature of Information Processing Models in Repetitive Choice Behavior," in Peter L. Wright, ed., Advances in Consumer Research, Vol. 1, Chicago: Association for Consumer Research, 1974, 348-58.

(Translated and reprinted in German in Heribert Meffert, Hartwig Steffenhagen, Hermann Freter (Hrsg.) and Mitarbeit von Manfred Bruhn (eds.), "Knostrumentenverhalten und Information," Wiesbaden: Gabler, 1979).

PRACTITIONER PUBLICATIONS

"Perceptual Mapping and its Application in Advertising," Communique, April 1, 1990 (with S. Lonial)

"The Reasons Behind Children's Advertising," Communique, December 1989, (with S. Lonial)

REPORTS

"Sales Trends for Pepsi's 20-Ounce Bottle of Carbonated Soft Drinks: An Exploratory Investigation," May 2003. (with David J. Faulds)

"A Conceptual Model of the Youth Decision Process for Army Enlistment," Report prepared for the United States Army Recruiting Command - Headquarters, Nov. 30, 2001. (as part of the Army grant to David Faulds)

"University of Louisville: Alumni Survey," Report prepared for the Office of University Relations, March 2, 1995. (with Subhash C. Lonial)

"Preliminary Study of 2-way Interactive Video Services," project report prepared for presentation to Bell South and Northern Telecom, December 31, 1992. (with Professors Jeff Bracker, Alan Futrell, Caroline Rudy-Parkins, Waldemar Krawowski, and Mr. Robert Thurmond of TRC)

Series of **four** survey reports prepared for the Office of the President, University of Louisville. (with Subhash C. Lonial and Glynn Mangold)
Prospective Student Survey, June 16, 1989.
Current Student Survey, July 26, 1989.
Community and Business Leaders Survey, October 23, 1989.
Alumni Survey, March 2, 1990.

"Certificates of Deposit: Data Analysis and Conclusions." Report prepared for the Marketing Department, Liberty National Bank, July 7, 1989.

New Product Evaluation. Report prepared for the ALCAN Corporation, January 20, 1989. (with Subhash C. Lonial and Glynn Mangold)

"Marketing the University of Illinois at Chicago: An Image Study," Parts I and II, prepared for the Chancellor, University of Illinois at Chicago, April 1, 1986 (with Chem L. Narayana and Jolita Kisielius).

"Projecting Market Demand for Residential Heat Pumps," report prepared for the Argonne National Laboratory, Energy and Environmental Systems Division, April 1987, #ANL/ES-150 (with A. Teotia, D. Karvelas, and J. Anderson).

"An Evaluation of Market Penetration Forecasting Methodologies for New Residential and Commercial Energy Technologies," technical report for the Argonne National Laboratory, Energy and Environmental Systems Division, May 1985, #ANL/EES-TM-315 (with A. Teotia).

PRESENTATIONS AT PROFESSIONAL MEETINGS

"Relationship Between Satisfaction, Performance, and Loyalty: Health Care Scenario," Ninth International Conference on Retailing and Services Science, Aug. 16-19, 2002, Heidelberg, Germany. (with Subhash C. Lonial)

"The Impact of Environmental Uncertainty on the Market Orientation - Performance Relationship within the Hospital Industry," presented at the Eighth International Conference on Retailing and Services Science, June 16-19, 2001, Vancouver, B.C., Canada. (with Subhash C. Lonial)

"The Measurement of Service Quality in the Hospital Industry: A Turkish Experience," presented at the Ninth Annual World Business Congress, San Jose', Costa Rica, Dec. 14-17, 2000. (with Subhash C. Lonial and Selim Zaim)

"Critical Factors of Total Quality Management and Performance in the Health Care Industry," presented at the Third International Conference on Operations and Quantitative Management (ICOQM-III), Sydney, Australia, December 17-20, 2000. (with Subhash C. Lonial, Selim Zaim, and Mehves Tarim)

"Market Orientation and Performance in the Hospital Industry: A LISREL Approach," presented at the Second International Conference on Operations and Quantitative Management (ICOQM-II), Ahmedabad, India, Jan.3-6, 1999. (with Subhash C. Lonial, Yash P. Gupta, and Craig Ziegler)

"Quality Context, Market Orientation, and Performance in the Hospital Industry: An Examination of the Relationships Using Structural Equations Modeling," presented at the Sixth International Conference on Recent Advances in Retailing and Services Science, Puerto Rico, July 18-21, 1999.

"Critical Factors of Quality in Health Care Settings," paper presented at the INFORMS Fall 1998 meeting in Seattle, Wa., Oct. 25-28, 1998.

"The Alignment Between Ideal and Actual Critical Factors of Quality Management in Healthcare Organizations," paper presented at the Institute for Operations Research and Management Sciences (INFORMS) conference in Washington, D.C., May 5-8, 1996.

"Subjective, Objective, and Experience-Based Knowledge: A Comparison in the Decision Making Context," paper presented at the Academy of Marketing Science Annual Conference, May 1993.

Discussant, "Consumer Behavior: Problem Recognition and Risk Perception," session, Southern Marketing Association Conference, New Orleans, LA, Nov. 1987.

"Minority Participation in New Energy Technologies: A Case Example of Electric Heat Pumps," paper presented at the Socioeconomic Energy Research and Analysis Conference, sponsored by the U.S. Department of Energy, Office of Minority Economic Impact, Washington, D.C., May 1987 (with A.P.S. Teotia, D. Karvelas, and J. Anderson).

"Conducting Energy Marketing Research," Opportunities for Minorities in Energy: A Business Development, Product Assessment and Technology Transfer Workshop, Chicago, IL., Dec. 1985.

"Measurement and Modeling of Variety Seeking Behavior," Discussant at the Special Topics session on Variety Seeking Behavior, Association for Consumer Research Conference, Oct. 1982.

"Exploratory Behavior in the Consumer Context: A State of the Art Review," paper presented at the Special Topics session on "Variety Seeking in Consumer Research," Association for Consumer Research Conference, Oct. 1979 (with M. Venkatesan).

"Consumer Response to Deals: A Discussion of Theoretical Perspectives," Association for Consumer Research Conference, Oct. 1979 (with Manoj Hastak).

"Stimulus-Response Variables in New Product Research," Association for Consumer Research Conference, 1978.

"Product Familiarity, Brand Name, and Price Influences on Product Evaluation," Association for Consumer Research Conference, 1976.

"Predictive Validation and Cross-Validation of the Fishbein, Rosenberg, and Sheth Models of Attitudes," Association for Consumer Research Conference, 1974 (with Rabi S. Bhagat and Jagdish N. Sheth).

"The Prediction of Consumer Buying Intentions: A Comparative Study of the Predictive Efficacy of Two Attitudinal Models," American Psychological Association Conference, Aug. 1974 (with Rabi S. Bhagat and Jagdish N. Sheth).

"Nonlinear Non-Compensatory Relationships in Attitude Research," American Marketing Association Educators Conference, 1973 (with Jagdish N. Sheth).

"An Empirical Investigation of Variation Seeking in Buyer Behavior," Fifth Annual Albert Haring Symposium on Doctoral Research in Marketing, April 1975.

"Sequential and Cyclical Nature of Information Processing Models in Repetitive Choice Behavior," Association for Consumer Research Conference, 1973 (with Jagdish N. Sheth).

REFERENCES

Provided on request.