

## VANITHA SWAMINATHAN

### Office Address

Mervis Hall  
University of Pittsburgh School of Business  
Pittsburgh PA 15260  
e-mail: vanitha@katz.pitt.edu  
Tel: (412) 648-1579

### SCHOLARLY CONTRIBUTIONS

My research advances theory on how brands create and sustain value in digitally mediated, AI-enabled, and socially contested markets, investigating mechanisms through which brand actions shape stakeholder trust, consumer behavior, and firm performance.

**Brand Governance and Responsibility in Contested Markets:** I develop frameworks explaining how brands navigate social-political tensions and activist stances, establishing when brand activism creates or destroys value and how stakeholder polarization reshapes brand relationships.

**Digital and AI-Enabled Brand Strategy:** I pioneer frameworks for branding in platform-mediated environments, developing theory on social media influence, algorithmic brand management, metaverse branding, and AI's role in brand decision-making.

**Consumer Decision-Making in Brand Contexts:** I advance behavioral theory on brand relationship formation and dissolution, with work on attachment theory, identity signaling, and psychological ownership establishing foundational mechanisms for brand loyalty and self-brand congruence.

My scholarship integrates behavioral theories, strategic management, and computational methods, appearing in premier outlets including *Journal of Marketing*, *Journal of Consumer Research*, *Journal of Marketing Research*, *Marketing Science*, and *Strategic Management Journal*.

### RESEARCH AGENDA & ONGOING RESEARCH

My research forms an integrated theoretical architecture. Early work established psychological foundations of consumer-brand relationships through attachment, identity, and ownership mechanisms. This grounded my examination of strategic brand actions (mergers, alliances, extensions) and their impact on consumer response and firm value. Subsequent work explored how social media platforms and algorithms shape brand interactions, revisiting brand boundaries, relationships, and equity in platform-based markets.

My current agenda addresses a central question: In automated, distributed, and politically contested brand ecosystems, how are trust, responsibility, and value assigned? This determines not only brand success but market function in polarized democracies and AI-mediated economies.

#### Current Projects:

**Brand Activism in Polarized Markets:** With Sayan Gupta, I'm developing theory on brands navigating values-based positioning versus market fragmentation, using longitudinal sales data and social network analysis to identify when activism drives sales versus boycotts.

**Brand Trust in AI-Mediated Encounters:** Examining how AI governance shapes brand trust in high-stakes algorithmic interactions.

**Brand Relationships in Hyper-Digital Contexts:** Investigating how AI-enabled experiences transform brand relationships through six pillars: purpose, platform, phygital experiences, participation, personalization, and partnerships.

### ACADEMIC APPOINTMENTS

Thomas Marshall Professor of Marketing, University of Pittsburgh (2016–present)  
Associate Dean for Research and Strategic Initiatives (2023–2026)  
Professor of Marketing (2014–2016)  
Associate Professor of Marketing (with tenure, 2008–2013)  
Assistant Professor of Marketing, University of Massachusetts Amherst (1998–2002)

**EDUCATION**

Ph.D., Business Administration, University of Georgia

MBA, XLRI, India

B.A., Economics, University of Madras, India

**SELECTED PROFESSIONAL HONORS AND AWARDS****Provost's Award for Excellence in Doctoral Mentoring (2025)**

University-wide recognition for sustained contribution to doctoral education and field development.

**Fellow**, American Marketing Association (2024)

Elected for sustained scholarly contributions to brand theory and consumer behavior.

**Co-Editor**, *Journal of Marketing* (2022–2025)

One of marketing's premier journals; shaped intellectual agenda through paradigm development and editorial innovation.

**Distinguished Alumni Award**, XLRI (2022)

Lifetime achievement recognition from leading business school.

**Lehmann Award** (2002, 2020)

Best dissertation-based article in *Journal of Marketing* / *Journal of Marketing Research*. Won as author (2002) and as doctoral advisor (2020).

**President** AMA Academic Council (2018–2019)

Intellectual leadership shaping research priorities across academic marketing.

**Haring-Sheth Distinguished Scholar** Indiana University (2023)

Recognizes transformative scholarly contributions to marketing strategy.

**AMA Sheth Doctoral Consortium** Faculty Participant (2011, 2018, 2019, 2021, 2023, 2025, 2026)

Premier doctoral training program in marketing; sustained engagement in field development.

**Best Paper Awards:**

Journal of Advertising, Best Paper of the Year (2006)

AMA Winter Conference, Best Paper in Track (2022, 2018)

Best Special Session Award, AMA Winter Conference (2002)

**Early Career Recognition:**

Procter & Gamble Innovation Research Fund Dissertation Award (1998)

Marketing Science Institute Young Scholar (2003)

ISMS Doctoral Dissertation Proposal Competition Winner (advisor, 2020)

**Excellence in Research Awards**, Katz School of Business (2019, 2015)**SELECTED KEYNOTE & DISTINGUISHED LECTURES**

IIM Bangalore (2026)

Australia Marketing Research Symposium (2025)

Clemson Marketing Research Symposium (2024)

KU Leuven Retailing Symposium (2024)  
Haring-Sheth Distinguished Scholar, Indiana University (2023)  
Global Brand Conference, Milan (2023)  
Provost's University-Wide Inaugural Lecture, University of Pittsburgh (2018)

#### **SELECTED RESEARCH GRANTS**

PCORI Grant (Co-Investigator): \$200,000 (2021–2022)  
Marketing Science Institute Grants: Multiple awards totaling \$16,800  
R.K. Mellon Foundation Grant: \$7,500  
American Marketing Association Grants: Multiple awards  
Multiple university and corporate research grants (Berg Center, American Express, Dean's Research Fund)

#### **RESEARCH IMPACT & KEY CONTRIBUTIONS**

My work has been cited over 11,200 times with an h-index of 31. Foundational papers in *Journal of Marketing* and *Journal of Consumer Research* rank among the most cited in their respective areas. The 2020 *Journal of Marketing* paper "Branding in a Hyperconnected World" has been widely recognized as the field-defining framework for digital brand strategy and has shaped research agendas across multiple institutions.

#### **SIGNATURE INTELLECTUAL CONTRIBUTIONS**

**Swaminathan, Vanitha, Alina Sorescu, Jan-Benedict Steenkamp, Thomas O'Guinn, and Bernd Schmitt (2020), "Branding in a Hyperconnected World: Refocusing Theories and Rethinking Boundaries," *Journal of Marketing*, 84(2), 24-46.**

Reconceptualized brand boundaries, relationships, and equity mechanisms for platform-based, algorithmically-mediated markets.

**Swaminathan, Vanitha, Cait Lamberton, Shrihari Sridhar, and Detelina Marinova (2023), "Paradigms for Progress: An Anomaly-First Framework for Paradigm Development," *Journal of Marketing*, 87(6), 816-825.**

Developed anomaly-driven methodology for theory development, establishing how marketing scholarship should respond to paradigmatic shifts.

**Swaminathan, Vanitha, Sayan Gupta, Kevin Lane Keller, and Donald Lehmann (2022), "Brand Actions and Financial Consequences: A Review of Key Findings and Directions for Future Research," *Journal of the Academy of Marketing Science*, 50(4), 639-664.**

Synthesized research linking brand decisions to firm value and identified critical gaps where brand actions create or destroy shareholder value.

#### **Consumer-Brand Relationships**

**Swaminathan, Vanitha, Karen Stilley, and Rohini Ahluwalia (2009), "When Brand Personality Matters: The Moderating Role of Attachment Styles," *Journal of Consumer Research*, 35(6), 985-1002.**

First application of attachment theory to brand relationships, demonstrating how attachment orientation moderates brand personality preferences.

**Dommer, Sara Loughran and Vanitha Swaminathan (2013), "Explaining the Endowment Effect through Ownership: The Role of Identity, Gender, and Self-Threat," *Journal of Consumer Research*, 39(5), 1034-1050.**

Established identity-based ownership as the mechanism underlying endowment effects, resolving debates about loss aversion versus identity protection.

**Swaminathan, Vanitha, Zeynep Gürhan-Canli, Umut Kubat, and Ceren Hayran (2015), "How, When, and Why Do Attribute-Complementary versus Attribute-Similar Cobrands Affect Brand Evaluations: A Concept Combination Perspective," *Journal of Consumer Research*, 42(1), 45-58.**

Developed concept combination theory explaining when complementary versus similar brand partnerships create value through different cognitive processes.

## Strategic Brand Actions

**Swaminathan, Vanitha and Christine Moorman (2009), "Marketing Alliances, Networks and Firm Value Creation," *Journal of Marketing*, 73(5), 52-69.**

Demonstrated that marketing alliances improve firm valuation only when embedded in dense networks.

**Thomaz, Felipe and Vanitha Swaminathan (2015), "What Goes Around Comes Around: The Impact of Marketing Alliances on Firm Risk and the Moderating Role of Network Density," *Journal of Marketing*, 79(5), 63-79.**

Showed that alliances reduce financial risk in dense networks but increase risk in sparse networks.

### Digital Branding

**Hughes, Christian, Vanitha Swaminathan, and Gillian Brooks (2019), "Driving Brand Engagement Through Online Social Influencers: An Empirical Investigation of Sponsored Blogging Campaigns," *Journal of Marketing*, 83(5), 78-96.**

*Lehmann Award for best dissertation-based article (2019)*

Developed framework showing that blogger sentiment and campaign intensity drive engagement only when blogger-brand fit is high.

## JOURNAL PUBLICATIONS

My publications are summarized across the following themes: (1) Philosophy of science; (2) Brand governance and responsibility; (3) Digital and AI-enabled branding; (4) Consumer-brand relationships and brand strategy.

### Philosophy of Science

Lamberton, Cait, Detelina Marinova, Shrihari Sridhar, and Vanitha Swaminathan (2025), "From JM as Catalyst to JM as Community: Positive, Bold, and Pragmatic," *Journal of Marketing*, 89(6), 1-6.

Swaminathan, Vanitha, Cait Lamberton, Shrihari Sridhar, and Detelina Marinova (2023), "Paradigms for Progress: An Anomaly-First Framework for Paradigm Development," *Journal of Marketing*, 87(6), 816-825.

Sridhar, Shrihari, Cait Lamberton, Detelina Marinova, and Vanitha Swaminathan (2023), "JM: Promoting Catalysis in Marketing Scholarship," *Journal of Marketing*, 87(1), 1-9.

### Brand Governance and Responsibility

Zamudio, César, Suyun Mah, and Vanitha Swaminathan. "Old signals, new era: Reconsidering how customer satisfaction and employee satisfaction impact shareholder wealth." *Journal of the Academy of Marketing Science* (2025): 1-22.

Swaminathan, Vanitha, Sayan Gupta, Kevin Lane Keller, and Donald Lehmann (2022), "Brand Actions and Financial Consequences: A Review of Key Findings and Directions for Future Research," *Journal of the Academy of Marketing Science*, 50(4), 639-664.

Paharia, Neeru and Vanitha Swaminathan (2019), "Who is Wary of Cocreation? The Hazards of Empowering Power-Distant and Conservative Consumers," *Journal of Marketing*, 83(3), 91-107.

Swaminathan, Vanitha and Suyun Mah (2016), "What 100,000 Tweets About the Volkswagen Scandal Tell Us About Angry Customers," *Harvard Business Review*, October 2016.

Newmeyer, Casey, Vanitha Swaminathan, and John Hulland (2016), "When Products and Brands Trade Hands: A Framework for Acquisition Success," *Journal of Marketing Theory and Practice*, 24(2), 129-146.

Thomaz, Felipe and Vanitha Swaminathan (2015), "What Goes Around Comes Around: The Impact of Marketing

Alliances on Firm Risk and the Moderating Role of Network Density," *Journal of Marketing*, 79(5), 63-79.

Swaminathan, Vanitha, Christopher Groening, Vikas Mittal, and Felipe Thomaz (2014), "Dual Emphasis and Financial Performance in Horizontal Mergers," *Journal of Service Research*, 17(2), 182-194.

Swaminathan, Vanitha and Christine Moorman (2009), "Marketing Alliances, Networks and Firm Value Creation," *Journal of Marketing*, 73(5), 52-69.

Swaminathan, Vanitha, Feisal Murshed, and John Hulland (2008), "Value Creation Following Merger and Acquisition Announcements: The Role of Strategic Emphasis Alignment," *Journal of Marketing Research*, 45(1), 33-47.

Shah, Reshma and Vanitha Swaminathan (2008), "A Contingency Framework of Factors Influencing Partner Selection in Strategic Alliances: Exploring The Moderating Role of Alliance Context," *Strategic Management Journal*, 29(5), 471-494.

### **Digital and AI-Enabled Branding**

Swaminathan, Vanitha, H. Andrew Schwartz, Rowan Menezes, and Shawndra Hill (2022), "The Language of Brands in Social Media: Using Topic Modeling on Social Media Conversations to Drive Brand Strategy," *Journal of Interactive Marketing*, 57(2), 255-277.

Swaminathan, Vanitha, Alina Sorescu, Jan-Benedict Steenkamp, Thomas O'Guinn, and Bernd Schmitt (2020), "Branding in a Hyperconnected World: Refocusing Theories and Rethinking Boundaries," *Journal of Marketing*, 84(2), 24-46.

Hughes, Christian, Vanitha Swaminathan, and Gillian Brooks (2019), "Driving Brand Engagement Through Online Social Influencers: An Empirical Investigation of Sponsored Blogging Campaigns," *Journal of Marketing*, 83(5), 78-96.

Lehmann Award for best dissertation-based article in *Journal of Marketing* or *Journal of Marketing Research* (2019)

Swaminathan, Vanitha (2016), "Branding in the Digital Era: New Directions for Research on Customer-Based Brand Equity," *AMS Review*, 6(1-2), 33-38.

Rohm, Andrew J. and Vanitha Swaminathan (2004), "A Typology of Online Shoppers Based on Shopping Motivations," *Journal of Business Research*, 57(7), 748-757.

Swaminathan, Vanitha (2003), "The Impact of Recommendation Agents on Consumer Evaluation and Choice," *Journal of Consumer Psychology*, 13(1-2), 93-102.

Swaminathan, Vanitha, Ela Lepkowska-White, and Bharat P. Rao (1999), "Browsers or Buyers in Cyberspace? An Investigation of Factors Influencing Likelihood of Electronic Exchange," *Journal of Computer-Mediated Communication*, 5(2).

### **Consumer-Brand Relationships and Brand Strategy**

Hsieh, Meng-Hua, Xingbo Bo Li, Shailendra Pratap Jain, and Vanitha Swaminathan (2021), "Self-Construal Drives Preference for Partner and Servant Brands," *Journal of Business Research*, 129, 183-192.

Swaminathan, Vanitha and Umut Kubat Dokumaci (2021), "Do All, or Only Some Personality Types Engage in Spreading Negative WOM? An Experimental Study of Negative WOM, Big 5 Personality Traits and Brand Personality," *Journal of Global Scholars of Marketing Science*, 1-13.

Swaminathan, Vanitha, Zeynep Gürhan-Canli, Umut Kubat, and Ceren Hayran (2015), "How, When, and Why Do Attribute-Complementary versus Attribute-Similar Cobrands Affect Brand Evaluations: A Concept Combination Perspective," *Journal of Consumer Research*, 42(1), 45-58.

Kubat, Umut and Vanitha Swaminathan (2015), "Crossing the Cultural Divide through Bilingual Advertising: The Moderating Role of Brand Cultural Symbolism," *International Journal of Research in Marketing*, 32(4), 354-362.

Dommer, Sara Loughran and Vanitha Swaminathan (2013), "Explaining the Endowment Effect through Ownership: The Role of Identity, Gender, and Self-Threat," *Journal of Consumer Research*, 39(5), 1034-1050.

Dommer, Sara Loughran, Vanitha Swaminathan, and Rohini Ahluwalia (2013), "Using Differentiated Brands to Deflect Exclusion and Protect Inclusion: The Moderating Role of Self-Esteem on Attachment to Differentiated Brands," *Journal of Consumer Research*, 40(4), 657-675.

Kopalle, Praveen K., Scott A. Neslin, Baohong Sun, Yacheng Sun, and Vanitha Swaminathan (2012), "A Dynamic Structural Model of the Impact of Loyalty Programs on Customer Behavior," *Marketing Science*, 31(2), 216-235.

Swaminathan, Vanitha, Srinivas K. Reddy, and Sara Dommer (2011), "Spillover Effects of Ingredient Branded Strategies on Brand Choice: A Field Study," *Marketing Letters*, 21(4), 1-15.

Swaminathan, Vanitha, Karen Stilley, and Rohini Ahluwalia (2009), "When Brand Personality Matters: The Moderating Role of Attachment Styles," *Journal of Consumer Research*, 35(6), 985-1002.

Swaminathan, Vanitha, Karen Page, and Zeynep Gürhan-Canli (2007), "My Brand or Our Brand: Individual- and Group-Based Brand Relationships and Self-Construal Effects on Brand Evaluations," *Journal of Consumer Research*, 34(2), 248-259.

Swaminathan, Vanitha (2003), "Sequential Brand Extensions and Brand Choice Behavior," *Journal of Business Research*, 56(6), 431-442.

Swaminathan, Vanitha, Richard J. Fox, and Srinivas K. Reddy (2001), "The Impact of Brand Extension Introduction on Choice," *Journal of Marketing*, 65(4), 1-15. (Lead Article)

Lehmann Award for Best Dissertation Article in *Journal of Marketing* or *Journal of Marketing Research* (2002)

Basu, Meheli and Vanitha Swaminathan (2023), "Consuming in a Crisis: Pandemic Consumption Across Consumer Segments and Implications for Brands," *Journal of Product & Brand Management*, 32(1), 14-36.

#### **OTHER**

Winterich, Karen Page, Vikas Mittal, and Vanitha Swaminathan (2014), "Friends and Family: How In-Group-Focused Promotions Can Increase Purchase," *Customer Needs and Solutions*, 1, 333-344.

Leigh, James, George Zinkhan, and Vanitha Swaminathan (2006), "Dimensional Relationships of Recall and Recognition Measures with Selected Cognitive and Affective Aspects of Print Ads," *Journal of Advertising*, 35(1), 105-122.

Best Paper of the Year Award, American Academy of Advertising (2006)

Reddy, Srinivas K., Vanitha Swaminathan, and Carol M. Motley (1998), "Exploring the Determinants of Broadway Show Success," *Journal of Marketing Research*, 35(3), 370-383.

## PAPERS UNDER REVIEW / BEING REVISED /WORKING PAPERS

Lefkeli, Deniz, Zeynep Gürhan-Canli, and Vanitha Swaminathan (2025), "The Hidden Cost of Data Collection: Data Collection Decreases Consumer-Company Interactions," working paper.

Soni, Aman, Christian Hughes and Vanitha Swaminathan (2024), "Dimensions of Influencer-Brand Congruence as Drivers of Brand Engagement, reworking for resubmission, Journal of Marketing Research.

Gupta, Sayan and Vanitha Swaminathan (2024), "Brand Activism 2.0: How Brands' Socio-Political Actions Drive Sales", reworking for resubmission, Journal of Marketing.

Kambagowni, Sushma, Vanitha Swaminathan, Aman Soni and Mina Ameri (2024), "Platform-Supported Innovation", revising, Journal of Marketing Research.

Gupta, Sayan and Vanitha Swaminathan (2024), "Dousing the Firestorm: Understanding and Mitigating Polarization", working paper.

## BOOKS

Swaminathan, Vanitha (2025), "Hyper-Digital Marketing: Six Pillars of Strategic Brand Marketing in an AI-Powered World," Palgrave-Macmillan, 2025

Brand Management textbook "Strategic Brand Management: Building, Measuring, and Managing Brand Equity" Fifth Edition, co-authored along with Professor Kevin Lane Keller, Publisher: Pearson Education. Published, 2019.

Global edition of the book (Europe and Australia) published in 2020

India edition of the book published in 2021

## BOOK CHAPTERS AND REFEREED PUBLICATIONS, CONFERENCE PROCEEDINGS

Swaminathan, Vanitha. "Brand Management" In *Oxford Bibliographies* in Module Name. Ed. Hari Sridhar. New York: Oxford University Press, Article Publication Date. URL.

"Brand Relationships and Self" Book Chapter in chapter for the second edition of the Routledge Handbook of Identity and Consumption, co-authored by Ceren Aksu and Sonia Monga. Editors: Russ Belk and Ayalla Ruvio

Establishing a distribution approach for the dissemination of the On the Move group exercise program" Jennifer S. Brach, Valerie Shuman, Gardenia A Juarez. Terri Gregos, Vanitha Swaminathan, PCORI conference.

Swaminathan, Vanitha and Alok Kumar, "Invited Commentary for "Legends in Strategic Marketing: Rajan Varadarajan " (2018). Five Volume Set Jagdish N. Sheth - Ph.D., Charles H. Kellstadt Professor of Marketing, Goizueta Business School, Emory University, USA Legends in Strategic Marketing

Bhattacharyya, Arun, Ramesh Kumar, and Vanitha Swaminathan (2017) Cultural context and advertising appeals: The Indian Context, forthcoming, in "Perspectives on Indian Consumer Behavior", Durairaj Maheswaran and Thomas Puliyl (Eds.). Oxford University Press, India.

Swaminathan, Vanitha and Alokparna (Sonia) Monga (2011), "Self and Brand Relationships" in Identity and Consumption, edited by Russ Belk and Ayalla Ruvio, published by Taylor and Francis, pages 357-365.

Swaminathan, Vanitha and Sara Loughran Dommer (2012), "When is our Connection to Brands like our Connection to People? Differentiating Between Consumer-Brand Relationships and Interpersonal Relationships," in Consumer-Brand Relationships, edited by Susan Fournier, Mike Breazeale and Marc Fetscherin, and published by Routledge.

Swaminathan, Vanitha (2009), "Comparative Scaling Methods" entry in Wiley International Encyclopedia of Marketing-Marketing Research, vol.3, edited by: Wagner Kamakura, Duke University.

Swaminathan, Vanitha (2009), "Noncomparative Scaling Methods" entry in Wiley International Encyclopedia of Marketing-Marketing Research, vol. 3, edited by: Wagner Kamakura, Duke University.

Mark Houston, Michael Hutt, Christine Moorman, Peter Reingen, Aric Rindfleisch, Vanitha Swaminathan and Beth Walker (2004), "A Network Perspective On Marketing Strategy Performance," Chapter in Cools Tools for Assessing Marketing Strategy Performance, Donald Lehmann and Christine Moorman, eds., Cambridge, MA: Marketing Science Institute.

Swaminathan, Vanitha, Ela Lepkowska-White, and Bharat P. Rao (2000), "The Internet and Consumer Buying Behavior: A Research Framework and Analysis," in Current Topics in E-Commerce, Purdue University Press.

Swaminathan, Vanitha and Srinivas K. Reddy (2000), "Affinity Partnering: Conceptualization and Issues," in Handbook of Relationship Marketing, Sheth and Parvatiyar, eds., San Francisco: Sage Publications, 381-405.

Swaminathan, Vanitha (2000), "Conducting Advertising and Marketing Research on the World Wide Web," in Advertising Research: The Internet, Consumer Behavior and Strategy, George Zinkhan, ed. Chicago: American Marketing Association, 11-22.

Swaminathan, Vanitha, George M. Zinkhan, and Srinivas K. Reddy (1996), "The Evolution and Antecedents of Transformational Advertising: A Conceptual Model", Advances in Consumer Research, XXIII, (Kim P. Corfman and John G. Lynch, eds.), Provo, UT: Association for Consumer Research, 49-55.

## **FIELD DEVELOPMENT & DOCTORAL MENTORSHIP**

I have chaired or co-chaired nine doctoral dissertations, with graduates placed at leading research universities including Notre Dame, Georgia Tech, University of South Carolina, Clemson University, Binghamton University, and University of Nebraska. Two of my advisees have won the Lehmann Award for best dissertation-based article in Journal of Marketing or Journal of Marketing Research.

### **Doctoral Students (Chair/Co-Chair)**

Aman Soni, Placement: Binghamton University

Sushma Kambagowni, Placement: University of Nebraska

Sayan Gupta, Placement: Clemson University

Christian Hughes, Placement: University of Notre Dame (Lehmann Award 2020)

Felipe Thomaz, Initial Placement: University of South Carolina

Sara Loughran Dommer, Initial Placement: Georgia Institute of Technology (Lehmann Award 2002)

Christopher Groening, Initial Placement: Kent State University

Feisal Murshed, Initial Placement: Eastern Michigan University

Umut Kubat

### **Doctoral Committee Member**

Pallavi Jha, Meheli Basu, Casey Newmeyer, Ceren Hayran (Kovß University), Didem Kurt, Karen Stilley, Karen Page Winterich, Tuo Wang, Yinlong Zhang, Arun Bhattacharya (IIM Bangalore), Sarah Mussol (IAE Montpellier), Stephanie Evans (UMass), Andrew J. Rohm (UMass)



**Other Mentoring**

Hosted visiting doctoral students and Fulbright scholars including Mike Nguyen, Umut Kubat, and Rabia Bayer.

**INTELLECTUAL SERVICE & LEADERSHIP****Field Leadership and University Roles**

Co-Editor, Journal of Marketing (2022-2025)  
Associate Editor, Journal of Marketing (2016-2021)  
Editorial Review Board Member, Journal of Marketing Research (2019-2021)  
Associate Dean for Research and Strategic Initiatives, University of Pittsburgh (2023-2026)  
Founder & Academic Director, Center for Branding, University of Pittsburgh (2017-2026)  
Board of Directors, American Marketing Association (2020-2023)  
President, AMA Academic Council (2018-2019)  
Governing Board, XLRI (2023-2025)  
Chair, AMA Digital Marketing Certification Taskforce (2016)  
Co-Chair, AMA Winter Educators' Conference (2015)  
Chair, Strategic Planning Committee, Katz School of Business (2019)  
PhD Coordinator, Marketing Group (2019-2022)  
Co-Chair, Executive Committee, Katz School of Business (2014-2016)

**Research Platforms & Conferences Organized**

AI-Human Collaboration for Research Conference (2025)  
Health Sciences and Business Conference (2024, 2025)  
Generative AI Conference for Business (2024)  
Reimagining the Future of Media and Brands Conference (2019)

**Conference Leadership**

Special Session Chair, "Brand Relationships," Association for Consumer Research (2010)  
Special Session Chair, "Brands and Social Media," AMA Winter Conference (2012)  
Panel Chair, "Firm-Focused Research," AMA Winter Conference (2015)

Regular presenter and session organizer at premier marketing conferences including AMA, ACR, Marketing Science, and INFORMS (1996-present). Recent distinguished presentations include keynotes at Global Brand Conference Milan (2023) and multiple "Meet the Editor" sessions as Journal of Marketing Co-Editor.

Complete presentation history available upon request.

**Research Seminars**

Recent invited seminars at leading institutions including Emory, Wisconsin, Hong Kong, Indian School of Business, University of Miami, KU Leuven, Boston College, Syracuse, UNC, and USC (2021-2025). Earlier seminars at Oxford, Indiana, Virginia, Penn State, and Temple.

**TEACHING**

**University of Pittsburgh** (Course evaluations: 4.2-4.7 out of 5.0)  
- DBA Seminar, Research in Marketing (2025-2026)

- PhD Seminar, Marketing Strategy (2009-2014, 2018, 2025-2026)
- Executive MBA Marketing Management (2023-2025)
- Marketing Management, MBA Core (2009-2022)
- Brand Management, MBA Elective (2008, 2013-2016, 2020-2021)
- Augmented and Virtual Reality for Business and Brand Strategy (2021)
- Marketing Research (2008)

**University of Massachusetts, Amherst (1998-2002)**

- MBA and undergraduate courses in marketing management and consumer behavior

**TEACHING INNOVATIONS**

Pioneered experiential learning through industry partnerships and digital technology integration. Created the first Google Ads campaign project in MBA core curriculum (2010-2015, featured in Pittsburgh Business Times), developed AR/VR immersion course with real company implementations, and established ongoing consulting projects with Fortune 500 brands including Heinz, Hershey's, and DowDuPont using Nielsen and IRI data.

**MEDIA ARTICLES AND MENTIONS****Selected Recent Media Engagement (2021-2026):****2026**

- ABC News: [Saks Global Declares Bankruptcy](#)
- Pitt Research Annual Report (2025): <https://www.research.pitt.edu/report>

**2025**

- CEOWorld: "[In the Age of AI, Why Brand Purpose is More Important Than Ever](#)"
- Authority Magazine: "[Marketing Re-Imagined](#)" interview
- The WealthAbility Show Podcast: [Interview on Hyper-Digital Marketing \(Apple Podcasts\)](#)
- [Leadership Now](#)
- EPodcastNetwork: [Interview on Hyper-Digital Marketing](#)
- [CBS Pittsburgh: KraftHeinz corporate restructuring analysis](#)
- [Axios: "Kraft Heinz Split: Heinz Brand Remains"](#)
- [Pittsburgh Post-Gazette: "What's Next for Pittsburgh's Love Affair with Heinz?"](#)
- [DestinationCRM: "Ready or Not Digital Doubles Are Here"](#)

**2023**

- ABC News: Brand activism and [LGBTQ advertising; Target and Bud Light boycotts](#)
- [New York Times: Corporate responses to Pride backlash](#)
- CNN: Twitter rebrand to X analysis ([SCMP](#), [News.com.au](#), [Yahoo France](#), [Global Village Space](#))
- [BBC Asia Business Report: Platform rebranding](#)
- [Business Insider: Social media culture wars and brand boycotts](#)

**2022**

- [CNN: Tesla brand and political polarization](#)
- [Bloomberg: Zoom's post-pandemic strategy](#)
- [NPR Marketplace: Olympic designer selection](#)

- [Pittsburgh Tribune Review: Heinz stadium naming rights](#)

**2021**

- [NPR Marketplace: Olympic branding decisions](#)
- [University Times: College athlete compensation and personal branding](#)

**Earlier National/International Coverage (Selected):**

- Harvard Business Review (2016): "What 100,000 Tweets About the Volkswagen Scandal Tell Us About Angry Customers"
- Forbes (2015): "Understanding the Bicultural Consumer: Crossing the Cultural Divide Through Bilingual Advertising"
- [Washington Post \(2018\): Influencer economics and celebrity brands](#)
- [CNN Money \(2018\): Social media platform strategies](#)
- ABC News (2012): Political polarization in consumer behavior
- [Science Daily](#), EurekAlert, Phys.org: Coverage of major journal publications including "Branding in a Hyperconnected World" (2020), "Explaining the Endowment Effect" (2013), and "Brand Personality and Attachment Styles" (2008)

\*detailed list of media mentions can be made available

**PRACTITIONER ENGAGEMENT & CONSULTING**

Consulted with Fortune 500 companies including American Express, P&G, Kraft Heinz, Dow DuPont, and others on brand strategy, digital branding, and growth opportunities. Conducted executive education programs for corporate boards and international executives, and delivered keynote presentations on digital brand strategy and AR/VR measurement. Early career experience includes positions at Unilever and Inchcape.