Publications: 2010-11

“All Eyes on You: Consumption Contexts and Hedonic Adaptation to Products”, Sunaina Chugani and Julie Irwin, JCR April 2010 (working on revision)


“Inertia of Motion”, Sunaina Chugani and Raj Raghunathan, submitted to Cognitive Science in April 2011

“What’s in a Name? An analysis of the strategic behavior of family firms”, International Journal of Research in Marketing, September 2010 (Won best paper in Marketing Strategy Track Award, Winter AMA Conference 2010), Saim Kashmiri

Kashmiri, Saim and Vijay Mahajan, “The name’s the game: Exploring the link between corporate name changes and firm value”, revision for the Journal of Marketing research

Joon Ron and Romana Khan, “Variety Seeking behavior in Movie Theatre Industry” (submission to Journal of Marketing Research – Fall 2012)

Joon Ro and Jun Duan, “Role of Downloadable Contents in Video Game Industry” (submission to Marketing Science or QME—Spring 2012)


Schaefer, Richard, “Conspicuous Consumption and Dynamic Pricing”, Submitted to Marketing Science on April 21, 2011, Received request to revise and resubmit on August 24, 2011, Preparing for 2nd round review

Research Presentations 2010-2011

Chugani, Sunaina K., Broniarczyk, Susan, “Practicing What You Preach?” presented (special session) at 2011 meeting of Society of Consumer Psychology, February 24-26, Atlanta, GA

“Practice What You Preach” as a competitive paper at ACR 2011 (Sunaina Chugani)

“All Eyes On You” as part of a special session at SCP Conference 2012 (Sunaina Chugani)

“Unlocking Managers’ and Analysts’ Perspectives about Market-Based Assets presented at AMA Winter Marketing Educators’ Conference, Austin, February 2011 (Debika Sihi)

“Unlocking Managers’ and Analysts’ Perspectives about Market-Based Assets will be presenting at AMA Winter Marketing Educators’ Conference in St. Petersburg, FL, February 2012 (Debika Sihi)

“Role of Downloadable Contents in Video Game Industry” at the UTD Forms and Marketing Science Conference 2011/12 (Joon Ro)

“Counteractive Construal in Consumer Goal Pursuit” at ACR Conference, October 2009 (Szu-Chi Huang)

“Liking Exceeds Reason for Liking” at SCP, February 2010 (Szu-Chi Huang)

“Motivational Consequences of Perceived Velocity”, SCP Conference, February 2010 (Szu-Chi Huang)

“Motivational Consequences of Perceived Velocity”, UH Marketing Doctoral Symposium, April 2010 (Szu-Chi Huang)

Motivational Consequences of Perceived Velocity”, ACR, October 2010 (Szu-Chi Huang)

“Slam the Good Guys: Consequences of Willful Ignorance”, SJDM, November 2010 (Szu-Chi Huang)

“Mental Representation of Progress”, ACR North American Conference 2011 (Szu-Chi Huang)

Kashmiri, Saim* and Vijay Mahajan “A Rose by any other Name: Does a Family-based Firm Name increase firms” rewards of New Product Introductions?” Presented at the American Marketing Association Winter Educators” Conference, February 18-20, 2011, Austin, TX.
Kashmiri, Saim* and Vijay Mahajan “A Rose by any other Name: Does a Family-based Firm Name increase firms’ rewards of New Product Introductions?” Presented at the Marketing Meets Wall Street II Conference, Boston University, May 12-14 2011, Boston, MA.

Kashmiri, Saim* and Vijay Mahajan “Beating the Recession Blues: Exploring the link between Family Ownership, Strategic Behavior and Firm Performance during Recessions.” Presented at the INFORMS Marketing Science Conference 2011, June 9-11, Houston, TX.

Schaefer, Richard, “Conspicuous Consumption and Dynamic Pricing”, University of Houston Doctoral Symposium, April 16, 2011


Jae-Eun Namkoong and Susan Broniarczyk “Best-Seller or Your-Style Recommendation Sign?: Effect of Self-Construal on Inclination Towards Inter- vs. Intrapersonal Norm”, SCP 2011 Poster Presentations