Bruce David Weinberg

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Address

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Education

Ph.D.	Massachusetts Institute of Technology, Sloan School of Management, 1993 Major: Marketing Minor: Statistics
M.B.A.	Boston University, 1985 Major: General Management
B.A.	Boston University, 1981 Major: Mathematics/Computer Science Minor: Religion

Full-Time University Experience

7/2012 to present	Professor of Marketing, Isenberg School of Management, University of Massachusetts Amherst
9/2012 to 8/2021	Chair of the Marketing Department, Isenberg School of Management, University of Massachusetts Amherst
9/2000 6/2012	Associate Professor of Marketing, Bentley University, Waltham, MA (Tenured, July, 2006; promotion to Professor approved by Board of Trustees, February, 2012)
7/2007 to 6/2011	Chair of the Marketing Department, Bentley University, Waltham, MA
9/2008 to 8/2009	Director, Master of Science Marketing Analytics Program, Bentley University, Waltham, MA
8/2007 to 6/2008	Visiting Scholar, Department of Information, Risk, and Operations Management McCombs School of Business, University of Texas at Austin, Austin, TX
1/1999 to 8/1999	Visiting Assistant Professor of Marketing, Kellogg School of Management, Northwestern University, Evanston, IL
9/1992 to 8/2000	Assistant Professor of Marketing, Boston University, School of Management, Boston, MA

Other University Teaching Experience

11/2010 to 7/2012	Babson College, Executive Education, Social Media Management: Strategies and Practices for a New Social World
Spring 1988, 1990	Fletcher School of Law and Diplomacy, Tufts University (Marketing Principles)
1/1985 to 5/1986	School of Management, Boston University (introductory course in statistics, management science, and management information systems)
Summer 1985	Babson College, Undergraduate Program, Communication Theory

Professional Industry Experience

7/81 to 3/83	Project Engineer, Scientific-Atlanta, Burlington, MA Member of start-up software group to develop first comprehensive and integrated set of software (including, database management system, compiler, communication, and statistical package) for computer test equipment. Developed database management system and statistical package. Installed complete hardware and software system for initial client (Motorola)

Professional Industry Experience (continued)

5/85 to present — Consulting and research projects with organizations including General Motors, e-General Motors, Pepsico, Verizon, Risk Management Foundation of The Harvard Medical Institute, Citizens Bank, K-Bro Linen Systems, CMGI, Targeted Marketing Solutions Inc., Gomez Advisors, Honeywell, McGraw-Hill, MediaOne, Watchfinder.

Honors and Awards

University of Massachusetts Amherst ADVANCE Peer Mentoring Award	2022
UMass Amherst President Enhancement Funds for Team-Based Learning	2014
PhD Project Faculty/Presenter	2010, 2011, 2013
Bentley College Summer Grant	2001-2002, 2004-2007, 2010, 2011
Bentley College Publication Award	2004, 2005, 2006
Bentley College Faculty Development Grant	2005
Monitor MarketSpace Research Fellow	2002
Ericsson On Magazine's "On People" of Communication	2000
AMA-Sheth Foundation Doctoral Consortium Faculty	2000
BU MBA Best Course, Marketing Research	1998
BU School of Management Dean's Commendation for Teaching Excellence	1997
Journal of Marketing MSI/H. Paul Root (Best Paper) Award	1997
BU School of Management Dean's Development Grant	1996
BU School of Management Broderick Prize for Teaching Excellence	1996
Honorary Member, ΔΣΠ	1995
AMA Doctoral Consortium Student Fellow	1990
Sloan Fellowship, Massachusetts Institute of Technology	1986-1992
Boston University Graduate School Honors	1985
Boston University Merit Scholarship	1984-1985
Boston University Dean's List	1980-1981

Service to Profession

Editorial Review Board, *Journal of Business Research*	2022-present
Editorial Review Board, *Journal of Consumer Marketing*	2014-present
Minitrack Co-Chair, Electronic Marketing Minitrack, Hawaii International Conference on System Sciences (HICSS)	2002-2023
Special Issue Co-Editor, *Journal of Public Policy and Marketing*	2017-2019
Co-Editor, *Journal of Marketing Analytics*	2013-2016
Track Co-Chair, Futuristic Marketing & Technology: Internet of Things and Other Emerging Trends, 2016 Academy of Marketing Science Annual Conference	2015-2016
Track Co-Chair, Marketing, New England Decision Sciences Institute 2015 Annual Conference	2014-2015
Editorial Review Board, *Journal of Marketing Analytics*	2012-2013
Track Chair, Customer Service, 2013 Academy of Marketing Science Annual Conference	2012-2013
Guest Co-Editor, *Journal of Electronic Commerce Research*	2012 (V13, #3)
Track Chair, Marketing, Decision Sciences Annual Conference	2007
Guest Co-Editor, *e-Service Journal*	2005 (V3, #3)
Track Chair, E-Business & Marketing, Northeast Decision Sciences Inst. Annual Conference	2004
Reviewer	2001-present

Journal of Retailing, Journal of Interactive Marketing, Journal of Business Research, Marketing Letters, Journal of Consumer Marketing, Industrial Marketing Management, Information Systems Research, Journal of Management Information Systems, California Management Review, Electronic Markets, Decision Support Systems, Omega, Levy and Weitz Retailing Doctoral Dissertation Competition, Marketing Science Institute Doctoral Dissertation Proposal Competition eBRC (at Penn State) Doctoral Award Competition, Academy of Marketing Science Conference, American Marketing Association, Winter Conference, Association of Consumer Research Annual Conference, Hawaii International Conference on System Sciences (HICSS), International Conference on Information Systems (ICIS).

Research Interests

Thought Leadership, Ecommerce/Interactive Marketing/Social Media/Internet of Things, Word of Web, Impact of multimedia and Internet technology on consumer decision process, Information search behavior, New products.

Primary Teaching Interests

Computer Science for Marketing and Business (e.g., Python), Probability and Statistics, Thought Leadership, Consumer Experience, Social Media, Personal Branding.

Publications

Articles

Thornton, Corliss, Lenita Davis, and Bruce Weinberg (2023), "Differential effects of physical and financial threats in weight loss advertising: a case of uncertainty," *Journal of Consumer Marketing,* 40 (7), 926-939.

Walker, Kristen L., George R. Milne, Bruce D. Weinberg (2019), "Optimizing the Future of Innovative Technologies and Infinite Data," *Journal of Public Policy and Marketing,* 38 (4), 403-413.

Berger, Paul D., and Bruce D. Weinberg (2018), "Using Analytics to Prevent Customer Problems Before They Arise," *Harvard Business Review*, May 31, https://hbr.org/2018/05/using-analytics-to-prevent-customer-problems-before-they-arise.

Weinberg, Bruce D., George R. Milne, Yana Andonova, and Fatima Hajjat (2015), "Internet of Things: Convenience vs. Privacy & Secrecy," *Business Horizons*, 58 (6), 615-624.

Berger, Paul D. and Bruce D. Weinberg (2014), "Concave or S-Shaped Sales-Response to Advertising: Does it Matter?," *Journal of Advertising Research,* 54 (4), 388-392.

Swain, Scott D , Paul D Berger, Bruce D Weinberg (2014), "The customer equity implications of using incentives in acquisition channels: A nonprofit application," *Journal of Marketing Analytics*, 3 (1), 1-17.

Weinberg, Bruce D., Lenita Davis and Paul D. Berger (2013), "Perspectives on Big Data," *Journal of Marketing Analytics*, 1 (4), 187-201.

Weinberg, Bruce D., Ko de Ruyter, Crysanthos Dellarocas, Michael Buck and Debbie Isobel Keeling (2013), "Destination Social Business: Exploring the Organizations' Journey with Social Media, Collaborative Community and Expressive Individuality," *Journal of Interactive Marketing*, 27 (4), 299-310.

Sanky, Michael, Paul D. Berger and Bruce D. Weinberg (2012), "A segmentation approach to patient health intervention," *Journal of Medical Marketing: Device, Diagnostic and Pharmaceutical Marketing*, 12 (4:November), 221-228.

Beneventano, Philip, Paul D. Berger and Bruce D. Weinberg (2012), "Predicting Run Production and Run Prevention in Baseball: The Impact of Sabermetrics," *International Journal of Business, Humanities and Technology,* 2 (4), 67-75.

Mathur, Pooja, Jennifer E. Black, Jiangmei Cao, Paul D. Berger and Bruce D. Weinberg (2012), "The Impact of Social Media Usage on Consumer Behavior," *Advances in Management*,

Moore, Kelvyn A., Bruce D. Weinberg and Paul D. Berger (2012), "The Mitigating Effects of Acculturation on Consumer Behavior," *International Journal of Business and Social Science*, 3 (9), 9-13.

Moore, Kelvyn A., Bruce D. Weinberg and Paul D. Berger (2012), "The Student-Loan Financial Crisis: A Case of Credit-Card Usage Among African-American College Students," *International Journal of Humanities and Social Science*, 2 (1), 189-199.

Wilson, H. James, Salvatore Parise, PJ Guinan, Bruce Weinberg, and Eliana Crosina (2011). "Better Project Staffing with Social Technology," *Harvard Business Review*, November 14, https://hbr.org/2011/11/project-staffing-with-social-t

Wilson, H. James, Patricia J. Guinan, Salvatore Parise and Bruce D. Weinberg (2011), "What's Your Social Media Strategy?" *Harvard Business Review*, 89 (July-August), 23-25.

Weinberg, Bruce D. and Paul D. Berger (2011), "Connected Customer Lifetime Value: The Impact of Social Media," *Journal of Direct, Data and Digital Marketing Practice*, 12 (4), 328-344.

Weinberg, Bruce D. and Ekin Pehlivan (2011), "Social Spending: Managing The Social Media Mix," *Business Horizons*, 54 (3), 275-282.

Scott, Hope A., Paul D. Berger and Bruce D. Weinberg (2011), "Determinants of the U.S. Divorce Rate: The Impact of Geography and Demography," *International Journal of Humanities and Social Science*, 1 (19), 171186.

Wei, Susanne, Paul D. Berger and Bruce D. Weinberg (2011), "On Quantifying The Returns For An MBA," *Proficient*, 1 (August), 7-25.

Publications (continued)

Weinberg, Bruce D., Lenita Davis and Paul D. Berger (2011), "Responding to the Sting of Negative Feedback in Online Auctions," *Applied Economic Research Bulletin*, 5 (Spring), 1-32. (Available online at http://berkeleymath.com/Documents/Negative%20Feedback%20in%20Online%20Auctions.pdf)

Scott, Hope A., Paul D. Berger and Bruce D. Weinberg (2011), "Determinants of the U.S. Divorce Rate: The Impact of Geography and Demography," *International Journal of Humanities and Social Science*, 1 (19), 171186.

Moore, Kelvyn A., Bruce D. Weinberg and Paul D. Berger (2010), "The effect of ethnicity and acculturation on African-American food purchases," *Innovative Marketing*, 6 (4), 17-29.

Todor Alon, Anat, Paul D. Berger and Bruce D. Weinberg (2010), "A Diffusion Model For Measuring Electronic Community Growth and Value ," *Journal of Targeting, Measurement, and Analysis for Marketing*, 18:1, 33-47

Parise, Salvatore, Patricia J. Guinan and Bruce D. Weinberg (2008), "The Secrets of Marketing in a Web 2.0 World," *Wall Street Journal* in collaboration with *Sloan Management Review*, 252:141 (December 15), R4.
(Lead article in Business Insights section, most emailed article in Wall Street Journal on December 15 and 16, 2008. Also appeared online in MIT Sloan Management Review, last visited on January 21, 2009, http://sloanreview.mit.edu/business-insight/articles/2008/6/5068/the-secrets-of-marketing-in-a-web-20-world/)

Hanna, Richard C., Cathleen M. Collins, Paul D. Berger and Bruce D. Weinberg (2008), "Optimal Quota/Bonus Plans, With Explicit Consideration of the Trade-off Between Salesperson Effort and Leisure Time," *Advances in Management*, 1:1 (April), 6-35.

Weinberg, Bruce D., Salvatore Parise and P.J. Guinan (2007), "Multichannel Marketing: Mindset and Program Development," *Business Horizons*, 50:5 (September-October), 385-394.

Berger, Paul. D., Richard C. Hanna, Scott D. Swain and Bruce D. Weinberg, (2007), "The Great Potential Benefits of Vertical Cooperative Advertising,," *Advertising Express*, (Feb), 1-7. [cover story/lead article]

Weinberg, Bruce D. and Christine B. Williams (2006), "The 2004 US Presidential campaign: Impact of hybrid offline and online 'meetup' communities," *Journal of Direct, Data and Digital Marketing Practice*, 8:1 (July), 46-57.

Berger, Paul D., Jegoo Lee and Bruce D. Weinberg (2006), "Optimal Cooperative Advertising Integration Strategy for Organizations Adding a Direct Online Channel," *Journal of the Operational Research Society*, 57:8 (August), 920-927.

Tipps, Stephen, Paul D. Berger and Bruce D. Weinberg (2006), "The Effect of Media Involvement on Print Advertising Effectiveness," *Journal of Promotion Management.* 12:2 (Winter), 53-75.

Weinberg, Bruce D. and Lenita Davis (2005), "Exploring The WOW In Online Auction Feedback," *Journal of Business Research*, 58:11 (November), 1609-1621.

Kambil, Ajit, Arnold Kamis, Marios Kouforis and Bruce D. Weinberg (2005), "E-Marketing Is Getting Ambitious: Digging Deeper and Reaching Higher by Refining Our Assumptions," *e-Service Journal*. 3:3, 1-4, 103-106.

Hanna, Richard C., Bruce D. Weinberg, Rajiv Dant and Paul D. Berger (2005), "Do Internet-based Surveys Increase Personal Self-Disclosure?," *The Journal of Database Marketing & Customer Strategy Management* 12:4 (July), 342-356.

Adams, Susan, Bruce D. Weinberg, Jaci Jarrett Masztal and Diane Salamon (2005), "This Time It's Personal: Employee Online-Shopping at Work," *Interactive Marketing*. 6:4 (April/June), 326-336.

Weinberg, Bruce D., Paul D. Berger and Richard C. Hanna (2004), "A Diagnostic Tool For Assessing The Relative Importance Of Information In Impression Formation: Application In Order Effects," *Marketing Letters*. 15:2-3 (July-October). 113-128.

Weinberg, Bruce D., Paul D. Berger and Richard C. Hanna (2003), "A Belief-Updating Process For Minimizing Waiting Time In Multiple Waiting-Time Events: Application In Website Design," *Journal of Interactive Marketing.* 17:4 (Autumn). 24-37.

Berger, Paul D.. Bruce D. Weinberg and Richard C. Hanna (2003), "Customer Lifetime Value Determination And Strategic Implications For A Cruise-Ship Company," *The Journal of Database Marketing & Customer Strategy Management*. 11:1 (September). 40-52.

Weinberg, Bruce D. (2000), "Don't Keep Your Customers Waiting at the (Virtual) Front Door," *The Journal of Interactive Marketing*, 14 (Winter), 30-39.

Publications (continued)

Urban, Glen L., John R. Hauser, William J. Qualls, Bruce D. Weinberg, Jonathan D. Bohlmann and Roberta A. Chicos (1997) "Information Acceleration: Validation And Lessons From The Field," *Journal of Marketing Research*, 34 (February), 143-153.

Urban, Glen L., Bruce D. Weinberg and John R. Hauser (1996), "Premarket Forecasting of Really-New Products," *Journal of Marketing,* 60 (January), 47-60. (MSI/H. Paul Root Award from the American Marketing Association for the "most significant contribution to the advancement of marketing practice.") Hauser, John R., Glen L. Urban and Bruce D. Weinberg (1993), "How Consumers Allocate their Time When Searching for Information," *Journal of Marketing Research* , 30 (November), 452-466.

Urban, Glen L., John S. Hulland and Bruce D. Weinberg (1993), "Premarket Forecasting for New Consumer Durable Goods: Modeling, Categorization, Elimination, and Consideration Phenomena," *Journal of Marketing*, 57 (April), 47-63.

Books

Weinberg, Bruce D., Jacob M. Weaver, Georgia N. Taylor, Anvi Rangan, Isaac Piliavin, Nil V. Patel, Mary Kate Murtagh, Jenna Melvin, Wesley S. McLean, Annalia Laino, Brett Kochanski, Drew Keller, William Jrolf, Brianna Egan, Philip Dorfman, Peyton Carvalho, Christopher C. Puto, Caitlin M. Brightman, Nathan E. Anderson, *Recipes For Thriving In Life*, Kindle Edition, Amazon.com, 2019.

Book Chapters

Berger, Paul D., Richard C. Hanna, Scott D. Swain and Bruce D. Weinberg (2010) "Configurators/Choiceboards: Uses, Benefit, and Analysis of Data," *Encyclopedia of E-Business Development and Management in the Digital Economy*, In Lee (Editor), 428-435. IGI Global.

Weinberg, Bruce D. and Craig Thompson (2003), "Customer Information Systems: Leveraging Customer Information Through Internet Technology" In *Internet Marketing: Building Advantage in a Networked Economy,* by Rafi A. Mohammed, Robert J. Fisher, Bernie J. Jaworski and Gordon Paddison. 625-680. New York: McGraw-Hill/Irwin.

Weinberg, Bruce D., Terry Madonia and Judy Cavalieri (2003), "Personalization in the Wireless World" In *The Power of One - Leverage Value From Personalization Technologies,* edited by Nirmal Pal and Arvind Rangaswamy. 58-81. Victoria, Canada: eBRC Press at Penn State University.

Conference Proceedings

Williams, Christine, Bruce D. Weinberg and Jesse Gordon (2004), "When Online and Offline Politics "Meetup: An Examination of the Phenomenon, Presidential Campaign and its Citizen Activists," *American Political Science Association Annual Conference Proceedings*, (Editors: Atul Kohli and Anne Norton), Chicago, September.

Weinberg, Bruce D. (2001), "Research In Exploring The Online Consumer Experience" *Advances in Consumer Research*, Joan Myers-Levy, Mary Gilly, 28, 227-232.

Weinberg, Bruce D. (2001), "The Three Faces of E, commerce: Insight into Online Consumer Behavior Through the Interpretation of an Internet Consumer's Experiences" *Advances in Consumer Research*, Joan Myers-Levy, Mary Gilly (Editors), 28, 218-221.

Weinberg, Bruce D. (2000), "Immersed In Shopping Online: Lessons From The Screen," *Internet Research 1.0 Conference Proceedings*, October 2000.

Weinberg, Bruce D. (1997), "The Effects Of Waiting Time On Website Utilization," *WebNet 97 - World Conference of the WWW, Internet, & Intranet*, November 1997, Suave Lobodzinski and Ivan Tomek (Editors).

Miscellaneous

Weinberg, Bruce D. and Paul D. Berger (2011), "Connected Customer Lifetime Value," *Social Media Marketing Magazine*, January 19, available online at http://www.smmmagazine.com/blog/2011/01/19/connectingcustomer-lifetime-value-with-social-media/

Williams, Christine and Bruce D. Weinberg (2005), "Co-Creation and Open Source Politics: Meetup Communities in the 2004 Presidential Campaign ," NetPulse. 9:6(May). Available online at http://netpulse.politicsonline.com/soundoff.asp?issue_id=9.06.

Weinberg, Bruce D. (2000), "Getting to Know Your Online Customer," *MBA Bullet Point*, November 16-29.

Weinberg, Bruce D. and Jonathan Hibbard (2000), "Virtual Lemonade Stands: The Emerging Internet Consumer- Entrepreneur," *The Manager*, 1 (Spring), 23-24.

Publications (continued)

Weinberg, Bruce D. and Jonathan Hibbard (2000), "The New Internet Consumer," *MBA Bullet Point*, April 11-24.

Weinberg, Bruce D. (2000), "Customer Service Online: Do It Or Lose 'em," *MBA Bullet Point*, February 15-28.

Weinberg, Bruce D. (1999), "Click and Drive, The Emerging AutoNet Industry," *The Manager*, 4 (Fall), 23-24.

Weinberg, Bruce D. (1990), "Roles for Research and Models in Improving New Product Development," *Marketing Science Institute*, Cambridge, MA, Summary Report No. 90-120, December.

Weinberg, Bruce D. (1989), "Building an Information Strategy for Scanner Data," *Marketing Science Institute*, Cambridge, MA, Summary Report No. 89-121, December.

Presentations

"You Stories," 28th Annual Chef Culinary Conference, Amherst, MA, June 8, 2022.

"Optimizing the Future of Innovative Technologies and Infinite Data," presentation in special session on the Journal of Public Policy and Marketing special issue on Marketing and Public Policy in a Technology-Integrated Society (with Kristen L. Walker, and George R. Milne), American Marketing Association Summer Conference, Chicago, Illinois, August 10, 2019.

"Marketing and Public Policy in a Technology-Integrated Society," presentation in special session (with Kristen L. Walker and George R. Milne), Public Policy and Marketing Annual Conference, Washington D.C, June 6, 2019.

"Getting One Step Ahead in 2019: Adapting to the Digital Landscape," Keynote Panel Moderator (with panel members Chuck Linden, EVP, Global Business Development, Crayola; Ryan Watson, VP Head of Media Platforms and Marketing AI, Kraft; Kyle Martin, VP e-Commerce Sales & Marketing, Core Nutrition, LLC), The Millennium Alliance Assembly/Conference on Digital Marketing & Retail Transformation, Dallas, TX, February 4, 2019.

"Customer First: Creating Authentic Experiences on Social Media," Executive Education Roundtable Moderator, The Millennium Alliance Assembly/Conference on Digital Marketing & Retail Transformation, Dallas, TX, August 27, 2018.

"Building an Influential Campus Brand: What You See Is What Will Be," 24th Annual Chef Culinary Conference, Amherst, MA, June 6, 2018.

"Living La Vida Máquina," presentation in special session on Customer Experience and Consumption Practices in the IoT: How Technologies for Connecting Devices to the Internet are Poised to Revolutionize Consumer Behavior and Research in Marketing (with Russ Belk, Charlie Hofacker, Donna Hoffman, Tom Novak, Venky Shankar, and Hope Schau), American Marketing Association Annual Winter Conference, Orlando, Florida, February 17, 2017.

"Consumers, Information, and The Internet Of Things," presentation in special session on In Information We Trust: The Evolving Use of Data in the Exchange of Goods/Services/Ideas (with Greg Gundlach, George Milne, Patricia Norberg, Kristen Walker, William Wilkie), Public Policy and Marketing Annual Conference, Washington D.C, June 3, 2017.

"Nerd Is The New Normal: Computer Science Thinking And Action For Marketing & Business," invited presentation at event hosted by University of Massachusetts Amherst Provost, Amherst MA, October 13, 2016.

"Exploratory Research On, and Insights Into, Young & Recent Alumni," University of Massachusetts Amherst Foundation Board Summer Meeting, June 16, 2017 (invited speaker).

"I know who you are; I know what you're thinking, feeling and doing; I have a special set of data and skills; I will find you, and I will market to you: Internet of Things, Intimate Data, and Marketing," panelist for special session, Marketing and Public Policy Conference, San Luis Obispo, CA June 23-25, 2016 (with George Milne).

"Marketing and Public Policy in a Data Rich Environment," panelist for special session, Marketing and Public Policy Conference, Washington D. C., June 4-6, 2015.

"I can't believe I'm a Professor!" University of Massachusetts, Amherst, Emerson Hall Living Group, Faculty Chat, February 18, 2015.

"Publishing and The Journal of Marketing Analytics," in Special Session on Journal Publication in the Marketing Discipline, Marketing Management Association 2014 Fall Educators' Conference, San Antonio, TX, September 17, 2014.

"Marketing Perspectives on Big Data," Isenberg School of Management, University of Massachusetts, Amherst, Marketing Seminar Series, February 21, 2014.

Presentations (continued)

"Marketing Our Marketing," PhD Project Marketing Doctoral Students Association Conference, Boston, MA, August 9, 2013 (invited speaker).

"A Path to Organizing for Social Media Excellence: Dell's Journey and Best Practices," Social Media Think:Lab Thought Leaders' Summit 2012, Munich, Germany, September 21, 2012 (with Michael Buck, Chris Dellaroacas and Ko De Ruyter), (invited speaker and participant).

"What Is Your Organization's Social Media Strategy?," Public Relations Society of America Boston-Chapter Social Media Summit, May 23, 2012 (invited Keynote).

"Value Co-Creation and Digital Environment," Discussant, Academy of Marketing Science Annual Conference, New Orleans, LA, May 17, 2012 .

"Social Media Mission-Control Command Centers: Monitoring and Managing Social Media" DMEF Direct/Interactive Marketing Research Summit, Boston, MA, October 1, 2011 (with Paul D. Berger, Lenita Davis and Salvatore Parise).

"Extracting Behavioral Data from Electronic Channels for Academic Research," DMEF Direct/Interactive Marketing Research Summit, Boston, MA, October 2, 2011 (with Charles F. Hofacker and Scott A. Thompson).

"Navigating The Publish-Or-Perish Proces**s,"** The PhD Project 2011 Marketing Doctoral Students Association Conference, San Francisco, CA, August 4, 2011 (invited speaker).

"It's All About Local," Going Local With Social Media Conference, Bentley University, Waltham, MA, May 6, 2011 (conference co-chair).

"Corporate Cultures and Social Media Strategy Development," The Leaders Council, Yale Club, New York, NY, October 18, 2010 (with Patricia J. Guinan, Salvatore Parise and E. James Wilson) (invited speaker).

"Integrating Social Media, Technology and Research into the Educational Experience," PhD Project Marketing Doctoral Students Association Conference, Boston, MA, August 11, 2010 (invited speaker).

"What can one say in 140 characters or less?", Social Media Breakfast, Babson College, Wellesley, MA, June 25, 2010 (invited speaker).

"Mind Over Money" panelist to discuss PBS NOVA's Mind Over Money, Bentley Executive Club, Cambridge, MA, May 25, 2010 (invited speaker).

"FigureTwitOut Research Project," Marketing Department Brown Bag Series, Bentley University, April 7, 2010 (invited speaker).

"Figure Twitter Out," English Department Colloquium Series, Multidisciplinary Panel on Transmedia Story Telling And Social Media Networks, Bentley University, April 6, 2010 (invited speaker).

"Marketing in a Web 2.0 World," Analytical and Life Science Systems Association, Sales and Marketing Executive Meeting, Cambridge, MA, February 24, 2010 (invited speaker).

"The Internet Shopping 24/7 Research Project As A Creative Vehicle," Bentley College Creative Writing Forum on What Is Creativity? Bentley College, October 6, 2008 (invited speaker).

"Emerging Strategic Issues in Retailing" merging Strategic Issues in RetailingSession of Retailing and Pricing Track, American Marketing Association Summer Educator's Conference, San Diego, CA, August 8-11, 2008 (discussant).

"Consumer Generated Media and Marketing," American Marketing Association Winter Educators' Conference, San Diego, CA, February 16-19, 2007 (invited speaker).

"When Online and Offline Politics "Meetup:" An Examination of the Phenomenon, Presidential Campaign and its Citizen Activists," Annual Meeting of the American Political Science Association, Hilton Chicago and the Palmer House Hilton, Chicago, IL, September 2-5, 2004 (with Christine B. Williams and Jesse Gordon) (refereed).

"Bentley College National Presidential Meetup Survey," *11th Politics Online Conference,* The George Washington University, March 19, 2004 (with Christine B. Williams and Jesse Gordon) (invited speaker).

"New Perspective on Order Effects," *Marketing Science Annual Conference*, June 12-15, 2003 (with Paul D. Berger and Richard C. Hanna) (refereed).

Presentations (continued)

"Exploring The WOW In Online Auction Feedback," *6th Retailing Seminar of the SMA*, November 4-8, 2003 (with Lenita Davis) (refereed).

"A Different Kind Of Store: Online Auctions" *Society For Marketing Advances 2002 Annual Conference*, November 14, 2002 (with Lenita Davis) (refereed).

"Leveraging New Technology To Enhance The Consumer Experience and Loyalty," *Emerging Communications Technology and Your Business Conference*, May 21, 2002 (invited speaker).

"A Professor's Online Shopping Diary: Twelve Important Lessons About The Online Consumer Experience," presented at *Harvard Medical School CyberPsychology Colloquium*, May 15, 2002.

"10 Best and Worst Websites from a Consumer's Point of View: Reducing Website, Transaction, and Relationship Abandonment," Webcast presentation for directors and senior managers at AT&T Wireless, December 2, 2001 (invited speaker).

"The 10 Best and 10 Worst Websites From an End-User's Point of View: How to Avoid Website Abandonment," global Webcast presentation for senior executives sponsored by IBM and Chordiant, October 24, 2001 (invited speaker).

"Utilizing the Internet in the Learning Experience," presented at the *American Marketing Association* Summer Educators' Conference (and to PhD Project), Washington, D.C., August 11, 2001 (invited speaker).

"Consumers are more than clickstreams," presented at faculty colloquium series at Bentley College, Waltham, Massachusetts, May 3, 2001 (invited speaker).

"Principles for Understanding Customer Buying Behavior in Mobile/Wireless Environments," global Webcast presentation for senior executives sponsored by Netmorf, Boston, Massachusetts, March 1, 2001 (invited speaker).

"How To Engage The Online Consumer," keynote presentation at *How to Dot-Com, Association of Women in Communication* Conference, Kansas City, Kansas, February, 2001 (invited speaker).

"The Online Consumer Experience" keynote presentation to the *Millennium Group, Accenture* (formerly Andersen Consulting), Cambridge, Massachusetts, December 8, 2000 (invited speaker).

"Criteria for Successful Online Retailing," presented at Redband Audio Network - Inc.com, December 2000 (invited speaker).

"A CyberTour with 'The Netty Professor'," presented at Inc.com, November 2000 (invited speaker).

"Research In Exploring The Online Consumer Experience" presented at the *Association of Consumer Research Annual Conference*, Salt Lake City, Utah, October, 2000 (refereed).

"The Three Faces of E, commerce: Insight into Online Consumer Behavior Through the Interpretation of an Internet Consumer's Experiences" presented at the *Association of Consumer Research Annual Conference*, Salt Lake City, Utah, October, 2000 (refereed).

"Immersed In Shopping Online: Lessons From The Screen," presented at the *Internet Research 1.0 Conference*, University of Kansas, Lawrence, Kansas, September 2000 (refereed).

"Embracing the Internet to Advance Teaching, Research and Practice," presented at the *AMA-Sheth Foundation Doctoral Consortium*, Ivey School of Business, University of Western Ontario, August 2000 (selected member of Consortium Faculty).

"A Trust-based Index for Evaluating Websites," presented at the *Marketing Science Annual Conference*, June 2000 (with F. Sultan and G. Urban) (refereed).

"The Internet Shopping 24/7 Project and Perspectives on Ecommerce," presented at Simmons College Graduate School of Management, Ecommerce Course, May 2000 (invited speaker).

"Shopping Online and Realizing Your Dreams Using the Internet," presented at Simmons College Graduate School of Management, Ecommerce Course, May 2000 (invited speaker).

"Principles of Successful Internet Communications and Promotions," presented at Boston College Wallace E. Carroll School of Management Graduate Communications and Promotion Course, April 2000 (invited speaker).

Presentations (continued)

"Exactly How Far an Impression Goes, and When it Goes Furthest in Conditions Where Consumers Encode Information Using an Estimation Process," presented at *Northwestern University Quantitative Marketing Seminar Series*, May 1999 (invited speaker).

"Using an Anchoring-and-Adjustment Approach to Minimize Perceptions of Waiting Time in Multiple Waiting Time Events: Application in Website Design," presented at the *Marketing Science Annual Conference*, May 1999 (with Paul D. Berger) (refereed).

"Concurrent Engineering," panelist for two sessions at the Manufacturing In The Next Millennium, J.L Kellogg Graduate School of Management-McCormick School of Engineering and Applied Science MMM Conference at Northwestern University, April 1999 (invited panelist/speaker).

"Information Acceleration Methodology for Preproduction Forecasting," presented at *Yale School of Management Product Planning Graduate Course*, March 1999 (invited speaker).

"Information Acceleration Methodology for Preproduction Forecasting," presented in *Research Colloquium Seminar Series* at Ivey School of Business, University of Western Ontario, March 1999 (invited speaker).

"Don't Keep Your Internet Customers Waiting Too Long at The (Virtual) Front Door," presented at Babson College, February 1999 (invited speaker).

"Small Business Marketing Basics For The Year 2000 And Beyond," keynote presentation for *Bank Mayo Foundation*, Buenos Aires, Argentina, September 1998 (invited speaker; approximately 500 small business owners and employees attended).

"Premarket Forecasting For Really-New Products and Information Acceleration," presented at *Yale School of Management Product Planning Graduate Course*, March 1998 (invited speaker).

"The Effects Of Waiting Time On Website Utilization," presented at *WebNet 97 - World Conference of the WWW, Internet, & Intranet*, November 1997.

"Optimizing Marketing Decisions Under Conditions Of Multiple Waiting Time Occurrences: Model And Application To Disseminating Information On The World Wide Web," presented in *Research Seminar Series* at Research Institute for Telecommunications and Information Marketing, April 1997 (invited speaker).

"From Pretest Market Forecasting To Predirective Market Forecasting," presented at *Yale School of Management Product Planning Graduate Course*, March 1997 (invited speaker).

"Premarket Forecasting For Really-New Products and Information Acceleration," presented at *Yale School of Management Product Planning Graduate Course*, March 1996 (invited speaker).

"Validation And Lessons From The Field -- Applications Of Information Acceleration," presented at the *Innovation in New Product Development: Best Practices in Research, Modeling and Applications Conference* co-sponsored by The *Journal of Marketing Research*, SEI Center for Advanced Studies in Management, The Marketing Science Institute, The University of Texas at Austin, The Product Development and Management Association, May 1995. (with Glen L. Urban, John R. Hauser, William J. Qualls, Bruce D. Weinberg, Jonathan D. Bohlmann and Roberta A. Chicos).

"Interactive Marketing in Cyberspace: Optimal Communication," presented at *Boston University Marketing Seminar Series*, April 1995.

"Pre-Production Forecasting: An Information Acceleration Based Methodology," presented at the *Forecasting and Pricing for New Products and New Markets Conference*, September 1993.

"Information Acceleration: Theory And Research Opportunities," presented at the *Marketing Science Annual Conference*, July 1992. (With John R. Hauser and Glen L. Urban)

"Information Acceleration and Pre-production Forecasting of Electric Autos," presented at the *Marketing Science Annual Conference*, July 1992. (With Glen L. Urban and John R. Hauser)

"Information Acceleration," presented at the *Marketing Science Annual Conference*, March 1991. (With Glen L. Urban and John R. Hauser)

"Time Flies When You're Having Fun: How Consumers Allocate Their Time When Evaluating Products," presented at the *Marketing Science Annual Conference*, March 1991. (With John R. Hauser and Glen L. Urban)

Presentations (continued)

"Modeling Categorization, Elimination, and Consideration for New Product Forecasting," presented at the *Marketing Science Annual Conference*, March 1989. (With Glen L. Urban and John S. Hulland)

Special Invitations and Events

Sept 19-21, 2012 **Social Media Think:Lab Thought Leadership Conference.** Workshop held in Münich, Germany, leading scholars identified crucial developments for marketing thought and set the agenda for research on social media in the future. The Summit was held in cooperation with the Marketing Center at the University of Münster, Roland Berger Strategy Consultants, and the *Journal of Interactive Marketing*, which "publish leading-edge, high-quality and original results, methodologies, theories, concepts, models and applications on any aspect of interactive marketing.

May 6, 2011 G**oing Local With Social Media Conference**. Co-Chair of event sponsored by Epsilon, which included industry leaders and speakers, such as Groupon, Hubspot, Rue La La, SCVNGR, Microsoft. The conference focused on leveraging social media for local commerce and value.

Jan 16-17, 2008 **eBusiness Thought Leadership Conference on Customer Service 2.0** Co-Chair of event sponsored by MetLife and Babson College, Wellesley, MA, which included leaders on leveraging Web 2.0, data analytics and multichannel marketing to enhance customer service.

Sept 7-8, 2005 **eBusiness Thought Leadership Conference on Multichannel Marketing**. Co-Chair of event sponsored by MetLife and Babson College, Wellesley, MA, which included 30 invited leaders in multichannel marketing.

July 14-15, 2004 **eBusiness Thought Leadership Conference**. Session Leader of event sponsored by MetLife and Babson College, Wellesley, MA, which included 35 invited leaders in eBusiness, such as Venkat Ramaswamy (Best selling author and University of Michigan Professor), Andreas Weigend (former Chief Scientist, Amazon), Jim Oliver (Director of Database Marketing, eBay), and Michael Gray (Senior Strategist, Dell Computer).

July, 2001 **3rd Annual Inc. Magazine Web Awards.** Judge for both the Customer Service and Innovation Categories. Other judges included Patricia Seybold, Martha Rogers, Phil Terry, and Donna Hoffman.

December, 2001 **Accenture Millennium Group**. Keynote presentation on Internet Marketing to select group of CIOs, Presidents and Vice Presidents from firms including Proctor & Gamble, H. J. Heinz, Royal Ahold, Alcoa, and Sprint PCS.

Oct. 12, 2000 **Wall Street Journal Millennium Forum** *on The Evolution of Commerce* at Harvard Business School, sponsored by The Wall Street Journal, Microsoft, Forrester Research and The Harvard Business School. One of 75 participants in forum discussing the evolution of commerce. Other participants included Michael Porter (Harvard Business School),Tim Berners-Lee (inventor of the World Wide Web), Steve Ballmer (CEO, Microsoft), Harvey Golub (Chairman/CEO, American Express), Esther Dyson (Chairperson, EDventure Holdings), George Colony (CEO, Forrester Research).

April 30 - May 2, 2000 **CEO Summit** on *Leadership in the Digital Age: Built for Speed* at La Quinta Resort and Club in Palm Desert, California, sponsored by Booz-Allen & Hamilton, Broadview International and Korn/Ferry International. One of 100 participants in forum to discuss building organizational capacity for speed, new types of corporate partnerships, and recruitment/retention at the speed of light. Other participants included John Hilley (Chairman and CEO, Nasdaq-Amex, Inc.), Paul V. Deninger (Chairman, President and CEO, Broadview International), Mitchell Kertzman, (President and CEO, Liberate Technologies), Mark Leslie (Chairman and CEO, Veritas, Software), Michael Moritz (CEO, Sequoia Capital), Bruce Pasternack (Senior Vice President and Managing Partner, Booz-Allen & Hamilton), Candice Carpenter (CEO, iVillage).

Expert Witness

MDL CASE NO. 00-1341-GOLD-DUBÉ, GALAXY INTERNET vs. AMERICA ONLINE, INC.

Civ. No. 04-CV-1262 (WGB) (MCA), NHN CORP., A NEW JERSEY CORPORATION, d/b/a NATIONAL HEALTHCARE NETWORK v. NHN CORPORATION, KANGNAM-GU, A CORPORATION LOCATED IN SEOUL, REPUBLIC OF KOREA, NHN CORPORATION v. HBX INC. and WILLIAM NAH.

Expert Witness (continued)

Case No. CV 07- 1732 PA (JCx), VERIZON CALIFORNIA NC.; et al.., Plaintiffs, VS. MALTUZI LLC, et al., Defendants.

Supreme Court Of The State Of New York, County of New York, Index No. 603505/07, Sony Ericsson Mobile Communications USA, Inc., Plaintiffs against LSI Corporation, Defendant.

Media Appearances

Featured and appeared in media such as *The Wall Street Journal, The New York Times*, CNN, *Inc Magazine, Business 2.0, The Boston Globe, The Los Angeles Times, New York Daily News, Fortune Small Business, Kansas City Star, The Chronicle of Higher Education, The Chronicle of Philanthropy*, NPR, MSNBC, and PBS.

Community Service

9/2004 to 8/2007	**Advisory Board Member,** Newton Pride Organization, which is a volunteer group that supports the City of Newton Mayor's Office of Cultural Affairs by sponsoring and coordinating numerous community building events and activities throughout the year, such as July 4 fireworks, summer concert series, Heartbreak Hill road race, plant tour and sale, etc. Newton, MA.
4/2005, 4/2006	Project Manager, Newton Serves, which is a day of community service that benefits over 40 local non-profit agencies and the City of Newton, MA.
9/2004 to 9/2005	Co-Chair, City of Newton, Ward Elementary School Council, Newton, MA.
9/2003 to 9/2007	Member, City of Newton, Ward Elementary School Council, Newton, MA.
8/2007 to 5/2008	Coach, Austin Capitals Soccer, Austin, TX.
9/2006 to 6/2007	Coach, Newton Girls Soccer, Newton, MA.
9/2003 to 6/2006	Coach, Newton Boys Soccer, Newton, MA.