

## JOSEPH PANCRAS

University of Connecticut School of Business  
Marketing Department  
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### ACADEMIC WORK EXPERIENCE

Associate Professor of Marketing (with tenure), School of Business, University of Connecticut (August 2013-)

Assistant Professor of Marketing, School of Business, University of Connecticut (August 2005-July 2013)

### EDUCATION

***Ph.D., Marketing, August 2005***

Leonard N. Stern School of Business, New York University

***M. Phil., Marketing, 2003***

Stern School of Business, New York University

***M.B.A., 1996***

Bharathidasan Institute of Management, Trichy, India  
(co-majors: Marketing Research and Finance)

***B.E., Electronics and Communication Engineering, 1992***

PSG College of Technology, Coimbatore, India

### HONORS AND AWARDS

#### Research Awards

- William R. Davidson Award (2010) for the Best Article in the Journal of Retailing in 2008
- Donald R. Lehmann Award (2008) for the Best Dissertation-Based Article published in the American Marketing Association (AMA) journals *Journal of Marketing* or *Journal of Marketing Research* in the years 2006 and 2007
- Direct Marketing Educational Foundation (DMEF) Don Kuhn Lifetime Value and Customer Equity Competition (2008), (Winner, Task1, Phase 1: Predicting Aggregate Customer Equity)
- Runner-Up, University of Connecticut School of Business Best Article Award, 2007

### Teaching Awards

- MBA Teacher of the Year (Marketing, 2012-2013), Voted by University of Connecticut Full Time MBA Students
- MBA Teacher of the Year (Marketing, 2008-2009), Voted by University of Connecticut Full Time MBA Students

### **PUBLICATIONS (REFEREED JOURNALS)**

1. Forecasting Venue Popularity on Location-Based Services Using Interpretable Machine Learning (with Lei Wang, Ramesh Shankar and Ram Gopal), *Production and Operations Management (POMS)* (2022), 31, no. 7 (2022): 2773-2788.
2. Social and Spatiotemporal Impacts of Casino Jackpot Events (with Hee Mok Park), *Marketing Science* (2022), 41, no. 3 (2022): 575-592.
3. "Social media advertising: How online motivations and congruency influence perceptions of trust." (with Carlson, Jeffrey R., Sara Hanson, William T. Ross Jr, and Jacqueline Rousseau-Anderson), *Journal of Consumer Behaviour* (2022), 21( 2), 197– 213.
4. "Broad or exact? Search ad matching decisions with keyword specificity and position."(2021) (with Shuai Yang and Yiping Amy Song.), *Decision Support Systems*, April (2nd Quarter/Spring) 2021.
5. "Impact of Gamification on Perceptions of Word-of-Mouth Contributors and Actions of Word-of-Mouth Consumers." (2020) (with Lei Wang, Kunter Gunasti, Ramesh Shankar and Ram Gopal. ), *MIS Quarterly* 44, no. 4 (2020): 1987-2011.
6. "Market-based drivers of cobranding success." (2020) (with Nguyen, Hang T., William T. Ross Jr. and Hieu V. Phan.), *Journal of Business Research*, 115 (2020): 122-138.
7. "Investigating emergent nested geographic structure in consumer purchases: a Bayesian dynamic multi-scale spatiotemporal modeling approach.", (2020) (with Wang, Xia and Dipak K. Dey. ), *Journal of Applied Statistics* (2020): 1-24.

8. "Everywhere and at All Times: Mobility, Consumer Decision-Making, and Choice." (2018) (with Lurie, Nicholas H., Jonah Berger, Zoey Chen, Beibei Li, Hongju Liu, Charlotte H. Mason, David M. Muir et al. ), *Customer Needs and Solutions* 5, no. 1-2 (2018): 15-27.
9. "An Empirical Analysis of the Impact of Promotional Discounts on Store Performance", (2017) (with Dinesh Gauri, Brian Ratchford and Debu Talukdar), *Journal of Retailing*, 93(3), Sept 2017.
10. "Matching Exactly or Semantically? An Examination of the Effectiveness of Synonym-based Matching Strategy in Chinese Paid Search Market", (2017) (with Shuai Yang and Yiping Song), *Journal of Electronic Commerce Research*, 18, no. 1 (2017): 32.
11. "Mobile Promotions: A Framework and Research Priorities", (2016) (with Michelle Andrews , Jody Goehring, Sam Hui and Lance Thornswood), *Journal of Interactive Marketing*, Volume 34,,: Pages 15-24.
12. "Investigating the impact of customer stochasticity on firm price discrimination strategies using a new Bayesian mixture scale heterogeneity model" (2016) (with Xia Wang and Dipak K. Dey), *Marketing Letters*, Volume 27, no. 3: 537-552.
13. "On the Brink: Predicting Business Failure with Mobile Location-Based Checkins" (2015) (with Lei Wang, Ram Gopal and Ramesh Shankar), *Decision Support Systems*, Volume 76, August 2015, Pages 3-13.
14. "Managing Customer Acquisition Risk Using Co-operative Databases,"(2015) (with Hongju Liu and Malcolm Houtz), *Journal of Interactive Marketing*, Volume 29, February 2015, Pages 39–56.
15. "Loss Leaders and Cross Category Passthroughs: A Bayesian Multilevel Analysis" (2013) (with Dinesh Gauri and Debu Talukdar), *Journal of Retailing*, Vol.89, No.2, 140-157.
16. "An Empirical Investigation of Retail Expansion and Cannibalization in a Dynamic Environment" (2012), (with S. Sriram and V. Kumar), *Management Science*, November, 2012, Vol. 58, No.11, 2001-2018.
17. "The Nested Consideration Model: Investigating Dynamic Store Consideration Sets and Store Competition" (2011), *European Journal of Operational Research*, Vol. 14, No.2, 340-347.
18. "A Comparison of Generalized Multinomial Logit and Latent Class Approaches to Studying Consumer Heterogeneity with some extensions of the Generalized Multinomial Logit Model" (2011), (With Dipak K. Dey), *Applied Stochastic*

*Models in Business and Industry*, November-December 2011, Vol. 27, No.6, 567-578.

- *Lead Article, with Discussions by Peter Lenk and Duncan K.H. Fong, and Rejoinder (ASMBI, 27(6), 584-585).*

19. "A Framework to Determine the Value of Consumer Consideration Set Information for Firm Pricing Strategies" (2010), *Computational Economics*, Vol.35, No. 3, 269-300.

20. "A Method to Predict Aggregate Customer Equity Using Activeness Thresholds" (2009), *Journal of Interactive Marketing*, August 2009, Vol. 23, No. 3, 276-278.

- *Winner, 2008 DMEF Customer Lifetime Value Modeling Competition (Task 1).*

21. "Cross-buying in retailing: Drivers and consequences" (2008), (with V Kumar and Morris George), *Journal of Retailing*, April 2008, Vol. 84, No. 1, 15-27.

- *William R. Davidson Award (2010) for the Best Article in the Journal of Retailing in 2008*

22. "Optimal Marketing Strategies for a Customer Data Intermediary" (2007), (with K Sudhir), *Journal of Marketing Research*, November 2007, Vol. 44, No.4, 560-578. Previously titled: "Personalization Services Firms: What to Sell, To Whom to Sell and For How Much".

- *Donald R. Lehmann Award (2008) for the Best Dissertation-Based Article published in the AMA journals Journal of Marketing or Journal of Marketing Research in the years 2006 and 2007.*
- *Runner-up, University of Connecticut School of Business Best Article Award, 2007.*

23. "Issues And Perspectives In Global Customer Relationship Management" (2006), (With B. Ramaseshan, D. Bejou, S. Jain and C. Mason), *Journal of Service Research*, Vol. 9, No. 2, 195-207.

## UNPUBLISHED WORKING PAPERS, MARKETING SCIENCE INSTITUTE REPORTS AND OTHER PUBLICATIONS

1. “Buy Now, Pay Later” (BNPL): Optimizing Customer Targeting Decisions Using Payment Default and Product Return Option Values(2022), (with Nian Wang, Hongju Liu and Malcolm Houtz, *SSRN Working Paper* (March 25, 2022). Available at SSRN: [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=4066695](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4066695)
2. “Investigating the Value of Competitive Mobile Loyalty Program Platforms for Intermediaries and Retailers” (2015),(with Rajkumar Venkatesan and Bin Li), MSI Working Paper Series 2015, *MSI Report 15-107*.
3. “Investigating the Effects of New Store Openings in a Dynamic Environment” (2009), (with S. Sriram and V. Kumar), MSI Working Papers Series 09-003, 77-101 (*MSI Report No. 09-114*).
4. “The Demonstration Effect on Consumption Across Cities in China: Evidence from the Automobile Market”, (with Yiping Song and Chenxi Li), BRICS Conference book chapter, 2014.

## CONFERENCE PRESENTATIONS

- Bayesian Analysis of Retail Customer Option Values, August 2020, NBER-NSF Seminar on Bayesian Inference in Econometrics and Statistics (SBIES), Washington University, St. Louis (Online conference).
- A Structural Model of Default and Product Return Options with Implications for Return Policies, June 2019, INFORMS International Conference On Marketing Science, Roma Tre University, Rome, Italy
- Mobile Search in Competitive Mobile Loyalty Program Apps, Theory + Practice in Marketing, May 2019, Columbia University, New York.
- Investigating the Value of Competitive Mobile Loyalty Program Platforms for Intermediaries and Retailers, June 2017, INFORMS International Conference On Marketing Science, Los Angeles.
- The Demonstration effect on Consumption across cities in China: Evidence from Automobile Market, June 2014, Revisiting BRICS Conference, Storrs, CT.
- A Longitudinal Study of Price Changes in Perishable Goods Markets, June 2014, INFORMS International Conference On Marketing Science, Atlanta.
- Investigating Nested Geographic Structure in Consumer Purchases: A Bayesian Dynamic Multi-scale Spatiotemporal Modeling Approach, NBER-NSF Seminar on Bayesian Inference in Econometrics and Statistics (SBIES), University of Chicago, May 2014

- Mobile Coupon Redemption: Spatio-Temporal Aspects, Winter AMA Conference, Las Vegas, February 2013.
- Investigating the Tradeoff between Agglomeration and Competition, Winter AMA Conference, Las Vegas, February 2013.
- Emerging Market E-Marketing: Matching Strategies for Small and Medium-sized Businesses in the Online Paid Search Sector, September 2012, Marketing Science Emerging Markets Conference, Wharton, Philadelphia.
- Coupon Redemption Timing and its Consequences in Mobile and Offline Markets, Marketing Science Conference, Boston, June 2012, INFORMS International Conference On Marketing Science.
- Targeted Coupon Redemption Timing and Its Consequences, Marketing Science Conference, Houston, June 2011, INFORMS International Conference On Marketing Science.
- Retail Proliferation and Cannibalization, Marketing Science Conference, Ann Arbor, June 2009, INFORMS International Conference On Marketing Science.
- Online Retailer Pricing: Impact of Market Structure and Service Quality, Singapore, June 2007, INFORMS International Conference On Marketing Science.
- Demand Specifications and Firm Profitability, Marketing Science Conference, Pittsburgh, June 2006, INFORMS International Conference On Marketing Science.
- The Linkage Between Lapsing From Usage of a Brand and Price-Value Perceptions along a Price Continuum, Mumbai, 1999, Market Research Society of India (MRSI) Conference.

## **INVITED SEMINARS AND PRESENTATIONS**

- Returns from Customizing Mobile Loyalty Programs: Spatial and Temporal Aspects, Wifin Tech (Mobile Promotions Startup), Chennai, India, July, 2014
- Returns from Customizing Mobile Loyalty Programs: Spatial and Temporal Aspects, Fudan University Department of Marketing Research Seminar, Shanghai, China, July, 2014
- Quantitative Models in Marketing (R based) ( 4 day short course) Fudan University Department of Marketing, Shanghai, China, July, 2014

- Applications of Bayesian Statistics in Marketing: Focus on Multilevel / Hierarchical Bayesian Linear Regression Models
  - OPIM Department Seminar Series on Empirical Analysis, School of Business, University of Connecticut, November 2012
- Retail Proliferation and Cannibalization
  - Inaugural ING Global Colloquium, School of Business, University of Connecticut, March 2012
  - Marketing Department Seminar, Whitman School of Management, Syracuse University, November 2011
  - Department of Management Studies (DoMS), Indian Institute of Technology, Madras, July 2010
  - Department of Agricultural and Resource Economics, University of Connecticut, April 2010
  - University of Massachusetts, Amherst, April 2009
- Hierarchical Bayes Discrete Choice Models in Marketing: Focus on Multinomial Logit and the Metropolis Hastings Method
  - Workshop on Bayesian Analysis, Department of Agricultural and Resource Economics, University of Connecticut, April 2010
- Predicting Aggregate Customer Equity Using Empirical Distributions and an 'Activeness' Threshold
  - LTV and Customer Equity Competition Roundtable, Direct / Interactive Marketing Research Summit , Las Vegas, Oct 12, 2008
- Faculty Fellow, AMA Doctoral Consortium, 2005 (Chair, Session on Marketing Models)
- Strategies for Purchase History Data Suppliers: Whom to Sell to, What to Sell and For How Much?
  - State University of New York, Buffalo, September 2004
  - University of Connecticut, October 2004
  - University of Georgia, Athens, October 2004
  - University of Southern California, October 2004
  - University of Texas at Austin, October 2004
  - Washington University at St. Louis, October 2004
  - University of Central Florida, November 2004
  - London Business School, November 2004

## GRANTS

- Joseph Pancras, Rajkumar Venkatesan, and Bin Li: “Returns from Customizing Mobile Loyalty Programs: Spatial and Temporal Aspects” (\$13,000), Marketing Science Institute Grant #4-1820, June 2013. This is one of 6 awards among 35 entries for the MSI Research Competition, ‘Mobile Platforms, Location-Based Services, and their Impact on Consumers’.

## PROFESSIONAL SERVICE

Editorial Review Board:

Journal of Marketing (2014-2018)

Ad Hoc Reviewer:

Marketing Science; Journal of Marketing Research; Journal of Retailing; Journal of Consumer Psychology; Applied Stochastic Models in Business and Industry; Industrial Marketing Management; International Journal of Forecasting; Decision Support Systems; Computational Economics; The American Statistician; Discrete Dynamics in Nature and Society; Journal of Consumer Marketing; Industrial Marketing Management

## PROFESSIONAL MEMBERSHIPS

- Member, Institute for Operations Research and Management Science (INFORMS)
- Member, American Marketing Association (AMA)

## COURSES TAUGHT (University of Connecticut)

- *Current:*
  - *Integrated Marketing Communications in the Digital Age* (Undergraduate)
  - *Quantitative Models in Marketing*, PhD seminar,
  - *Marketing Research* (MBA – Online)
- *Previous Courses Taught:*
  - *Marketing Research*, MBA elective (Offline)
  - *Advanced Marketing Research* MBA elective students,
  - *Market-Driven Management*, MBA core,
  - *Marketing Research*, undergraduate
  - *Customer Relationship Marketing*,



## DOCTORAL ADVISING (University of Connecticut)

### Major Advisor

- Shuai Yang, 2nd Year Committee (2011), Qualifying Paper and Proposal Committees, (2012-2014), placed at Donghua University, Shanghai
  - Nian Wang (2013-2018)
  - Jieun Lee (2016-2022, co-chair), placed at LG (Management Consulting), Seoul

### Associate Advisor

- Lu Huang, Dissertation Committee (2014-2020, placed at New York Institute of Technology)
- Bin Li, (2012-2016), (placed at Wright State University, Ohio)
- Sophie Chen, 2nd Year Committee (2011), QP Committee (2012-2013)
- Shan Lin, 2nd Year Committee (2011), QP Committee (2012-2013)
- Chen Zhu (Agricultural Economics), Proposal and Dissertation, 2012 -2013 (placed at College of Economics and Management, China Agricultural University, Beijing)
- Lei Wang (OPIM), Dissertation Proposal Defense Committee, 2011-2014 (placed at Smeal College of Business Information Systems Department, Pennsylvania State University)
- Jeff Carlson, Member, Qualifying Paper Committee, 2011, Proposal and Dissertation (2012-2014), placed at Robins School of Business, University of Richmond).
- Hang Nguyen, Member, Qualifying Paper Committee, 2011, Proposal and Dissertation (2012-2013), (placed at Broad College of Business, Michigan State University)
- Morris George, Member, Thesis Committee, (PhD. 2008, placed at Hankamer School of Business, Baylor University)
- Denish Shah, Member, Thesis Committee, (PhD. 2008, placed at J. Mack Robinson College of Business, Georgia State University)
- Anita Man Luo, Member, Thesis Committee, (PhD. 2010, placed at J. Mack Robinson College of Business, Georgia State University)
- Jia Fan (Marketing), 2008, Second Year Paper Committee

## COMMUNITY AND EXPERIENTIAL PROJECTS

### 2023 Livesafe Mobile Security App Integrated Marketing Communication

Project:[undergraduate student course project]:

- *Designed and executed a comprehensive Integrated Marketing Communication project to increase adoption of the Livesafe mobile security app among undergraduate students. Achieved a lift of 200% in app downloads with efficient utilization of a limited budget on both co-branded offline campaign merchandise and digital ad design and deployment on multiple social media and online search platforms.*

2014 Veterans Education Survey (joint study with Robin Coulter):

- *Market Research Study to ascertain preferences and challenges of the veteran communities in terms of their education options, experiences and expectations at UConn.*

2011 Auxiliary to Windham Hospital Market Research Study: [undergraduate student course project]:

- *Market research study for the non-profit volunteer organization Auxiliary to Windham Hospital to actively increase their membership base with more committed and engaged members; maximize the efficiency and effectiveness of the Coffee Shop and Gift Shop operations; and drive awareness, both internally and externally, of the mission, purpose, and role of the Auxiliary to Windham Hospital in relationship to the Hospital and surrounding community.*

## **SERVICE**

### *Department-level committees*

AACSB Assessment Coordinator (2019-2021, 2022-)  
Acting Chair (Fall 2014), MBA Policy Committee  
Chair, Marketing Research Certification Committee, 2010-2011  
Member, Recruitment Committee 2007-2008,  
2016-2019, Chair (2019-2020)  
Member, PhD Committee 2009 – 2015

### *School-wide Committees*

CIBER Faculty Advisory Council, Spring 2014-2018  
Member, MBA Program Redesign Committee, Fall 2008  
Member, Masters Program Committee, 2008-2011, Fall 2014  
Member, Undergraduate Programs Committee, 2006-2008,  
2016-2018

## **INDUSTRY EXPERIENCE**

1998-2000     Senior Research Executive / Associate Project Director/ Project Director,  
                    Indian Market Research Bureau (Kantar Group), Bangalore, India

1997-1998     Research Executive, Taylor Nelson Sofres MODE, Bangalore, India

1996-1997     Equity Analyst, Dresdner Kleinwort Benson Securities (formerly IndGlobal  
                    Securities), Madras, India

1992-1994     Service Engineer, India Telecomp Limited, Pune, India

### Other Academic Honors and Awards

- Faculty Fellow, AMA Doctoral Consortium, 2005; Taggart Fellowship, 2004-2005, Stern School of Business, New York University; INFORMS Doctoral Consortium Fellow, June 2003, University of Maryland; Doctoral Fellowship, 2000-2004, Stern School of Business, New York University; BAMM Conference

Graduate Scholarship 2002; National Merit Scholarship, India 1988-1992;  
Governor's Medal for Outstanding Overall Performance, Tamil Nadu Higher  
Secondary Exam, India, 1988.

*June 2023*