JOSEPH PANCRAS

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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

<u>Teaching Awards</u>

- 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

<u>Service Awards</u>

- School of Business Service Award (2024): The School of Business Service Award is presented annually to a faculty member for outstanding achievement in service/outreach to the School, University or community. Presented for the LiveSafe Mobile Security app IMC Course Project completed in Spring 2023.
- UConn Police Department Community Excellence Service Award (2023): The Community Excellence Service Award is given to members of the community who provided outstanding assistance or other action that assists in the delivery of superior emergency services beyond what is expected of a good citizen. During the Spring 2023 academic semester, a team of undergraduate students, PhD mentors and UConn Marketing Professor Dr.Pancras helped the UConn Police Department market and increase the user base of the LiveSafe app by over 200 percent.

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*
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:*
  - *Introduction to Marketing* (Undergraduate)
  - *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
- Ziyuan Li, 2nd year Committee (2024 -)
- 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

2024 Experiential SEO (Search Engine Optimization) Project: [Part of the Spring 2024 MKTG 3625 (IMC) course for undergraduates]
- *Student groups designed and executed comprehensive SEO projects for the UConn Master's of Energy and Environmental Management program in collaboration with the UConn Center for Excellence in Teaching and Learning (CETL).*

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.*
  - *Winner of the 2023 UConn Police Department Community Excellence Service Award*
  - *Winner of the 2024 UConn School of Business Service Award*

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, 2023-

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

<u>Other Academic Honors and Awards</u>

- 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.

Feb 3, 2025