

## Kalpesh Kaushik Desai

### Address

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### EDUCATION

1990-1995 Ph.D. in Marketing; *University of Texas at Austin*  
1983-1985 MBA: Major in Marketing; *Jamnalal Bajaj Inst. of Mgmt. Studies, India*  
1978-1983 Bachelor of Commerce; *Bombay University, India*

### INDUSTRY EXPERIENCE

1987-1990 Product Manager – Detergents & Bar Soaps, *Tata Oil Mills, Bombay, India*  
1985-1987 Product Executive – OTC Products, *Burroughs Wellcome, Bombay, India*

### ACADEMIC POSITIONS

1/2017- Chairman, Dept. of Marketing & Supply Chain Mgmt., *U of Missouri-Kansas City*  
8/2015-12/16 Interim Chairman, Dept. of Marketing & Supply Chain Mgmt., *U of Missouri-Kansas C.*  
8/2014- Full Professor, *University of Missouri-Kansas City*  
2012-2014 Full Professor, *The State University of New York at Binghamton*  
2008-2012 Associate Professor, *The State University of New York at Binghamton*  
2006-2008 Assistant Professor, *The State University of New York at Binghamton*  
1995-2006 Assistant Professor, *The State University of New York at Buffalo.*

### RESEARCH HIGHLIGHTS, RECOGNITIONS, & AWARDS

1. Associate Editor (Consumer Behavior Track), *Journal of Business Research*, 2016
2. One of my recent papers (Accentuate the Positive: How Identity Affects Customer Satisfaction) was selected as a Highly Commended Paper of 2014 by *Journal of Consumer Marketing*
3. Faculty Excellence Award in Graduate Student (Ph.D.) Mentoring, *SUNY-Binghamton*, 2013-14
4. Nominated by School of Management for DeFleur Academic Prize (to recognize for increasing BU's reputation for excellence, innovation, and collaborative endeavors), *SUNY-Binghamton*, 2013
5. Corning Award of Excellence in Research, *School of Mgmt., SUNY-Binghamton*, 2011-12, 07-08
6. Press Conference with Binghamton Mayor, Led Branding Downtown Binghamton Project, Dec 5, 2012
7. One of the dissertations I chaired co-won the 2012 Distinguished Dissertation Award in the Social Sciences Category at *SUNY-Binghamton*
8. 8 Doctoral Dissertations chaired between 2006-2014
9. My research has 1486 citations as per Google Scholar database

10. The 2011 *JCR* paper on mode of payment received more than 90 media hits in leading newspapers, TV stations, radio stations, and magazines from around the world including in US (e.g., New York Times, CBS News, ABC News, MSNBC, Time, US News and World Report, Wall Street Journal, Business Week, Forbes), Canada, UK, Germany, France, Belgium, Sweden, Romania, India, Indonesia, Australia, Middle East-North Africa, Mexico, Argentina, and International Herald Tribune. I was also interviewed by a radio station in Australia.
11. Ranked 132<sup>nd</sup> (category rank 14<sup>th</sup>) in a DocSIG study which examined the publishing history of authors from January 2000 through December 2007 in top six marketing journals
12. Editorial Review Board, *Journal of the Academy of Marketing Science*, 2006 –
13. Editorial Review Board, *Psychology & Marketing*, 2008 –
14. Individual Development Award, *SUNY-Binghamton*, \$500; 2008
15. Grant-in-Kind (Funding Surveys), University of Pittsburgh, SUNY-Buffalo, \$12,000, 2007
16. Grant-in-Kind (Funding Surveys), Customer Equity Corporation, South Africa, \$10,000, 2005
17. Competitive Summer Research Grants, School of Mgmt., SUNY-Buffalo, \$28,000, 1998-2001, 04-05
18. Competitive Small Research Grant, School of Management, SUNY-Buffalo, 2003-2004
19. The local NPR and WBEN radio stations interviewed me on *JAMS* paper on low fat snacks, 2003-04
20. Nominated for Richard D. Irwin Doctoral Fellowship, 1994-1995.
21. Bonham Fund Scholarship, University of Texas at Austin, 1994.

## **RESEARCH**

### **A. Research Interests**

Theoretical: Self-Regulation, Construal Level, Time-Money, Social Comparison, Categorization

Substantive: Branding, Retailing Issues Including Choice of Grocery Products, Network Externality

### **B. Published Papers**

- Desai, Kalpesh Kaushik and Wayne D. Hoyer (1993), “Line Extensions: A Categorization and an Information Processing Perspective,” *Advances in Consumer Research*, Vol. 20, March, 599-606.
- Desai, Kalpesh Kaushik and Vijay Mahajan (1998), “Strategic Role of Affect-Based Attitudes in the Acquisition, Development, and Retention of Customers,” *Journal of Business Research*, July, 309-24.
- Desai, Kalpesh Kaushik and Wayne D. Hoyer (2000), “The Descriptive Characteristics of Memory-Based Consideration Sets: Influence of Usage Occasion Frequency and Usage Location Familiarity,” *Journal of Consumer Research*, December, 309-23.
- Desai, Kalpesh Kaushik and Kevin Lane Keller (2002), “The Effects of Ingredient Branding Strategies on Host Brand Extendibility,” *Journal of Marketing*, January, 73-93.
- Desai, Kalpesh Kaushik and S. Ratneshwar (2003), “Consumer Perceptions of Product Variants That Are Positioned on Atypical Attributes: The Joint Effects of Benefit Segmentation, Brand Familiarity, and Shelf Display,” *Journal of the Academy of Marketing Science*, Winter, 22-35.

- Desai, Kalpesh Kaushik and Debabrata Talukdar (2003), “Relationship between Category Price Perceptions, Shopper’s Basket Size, and Overall Store Price Image: An Analysis of the Grocery Market,” *Both authors contributed equally and are listed alphabetically. Psychology & Marketing*, October, 903-33.
- Desai, Kalpesh Kaushik and Suman Basuroy (2005), “Interactive Influences of Genre Familiarity, Star Power, and Critics’ Reviews: The Case of Motion Picture Industry,” *Psychology & Marketing*, March, 203-23. **Lead article.**
- Basuroy, Suman, Kalpesh Kaushik Desai, and Debabrata Talukdar (2006), “An Empirical Investigation of Signaling in the Motion Picture Industry,” *All authors contributed equally and order of authorship is alphabetical, Journal of Marketing Research*, May, 287-95.
- Jain, Shailendra Pratap, Kalpesh Kaushik Desai, and Mao Huifang (2007), “The Influence of Chronic and Situational Self-Construal on Categorization,” *All authors contributed equally and order of authorship was decided by flipping a coin. Journal of Consumer Research*, June, 66-76.
- Desai, Kalpesh Kaushik and Sekar Raju (2007), “Adverse Influence of Brand Commitment on Consideration of and Preference for Competing Brands,” *Both authors contributed equally and order of authorship is alphabetical. Psychology & Marketing*, July, 595-614.
- Michael A. Merz, Dana L. Alden, Wayne D. Hoyer, and Kalpesh Kaushik Desai (2007), Brand Extension Research: A Cross-Cultural Perspective, *Review of Marketing Research*, Vol. 4.
- Trivedi Minakshi, Michael Morgan, and Kalpesh Kaushik Desai (2008), “Consumer’s Value for Informational Role of Agents in Service Industry,” *All authors contributed equally and order of authorship is reverse alphabetical. Journal of Services Marketing*, Volume 22 (2), 149-59.
- Chowdhury Tilottama, S. Ratneshwar, and Kalpesh Kaushik Desai (2009), “The Role of Exploratory Buying Behavior Tendencies in Choices Made for Others,” *Journal of Consumer Psychology*, July, 517-25.
- Thomas Manoj, Kalpesh Kaushik Desai, and Satheeshkumar Seenivasan (2011), “How Credit Card Payments Increase Unhealthy Food Purchases: Visceral Regulation of Vices,” *Journal of Consumer Research*, June, 126-39.
- Thomas Manoj, Kalpesh Kaushik Desai, and Satheeshkumar Seenivasan (2012), “Vice and Virtue Food: Perceived Impulsiveness and Healthfulness of 100 Food Items,” *SSRN Online* ([http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=2078654](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2078654))
- Desai, Kalpesh Kaushik and Minakshi Trivedi (2014), “Do Consumer Perceptions Matter in Measuring Choice Variety and Variety Seeking?” *Both authors contributed equally and order of authorship is alphabetical. Journal of Business Research*, January, 2786-2792.
- Ghosh Chowdhury Tilottama, Kalpesh Kaushik Desai, and, Lisa Bolton (2014), “Accentuate the Positive: How Identity Affects Customer Satisfaction,” *Journal of Consumer Marketing*, Vol. 31 Issue: 5, 371-379. **Rated as a Highly Commended Paper of 2014 by the Journal**
- Desai, Kalpesh Kaushik, Dinesh Gauri, and Yu Ma (2014), “An Empirical Investigation of

Composite Product Choice,” *All authors contributed equally and order of authorship is alphabetical. Journal of Retailing*, Vol. 90, Issue 4: 493-510.

- Huifang Mao, Xingbo Li, Kalpesh Kaushik Desai, and Shailendra Jain (2016), “Influence of Self-Construal on the Use of Mutable and Immutable Features,” December, Vol. 27, Issue 4, 781-789, *Marketing Letters*.

### **C. Manuscripts under Revision/Review**

- Deniz Dalman, Manoj Agarwal, and Kalpesh Kaushik Desai, “Can Brand Equity Hurt Brand Satisfaction? The Moderating Influence of Numerical Claim of Context Brand on Satisfaction of the Target Brand,” *All authors contributed equally and order of authorship was decided by flipping a coin. Under 2<sup>nd</sup> Revision, Journal of Marketing*.
- Hariharan Vijay, Kalpesh Kaushik Desai, Debabrata Talukdar, and Jeffrey Inman, “Moderators of the Brand Equity-Behavioral Loyalty Relationship,” *All authors contributed equally and order of authorship was decided by flipping a coin. Under 3<sup>rd</sup> Review, Journal of Business Research*.
- Raju Sekar, Montgomery Nicole, Kalpesh Kaushik Desai, and Rao Unnava, “Adverse Consequences of Commitment on Target Brand: A Psychological Contract Theory Explanation,” **Under 1<sup>st</sup> Revision, Journal of Consumer Psychology**.
- Hong, JungHwa Jenny and Kalpesh Kaushik Desai, “Influence of Spatial Distance and Construal Level on Location-Related Choices,” **Under 1<sup>st</sup> Review, Journal of Business Research**.

### **D. Manuscripts under Preparation/Working Papers**

- Jiraporn Napatsorn, Kalpesh Kaushik Desai, and Brian Wansink, “Attainment versus Maintenance Goals: Influence of Goal Type on the Goal Pursuit Behaviors,” Working Paper, Target: *Psychological Science*, after Reject but Resubmit Request after 1<sup>st</sup> Round Submission to *Journal of Consumer Research*.
- Chien-Wei Lin and Kalpesh Kaushik Desai, “Increasing Happiness and Prosocial Spending of Time versus Money: Influence of Imbalanced Spending among Categories of Spending on Self and Others,” Working Paper, Target: *Journal of Consumer Research*, after Reject but Resubmit Request after 1<sup>st</sup> Round Submission to *Journal of Marketing Research*
- Desai, Kalpesh Kaushik, Kevin Keller, and Wayne D. Hoyer, “Abstract vs. Concrete Communication Strategies in the Face of Competitive Entry of Extensions from Mega Brands,” Working Paper, Target: *Journal of Product and Brand Management*.
- Chien-Wei Lin and Kalpesh Kaushik Desai, “Increasing Happiness and Personal Savings: Influence of Imbalanced Spending of Time versus Money among Categories of Spending on Self,” Working Paper, Target: *Journal of Consumer Research*
- Gizem Atav and Kalpesh Kaushik Desai, “Approach versus Avoidance Self-Regulation Strategies for Goal Maintainers versus Goal Attainers,” Working Paper, Target, *Journal of Business Research*.
- Desai Kalpesh Kaushik and Kevin Lane Keller, “Enhancement or Dilution? Asymmetric Influence of

Channel Fit on Beliefs and Evaluations of Functional and Symbolic Brands and Stores,” Working Paper, Target: *Journal of Marketing*.

#### **E. Research in Progress**

- Jiraporn Napatsorn, Kalpesh Kaushik Desai, and Ashwin Malshe, “Evaluation of Network Externality Products: The Interactive Influence of Self-Construal, Technology Compatibility, and Differentiation,” Data Collection for 3 Studies Complete
- Jiraporn Napatsorn, Kalpesh Kaushik Desai, and Brian Wansink, “Self-Regulation and Close-Mindedness: Are Maintainers at a Disadvantage Relative to Attainers? Data Collection for 2 Studies Complete.
- Chien-Wei Lin, Kalpesh Kaushik Desai, and Ashwani Monga, “Economic Mindset of Time: Planning Makes Time Behave Like Money,” Data Collection for 1 Study Complete.
- Thomas Manoj, Sri Devi Durvvi, and Kalpesh Kaushik Desai, “Heterogeneity in Cognitive Depletion and Healthiness of the Shopping Basket,” Under Scanner Data Analysis

#### **F. Peer Reviewed Conference Papers Published as Abstracts in Print**

- Gizem Atav and Kalpesh Kaushik Desai (2017), “Attainment Goals and Maintenance Goals: The Appeal of Approach versus Avoidance Framed Strategies,” (Paper Abstract), *Advances in Consumer Research*, Vol. 44.
- Gizem Atav and Kalpesh Kaushik Desai (2016), “Attainment Goals and Maintenance Goals: The Appeal of Approach versus Avoidance Framed Strategies,” (Working Paper Abstract), *Advances in Consumer Research*, Vol. 43.
- Dipankar Rai and Kalpesh Kaushik Desai (2015), “Influence of Spatial Reference Frame on Preference of Stores Varying in Social Density and Social Distance,” *Advances in Consumer Research*, Vol. 42.
- Chien-Wei Lin and Kalpesh Kaushik Desai (2014), “Not All Imbalances in Spending are Equal: Influence of Imbalanced Spending of Time vs. Money on Happiness,” *Advances in Consumer Research*, Vol. 41.
- Dipankar Rai and Kalpesh Kaushik Desai (2013), “Influence of Spatial Reference Frame on Preference of Stores Varying in Social Density and Social Distance,” *Society of Consumer Psychology Proceedings*.
- Chien-Wei Lin and Kalpesh Kaushik Desai (2013), “Not All Imbalances in Spending are Equal: Influence of Imbalanced Spending of Time vs. Money on Happiness,” *Society of Consumer Psychology Proceedings*.
- Ghosh Chowdhury Tilottama, Kalpesh Kaushik Desai, and, Lisa Bolton (2012), “Accentuate the Positive: How Identity Affects Customer Satisfaction,” *Advances in Consumer Research*, Vol. 39.
- Manoj Thomas, Kalpesh Kaushik Desai, and Satheeshkumar Seenivasan (2011), “How Credit Card

Payments Increase Unhealthy Food Purchases: Visceral Regulation of Vices,” *Society of Consumer Psychology Proceedings*.

- Huifang Mao, Shailendra Jain, Kalpesh Kaushik Desai, and Xingbo Li (2011), “Influence of Self-Construal on the Use of Mutable and Immutable Features,” *Society of Consumer Psychology Proceedings*.
- Napatsorn Jiraporn and Kalpesh Kaushik Desai (2011), “Maintenance versus Attainment Goals: Influence of Self-Regulation Goal Type on Goal Pursuit Behaviors,” *Advances in Consumer Research*, Vol. 38.
- Sekar Raju, Kalpesh Kaushik Desai, H. Rao Unnava, and Nicole Montgomery (2011), “Can Brand Commitment be Harmful to the Brand? The Moderating Role of Psychological Contracts” *Advances in Consumer Research*, Vol. 38.
- Thomas Manoj, Desai, Kalpesh Kaushik Desai, and Satheeskumar Seenivasan (2010), “Credit Cards and Unhealthy Food Consumption: The Beneficial Effects of Pain of Paying in Cash,” *European Advances in Consumer Research* (London).
- Raghunathan Rajagopal, Rebecca Naylor, Kalpesh Kaushik Desai, Kelly Haws, and Karthik Sridhar (2010), “Evil Intuitions: Why Does Belief in the “Unhealthy = Tasty” Intuition Lead to Obesity?” *Advances in Consumer Research*, Vol. 37.
- Jiraporn Napatsorn and Kalpesh Kaushik Desai (2010), “Adoption of Network Externality Products: The Interactive Influence of Self-Construal, Technology Compatibility, and Differentiation,” *Advances in Consumer Research*, Vol. 37.
- Desai Kalpesh Kaushik, Vijay Hariharan, Jeffrey Inman, and Debabrata Talukdar (2010), “A Field Examination of the Influence of Brand Equity on Behavioral Loyalty and Factors that Moderate this Relationship,” *Advances in Consumer Research*, Vol. 37.
- Desai Kalpesh Kaushik and Kevin Lane Keller (2009), “Enhancement or Dilution? Asymmetric Influence of Channel Fit on Beliefs and Evaluations of Functional and Symbolic Brands and Stores,” *Advances in Consumer Research (Asia-Pacific Conference)*.
- Deniz Dalman, Kalpesh Kaushik Desai, and Manoj Agarwal (2009), “Are High Equity Brands Held to a Higher Standard of Performance: The Moderating Influence of Pre- vs. Post-Purchase of the Product,” *Advances in Consumer Research*, Vol. 36.
- Chatterjee Subimal, Kalpesh Kaushik Desai, and David Taylor (2009), “How Consumers React to The Spread of Unexpected Good and Bad Events,” *Society of Consumer Psychology Proceedings*.
- Desai Kalpesh Kaushik, Kevin Lane Keller, and Wayne D. Hoyer (2008), “Effectiveness of Abstract vs. Concrete Challenge Strategies in Response to the Competitive Threat of Extensions from Mega Brands,” *Advances in Consumer Research*, Vol. 35.
- Chowdhury Tilottama, S. Ratneshwar, and Kalpesh Kaushik Desai (2005), “The Role of Variety-Seeking Trait in Gift Decisions,” *Society of Consumer Psychology Proceedings*.

- Shailendra Pratap Jain, Kalpesh Kaushik Desai, and Huifang Mao (2005), “The Influence of Cultural Orientation on Categorization,” *Society of Consumer Psychology Proceedings*.
- Desai, Kalpesh Kaushik, Jan Hofmeyr, Jeffrey Inman, and Debabrata Talukdar (2005), “A Field Examination of the Influence of Brand Equity on Behavioral Loyalty and Factors that Moderate this Relationship,” *Marketing Science Institute (or MSI) Conference on Collaborative Research*, Yale.
- Chowdhury Tilottama, S. Ratneshwar, and Kalpesh Kaushik Desai (2004), “Do Unto Others As You Would Do Unto Yourself: Variety Seeking Motives in Gift Giving,” *Advances in Consumer Research*, Vol. 31, 22-23.
- Chowdhury Tilottama, S. Ratneshwar, and Kalpesh Kaushik Desai (2004), “Projecting One’s Own Variety-Seeking Trait on to Decision Made for Others,” *Society of Consumer Psychology Proceedings*.
- Desai, Kalpesh Kaushik and Debabrata Talukdar (2002), “Overall Store Price Image: The Interactive Influence of Product Consumption Span, Unit Product Price, and Shopping Basket Size,” *Advances in Consumer Research*, Vol. 29, March, 213-215.
- Desai, Kalpesh Kaushik and Kevin Lane Keller (2001), “The Effects of Brand Expansions and Ingredient Branding Strategies on Host Brand Extendibility,” *Advances in Consumer Research*, Vol. 28, March, 178.
- Desai, Kalpesh Kaushik and Esra Gencturk (1995), “Schema Incongruity: A Multidimensional Perspective Involving Advertising Schema, Self-Schema, and Product Schema,” *Advances in Consumer Research*, Vol. 22, March, 390.
- Desai, Kalpesh Kaushik and Wayne D. Hoyer (1994), “Memory, Product Familiarity, and Categorization Influences on the Composition of Consideration Sets,” *Advances in Consumer Research*, Vol. 21, March, 436.

## **G. Presentations**

- Gizem Atav and Kalpesh Kaushik Desai (2016), “Attainment Goals and Maintenance Goals: The Appeal of Approach versus Avoidance Framed Strategies,” *Association for Consumer Research Conference, Berlin, Germany*.
- Desai Kalpesh Kaushik, Dinesh Gauri, and Yu Ma (2015), “An Empirical Investigation of Composite Product Choice,” *Winter American Marketing Association Conference, San Antonio*.
- Dipankar Rai and Kalpesh Kaushik Desai (2014), “Influence of Spatial Reference Frame on Preference of Stores Varying in Social Density and Social Distance,” *Association for Consumer Research Conference, Baltimore*.
- Chien-Wei Lin and Kalpesh Kaushik Desai (2013), “Not All Imbalances in Spending are Equal: Influence of Imbalanced Spending of Time vs. Money on Happiness,” *Association for Consumer*

***Research Conference, Chicago.***

- Dipankar Rai and Kalpesh Kaushik Desai (2013), “Influence of Spatial Reference Frame on Preference of Stores Varying in Social Density and Social Distance,” ***Society of Consumer Psychology Conference, San Antonio.***
- Chien-Wei Lin and Kalpesh Kaushik Desai (2013), “Not All Imbalances in Spending are Equal: Influence of Imbalanced Spending of Time vs. Money on Happiness, ***Society of Consumer Psychology Conference, San Antonio.***
- Ghosh Chowdhury Tilottama, Kalpesh Kaushik Desai, and, Lisa Bolton (2012), “Accentuate the Positive: How Identity Affects Customer Satisfaction,” ***Association for Consumer Research Conference, Vancouver.***
- Dinesh Gauri, Kalpesh Kaushik Desai, and Yu Ma (2012), “Composite Product Choice and its Effects on Partner Brands,” ***Marketing Science Conference, Boston.***
- Kalpesh Kaushik Desai (2012), “Adoption of Network Externality Products: The Interactive Influence of Self-Construal, Technology Compatibility, and Differentiation,” ***SUNY-Buffalo.***
- Kalpesh Kaushik Desai (2012), “Adoption of Network Externality Products: The Interactive Influence of Self-Construal, Technology Compatibility, and Differentiation,” ***BBCRST Conference, University of Toronto.***
- Jiraporn Napatsorn and Kalpesh Kaushik Desai (2011), “Maintenance versus Attainment Goals: Preference of Goal Fulfilling Strategies and Influence of Change In Life Circumstances On Goal Pursuit” ***Association for Consumer Research Conference, St. Louis.***
- Kalpesh Kaushik Desai (2011), “How Credit Card Payments Increase Unhealthy Food Purchases: Visceral Regulation of Vices,” ***Sasin Graduate Institute of Business Administration of Chulalongkorn University, Bangkok, Thailand.***
- Manoj Thomas, Kalpesh Kaushik Desai, and Satheeshkumar Seenivasan (2011), “How Credit Card Payments Increase Unhealthy Food Purchases: Visceral Regulation of Vices,” ***Society of Consumer Psychology Winter Conference.***
- Huifang Mao, Shailendra Jain, Kalpesh Desai, and Xingbo Li (2011), “Influence of Self-Construal on the Use of Mutable and Immutable Features,” ***Society of Consumer Psychology Winter Conference.***
- Jiraporn Napatsorn and Kalpesh Kaushik Desai (2010), “Attainment versus Maintenance Goals: Influence of Goal Type on the Goal Pursuit Behaviors,” ***Association for Consumer Research Conference, Jacksonville.***
- Desai Kalpesh Kaushik, Montgomery Nicole, Raju Sekar, and Rao Unnava (2010), “Adverse Consequences of Commitment on Target Brand: A Psychological Contract Theory Explanation,” ***Association for Consumer Research Conference, Jacksonville.***



- Thomas Manoj, Desai, Kalpesh Kaushik Desai, and Satheeshkumar Seenivasan (2010), “Credit Cards and Unhealthy Food Consumption: The Beneficial Effects of Pain of Paying in Cash,” *European Association for Consumer Research Conference, London, UK.*
- Raghunathan Rajagopal, Rebecca Naylor, Kalpesh Kaushik Desai, Kelly Haws, and Karthik Sridhar (2009), “Evil Intuitions: Why Does Belief in the “Unhealthy = Tasty” Intuition Lead to Obesity?” *Association for Consumer Research Conference, Pittsburgh.*
- Jiraporn Napatsorn and Kalpesh Kaushik Desai (2009), “Adoption of Network Externality Products: The Interactive Influence of Self-Constraint, Technology Compatibility, and Differentiation,” *Association for Consumer Research Conference, Pittsburgh.*
- Desai Kalpesh Kaushik, Vijay Hariharan, Jeffrey Inman, and Debabrata Talukdar (2009), “A Field Examination of the Influence of Brand Equity on Behavioral Loyalty and Factors that Moderate this Relationship,” *Association for Consumer Research Conference, Pittsburgh.*
- Agarwal Manoj, Kalpesh Kaushik Desai, and Vithala Rao (2009), “Exploring Asymmetric and Brand Effects in Preferences for Implicit Sequential Bundles,” *Marketing Science Conference, Ann Arbor.*
- Desai Kalpesh Kaushik and Kevin Lane Keller (2009), “Enhancement or Dilution? Asymmetric Influence of Channel Fit on Beliefs and Evaluations of Functional and Symbolic Brands and Stores,” *Asia-Pacific Association for Consumer Research Conference, Hyderabad, India.*
- Dalman, Deniz, Kalpesh Kaushik Desai, and Manoj Agrawal (2008), “Are High Equity Brands Held to a Higher Standard of Performance: The Moderating Influence of Pre- vs. Post- Purchase of the Product,” *Association for Consumer Research Conference, San Francisco.*
- Chatterjee Subimal, Kalpesh Kaushik Desai, and David Taylor (2008), “How Consumers React to The Spread of Unexpected Good and Bad Events,” *Society of Consumer Psychology Conference, New Orleans.*
- Desai Kalpesh Kaushik, Kevin Lane Keller, and Wayne D. Hoyer (2007), “Effectiveness of Abstract vs. Concrete Challenge Strategies in Response to the Competitive Threat of Extensions from Mega Brands,” *Association for Consumer Research Conference, Memphis.*
- Chowdhury Tilottama, S. Ratneshwar, and Kalpesh Kaushik Desai (2007), “The Projection of the Variety-Seeking Trait in Purchases Made for Others,” *BBCRST Conference* (Binghamton-Buffalo-Cornell-Rochester-Syracuse-Toronto) Conference, Binghamton University.
- Desai, Kalpesh Kaushik (2006), Discussant on The Special Session on Consumer Goals, *Association for Consumer Research Conference, Orlando.*
- Desai, Kalpesh Kaushik and Kevin Lane Keller (2006), “Reciprocal Influences of Store and Brand Images on Brand and Store Fit, Beliefs, and Evaluations,” *BCRST Conference, University of Toronto.*
- Desai, Kalpesh Kaushik and Kevin Lane Keller (2005), “The Effects of Retailer Image on Product

Brand Evaluations,” *Brand Alliance Research Conference, Oklahoma State University*.

- Chowdhury Tilottama, S. Ratneshwar, and Kalpesh Kaushik Desai (2005), “The Role of Variety-Seeking Trait in Gift Decisions,” *Society for Consumer Psychology Conference, St. Pete Beach*
- Shailendra Pratap Jain, Desai, Kalpesh Kaushik, and Mao Huifang (2005), “The Influence of Cultural Orientation on Categorization,” *Society for Consumer Psychology Conference, St. Pete Beach*.
- Desai Kalpesh Kaushik, Jan Hofmeyr, and Jeffrey Inman (2004), “A Field Examination of the Influence of Brand Equity on Behavioral Loyalty and Factors that Moderate this Relationship,” *MSI Collaborative Research Conference, at Yale University, New Haven*.
- Chowdhury Tilottama, S. Ratneshwar, and Kalpesh Kaushik Desai (2004), “Variety Seeking Motives in Gift Giving,” *Society for Consumer Psychology Conference, San Francisco*.
- Chowdhury Tilottama, S. Ratneshwar, and Kalpesh Kaushik Desai (2003), “Variety Seeking Motives in Gift Giving,” *Association for Consumer Research Conference, Toronto*.
- Desai, Kalpesh Kaushik and Debabrata Talukdar (2001), “Overall Store Price Image: The Interactive Influence of Product Consumption Span, Unit Product Price, and Shopping Basket Size,” Poster Presentation, *Association for Consumer Research Conference, Austin*.
- Desai, Kalpesh Kaushik (2001), Panel Discussant on “Important Research Topics in Marketing Academia in next 10 Years,” *BCRST Conference, University of Toronto*
- Desai, Kalpesh Kaushik and Kevin Lane Keller (2000), “The Effects of Brand Expansions and Ingredient Branding Strategies on Host Brand Extendibility,” *Association for Consumer Research Conference, Salt Lake City*.
- Desai, Kalpesh Kaushik (1999), Participant in the “Roundtable Discussion on Brand Equity Research,” *Association for Consumer Research Conference, Columbus*.
- Desai, Kalpesh Kaushik and S. Ratneshwar (1998), “Categorization of Brand Variants: The Interactive Effects of Shelf Display Context, Brand Familiarity, and Goal Orientation,” *Association for Consumer Research Conference, Montreal*.
- Desai, Kalpesh Kaushik, Wayne D. Hoyer, and Rajendra K. Srivastava (1998), “The Role of Attribute Inheritance in the Competitive Evaluation of Brand Extensions,” *BCRST Conference, University of Rochester*.
- Desai, Kalpesh Kaushik, Wayne D. Hoyer, and Rajendra K. Srivastava (1994), “Attribute Inheritance in Brand Extensions: Its Role in Extension Expectations and Evaluations,” *Association for Consumer Research Conference, Boston*.
- Desai, Kalpesh Kaushik and Esra Gencturk (1994), “Multiple Product Incongruities and Schematic Changes,” *Association for Consumer Research Conference, Boston*.
- Desai, Kalpesh Kaushik and Wayne D. Hoyer (1993), “Influence of Category Breadth and Product

Familiarity on the Structural Characteristics of Consideration Sets,” *Association for Consumer Research Conference, Nashville*.

- Desai, Kalpesh Kaushik and Wayne D. Hoyer (1992), “Line Extensions: A Categorization and an Information Processing Perspective,” *Association for Consumer Research Conference, Vancouver*.
- Desai, Kalpesh Kaushik (1991), Discussant on “Linking Emotions and Values in Consumption Experiences,” at the *Houston Doctoral Symposium*.

#### **H. ACR Special Sessions**

- Desai, Kalpesh Kaushik (2009), *Attitude Strength and Consistency between Attitude and Behavior, Association for Consumer Research Conference, Pittsburgh*.
- Desai, Kalpesh Kaushik (1994), *Schema Incongruity: A Multidimensional Perspective Involving Advertising Schema, Self-Schema, and Product Schema, Association for Consumer Research Conference, Boston*.
- Desai, Kalpesh Kaushik and Wayne D. Hoyer (1993), *Memory, Product Familiarity, and Categorization Influences on the Composition of Consideration Sets, Association for Consumer Research Conference, Nashville*.

#### **I. Invited Presentations**

- 2013: University of Missouri-Kansas City
- 2011: Sasin Graduate Inst. of Business Admin. of Chulalongkorn University, Bangkok, Thailand
- 2005: SUNY-Binghamton, Boston University, University of Cincinnati, Univ. of Central Florida
- 1994: SUNY-Buffalo, U of Western Ontario, McGill University, Florida International University

### **TEACHING**

UMCK, SUNY-Binghamton (incl. PMBA in NY City), SUNY-Buffalo, Singapore Inst. of Mgmt. (Singapore)

Ph.D.: Seminar in Consumer Behavior

MBA: Advtg. & Promotions, Strategic Brand and Product Mgmt., International Mktg., Consumer Beh.

Undergraduate: Advtg. & Promotions, Strategic Brand and Product Mgmt., International Mktg., Consumer Beh., Principles of Marketing

### **CHAIRMAN - DEPARTMENT OF MKTG. & SUPPLY CHAIN MGMT.**

#### **A. Marketing**

- Marketing Advisory Council (MAC - 1<sup>st</sup> year)
  - \* Starting from scratch, lot of strategic thinking employed in articulating the vision, assessing the small department’s ability to engage MAC members, identifying right members, persuading several of them to join in one-to-one meetings, and successfully motivating and engaging them
  - \* Engaged MAC in curriculum changes and strengthening enrollment in PMBA marketing emphasis
  - \* Outcomes: 1-2 internships, several guest speaking, exploration of research collaborations with our faculty, and school negotiating long term partnerships with VML and Barkley

- \* MAC members made voluntary contributions of \$3,000-\$5,000 to the Bloch school
- \* Several meetings with MAC chairperson, Bloch marketing strategist, individual council members

- Curriculum Changes

- \* Initiated and working on changes (e.g., new content, new course labels, combine contents of two courses, split a course into two separate courses) in tune with market requirements

- Department (Marketing) Webpage Changes

- \* Initiated and working on changes (e.g., highlighting career options and opportunities, salary levels, linking curriculum to career opportunities) to attract local students to apply to Bloch programs and choose marketing emphasis

- Personnel

- \* Initiated and completed hiring of marketing tenure track faculty, Dr. Ranjit Christopher, Asst. Prof.
- \* Initiated but failed hiring of a 2<sup>nd</sup> junior marketing tenure track faculty (came very close to hiring top candidate (Amallesh Sarma) in the field)
- \* Initiated but stalled hiring of a senior marketing tenure track faculty (extensively worked with Dipak Jain in identifying and inviting several candidates to apply)
- \* Initiated and completed hiring of 5 marketing adjuncts - David Patrick, Ric Brocmeier, Stephanie Campbell, and Marianne Carr

## **B. Supply Chain**

- Program Expansion

- \* Working with internal (faculty, career services, program directors, assistant dean) and external constituents (KCPRT industry group, Jeff Schwartz, and SC professor from U of Miami - Vaidy J.) to address distinct aspects of expansion (e.g., curriculum, emphasis vs. minors, undergraduate vs. PMBA, identifying right student groups to attract e.g., math, computer science)

- Curriculum Changes

- \* Initiated and working on changes (e.g., new content) in tune with market requirements

- Department (Supply Chain) Webpage Changes

- \* Initiated and working on changes (e.g., highlighting career options and opportunities, salary levels, linking curriculum to career opportunities) to attract local students to apply to the Bloch PMBA and choose supply chain emphasis

## **C. Other**

- Important Issues

- \* Researched and worked on journals list, workload policy, P&T guidelines, department level initiatives and measuring progress related to the Bloch Strategic Plan, department's policy for faculty supervision of internship and independent studies

- Miscellaneous

- \* Identifying tutoring help for students enrolled in Steve Mitchell's DSOM class in statistics
- \* Writing award application letters for Jeff and Atul

## **SERVICE**

### **A. Professional**

- Associate Editor (Consumer Behavior Track), *Journal of Business Research*, 2016 –

- Editorial Review Board Member, *Journal of the Academy of Marketing Science*, 2006 –
- Editorial Review Board Member, *Psychology & Marketing*, 2008 –
- Member of the Program Committee, *Association for Consumer Research Conference*, 2012, 2009
- Member of the Program Committee, *Society for Consumer Psychology*, Winter 2009
- Reviewer: i) *Journal of Consumer Research*, 2002 – 2005, 2008 – , ii) *Journal of Marketing*, 2003 – iii) *Marketing Science*, 2003 – 2008, iv) *Journal of Marketing Research*, 1995 – 1999, 2005, v) *Journal of Consumer Psychology*, 2007 – , vi) *Marketing Letters*, 2012 – , vii) *Journal of Retailing*, 2004 – 2005, viii) *Journal of Business Research*, 2003 – 2004, ix) *Psychology & Marketing*, 2003 – 2008, x) *Journal of Product and Brand Management*, 1999, xi) *Association for Consumer Research Conference*, 1996, 2001, 2002, 2004 – , xii) *Society for Consumer Psychology Conference*, 2000, 2003 – 2005, 2009

## **B. Institutional**

### **\* *University of Missouri-Kansas City***

- Chairman, Department of Marketing and Supply Chain
- Committees (at Different Times): New Dean Search, Promotion & Tenure, FT MBA Curriculum, AACSB Accreditation, MBA Curriculum, Research and Teaching Awards
- (Ad hoc) Department P & T committee member for Sunny Li, Strategic Planning Task Forces (Branding, Research Strategies), Online Education (Bloch)

### **\* *SUNY-Binghamton***

#### **School of Management**

- Hosted Binghamton-Buffalo-Cornell-Rochester-Syracuse-Toronto Research Symposium, May 2013
- Chair, Ph.D. Dissertations (5) : i) Jenny JungHwa Hong (2015, University of Texas, Tyler), ii) Gizem Atav (2015, James Madison University), iii) Chein-Wei Lin (2014, SUNY-Oneonta), iv) Dipankar Rai (2013, University of Northern Michigan), v) Napatsorn Jiraporn (2010, SUNY-New Paltz)
- Co-Chair, Ph.D. Dissertations (3): i) Margie Ierlan (2011, LeMoyne College, Syracuse), ii) Deniz Dalman (2008, Ithaca College), iii) David Taylor (2008, Kyoto International University)
- Member, Ph. D. Dissertation Committee: i) Sajna Ibrahim, ii) Somali Ghosh
- Committees: Strategic Task Force, Faculty Development, Undergraduate Prog., Master's Program
- Led Corning Research Awards and member of Digital Measures Committees

#### **University**

- Member of the BU President's *Creative Activities & Research* Road Map Team (2012-2013)
- Committees: All University Personnel (2010–2012), Binghamton University Branding (2007 – 2009)

### **\* *SUNY-Buffalo***

#### **Marketing Department**

- Member, Doctoral Dissertation Committee of Bruce Bailey
- Organized Friday Research Seminars in the Marketing Department, Spring 1996 - 2005.

#### **School of Management**

- Member, Undergraduate Program Committee
- Course Coordinator – Principles of Marketing

University

- Member, Technology Marketing Manager Search Committee

**C. Community**

- Led Downtown Binghamton Branding Project for the Commission on Downtown Binghamton 2012 – 13
- Various Positions, *Asian-Indian Community Foundation of Western New York* (Charitable Orgn.), 1999 –

**PROFESSIONAL AFFILIATION**

Association for Consumer Research