

## **ANOCHA ARIBARG**

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### **ACADEMIC POSITION**

- Michael R. and Mary Kay Hallman Faculty Fellow, 2015 – 2018
- Associate Professor of Marketing 2011 - present
- Stephen M. Ross School of Business, University of Michigan  
The Sanford R. Robertson Assistant Professor of Marketing, 2009 - 2010
- Assistant Professor of Marketing, 2004 - Summer 2011

### **EDUCATION**

- University of Wisconsin-Madison  
Ph.D., Marketing, minor in Statistics, 2004
- University of Wisconsin-Milwaukee  
PhD Student, Marketing, 1998 - 1999  
MBA, Marketing, 1998
- Chulalongkorn University, Bangkok, Thailand  
B.S., Statistics, minor in Actuarial Science, 1994

### **RESEARCH**

**INTERESTS:** Joint Choice Decision, Social Influence and Shared Consumption  
Modeling Processes of Consumer Product Search and Choice  
Psychology-based Market Response Modeling  
Bayesian Statistical Inference

### **PUBLICATIONS:**

Aribarg, Anocha, Thomas Otter, Daniel Zantedeschi, Greg M. Allenby, Taylor Bentley, David J. Curry, Marc Dotson, Ty Henderson, Elisabeth Honka, Rajeev Kohli, Kamel Jedidi, Stephan Seiler and Xin Wang (2018), "Advancing Non-compensatory Choice Models in Marketing," *Customer Needs and Solutions*, 5 (1-2), 82-92.

Aribarg, Anocha, Katherine Burson and Rick P. Larrick (2017), “Tipping the Scale: Discriminability Effect on Derived Attribute Importance,” *Journal of Marketing Research*, 54 (April), 279-292.

Packard, Grant, Anocha Aribarg, Jehoshua Eliashberg and Natasha Z. Foutz (2015), “Collaboration and Creation: The Impact of Network Embeddedness on New Product Success,” *International Journal of Research in Marketing*, 33 (2), 328-342.

Aribarg, Anocha, Neeraj Arora, Ty Henderson and Youngju Kim (2014), “Private Label Imitation of a National Brand: Implications for Consumer Choice and Law,” *Journal of Marketing Research*, 51 (6), 657-675.

Wang, Jing, Anocha Aribarg and Yves Atchade (2013), “Modeling Choice Interdependence in a Social Network,” *Marketing Science*, 32 (6), 977-997.

Aribarg, Anocha, Rik Pieters and Michel Wedel (2010), “Raising the BAR: Bias Adjustment of Recognition Tests in Advertising,” *Journal of Marketing Research*, 47 (June), 387-400. (lead article)

Aribarg, Anocha, Neeraj Arora and Moon Young Kang (2010), “Predicting Joint Choice Using Individual Data,” *Marketing Science*, 29 (1), 139-157.

Aribarg, Anocha and Natasha Zhang Foutz (2009), “Category-based Screening in Choice of Complementary Products,” *Journal of Marketing Research*, 46 (August), 518-530.

Aribarg, Anocha and Neeraj Arora (2008), “Brand Portfolio Promotions,” *Journal of Marketing Research*, 45 (August), 391-402. (lead article)

Aribarg, Anocha and Neeraj Arora (2008), “Inter-brand Variant Overlap: Impact on Brand Preference and Portfolio Profit,” *Marketing Science*, 27 (3), 474-492.

Aribarg, Anocha, Neeraj Arora and H. Onur Bodur (2002), “Understanding the Role of Preference Revision and Concession in Group Decisions,” *Journal of Marketing Research*, 39 (August), 336-349.

#### **WORKING PAPERS :**

“Native Advertising in Online News: Tradeoffs between Clicks and Brand Recognition” with Eric Schwartz, under the 2<sup>nd</sup> round review at *Journal of Marketing Research*.

“How Shared Consumption Enhances Experiences” with Eunsoo Kim and Natasha Zhang Foutz, under the 1<sup>st</sup> round review at *Journal of Consumer Research*

“The Importance of Price Beliefs in Product Search” with Pranav Jindal, under the 1<sup>st</sup> round review at *Marketing Science*

“Examining the Interplay of Objective Performance, Perceived Quality and Purchase Using High-Frequency Survey Data,” with Jihoon Cho and Puneet Manchanda, invited for a new submission at *Journal of Marketing Research*

## **RESEARCH IN PROGRESS:**

“The Role of Strike-out Price on Price Beliefs and Product Search” with Pranav Jindal

“The Impact of Consumer Expertise on Shared Consumption Experience” with Eunsoo Kim, Natasha Zhang Foutz and Tom Meyvis

“Endowment over Time” with Katherine Burson

## **PRESENTATIONS:**

“The Importance of Price Beliefs in Product Search” with Pranav Jindal

- Marketing Science Conference (2018), Los Angeles, CA.

“Native Advertising in Online News: Tradeoffs between Clicks and Brand Recognition” with Eric Schwartz

- Georgetown University (2018)
- Hong Kong University of Science and Technology, Hong Kong (2018)
- Syracuse University (2018)
- NYU Conference in Digital, Mobile Marketing, and Social Media Analytics (2017), New York, NY
- Marketing Science Conference (2017), Los Angeles, CA.

“Tipping the Scale: Discriminability Effect on Derived Attribute Importance” with Katherine A. Burson and Rick P. Larrick

- Marketing Science (2016), Shanghai, China.
- Advanced Research Techniques Forum (2016), Boston, MA.
- The Invitational Choice Symposium (2016), Lake Louise, Alberta, Canada.
- Fudan University, China (2016)

“Arousal Sustainability in Shared Experiential Consumption” with Eunsoo Kim and Natasha Zhang Foutz

- Winter Marketing Academic Conference (2016) organized by the American Marketing Association, Las Vegas, NV.
- Global Center for Big Data and Mobile Analytics, the Fox School of Business, Temple University (2015)

“Assessing the Value of Measuring Customer Satisfaction” with Jihoon Cho and Puneet Manchanda

- Nanyang Technology University, Singapore (2017)
- University of Texas at Dallas’s Form Conference (2015) organized by University of Texas at Dallas, Dallas, TX.

“Private Label Imitation of a National Brand: Implications for Consumer Choice and Law” with Neeraj Arora, Ty Henderson and Youngju Kim

- “Corporate Competitiveness in Global Perspective” Symposium (2014) organized by Keizai Koho Center, Tokyo, Japan.

“Modeling Choice Interdependence in a Social Network” with Jing Wang and Yves Atchade

- Joint Statistical Conference (2013), Montreal, CA.
- Advanced Research Techniques Forum (2012), Seattle, WA.
- Marketing Science Conference (2012), Boston, MA.
- Emory University (2011)
- University of Iowa (2011)
- Marketing Dynamics Conference (2010), Istanbul, Turkey.

“Measuring Impact of Contextual Variation on Preference for New Technology” with Yimin Liu and Rich Gonzalez

- Advanced Research Techniques Forum (2010), San Francisco, CA.
- ISMS/MSI Practice Prize Conference (2010), Boston, MA.
- Marketing Science Conference (2009), Ann Arbor, MI.

“Trade-off or Cut-off: Attribute Alignability and Decision Process” with Natasha Zhang Foutz

- Marketing Science Conference (2007), Singapore.

“Category-based Screening in Choice of Complementary Products” with Natasha Zhang Foutz

- Advanced Research Techniques Forum (2007), Santa Fe, NM.

“Goal-Directed Search,” with Dilip Soman

- Marketing Science Conference (2006), Pittsburgh, PA.

“Brand Portfolio Promotion” with Neeraj Arora

- Marketing Science Conference (2005), Atlanta, GA.
- Advanced Research Techniques Forum (2005), Coeur d’Alene, ID.
- MSI/JMR Practitioner-Academic Collaborative Conference (2004), Yale University, New Heaven, CT.

“Inter-brand Variant Overlap: Impact on Brand Preference and Portfolio Profit” with Neeraj Arora

- Marketing Science Conference (2003), College Park, MD.
- Advanced Research Techniques Forum (2003), Monterey, CA.

“Understanding the Role of Preference Revision and Concession in Group Decisions” with Neeraj Arora and H. Onur

- Marketing Science Conference (2001), Weisbaden, Germany.

## **HONORS AND AWARDS**

- Michael R. and Mary Kay Hallman Faculty Fellow, Ross School of Business, University of Michigan, 2015-2018
- Sanford R. Robertson Research Award, Ross School of Business, University of Michigan, 2009
- MSI Young Scholar, 2009
- Research grant from Ford-University of Michigan Innovation Alliance, 2008 (\$131,469)

- Honorable Mention, Alden G. Clayton Doctoral Dissertation Proposal Competition, Marketing Science Institute, 2002
- AMA Sheth Foundation Doctoral Consortium Fellow, Emory University, 2002
- J. Howard Westing Marketing Scholarship, 1999-2003
- The National Science Foundation Scholarship to attend the Bayesian Applications and Methods in Marketing Tutorial and Conference, The Ohio State University, 1999
- Member of the Beta Gamma Sigma Society, 1998

## TEACHING

**INTERESTS:** Marketing Research and Analytics  
Marketing Strategy  
Marketing Management

## EXPERIENCE:

- University of Michigan
  - Marketing Research and Analytics, MBA&BBA, from Winter 2008 to present  
Average Most Recent Teaching Evaluation: 4.7/5
  - PhD seminar in Bayesian Modeling, Winter 2007, Fall 2008, Winter 2011, Fall 2012, Winter 2016, Winter 2018  
Most Recent Teaching Evaluation: 4.7/5
  - Introduction to Marketing Management, BBA, Fall 2005, 2006, 2007  
Average Most Recent Teaching Evaluation: 4.6/5
- University of Wisconsin-Madison
  - Lecturer, Marketing Research, MBA, Spring 2004  
Teaching Evaluation: 4.5/5
  - Instructor, Marketing Research, BBA, 4 semesters (including 1 summer)  
Average Teaching Evaluation: 4.5/5
  - Teaching Assistant, Quantitative Models Based Customer Insights, MBA, 1 semester
- University of Wisconsin-Milwaukee
  - Teaching Assistant, Data Analysis for Managers, Executive MBA, 1 semester
  - Teaching Assistant, Introduction to Statistics, Undergraduate, 2 semesters

## ACADEMIC SERVICE

### SCHOOL/UNIVERSITY LEVEL:

- Committee Assignments
  - Serve on Faculty Council for Master Specialty Programs, Winter 2018 - Present

- Serve on Faculty Council for Undergraduate and Pre-Experience Programs, Fall 2017-Present
- Serve on Action-based Learning Committee, Fall 2015-Winter 2017
- Serve as Chair of the Marketing Doctoral Committee, Fall 2011-Summer 2015
  - Admitted 7 PhD students (three are women)
- Serve on the doctoral committee for Marketing Department, 2006-Summer 2011
  - Admitted 13 PhD students (six are women)
- Serve on the recruiting committee for Marketing Department, 2010-present
- PhD Mentoring Activities
  - Co-chair (with Puneet Manchanda) on the dissertation committee for Jihoon Cho, PhD Students in Marketing
  - Co-chair (with Yves Atchade) on the dissertation committee for Jing Wang, PhD student in Statistics
  - Co-chair (with Michel Wedel) on the dissertation committee for Thales Teixeira, PhD in Marketing (currently Assistant Professor at the Harvard Business School)
  - Serve on the dissertation committee for Hiroshi Onishi and Eunsoo Kim, PhD students in Marketing
  - Work on projects with Grant Packard and Eunsoo Kim, PhD students in Marketing
- Others
  - Organize the Hosmer Lunch Seminar Series, Winter 2018
  - Organize a workshop on Analyzing Nielsen data for the Marketing Club, Winter 2018
  - A faculty speaker for Amaizin's Blue Preview event to help recruit prospective undergraduate students who received scholarships from the university, 2016 - Present
  - An organizer for the female faculty organization (Neighbors) at Ross School of Business, Winter 2010 - Fall 2011

#### **PROFESSIONAL LEVEL:**

- Serve on the Editorial Review Board of *Journal of Marketing*, May 2018 to present
- Serve on Meetings Sub-committee of ISMS – Informs, May 2016 to present
- Serve on the Editorial Review Board of *Marketing Science*, September 2012 to present
- Invited to be a faculty representative at the AMA Sheth Foundation Doctoral Consortium Fellow, University of Missouri, 2008
- Serve on the committee of Advanced Research Techniques Forum (organized by the American Marketing Association), 2008 and 2011
- Ad-hoc reviewer for *Journal of Marketing Research*, *Marketing Science*, *Management Science*, *Journal of Consumer Research*, *International Journal of Research in Marketing*, *Journal of Behavioral Decision Making*, *Journal of Economic Psychology*, *Journal of Retailing*, *Review of Marketing Research*, *Consumer Needs and Solutions*

#### **PROFESSIONAL EXPERIENCE**

- Frank Small and Associates (Thailand) Ltd. (currently part of Taylor Nelson Sofres)

- Senior Project Executive, 1995-1996
- Project Assistant, 1994-1995