

Dr. Ban Mittal

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ValueSpace, LLC

Creating Value for Customers
and for the Firm

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EDUCATION

Ph.D. (Marketing/Psychology)
University of Pittsburgh, USA.

MBA (Marketing), Indian Institute of
Management, Ahmedabad, India

BA, Mechanical Engineering, Birla
Institute of Technology & Science, India.

Academic POSITIONS

Professor, Northern Kentucky Univ.
(Current)

Visiting Academic, University of New
South Wales; Australia. (2004). Visiting
Associate Professor, University of Miami;
Miami, FL.
Assistant Professor, SUNY, Buffalo, NY.

TEACHING SUBJECTS

- . Branding
- . Marketing Communications
- . Advertising
- . Marketing Strategy
- . Marketing of Services
- . Social Media

Professional Positions.

ENTREPRENEUR/FOUNDER/CONSULTANT

ValueSpace, LLC (www.myValuespace.com)

AUTHOR:

Customer Value: McGraw Hill, 2000-2001

Customer Behavior: Harcourt, 1996-2000

Consumer Behavior: *Open Mentis*, 2006, 2008, 2012, 2016

EXECUTIVE SEMINARS TOPICS:

- | | |
|---------------------------|----------------------|
| . Creating Customer Value | TOPICS FOR RESEARCH |
| . Branding | . Brand Communities |
| . Purpose of Business | . Consumer Decisions |
| . Pursuit of Happiness | . Customer Loyalty |

SPEAKING and PUBLIC ENGAGEMENT

- . Keynote Speaker, IPAM, Portugal, 2008.
- . Featured Speaker, Australian Institute of
Management, Sydney, Association's Regular
meeting. 2006.
- . Featured Speaker, Australian Management
Institute, Melbourne, breakfast meeting. 2006.
- . Invited Speaker, Hong Kong Management Assoc.
Ph.D. in Marketing Class for Executives. 2006.

EXECUTIVE READING:

VALUESPACE: Winning the Battle for Market Leadership (Lessons From the World's Most Admired Companies) (pp. 265). McGraw-Hill. 2001. (with Jag Sheth) (www.myvaluespace.com)

Consumer Behavior: Human Pursuit of Happiness in the World of Goods, (with Jill Avery, Robert Kozinets, P. Raghubir, and A. Woodside). Open Mentis. www.openments.com. 2016, 550 p.

BOOKS: COLLEGE STUDENTS

Consumer Behavior: How Humans Think, Feel, and Act in the Marketplace (with Morris Holbrook, Sharon Beatty, Priya Raghubir, Arch Woodside), Open Mentis, USA, 2007, 796 p.

Online MEDIA

Brand-building core-concepts-to-manage-branding-for-all-brands: workhorse-to-iconic (pp. 35). Slide Share. 2012.
www.slideshare.net/BanMittal/brand-building-core-concepts-to-manage-branding-for-all-brandsworkhorse-to-iconic

Understanding-consumer-behavior-as-a-foundation-for-your-marketing-craft. Slide Share. 2012.
<http://www.slideshare.net/BanMittal/understanding-consumer-behavior-as-a-foundation-for-your-marketing-craft>

Journal Articles

- Mittal, B. (2017). Facing the Shelf: Four Consumer Decision Making Styles. *Journal of International Consumer Marketing*, 29 (5). <http://www.tandfonline.com/doi/full/10.1080/08961530.2017.1318732>
- Millan, E., Mittal, B. L. (2017). Psychological Determinants of Consumer Preference for Status Symbolism of Clothing." *Psychology and Marketing*, 35 (3), 309-322.
- Mittal, B. L. (2016). The maximizing consumer wants even more choices: How consumers cope with the marketplace of overchoice. *Journal of Retailing and Consumer*, 31, 361-370.
- Mittal, B. L. (2016). Retrospective: why do customers switch? The dynamics of satisfaction versus loyalty. 30 (6), 569-575.
- Mittal, B. L. (2016). Psychographics of Comparison Shoppers. *Journal of Consumer Marketing*, 33 (1), 20-31.
- Mittal, B. L. (2014). Self-Concept Clarity--Its Role in Consumer Behavior. *Journal of Economic Psychology*, 46, 98-110.
- Mittal, B. (2012), "Untangling the Psychology of Spillover Failure in Tourist Behaviors of Environmental Consumers," *Asian Tourism Management*, 2(2), 31-41.
- Millan, E., Mittal, B. (2010), "Advertising's New Audiences: Consumer Response in the New Free Market Economies of Eastern Europe—The Case of the Czech Republic," *Journal of Advertising*, 39(3), 81-98.
- Mittal, B., Stafford, M. R. (2010), "Consuming as a Family: Modes of Intergenerational Influences on Young Adults," *Journal of Consumer Behaviour*, 9(4, July-Aug), 239-257.
- Mittal, B. (2008), "Culture's Consequences for Marketers: Extending the Lessons of Management Research," *International Journal of Global Business & Economics*, 2(1), 165-167.
- Mittal, B. (2006), "I, Me, and Mine: How Products Becomes Our Extended Selves," *Journal of Consumer Behaviour*, Vol. 5, Issue 6, 2006, 550–562.
- Mittal, B. (2005), "Next Stop: Unravel--The Tangled Web of E-Consumer Research," *Marketing Theory*, 5(1),125-135.
- Mittal, B. (2005), Cultural Adaption of Web Sites: A Book Review. *Multinational Business Review*, 2005, 13F(1), 97-101.
- Mittal, B. (2004), "Lack of Attribute Searchability: Some Thoughts," *Psychology and Marketing*, 21(6), 443-463.
- Shapiro, J., Romano, N., Mittal, B. (2003), "Emergent Internet Technology Applications for Relationship Marketing: A Customer-Centered View," *Journal of Relationship Marketing*, 2(3/4), 85-108.
- Mittal, B. (2002), "Service Communications: From Mindless Tangibilization to Meaningful Messages," *Journal of Services Marketing*, 16(5), 424-431.
- Mittal, B., Baker, J. (2002), "Advertising Strategies for Hospitality Services," *Cornell Hotel and Restaurant Administration Quarterly*, 43(2), 51-63.
- Mittal, B., Lassar, W. (2000), "Sexual Liberalism as a Determinant of Consumer Response in Sex in Advertising," *Journal of Business Psychology*, 15(1), 111-127.
- Mittal, B. (1999), "The Advertising of Services: Meeting the Challenge of Intangibility," *Journal of Services Research*, Vol. 2, No. 1, 98-116.
- Mittal, B. (1999), "Determinants of Vendor-Patronage in Business Service Markets: An Integrated Model," *Journal of Business-to-Business Marketing*, Vol. 6, No. 4, 1-32.
- Mittal, B., and Baker, J. (1998), "The Services Marketing System and Customer Psychology," *Psychology & Marketing*, Guest Editorial, Vol. 15(8): 727-733.

- Mittal, B., and Lassar, W. (1998), "Why Do Customers Switch? The Dynamics of Satisfaction and Loyalty," *Journal of Services Marketing*, 12(3), 177-194.
- Sheth, J. N., and Mittal, B. (1997) "The Health of the Healthcare Industry: A Report Card from American Consumers," *Marketing Health Services*, Winter, 28-35.
- Sheth, J. N., and Mittal, B. (1996) "A Framework for Managing Customer Expectations," *Journal of Market-Focused Management*, 1(2), 137-158.
- Mittal, B., and Lassar, W. (1996), "The Role of Personalization in Service Encounters," *Journal of Retailing*, 72(1), 95-109.
- Mittal, B. (1995), "A Comparison of Four Recent Measures of Consumer Involvement," *Psychology and Marketing*, 12(7), 663-682.
- Lassar, W., Mittal, B., and Sharma, A. (1995), "Measuring Customer Based Brand Equity," *Journal of Consumer Marketing*, 12(4), 11-19.
- Mittal, B. (1994), "An Integrated Framework of Relating Diverse Consumer Characteristics with Supermarket Coupon Redemption," *Journal of Marketing Research*, November, 533-544.
- Mittal, B. (1994), "Public Assessment of TV Advertising: Faint Praise and Harsh Criticism," *Journal of Advertising Research*, Jan.-Feb., Vol. 34 (1), 35-53.
- Pollay, R. W., and Mittal, B. (1993), "Here is the Beef: Factors, Determinants, and Segments in Consumer Criticism of Advertising in America," *Journal of Marketing*, 57 (July), 99-114.
- Mittal, B. (1990), "The Relative Roles of Attitude-Toward-the-Advertisement and Brand Beliefs in Explaining Brand Attitudes: A Second Look," *Journal of Marketing Research*, (May), 209-219.
- Mittal, B., and Lee, M.S. (1989), "A Causal Model of Consumer Involvement," *Journal of Economic Psychology*, 10, 363- 389.
- Mittal, B. (1989), "Measuring Purchase-Decision Involvement," *Psychology & Marketing*, 6, 147-162.
- Mittal, B. (1988), "The Role of Affective Choice Mode in the Consumer Purchase of Expressive Products," *Journal of Economic Psychology*, 9, 499-524.
- Mittal, B. (1988), "Achieving Higher Seat Belt Usage: The Role of habit in Bridging the Attitude-Behavior Gap," *Journal of Applied Social Psychology*, 18, 12, 993-1016.
- Mittal, B., and Balasubramanian, S. (1987), "Testing the Dimensionality of the Self-Consciousness Scales," *Journal of Personality Assessment*, 51 (1), 53-68.

OTHER RESEARCH OUTLETS

- Mittal, Banwari, Brian Ratchford, and Paul Prabhakar, "Functional and Expressive Attributes as Determinants of Brand Attitude," *Research in Marketing*, J.N. Sheth (ed.), Greenwich, CT: JAI Press, 1990.
- Park, C. W., and Banwari Mittal, "A Theory of Involvement in Consumer Behavior: Problems and Issues," in J.N. Sheth (ed.), *Research in Consumer Behavior*, Vol. 1, Greenwich, CT: JAI Press, 1985.

Mittal, Banwari, "Bridging the gap Between Our Knowledge of 'Who' Uses Coupons and 'Why' Coupons Get Used," Marketing Science Institute, Report Number 94-112, August 1994.

Mittal, Banwari, "The FCB Think-Feel Advertising Grid," *Cinciana*, Spring, 1989, 26-27.

Sheth, Jagdish N. and Banwari Mittal (1996), "Securing Customer Loyalty," *GAMA News Journal*, May-June, p. 4-7.

CONFERENCE PROCEEDINGS

. Mittal, B. L. (2005). Consumer Psychology Behind the Abandoned Shopping Cart in the Cyberstore—An Exploratory Analysis. *The E-Business Review*.

. Mittal, B. L. (2005). Determinants of E-Shopper Satisfaction: Toward A Comprehensive Inventory. *The E-Business Review*.

. Mittal, B. L. (2001). Familiarity, Leisure, Role Overload, Communication and Opportunism: Uses and Misuses of the Internet (vol. XXIV). Coral Gables, FL: Developments in Marketing Science.

Presentations Given

Mittal, B. L. (Presenter & Author), the 2nd International Conference on Sustainable Tourism Management, "Untangling the Psychology of Spillover Failure in Tourist Behaviors of Environmental Consumers," International Academy of Culture, Tourism, and Hospitality Research, Chiang Mai, Thailand. (May 24, 2011).

Mittal, B. L. (Presenter & Author), GBDI Tenth International Conference, "Culture's Consequences for Marketers: Extending the Lessons for Management Research," Global Business Development Institute, Las Vegas. (October 13, 2008).

Mittal, B. L. (Presenter & Author), The International Academy of Business and Public Administration Disciplines 2007, "Globalness of Brands, Iconic Value, and Coo Image: Toward Conceptual Clarity," The International Academy of Business and Public Administration Disciplines, New Orleans. (October 2007).

Mittal, B. L., 1st International Conference on Business Economics, Management and Marketing, "Opinion Leaders and Influentials-Monomorphous Or Polymorphous? Some Research Questions," Athens Institute for Education and Research, Athens, Greece. (2003).

Mittal, B. L. (Presenter & Author), 2002 International Conference of the Global Business and Technology Association, "Advertising Technological Services: Putting Services Marketing Principles to Test," Rome Italy. (June 2002).

Mittal, B. L., Academy of Marketing Science Conference, "How Consumers Use Reference Pricing," San Diego, CA. (2001).

Mittal, B. L., Academy of Marketing Science Conference, "If Aristotle Ran General Motors," San Diego, CA. (2001).

Mittal, B. L., American Marketing Association Winter Educators' Conference, "Consumer Coping with Technology," Phoenix, AZ. (2001).

Mittal, B. L., American Marketing Association Summer Educators' Conference, "Surfer versus Searcher: The Critical Antecedent to Web Site Visit Behavior or Consumers," Washington, D.C. (2001).

Sponsored research

Mittal, B. L., "A Study of How Businesses Create Value for Customers," Sponsored by Marketing Science Institute. (1999-2000).

Professional Service

. Editorial Board, *Psychology & Marketing* (2000-Present).

. Editorial Board, *Journal of the Academy of Marketing Science*. (2001-2004).

. Associate Editor (Buyer Behavior), *Journal of Business Research*. (2000-Present).