

Dr. Ban Mittal

Author . Advisor . Consultant . Marketer . Professor

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ValueSpace, LLC

Creating Value for Customers
and for the Firm

www.myvaluespace.com
ban@myvaluespace.com

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)

TEACHING SUBJECTS

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

Professional Positions.

ENTREPRENEUR/FOUNDER/CONSULTANT

ValueSpace, LLC (www.myValuespace.com)

AUTHOR:

ValueSpace: McGraw Hill, 2000-2001

Customer Behavior: Harcourt, 1996-2000

Consumer Behavior: Human Pursuit of Happiness in
the World of Goods, *Open Mentis*, 2016

EXECUTIVE SEMINARS TOPICS:

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

SCHOLARLY PAPERS (3 out of 25+)

> Facing the Shelf: Four Consumer Decision Making Styles. *Journal of International Consumer Marketing*, 29 (5), 2017.

> "I, Me, and Mine: How Products Becomes Our Extended Selves," *Journal of Consumer Behaviour*, 5(6), 550 – 562, 2006.

> "Service Communications: From Mindless Tangibilization to Meaningful Messages," *Journal of Services Marketing*, 2002, 16(5), 424-431

Immersed in the
Wonderful World
of Marketing for
20 years and still
enjoying it!