Mansur Khamitov

Marketing Department
Kelley School of Business
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ACADEMIC POSITIONS

Assistant Professor of Marketing
Kelley School of Business, Indiana University — January 2021 - Present

Assistant Professor of Marketing
Nanyang Business School, Nanyang Technological University — August 2018 – December 2020

EDUCATION

Ph.D., Marketing, 2018
Ivey Business School, University of Western Ontario

M.B.A., BSS, 2013, 2011
KIMEP University, Kazakhstan

JOURNAL PUBLICATIONS * denotes equal contribution

1. Connors, Scott*, Mansur Khamitov*, Matthew Thomson, and Andrew Perkins (2021), "They're Just Not that into You: How to Leverage Existing Consumer-Brand Relationships through Social Psychological Distance," *Journal of Marketing*, forthcoming.
    - Featured in JM's Webinar Series for Marketing Professionals and Insights in the Classroom Series
    - Featured in AMA's Newsletter
    - Top 5% of All Research Outputs Scored by Altmetric

2. Wang, Xin (Shane)*, Shijie Lu*, Xi Li*, Mansur Khamitov*, and Neil Bendle* (2021), "Audio Mining: The Role of Vocal Tone in Persuasion," *Journal of Consumer Research*, forthcoming.
    - Featured in JCR's Consumer Researcher Blog

3. Khamitov, Mansur, Yany Grégoire, and Anshu Suri (2020), "A Systematic Review of Brand Transgression, Service Failure-Recovery, and Product-Harm Crisis: Integration and Guiding Insights," *Journal of the Academy of Marketing Science*, 48 (3), 519-42.
    - Shortlisted as one of the finalists for 2020 JAMS Sheth Foundation Best Paper Award
    - Top 1% comparable highly cited paper in the business, economics fields based on Web of Science

4. Khamitov, Mansur, Xin (Shane) Wang, and Matthew Thomson (2019), "How Well Do Consumer-Brand Relationships Drive Customer Brand Loyalty? Generalizations from a Meta-Analysis of Brand Relationship Elasticities", *Journal of Consumer Research*, 46 (3), 435-59.
    - AMA's CBSIG Research in Practice Award Winner, 2020-2021
    - Emerald/EFMD Outstanding Doctoral Research Highly Commended Award 2017
    - SMA Best Dissertation Proposal Award 2016

- Featured in JCR's Curation on Brands and Branding by Kevin Lane Keller
- Featured in JCR's Author Interviews as One of the Lead Articles in the Issue

5. Duclos, Rod and Mansur Khamitov (2019), "Compared to Dematerialized Money, Cash Increases Impatience in Intertemporal Choice", *Journal of Consumer Psychology*, 29 (3), 445-54.

6. Rotman, Jeff*, Mansur Khamitov*, and Scott Connors* (2018), "Lie, Cheat, and Steal: How Harmful Brands Motivate Consumers to Act Unethically," *Journal of Consumer Psychology*, 28 (2), 353-61.
   - Recognized as JCP's top 20 most downloaded paper among articles published July 2016-June 2018

7. Connors, Scott*, Mansur Khamitov*, Sarah Moroz*, Lorne Campbell*, and Claire Henderson (2016), "Time, Money, and Happiness: Does Putting a Price on Time Affect Our Ability to Smell the Roses?" *Journal of Experimental Social Psychology*, 67, 60-64.

8. Khamitov, Mansur*, Jeff Rotman*, and Jared Piazza (2016), "Perceiving the Agency of Harmful Agents: A test of Dehumanization versus Moral Typecasting Accounts," *Cognition*, 146, 33-47.

CITATIONS

Google Scholar: 209, h-index = 7 (accessed on May 10, 2021).

MANUSCRIPTS UNDER REVIEW

These Papers Have Been Removed to Preserve the Integrity of the Review Process.

OTHER PUBLICATIONS

1. Allard, Thomas and Mansur Khamitov (2020), "The Surprising Upside of Expensive Products That Don't Sell," *Harvard Business Review*, https://hbr.org/2020/10/the-surprising-upside-of-expensive-products-that-dont-sell.

2. Goode, Miranda*, Mansur Khamitov*, and Matthew Thomson* (2015), "Dyads, Triads and Consumer Treachery: When Interpersonal Connections Guard Against Brand Cheating," *Handbook of Strong Brands, Strong Relationships*, eds. Susan Fournier, Michael Breazeale, and Jill Avery, London: Routledge/Taylor & Francis, 216-32.

RESEARCH INTERESTS

Consumer Information Processing Particularly in Relation to Branding (Brand Transgressions, Brand Relationships, Brand Loyalty) and Financial Decision-Making (Money, Saving, Gambling)

RELEVANT PROFESSIONAL/INDUSTRY EXPERIENCE

Senior Product/Marketing Manager, Polpharma SA Pharmaceutical Works 2011-2013

Associate Brand Manager, Procter & Gamble 2011

Intern, Parliament of the Republic of Kazakhstan 2010

REFEREED CONFERENCE PROCEEDINGS

1. "Wilt Thou Forgive That Sin? – The Influence of Brand Heritage on Consumer Reactions to Brand Transgressions," in *NA Advances in Consumer Research*, 48, ed. Jennifer Argo, Tina M. Lowrey, and Hope Jensen Schau, Paris, FR: ACR, 2020.

2. "The Dirty Thirty of Brand Personality: Narcissistic, Machiavellian, and Psychopathic Brands," in *NA Advances in Consumer Research*, 48, ed. Jennifer Argo, Tina M. Lowrey, and Hope Jensen Schau, Paris, FR: ACR, 2020.

3. "Hands off My Brand: Strong Self-Brand Connection and Psychological Threat," in *NA Advances in Consumer Research*, 48, ed. Jennifer Argo, Tina M. Lowrey, and Hope Jensen Schau, Paris, FR: ACR, 2020.

4. "Audio Mining: The Role of Vocal Tone in Persuasion," in *NA Advances in Consumer Research*, 48, ed. Jennifer Argo, Tina M. Lowrey, and Hope Jensen Schau, Paris, FR: ACR, 2020.

5. "Wilt Thou Forgive That Sin? The Impact of Brand Heritage on Consumer Responses to Brand Transgressions," in *Winter AMA Proceedings*, ed. Bryan Lukas, and O.C. Ferrell, San Diego, CA: AMA, 2020.

6. "Creepiness in Personalized Online Advertising: Concept, Measurement, and Consequences," in *Winter AMA Proceedings*, ed. Bryan Lukas, and O.C. Ferrell, San Diego, CA: AMA, 2020.

7. "How Consumer Brand Sabotage Affects Observing Consumers: Buffering versus Amplifying Effects of Consumers' Prior Self-Brand Connections," in *NA Advances in Consumer Research*, 47, ed. Rajesh Bagchi, Lauren Block, and Leonard Lee, Duluth, MN: ACR, 2019.

8. "How Well Do Consumer-Brand Relationships Drive Customer Brand Loyalty Across Different Cultures and Institutions," in *NA Advances in Consumer Research*, 47, ed. Rajesh Bagchi, Lauren Block, and Leonard Lee, Duluth, MN: ACR, 2019.

9. "A Systematic Review of Brand Transgression and Service Failure-Recovery: Integration and Future Directions," in *NA Advances in Consumer Research*, 47, ed. Rajesh Bagchi, Lauren Block, and Leonard Lee, Duluth, MN: ACR, 2019.

10. "Twins Raised in Different Families: An Integrative Framework to Bridge Brand Transgression and Service Failure-Recovery," in *SCP Proceedings*, ed. Kelly Haws and Brent McFerran, Savannah, GA: SCP, 2019.

11. "Brand's Moral Character Prevails in Brand Evaluations," in *SCP Proceedings*, ed. Kelly Haws and Brent McFerran, Savannah, GA: SCP, 2019.

12. "Across Space and Place: How Cultural and Institutional Differences Explain Consumer

Brand Relationships' Differential Effects on Brand Loyalty," in *Winter AMA Proceedings*, ed. Markus Giesler, Son K. Lam, and Xueming Luo, Austin, TX: AMA, 2019.

13. "When Processing the Probabilities Visually Biases Gambling Behavior," in *Winter AMA Proceedings*, ed. Markus Giesler, Son K. Lam, and Xueming Luo, Austin, TX: AMA, 2019.

14. "How Brand's Moral Character Shapes Brand Perception and Evaluation," in *Winter AMA Proceedings*, ed. Markus Giesler, Son K. Lam, and Xueming Luo, Austin, TX: AMA, 2019.

15. "Toward a Science of Negative Critical Incidents: Bridging Brand Transgression Research and Service Failure-Recovery," in *AP Advances in Consumer Research*, 12, ed. Shailendra Pratap Jain and Akshaya Vijayalakshmi, Duluth, MN: ACR, 2019.

16. "How Possessiveness Cue in Brand Names Impacts Brand Evaluations," in *AP Advances in Consumer Research*, 12, ed. Shailendra Pratap Jain and Akshaya Vijayalakshmi, Duluth, MN: ACR, 2019.

17. "Across Space and Time: How Cultural and Institutional Differences Explain Consumer-Brand Relationships' Differential Effects on Brand Loyalty," in *AP Advances in Consumer Research*, 12, ed. Shailendra Pratap Jain and Akshaya Vijayalakshmi, Duluth, MN: ACR, 2019.

18. "Brand's Moral Character Predominates in Brand Perception and Evaluation," in *NA Advances in Consumer Research*, 46, ed. Andrew Gershoff, Robert Kozinets, and Tiffany White, Duluth, MN: ACR, 2018.

19. "How Well Do Consumer-Brand Relationships Drive Customer Brand Loyalty? Generalizations from a Meta-Analysis of Brand Relationship Elasticities," in *NA Advances in Consumer Research*, 46, ed. Andrew Gershoff, Robert Kozinets, and Tiffany White, Duluth, MN: ACR, 2018.

20. "Names Are the Mirrors of the Soul: The Role of Possessive Brand Names in Brand Evaluations," in *NA Advances in Consumer Research*, 46, ed. Andrew Gershoff, Robert Kozinets, and Tiffany White, Duluth, MN: ACR, 2018.

21. "Thou Shalt Not Look! When Processing the Odds Visually Biases Gambling Behavior," in *NA Advances in Consumer Research*, 46, ed. Andrew Gershoff, Robert Kozinets, and Tiffany White, Duluth, MN: ACR, 2018.

22. "Thou Shalt Not Look! When Visual Aids in Games of Chance Bias Gambling," in *SCP Proceedings*, ed. Cait Lamberton and Ryan Hamilton, Dallas, TX: SCP, 2018.

23. "Fostering and Leveraging Consumer-Brand Relationships: A Psychological Distance

Perspective," in *NA Advances in Consumer Research*, 44, ed. Page Moreau and Stefano Puntoni, Duluth, MN: ACR, 2016.

24. "Seeking Justice: How Harmful Brands Cause Consumers to Punish, Cheat, and Steal," in *NA Advances in Consumer Research*, 44, ed. Page Moreau and Stefano Puntoni, Duluth, MN: ACR, 2016.

25. "Is Cash Almighty? Effects of Hard vs. Soft Money on Saving/Investment Behavior," in *NA Advances in Consumer Research*, 44, ed. Page Moreau and Stefano Puntoni, Duluth, MN: ACR, 2016.

26. "A Brand "Like Mom Used to Make": Exploring the Effect of Activating Interpersonal Relationship Schemas on Consumer-Brand Relationships," in *SCP Proceedings*, ed. Nina Mazar and Gal Zauberman, St. Pete Beach, FL: SCP, 2016.

27. "Interpersonal Influences on Consumer-Brand Relationships: Exploring the Effect of Providing Relationship Reminders on Brand Evaluations," in *NA Advances in Consumer Research*, 43, ed. Kristin Diehl and Carolyn Yoon, Duluth, MN: ACR, 2015.

28. "Investigating Brand Cheating in Consumer-Brand Relationships: Triadic and Dyadic Approaches," in *NA Advances in Consumer Research*, 42, ed. June Cotte and Stacy Wood, Duluth, MN: ACR, 2014.

REFEREED CONFERENCE PRESENTATIONS AND SYMPOSIA

Association for Consumer Research conference, Paris, FR, October 2020.
Winter AMA conference, San Diego, CA, February 2020.
Association for Consumer Research conference, Atlanta, GA, October 2019.
AMA's Consumer Behavior SIG conference, Bern, Switzerland, July 2019.
Theory + Practice in Marketing conference, New York, NY, May 2019.
Academy of Marketing Science conference, Vancouver, BC, May 2019.
Society for Consumer Psychology conference, Savannah, GA, March 2019.
Winter AMA conference, Austin, TX, February 2019.
Association for Consumer Research AP conference, Ahmedabad, India, January 2019.
Association for Consumer Research conference, Dallas, TX, October 2018.
Brands and Brand Relationships conference, Boston, MA, May 2018.
Society for Consumer Psychology conference, Dallas, TX, February 2018.
Numerical Markers and Consumer JDM conference, Columbia, SC, April 2017.
Association for Consumer Research conference, Berlin, Germany, October 2016.
Brands and Brand Relationships conference, Toronto, ON, May 2016.
Society for Consumer Psychology conference, St. Pete Beach, FL, February 2016.
Association for Consumer Research conference, New Orleans, LA, October 2015.
Society for Consumer Psychology summer conference, Toronto, ON, August 2015.
Association of Consumer Research conference, Baltimore, MD, October 2014.
Brands and Brand Relationships conference, Boston, MA, May 2014.

SELECTED INVITED TALKS

Ivey Business School, University of Western Ontario (PhD Seminar)	May 2021
Asper School of Business, University of Manitoba	May 2021
University of Leeds University, Leeds University Business School	April 2021
Monash University, Monash Business School	March 2021
Catholic University of Louvain, Louvain School of Management	March 2021
University of Surrey, Surrey Business School	March 2021
Torcuato Di Tella University, School of Business	March 2021
University of Georgia, Terry College of Business	October 2019
Indiana University, Kelley School of Business	September 2019
University of Alberta, Alberta School of Business	September 2019
Lehigh University, College of Business and Economics	September 2019
Michigan State University, Eli Broad College of Business	September 2019
Tilburg University, School of Economics and Management	October 2017
Koç University, College of Administrative Sciences and Economics	October 2017
Baruch College CUNY, Zicklin School of Business	September 2017
Nanyang Technological University, Nanyang Business School	September 2017
University of Western Ontario, Department of Psychology	November 2015

HONORS, AWARDS, AND GRANTS

AMA's CBSIG Research in Practice Award Winner for 2019 JCR Article in Recognition of Contribution as a Consumer Behavior Scholar, 2020-2021
Social Science Research Network (SSRN) Top 10% author all-time paper downloads, 2021
AIM – AMA Sheth Foundation Research Grant Recipient, 2019
Journal of Consumer Research (JCR) Author Development Workshop Participant, 2018
Start-up Research Grant, Nanyang Business School, 2018-2021 ($90,000)
AMA CBSIG Rising Star Award Recipient, 2017-2018
Emerald/EFMD 2017 Outstanding Doctoral Research Highly Commended Award for "How Well Do Consumer-Brand Relationships Drive Customer Brand Loyalty? Generalizations from a Meta-Analysis of Brand Relationship Elasticities", 2018
Social Sciences and Humanities Research Council (SSHRC) of Canada Doctoral Fellowship, 2017-2018
George E. Connell Graduate Scholarship, 2017-2018
AMA-Sheth Foundation Doctoral Consortium Fellow, University of Notre Dame, 2016
Society for Marketing Advances Doctoral Consortium Fellow, 2016
Ontario Graduate Scholarship, Province of Ontario, 2015, 2016, 2017
C.B. (Bud) Johnston Graduate Scholarship, 2015-2016, 2016-2017
Ivey Thesis Research Fund, Western University, 2016-2017
Berdie and Irvin Cohen Graduate Scholarship, 2014-2015
Full Presidential MBA Scholarship, KIMEP University, 2011-2013
President of the Republic of Kazakhstan Scholarship, 2010-2011

TEACHING EXPERIENCE

Integrated Brand Promotion and Advertising (IU MBA), 2021 - Present

Consumer Behavior (IU Undergraduate), 2021 - Present

Market Intelligence (NTU Undergraduate Core), 2020

Principles of Marketing/Introduction to Marketing (NTU Undergraduate Core), 2019-2020

Advanced Seminar in CB: Consumer Judgment and Decision-Making (NTU PhD Seminar), 2019

Integrated Marketing Communications (UWO Undergraduate Core), 2015-2018

Advertising and Marketing in Emerging Economies (KIMEP MBA Elective), 2013
Guest Lecturer

GRADUATE STUDENT SUPERVISION

Lijun (Shirley) Zhang (Marketing PhD student, RA 2019) - NTU
Tang Qing (Marketing PhD student, Comprehensive Exam Committee Member and RA 2019) – NTU
Olga Kusraeva (Marketing Doctoral student, External Examiner, 2019) - National Research University Higher School of Economics, Russia

PROFESSIONAL SERVICE AND ACTIVITIES

Service to the Field:

Vice-Chair of Communications and Membership, CBSIG, American Marketing Association, 2019-
Invited Faculty, Winter AMA Mentor Networking Breakfast Session, 2020
Featured Talented Marketer to Follow, Rubicly, 2020
Invited Panelist, Singapore Chinese Chamber of Commerce & Industry Webinar on Compensatory Consumption and Shift in Consumer Behavior, 2020
ACR Communications Manager, Association for Consumer Research, 2017-2019
Invited Faculty Panelist, DocSIG Special Session at Winter AMA Conference, 2019
Invited Award Presenter, Mumbrella Asia Award for Best Use of Artificial Intelligence/ Machine Learning, 2019
Invited Juror, Mumbrella Asia Media and Marketing Awards, 2019
Invited Panelist, Mumbrella Asia Finance Marketing Summit, 2019
Invited Speaker on Branding of 5G Innovations, 5G Asia Summit, 2019
Vice-Chair of Online Engagement, DocSIG, American Marketing Association, 2016-2018

Service to the Department:

Marketing Research Seminar Series Co-Coordinator, 2021-
Departmental Brownbag Coordinator, 2019-2020 (NTU)
Social and Brownbag Committee, 2019-2020 (NTU)
Research Seminar/Speaker Committee, 2018-2020 (NTU)
E-learning Committee, 2018-2019 (NTU)

Track Chair for:
American Marketing Association Winter Conference (Branding), 2022

Ad-hoc Reviewer for:
Journal of Consumer Research
Journal of Marketing
Journal of Consumer Psychology
International Journal of Research in Marketing
Journal of Experimental Social Psychology
Society for Consumer Psychology Dissertation Proposal Competition
Association for Consumer Research Conference
Society for Consumer Psychology Conference
American Marketing Association Winter and Summer Educators Conferences
Brands and Brand Relationships Conference
AMA's Consumer Behavior Special Interest Group (CBSIG) Conference
Academy of Marketing Science Conference

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
American Marketing Association
Academy of Marketing Science
Society for Consumer Psychology
Society for Judgment and Decision Making

SELECTED MEDIA COVERAGE OF MY RESEARCH AND MEDIA QUOTES

1. *FangledCast* podcast hosts Mansur Khamitov to discuss cross-cultural and cross-country branding and marketing: "Global Trade Expertise" (April 19, 2021).
2. *Marketing Brew* quotes Mansur Khamitov on brand loyalty and brand fans of ketchup brands: "What the Ketchup Shortage Tells Us about Brand Loyalty," (April 7, 2021).
3. *Ariyh* spotlights the recent "Audio Mining: The Role of Vocal Tone in Persuasion" article: "What Makes a Voice Persuasive" (March 16, 2021).
4. *Marketing Accountability Standards Board (MASB)* features Mansur Khamitov in their Marketing dictionary video series on "Brand Purpose," (February 23, 2021).
5. "The Good The Brand and The Ugly (Dr. Mansur Khamitov)," *The Rethink Marketing Podcast* (February 11, 2021).
6. "They're Just Not That Into You: Consumer-Brand Relationship Insights," *Scienmag* (January 28, 2021).
7. "They're Just Not That Into You: Consumer-Brand Relationship Insights," *Sciencenewsnet* (January 28, 2021).
8. "They're Just Not That Into You: Consumer-Brand Relationship Insights," *EurekAlert* (January 28, 2021).
9. "They're Just Not That Into You: Consumer-Brand Relationship Insights," *Phys.org* (January 28, 2021).
10. "They're Just Not That Into You: Consumer-Brand Relationship Insights," *Journal of Marketing Press Release* (January 27, 2021).
11. "Brand Fans: Not Always the Way Forward?" *Newsletter of American Marketing Association* (January 27, 2021).

12. *2Stallions Digital Marketing* interviews Mansur Khamitov in their Marketing expert series on "(Un)ethical marketing with Dr. Mansur Khamitov," (January 7, 2021).
13. *ACupOfJoe* podcast hosts Mansur Khamitov: "Building Strong Brands In Asia (Brand Strategy)," (December 16, 2020).
14. *CNA* TV news channel and *Mediacorp* video interviews Mansur Khamitov for their documentary TV series "For Food's Sake" on how supermarket and grocery brands utilize consumer psychology principles to guide aspects of their branded store environment: "Episode 3: Groceries," (October 19, 2020).
15. "The Surprising Upside of Expensive Products that Don't Sell," *Harvard Business Review* (October 12, 2020).
16. *The Muse* quotes Mansur Khamitov on becoming a marketing specialist vs. generalist, its pros and cons, and career implications: "What Is a Marketing Specialist and Should You Become One?" (August 26, 2020)
17. *BERITA Mediacorp* requotes: "Mix of online and in-person classes for undergrads in Singapore, as new academic year begins under Covid-19 spectre," (August 12, 2020).
18. *Malay Mail* requotes: "Mix of online and in-person classes for undergrads in Singapore, as new academic year begins under Covid-19 spectre," (August 12, 2020).
19. *TODAY* newspaper quotes Mansur Khamitov on going back to campus and university teaching in the new academic year: "Mix of online and in-person classes for undergrads, as new academic year begins under Covid-19 spectre," (August 11, 2020).
20. *The Economist* quotes Mansur Khamitov on taking initiative as well as unconventional and creative ideas in the new work from home reality: "How to 'Manage Up' from Home?" (June 16, 2020).
21. *Channel 8* interviews Mansur Khamitov on open electricity market consumers and retailers, consumer behavior, and customer loyalty, (May 26, 2020).
22. *The Washington Post* quotes Mansur Khamitov on customer brand loyalty and loyalty programs of travel companies during and after the pandemic: "What Happens to Your Loyalty Program after the Pandemic?" (May 21, 2020).
23. *Forbes* quotes Mansur Khamitov on consumer psychology behind buying a car right now as a function of the COVID-19 pandemic: "What You Need to Know about Buying a Car in a Pandemic," (May 16, 2020).
24. *CNA* TV news channel video interviews Mansur Khamitov on how some brands exploit the pandemic and try to profit from consumer vulnerability by listing fraudulent, misleading, and deceptive health products on e-commerce platforms: "HSA warns against fraudulent health products listed on e-commerce platforms," (May 11, 2020).
25. *Forbes* quotes Mansur Khamitov on the effects of coronavirus on colleges and universities: "Here's A Look At The Impact Of Coronavirus (COVID-19) On Colleges And Universities In The U.S.," (April 30, 2020).
26. *Herald-Tribune* quotes Mansur Khamitov on business and brand strategies regarding what you can do to keep your business viable during COVID-19 before you reopen: "It's Time for Plan 'C' – Part 2," (April 27, 2020).
27. *Rubicly* features Mansur Khamitov in a list of talented marketers to follow: "150+ Marketers to Follow," (April 23, 2020).
28. *CMSWire* quotes Mansur Khamitov on how higher education is handling the shift to remote learning: "How Universities Are Handling the Shift to Distance Learning," (April 15, 2020).

29. "Learning from the Past to Protect Your Brand During a Crisis," *The Irish Times* (April 9, 2020).
30. "How Smart Brands Can Learn from Past Crises," *Inside Marketing Podcast* (April 8, 2020).
31. *Marketing in Asia* news platform features Mansur Khamitov in their "Meet a Marketer" column (March 27, 2020).
32. "Coronavirus and the Reprioritization of Needs," *WARC* (*World Advertising Research Center*) (March 9, 2020).
33. *Dailyhunt* requotes "How Alderfer's E.R.G. Theory Can Inform Post-Coronavirus Strategy for Brands," (February 27, 2020).
34. *Mediabrief* requotes "How Alderfer's E.R.G. Theory Can Inform Post-Coronavirus Strategy for Brands," (February 27, 2020).
35. *Medium* requotes "How Alderfer's E.R.G. Theory Can Inform Post-Coronavirus Strategy for Brands," (February 27, 2020).
36. *Medianews 4U* requotes "How Alderfer's E.R.G. Theory Can Inform Post-Coronavirus Strategy for Brands," (February 27, 2020).
37. "How Alderfer's E.R.G. Theory Can Inform Post-Coronavirus Strategy for Brands," *WARC* (*World Advertising Research Center*) (February 26, 2020).
38. *Nanyang Business School* video interviews Mansur Khamitov for its "My Professor Says" series to discuss the recent "How Well Do Consumer-Brand Relationships Drive Customer Brand Loyalty? Generalizations from a Meta-Analysis of Brand Relationship Elasticities" article (February 26, 2020).
39. *Nanyang Business School* video interviews Mansur Khamitov for its "My Professor Says" series to discuss the forthcoming "A Systematic Review of Brand Transgression, Service Failure Recovery and Product-Harm Crisis: Integration and Guiding Insights" article (February 26, 2020).
40. *CNA938* radio station hosts Mansur Khamitov to discuss the announced Grab's rewards program revision and its implications for consumers, the brand, and brand loyalty (January 22, 2020).
41. "Loyalty Matters: Research on the Paradigm that Loyalty Is Essential," *Marketing Matters Podcast on Sirius XM 132 Business Radio* powered Wharton (November 1, 2019).
42. *Sirius XM 132 Business Radio* powered by the Wharton School hosts Mansur Khamitov to discuss the forthcoming "How Well Do Consumer-Brand Relationships Drive Customer Brand Loyalty? Generalizations from a Meta-Analysis of Brand Relationship Elasticities" article (October 9, 2019).
43. "How Well Do Consumer-Brand Relationships Drive Customer Brand Loyalty? Generalizations from a Meta-Analysis of Brand Relationship Elasticities," *JCR's Author Interviews* (October 1, 2019).
44. "Building a Brand when All around You Are Losing Theirs," *NBS Buzz* (September 27, 2019).
45. *Japan Times* requotes Mansur Khamitov on brand equity and consumer behavior in the telecommunications industry: "U.S. Ban on Huawei Largely Ignored in Southeast Asia: Singapore Lone Holdout against Chinese Company's Advance," (August 19, 2019).
46. *Telecom Review Asia Pacific* requotes Mansur Khamitov on brand equity and consumer behavior in the telecommunications industry: "US Ban on Chinese Telco Equipment Mostly Ignored in Southeast Asia," (August 19, 2019).

47. *Business Times Africa* requotes Mansur Khamitov on brand equity and consumer behavior in the telecommunications industry: "US Ban on Huawei Being Largely Ignored in Southeast Asia," (August 17, 2019).
48. *Sputnik News* requotes Mansur Khamitov on brand equity and consumer behavior in the telecommunications industry: "US Ban on Huawei Shrugged Off in Southeast Asia as Washington Locked in Trade War With China," (August 17, 2019).
49. *ABS-CBN News* requotes Mansur Khamitov on brand equity and consumer behavior in the telecommunications industry: "US Ban on Huawei Being Largely Ignored in Southeast Asia," (August 17, 2019).
50. *Voice of India* requotes Mansur Khamitov on brand equity and consumer behavior in the telecommunications industry: "US Ban on Huawei Being Largely Ignored in S.E. Asia," (August 16, 2019).
51. *Kyodo News* quotes Mansur Khamitov on brand equity and consumer behavior in the telecommunications industry: "U.S. Ban on Huawei Being Largely Ignored in S.E. Asia," (August 16, 2019).
52. *Singapore Informer* news requotes Mansur Khamitov on National Day videos as a brand tactic to foster a great consumer-brand connection: "Telcos' National Day Videos Prove Big Hit Online," (August 8, 2019).
53. *The World News* requotes Mansur Khamitov on National Day videos as a brand tactic to foster a great consumer-brand connection: "Telcos' National Day Videos Prove Big Hit Online," (August 8, 2019).
54. *Asia One* requotes Mansur Khamitov on National Day videos as a brand tactic to foster a great consumer-brand connection: "Telcos' National Day Videos Prove Big Hit Online," (August 8, 2019).
55. *Straits Times* newspaper quotes Mansur Khamitov on National Day videos as a brand tactic to foster a great consumer-brand connection: "Telcos' National Day Videos Prove Big Hit Online," (August 8, 2019).
56. *CNA* TV news channel video interviews Mansur Khamitov for its "Money Mind" show on brand disloyalty and brand building: "The Winds of Change," (July 30, 2019).
57. *Marketing in Asia* news platform features Mansur Khamitov's opinion piece based on the forthcoming article: "Establishing A Relationship With Consumers Is A Game Changer For Modern Brands In An Ever-Changing Marketing Landscape?" (June 28, 2019).
58. *CNA* TV news channel video interviews Mansur Khamitov on an announced co-branding strategy and brand alliance between Singapore and Malaysia Airlines: "SIA-MAS tie-up could help carriers fend off competition," (June 28, 2019).
59. *Marketing in Asia* news platform features Mansur Khamitov's opinion piece based on the forthcoming article: "Should One Invest in Brand Relationships to Drive Customer Loyalty?" (June 26, 2019).
60. "Study Suggests Cash in Hand Makes it Harder to Save for the Future," *Therapy Toronto News* (May 22, 2019).
61. *The Government of Singapore* requotes Mansur Khamitov on consumer, firm, and market implications of upcoming rollout of fifth generation (5G) networks: "Explainer: IMDA's proposed framework for ultra-fast 5G networks in Singapore," (May 10, 2019).
62. *Singapore Informer* news requotes Mansur Khamitov on consumer, firm, and market implications of upcoming rollout of fifth generation (5G) networks: "Explainer: IMDA's proposed framework for ultra-fast 5G networks in Singapore," (May 10, 2019).

63. *TODAY* newspaper quotes Mansur Khamitov on consumer, firm, and market implications of upcoming rollout of fifth generation (5G) networks: "Explainer: IMDA's proposed framework for ultra-fast 5G networks in Singapore," (May 9, 2019).
64. *CNA* TV news channel video interviews Mansur Khamitov on the role of major e-commerce platforms in ensuring consumer protection and safety: "106 Unregistered Household Product Listings Removed from E-Commerce Platforms," (May 2, 2019).
65. *MONEY FM 89.3* business and personal finance radio station hosts Mansur Khamitov to discuss the forthcoming "How Well Do Consumer-Brand Relationships Drive Customer Brand Loyalty? Generalizations from a Meta-Analysis of Brand Relationship Elasticities" article (April 25, 2019).
66. "When Cash Is Your Enemy," *NewsRx* (April 12, 2019).
67. "Future Savings Pays Price for Cash Dependence," *Western News* (April 9, 2019).
68. *MONEY FM 89.3* business and personal finance radio station hosts Mansur Khamitov to discuss the forthcoming "Compared to Dematerialized Money, Cash Increases Impatience in Intertemporal Choice" article (April 3, 2019).
69. "When Cash Is Your Enemy," *KK News* (April 2, 2019).
70. "When Cash Is Your Enemy," *Science Daily* (April 1, 2019).
71. "When Cash Breeds Impatience," *The New Paper* (April 1, 2019).
72. "When Cash Is Your Enemy," *Phys.org* (April 1, 2019).
73. "When Cash Is Your Enemy," *Shamel News* (April 1, 2019).
74. "Is Cash Really King?" *The Business Times* (March 29, 2019).
75. "When Cash Is Your Enemy," *EurekAlert* (March 29, 2019).
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