

Mansur Khamitov

Marketing Department
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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 # denotes co-author was a PhD student when project was initiated

1. Khamitov, Mansur, Koushyar Rajavi, Der-Wei Huang#, and Yuly Hong# (2024), "Consumer Trust: Meta-analysis of 50 Years of Empirical Research," *Journal of Consumer Research*, forthcoming.
 - Featured in Showing up for Yourself Podcast by VP of Miller Zell branding agency
2. Khamitov, Mansur and Marina Puzakova (2022), "Possessive Brand Names in Brand Preferences and Choice: The Role of Inferred Control," *Journal of the Academy of Marketing Science*, 50 (5), 1032-1051.
3. 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*, 85 (5), 92-108.
 - 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
 - Kelley School of Business Research Award
4. 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*, 48 (2), 189-211.
 - Lead Article
 - Featured in JCR's Consumer Researcher Blog and Author Interview Series

5. 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
6. 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 Interview Series as One of the Lead Articles in the Issue
7. Duclos, Rod and Mansur Khamitov (2019), “Compared to Dematerialized Money, Cash Increases Impatience in Intertemporal Choice”, *Journal of Consumer Psychology*, 29 (3), 445-54.
8. 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
9. 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.
10. 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: 815, h-index = 10 (accessed on April 24, 2024).

OTHER PUBLICATIONS

11. 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>.
12. Khamitov, Mansur (2020), “How Alderfer’s E.R.G. Theory Can Inform Post-Coronavirus Strategy for Brands,” *WARC (World Advertising Research Center)*, <https://www.warc.com/content/article/warc-exclusive/how-alderfers-erg-theory-can-inform-post-coronavirus-strategy-for-brands/en-GB/131608>.
13. 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. “The Crossover of Corporate Social Responsibility and Brand Activism: Charting The Course Forward,” in *SCP Proceedings*, ed. Jim Mourey, Nitika Garg, and Mitch Hamilton, Nashville, TN: SCP, 2024.
2. “Branding Horizons: Diverse Perspectives on the Future of Branding Research,” in *Winter AMA Proceedings*, ed. Samantha Cross and Alok Saboo, St. Pete Beach, FL: AMA, 2024
3. “Visionaries in Branding: Groundbreaking Research and Future Pathways,” in *Winter AMA Proceedings*, ed. Samantha Cross and Alok Saboo, St. Pete Beach, FL: AMA, 2024
4. “When Is Love Blind and When Does Love Become Hate? Shedding Light on Consumers’ Paradoxical Responses to Negative Brand Events,” in *Winter AMA Proceedings*, ed. Samantha Cross and Alok Saboo, St. Pete Beach, FL: AMA, 2024
5. “Hey There, My Name is ...? Literature Review of The Role of Naming AI in Consumer Trust and Satisfaction,” in *Winter AMA Proceedings*, ed. Samantha Cross and Alok Saboo, St. Pete Beach, FL: AMA, 2024
6. “The Power of the Dark Side: Understanding Consumer Purchase Intentions for Dark Triad Brands,” in *Winter AMA Proceedings*, ed. Samantha Cross and Alok Saboo, St. Pete Beach, FL: AMA, 2024
7. “How and Why Empathy Matters for Brand Communication: A Large-Scale Experimentally Validated Empathy Detection Model from Tweets,” in *NA Advances in Consumer Research*, 51, ed. Lan Nguyen Chaplin, Priya Raghubir, and Keith Wilcox, Seattle, WA: ACR, 2023.

8. "Can You Sell Millions of Lipsticks in 5 Minutes? A Multi-method Comprehensive Analysis of Winning Content Strategies of Top Livestreaming Influencers," in *NA Advances in Consumer Research*, 51, ed. Lan Nguyen Chaplin, Priya Raghubir, and Keith Wilcox, Seattle, WA: ACR, 2023.
9. "Emerging Technologies and Consumer Well-being: Peril and Promise," in *NA Advances in Consumer Research*, 51, ed. Lan Nguyen Chaplin, Priya Raghubir, and Keith Wilcox, Seattle, WA: ACR, 2023.
10. "Everyone Everywhere All at Once: Integrating Novel Approaches to Social Influence(rs)," in *NA Advances in Consumer Research*, 51, ed. Lan Nguyen Chaplin, Priya Raghubir, and Keith Wilcox, Seattle, WA: ACR, 2023.
11. "Warmth and Competence Stereotypes in Marketing: A Meta-Analytical Investigation," in *Winter AMA Proceedings*, ed. Nita Umashankar and Monika Lisjak, Nashville, TN: AMA, 2023.
12. "How and Why Empathy Matters for Brand Communication: A Large-Scale Experimentally Validated Empathy Detection Model from Tweets," in *SCP Proceedings*, ed. Silvia Bellezza, Lisa Cavanaugh, and Nailya Ordabayeva, San Juan, PR: SCP, 2023.
13. "How to Achieve Desired Changes in Brand Personality: Exploring the Role of Two Dimensions of Product's Aesthetic Design Differentiation," in *SCP Proceedings*, ed. Silvia Bellezza, Lisa Cavanaugh, and Nailya Ordabayeva, San Juan, PR: SCP, 2023.
14. "The Impact of Review Request Wording on the Readers' Review Inferences and Subsequent Behavioral Intentions," in *SCP Proceedings*, ed. Silvia Bellezza, Lisa Cavanaugh, and Nailya Ordabayeva, San Juan, PR: SCP, 2023.
15. "By the Numbers: New Insights on Consumer Reactions to Numerical Information," in *SCP Proceedings*, ed. Silvia Bellezza, Lisa Cavanaugh, and Nailya Ordabayeva, San Juan, PR: SCP, 2023.
16. "Roundtable on Voice Technology and Communication Modality," in *SCP Proceedings*, ed. Silvia Bellezza, Lisa Cavanaugh, and Nailya Ordabayeva, San Juan, PR: SCP, 2023.
17. "When Being Irrelevant is Relevant: How Relative Relevance of Brands' Social Media Posts Impacts Brand Perception," in *NA Advances in Consumer Research*, 50, ed. Allan Chen, Giana Eckhardt, and Rebecca Hamilton, Denver, CO: ACR, 2022.
18. "The Visual Moderation Effect: How the Representation of Progress Affects Judgments of Loyalty Programs," in *NA Advances in Consumer Research*, 50, ed. Allan Chen, Giana Eckhardt, and Rebecca Hamilton, Denver, CO: ACR, 2022.
19. "The Impact of Review Request Framing on Readers' Review Inferences and Subsequent Behavioral Intentions," in *NA Advances in Consumer Research*, 50, ed. Allan Chen, Giana Eckhardt, and Rebecca Hamilton, Denver, CO: ACR, 2022.

20. "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.
21. "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.
22. "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.
23. "The Role of Vocal Tone in Online Persuasion: a Crowdfunding Enquiry," in *NA Advances in Consumer Research*, 48, ed. Jennifer Argo, Tina M. Lowrey, and Hope Jensen Schau, Paris, FR: ACR, 2020.
24. "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.
25. "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.
26. "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.
27. "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.
28. "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.
29. "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.
30. "Brand's Moral Character Prevails in Brand Evaluations," in *SCP Proceedings*, ed. Kelly Haws and Brent McFerran, Savannah, GA: SCP, 2019.
31. "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.
32. "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.
 33. "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.
 34. "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.
 35. "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.
 36. "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.
 37. "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.
 38. "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.
 39. "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.
 40. "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.
 41. "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.
 42. "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.

43. “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.
44. “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.
45. “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 Zauberaman, St. Pete Beach, FL: SCP, 2016.
46. “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.
47. “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

CBSIG AMA conference, Vienna, Austria, July 2024.
 Society for Consumer Psychology conference, Nashville, TN, March 2024.
 Winter AMA conference, St. Pete Beach, FL, February 2024.
 Marketing Science Institute (MSI) Young Scholars conference, Salt Lake City, UT, January 2024
 Association for Consumer Research conference, Seattle, WA, October 2023.
 Society for Consumer Psychology conference, San Juan, PR, March 2023.
 Winter AMA conference, Nashville, TN, February 2023.
 Association for Consumer Research conference, Denver, CO, October 2022.
 Society for Consumer Psychology doctoral consortium, virtual, March 2022.
 Decision Sciences Institute conference, virtual, November 2021.
 Association for Consumer Research conference, virtual, 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

INCAE Business School	August 2024
University of Texas at El Paso, Woody Hunt College of Business (PhD Seminar)	April 2024
University of Otago, Otago Business School	August 2023
University of Miami, Herbert Business School	March 2023
Dartmouth College, Tuck School of Business	October 2022
NHH - Norwegian School of Economics	October 2022
University of Delaware, Alfred Lerner College of Business and Economics	April 2022
Bogazici University Retail Economics Summit	April 2022
Ohio State University, Fisher College of Business	February 2022
Cardiff University, Cardiff Business School	February 2022
University of Warwick, Warwick Business School	January 2022
Indiana University, Kelley School of Business (PhD Seminar)	December 2021
Wilfrid Laurier University, Lazaridis School of Business and Economics	October 2021
Washington State University, Carson College of Business (PhD Seminar)	September 2021
University of Western Ontario, Ivey Business School (PhD Seminar)	May 2021
University of Manitoba, Asper School of Business	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

- Society for Consumer Psychology (SCP) Early Career Award Recipient, 2024
- AMA Marketing Communications SIG Emerging Scholar in Marketing Communications

Award Recipient, 2024

- Social Science Research Network (SSRN) Top 3% author all-time paper downloads, 2024
- Marketing Science Institute (MSI) Young Scholar, 2023
- Best Reviewer Award by Journal of Consumer Research, 2023
- ACR Doctoral Consortium Faculty, 2023
- Rethink Retail's and Microsoft's Top Retail Influencers List Honoree, 2022, 2023, 2024
- Best Reviewer Award by Journal of Consumer Psychology, 2022
- SCP Doctoral Consortium Faculty, 2022
- Kelley School of Business Research Award, 2022
- Administrative Sciences Association of Canada (ASAC) Doctoral Consortium Faculty, 2022
- Top 30 Alumni Honoree of KIMEP University's 30 Years of Existence 1992-2022, 2022
- AMA-Sheth Foundation Doctoral Consortium Faculty Volunteer, Indiana University, 2021
- AMA's CBSIG Research in Practice Award Winner for 2019 JCR Article in Recognition of Contribution as a Consumer Behavior Scholar, 2020-2021
- 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
- Paul R. Lawrence Fellowship, Case Research Foundation/North American Case Research Association, 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

Special Topics in Brands and Branding (IU PhD Seminar), 2023

Topics in Business Analysis (IU Online MBA/Kelley Direct), 2023

Integrated Brand Promotion and Advertising (IU MBA), 2021

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

Kyu Ree Kim (Marketing PhD student, Dissertation Committee Member); Initial Placement Nanyang Technological University (NTU) Singapore

Keziah Kim (Marketing PhD student, Second Year Mentor and Co-coordinator, 2022-2023)

Der-Wei Huang (Marketing PhD student, Dissertation Committee Member); Initial Placement Chinese University of Hong Kong-Shenzhen

Mehmet Yanit (Marketing PhD student, External Dissertation Committee Member, 2022-Present) – University of Manitoba, Canada

Abbie Iveson (Marketing PhD student, External Examiner, 2022) – Leeds University, UK; Initial Placement University of Manchester

Anshu Suri (Marketing PhD student, External Examiner, 2021) – HEC Montreal, Canada; Initial Placement University College Dublin

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 PhD student, External Examiner, 2019) - National Research University Higher School of Economics, Russia

PROFESSIONAL SERVICE AND ACTIVITIES

Service to the Field and Industry:

Founding Chair, Branding Pop-Up SIG, American Marketing Association, 2023-Communications Chair, Society for Consumer Psychology (SCP), 2022-

Rethink Retail Academic Alliance Member, 2024-

MarketScale Expert, 2024-

Invited Faculty Panelist, ACR Doctoral Consortium at ACR Conference, 2023

Invited Faculty Panelist, SCP Doctoral Consortium at SCP Conference, 2022

Rethink Retail's and Microsoft's Top Retail Influencer, 2022, 2023

Invited Keynote Fireside Chat Moderator, The Game-Plan to Winning (& Advancing)

Top Marketing Skillsets, ClickZ Collective, 2022

Vice-Chair of Communications and Membership, CBSIG, American Marketing Association, 2019-2021

Advisory Board Member, CMSWire/Digital Experience Summit, Simpler Media Group, 2021-2022

Invited Faculty, Winter AMA Mentor Networking Breakfast Session, 2020, 2022
 Featured Talented Marketer to Follow, Rubicly, 2020
 Invited Speaker, International Lazada (part of Alibaba group) Executives Corporate Learning Summit Speaker on Customer Centricity, 2020
 Research Advisor, Consultant, Eastspring Investments (part of Prudential group), 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 on Building a Brand When All Around You are Losing Theirs, Mumbrella Asia Finance Marketing Summit, 2019
 Invited Speaker on Branding of 5G Innovations, 5G Asia Summit by Informa Tech, 2019
 Vice-Chair of Online Engagement, DocSIG, American Marketing Association, 2016-2018

Associate Editor (AE) for:

Journal of Retailing (2024 –)
 Journal of Interactive Marketing (2024 –)

Editorial Review Board (ERB) Member for:

Journal of Consumer Research (2022 –); Best Reviewer Award, 2023
 Journal of Consumer Psychology (2022 –); Best Reviewer Award, 2022
 Journal of Retailing (2022 – 2024)

Ad-hoc Reviewer for:

Journal of Marketing
 Journal of Marketing Research
 Journal of the Academy of Marketing Science
 International Journal of Research in Marketing
 Journal of Experimental Social Psychology
 Journal of the Association for Consumer Research
 Journal of Business Ethics
 Journal of Business Research
 John A. Howard/AMA Doctoral Dissertation Award Competition
 MSI Alden G. Clayton Doctoral Dissertation Proposal Competition
 ACR/Sheth Foundation Dissertation Award Grant Competition
 Society for Consumer Psychology Dissertation Proposal Competition
 Academy of Marketing Science Mary Kay Dissertation Award 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

Track or Session Chair for:

American Marketing Association CBSIG Conference (Co-Chair), 2024
 Association for Consumer Research (ACR) Conference (Associate Editor), 2024
 American Marketing Association Summer Conference (Branding and Brand Management Track Chair), 2024
 European Association for Consumer Research Conference (Program Committee), 2023
 American Marketing Association Winter Conference (Branding and Product Development Track Chair), 2022
 Society for Consumer Psychology Conference (When Artificial Intelligence Goes Awry Session Host), 2022
 Decision Sciences Institute Annual Conference (Novel Trends in Branding Research Session Chair), 2021

Service to the Department, School, and University:

Center for Brand Leadership Faculty Fellow, 2024-
 Kelley Brand Committee Faculty Lead, 2023-
 Kelley Behavioral Research Taskforce, 2023-
 Recruiting Committee, 2023-
 Kelley on Campus/Kelley Direct Coach and Judge, 2023
 Social Committee, 2023-
 Kelley Institute for Corporate Governance Faculty Fellow, 2022-
 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)

PROFESSIONAL AFFILIATIONS

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

SELECTED MEDIA COVERAGE OF MY RESEARCH AND MEDIA QUOTES

1. *Experts Talk by MarketScale* podcast hosts Mansur Khamitov: “Unique In-Store Experiences Are Driving a Brick-And-Mortar Retail Resurgence” (April 15, 2024).
2. *American Marketing Association* features Mansur Khamitov in a members-only webinar: “Beyond the Logo: Exploring Strategic Branding and Effective Brand Management” (March 28, 2024).
3. *RETHINK Retail* features Mansur Khamitov in a list of top retail influencers: “Top Retail Influencers 2024,” (January 11, 2024).
4. *RETHINK Retail* interviews Mansur Khamitov to share loyalty programs best practices for retailers (September 26, 2023).

5. *Showing up for Yourself* podcast hosts Mansur Khamitov to discuss the forthcoming “Consumer Trust: Meta-analysis of 50 Years of Empirical Research” article (August 6, 2023).
6. *Zakon.kz* interviews Mansur Khamitov: “Our people abroad: How USA become a second home for a native of Kazakhstan” (June 29, 2023).
7. *RETHINK Retail* features Mansur Khamitov in a list of top retail influencers: “Top Retail Influencers 2023,” (January 13, 2023).
8. *KIMEP Alumni Magazine* interviews Mansur Khamitov as part of its Top 30 Alumni interview series of KIMEP University’s 30 Years of Existence 1992-2022 (October 4, 2022).
9. *Hanshow* interviews Mansur Khamitov on technology, loyalty, and trends in brand marketing: “Technology, loyalty, and trends in brand marketing: an interview with Dr. Mansur Khamitov” (July 21, 2022).
10. *WalletHub* quotes Mansur Khamitov on Allstate’s brand CSR, organizational citizenship, and discounts (July 18, 2022).
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