

Mansur Khamitov

Marketing Department
Kelley School of Business
Indiana University, Bloomington, USA

Tel: 812-671-5655
Email: mkhamito@iu.edu
www.mansurkhamitov.com
www.linkedin.com/in/mansurkhamitov

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# (2023), "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: 755, h-index = 10 (accessed on November 29, 2023).

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. “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.
3. “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.
4. “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.
5. “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.
6. “Warmth and Competence Stereotypes in Marketing: A Meta-Analytical Investigation,” in *Winter AMA Proceedings*, ed. Nita Umashankar and Monika Lisjak, Nashville, TN: AMA, 2023.
7. “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.

8. “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.
9. “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.
10. “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.
11. “Roundtable on Voice Technology and Communication Modality,” in *SCP Proceedings*, ed. Silvia Bellezza, Lisa Cavanaugh, and Nailya Ordabayeva, San Juan, PR: SCP, 2023.
12. “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.
13. “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.
14. “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.
15. “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.
16. “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.
17. “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.
18. “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.
19. “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.

20. "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.
21. "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.
22. "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.
23. "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.
24. "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.
25. "Brand's Moral Character Prevails in Brand Evaluations," in *SCP Proceedings*, ed. Kelly Haws and Brent McFerran, Savannah, GA: SCP, 2019.
26. "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.
27. "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.
28. "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.
29. "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.
30. "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.

31. "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.
32. "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.
33. "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.
34. "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.
35. "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.
36. "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.
37. "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.
38. "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.
39. "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.
40. "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.
41. "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.

42. “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

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

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| University of Otago, Otago Business School | August 2023 |
| University of Miami, Herbert Business School | March 2023 |
| Dartmouth College, Tuck School of Business | October 2023 |
| 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 |

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| 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

Marketing Science Institute (MSI) Young Scholar, 2023
 Best Reviewer Award by Journal of Consumer Research, 2023
 ACR Doctoral Consortium Faculty, 2023
 Social Science Research Network (SSRN) Top 3% author all-time paper downloads, 2023
 Rethink Retail's and Microsoft's Top Retail Influencers List Honoree, 2022, 2023
 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, 2022-Present); Initial Placement Nanyang Technological University (NTU) Singapore
 Keziah Kim (Marketing PhD student, Second Year Mentor and Co-coordinator, 2022-Present)
 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-

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

Editorial Review Board (ERB) Member for:

Journal of Consumer Research (2022 –)

Journal of Consumer Psychology (2022 –); Best Reviewer Award, 2022

Journal of Retailing (2022 –)

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
 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:

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

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| 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. *RETHINK Retail* interviews Mansur Khamitov to share loyalty programs best practices for retailers (September 26, 2023).
2. *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).
3. *Zakon.kz* interviews Mansur Khamitov: “Our people abroad: How USA become a second home for a native of Kazakhstan” (June 29, 2023).
4. *RETHINK Retail* features Mansur Khamitov in a list of top retail influencers: “Top Retail Influencers 2023,” (January 13, 2023).
5. *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).
6. *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).
7. *WalletHub* quotes Mansur Khamitov on Allstate’s brand CSR, organizational citizenship, and discounts (July 18, 2022).
8. *Zakon.kz* interviews Mansur Khamitov to discuss his academic journey: “How a native of Kazakhstan conquered America and became a Professor at one of the leading US universities” (June 28, 2022).
9. *Jing Daily* quotes Mansur Khamitov on Eileen Gu as a brand ambassador for American and Chinese brands: “Olympic Skier Eileen Gu is China’s Hottest Commodity” (February 8, 2022).
10. *Associated Press (AP)* video interviews Mansur Khamitov on Olympic branding: “Campus Insights” (January 29, 2022).
11. *RETHINK Retail* features Mansur Khamitov in a list of top retail influencers: “Top Retail Influencers 2022,” (January 13, 2022).
12. *CX Decoded* podcast hosts Mansur Khamitov to discuss brand strategy and marketing trips: “Are Customers Truly Connected to Your Brand?” (January 11, 2022).
13. “Audio Mining: An Author Interview,” *Journal of Consumer Research* Author Interview Series (September 28, 2021)
14. *Indiana University Studios* quotes Mansur Khamitov on the business and commercial side of Tokyo Olympic Games: “IU Athletes Overcome Pandemic Challenges to Reach Tokyo Olympics” (July 8, 2021)
15. *Jing Daily* quotes Mansur Khamitov on how inflation will affect consumer luxury spending and luxury costs: “Expert Insight” (June 11, 2021)
16. *FangledCast* podcast hosts Mansur Khamitov to discuss cross-cultural and cross-country branding and marketing: “Global Trade Expertise” (April 19, 2021).
17. *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).
18. *Ariyh* spotlights the recent “Audio Mining: The Role of Vocal Tone in Persuasion” article: “What Makes a Voice Persuasive” (March 16, 2021).
19. “How Vocal Tones Impact Persuasion,” *Journal of Consumer Research’s Consumer Researcher* blog (February 25, 2021).

20. *Marketing Accountability Standards Board (MASB)* features Mansur Khamitov in their Marketing dictionary video series on “Brand Purpose” (February 23, 2021).
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