

Mansur Khamitov

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

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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. Bauer, Carlos*, Mansur Khamitov*, Mathew Isaac*, and Julio Sevilla* (2026), “The Visual Moderation Effect: How the Representation of Loyalty Reward Progress Affects Consumer Judgments and Behaviors,” *Journal of the Academy of Marketing Science*, forthcoming.
 - Featured in AMA Branding SIG Research Spotlight series
2. Grégoire, Yany*, Mansur Khamitov*, François Carrillat*, and Mina Rohani (2025), “The Attenuation Effects of Time and “Sensemaking” Surveys on Customer Revenge,” *Journal of the Academy of Marketing Science*, 53 (1), 172-196.
 - Featured in JAMS’ AMS Sparks Blog for marketing practitioners
3. 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*, 51 (1), 7-18.
 - Lead Article
 - Featured in Showing up for Yourself Podcast by VP of Miller Zell branding agency
 - Featured in Psychology Today
4. 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.
5. 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
6. 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
 7. 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
 8. 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
 9. Duclos, Rod and Mansur Khamitov (2019), “Compared to Dematerialized Money, Cash Increases Impatience in Intertemporal Choice”, *Journal of Consumer Psychology*, 29 (3), 445-54.
 10. 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
 11. 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.
 12. 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: 1522, h-index = 12, i10-index = 12 (accessed on April 5, 2026).

OTHER PUBLICATIONS

13. Khamitov, Mansur and Nicolas Kervyn (2026), “Brands as Notable Targets of Social Perception,” *Research Handbook on Social Judgment*, ed. Justin Landy, UK: Edward Elgar Publishing, forthcoming.
14. Ben, Zhiying, Paurav Shukla, Mansur Khamitov, and Martin Kunc (2026), “Consumer Complaining and Company Response Processes: Critical Questions, Answers, and Suggestions for Future Research,” *Advancing Consumer Psychology*, eds. Paul Herr, Sasha Fedorikhin, Frank Kardes, and Dawn Iacobucci, Edward Elgar Publishing, forthcoming.
15. Khamitov, Mansur, Koushyar Rajavi, Der-Wei Huang, and Yuly Hong (2024), “Brand Trust,” *Elgar Encyclopedia of Consumer Behavior*, eds. Johanna Gollnhofer, Reto Hofstetter, and Torsten Tomczak, UK: Edward Elgar Publishing, 55-58.
16. 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>.
17. 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>.
18. 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

Branding (Consumer-Brand Relationships, Brand Transgressions, Brand Loyalty, Brand Trust)

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. “Empirical Generalizations in Branding: Meta-Analyzing Branding Scholarship on Coolness, Authenticity, and Activism,” in *Summer AMA Proceedings*, ed. Kay Peters, Kelly Hewett, and Kim Whitler, Denver, CO: AMA, 2026.
2. “The Upper Funnel Effects of Digital Advertising: A Meta-Analysis,” in *Summer AMA*

- Proceedings*, ed. Kay Peters, Kelly Hewett, and Kim Whitler, Denver, CO: AMA, 2026.
3. “When Being Irrelevant is Relevant: How the Relative Relevance of Brands’ Social Media Posts Impacts Brand Perception,” in *Summer AMA Proceedings*, ed. Kay Peters, Kelly Hewett, and Kim Whitler, Denver, CO: AMA, 2026.
 4. “Roundtable on Beyond Text: Visual and Audio Processing to Understand Behavior,” in *SCP Proceedings*, ed. Tracy Rank-Christman, Sonja Prokopec, and Anthony Salerno, San Diego, CA: SCP, 2026.
 5. “When Luxury Brands Meet Sustainable Innovation: Examining the “Moderate Incongruence Effect”,” in *Winter AMA Proceedings*, ed. Michael Haenlein, K. Sudhir, and Ela Veresiu, Madrid, Spain: AMA, 2026.
 6. “Pay Now, Get Later? How to Encourage Sustainable Shopping Behavior in Online E-Commerce,” in *NA Advances in Consumer Research*, 53, ed. Selin A. Malkoc, Avni M. Shah, and Kathleen D. Vohs, Washington, DC: ACR, 2025.
 7. “Unresolved Branding Puzzles: Industry Speaks,” in *Summer AMA Proceedings*, ed. Colleen Harmeling, Tonya Bradford, and Adithya Pattabhiramaiah, Chicago, IL: AMA, 2025.
 8. “Brand vs. Brand! vs. BRAND: The Effects of All-Capital Letters and Exclamation Marks in Brand Names on Their Online Ratings,” in *Summer AMA Proceedings*, ed. Colleen Harmeling, Tonya Bradford, and Adithya Pattabhiramaiah, Chicago, IL: AMA, 2025.
 9. “Useful Tools for Branding Research: Expanding Branding Scholar’s Toolkit,” in *Winter AMA Proceedings*, ed. Linda Alkire and Nailya Ordabayeva, Phoenix, AZ: AMA, 2025.
 10. “Shared Life Circumstances and Consumers’ Responses to Market Research Surveys as Mediated by Mood,” in *Winter AMA Proceedings*, ed. Linda Alkire and Nailya Ordabayeva, Phoenix, AZ: AMA, 2025.
 11. “Effect of Communicating Brand Purpose and Firm Size on Consumer Responses as Mediated by Consumer Trust,” in *NA Advances in Consumer Research*, 52, ed. Joseph K. Goodman, Hilke Plassmann, and Cristel Russell, Paris, FR: ACR, 2024.
 12. “A Global Perspective on Brand Activism and Consumer Movements,” in *NA Advances in Consumer Research*, 52, ed. Joseph K. Goodman, Hilke Plassmann, and Cristel Russell, Paris, FR: ACR, 2024.
 13. “AI Can Err but Not Cheat: A Betrayal-Based Model to Explain the Different Responses to Anthropomorphized AI,” in *NA Advances in Consumer Research*, 52, ed. Joseph K. Goodman, Hilke Plassmann, and Cristel Russell, Paris, FR: ACR, 2024.

14. "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.
15. "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.
16. "Visionaries in Branding: Groundbreaking Research and Future Pathways," in *Winter AMA Proceedings*, ed. Samantha Cross and Alok Saboo, St. Pete Beach, FL: AMA, 2024.
17. "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.
18. "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.
19. "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.
20. "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 Raghurir, and Keith Wilcox, Seattle, WA: ACR, 2023.
21. "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 Raghurir, and Keith Wilcox, Seattle, WA: ACR, 2023.
22. "Emerging Technologies and Consumer Well-being: Peril and Promise," in *NA Advances in Consumer Research*, 51, ed. Lan Nguyen Chaplin, Priya Raghurir, and Keith Wilcox, Seattle, WA: ACR, 2023.
23. "Everyone Everywhere All at Once: Integrating Novel Approaches to Social Influence(rs)," in *NA Advances in Consumer Research*, 51, ed. Lan Nguyen Chaplin, Priya Raghurir, and Keith Wilcox, Seattle, WA: ACR, 2023.
24. "Warmth and Competence Stereotypes in Marketing: A Meta-Analytical Investigation," in *Winter AMA Proceedings*, ed. Nita Umashankar and Monika Lisjak, Nashville, TN: AMA, 2023.

25. “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.
26. “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.
27. “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.
28. “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.
29. “Roundtable on Voice Technology and Communication Modality,” in *SCP Proceedings*, ed. Silvia Bellezza, Lisa Cavanaugh, and Nailya Ordabayeva, San Juan, PR: SCP, 2023.
30. “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.
31. “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.
32. “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.
33. “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.
34. “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.
35. “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.
36. “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.

37. "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.
38. "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.
39. "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.
40. "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.
41. "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.
42. "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.
43. "Brand's Moral Character Prevails in Brand Evaluations," in *SCP Proceedings*, ed. Kelly Haws and Brent McFerran, Savannah, GA: SCP, 2019.
44. "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.
45. "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.
46. "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.
47. "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.

48. "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.
49. "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.
50. "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.
51. "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.
52. "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.
53. "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.
54. "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.
55. "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.
56. "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.
57. "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.
58. "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.

59. “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.
60. “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

Summer AMA conference, Denver, CO, July 2026.
 Society for Consumer Psychology conference, San Diego, CA, March 2026.
 Winter AMA conference, Madrid, Spain, February 2026.
 Association for Consumer Research conference, Washington, DC, October 2025.
 Summer AMA conference, Chicago, IL, August 2025.
 Winter AMA conference, Phoenix, AZ, February 2025.
 Association for Consumer Research conference, Paris, FR, September 2024.
 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

University of Illinois Chicago, College of Business Administration	October 2025
University of Namur, Department of Business Administration	October 2025
Indian Institute of Management (IIM) Ranchi	October 2025
University of Geneva, Geneva School of Economics & Management	September 2025
University College Dublin, Michael Smurfit Graduate Business School	July 2025
IAE Aix-Marseille Graduate School of Management	May 2025
University of Oklahoma, Price College of Business	April 2025
Paris School of Business	April 2025
Michigan State University, Eli Broad College of Business (PhD Seminar)	February 2025
University of Michigan, Ross School of Business	January 2025
Great Lakes Institute of Management	December 2024
Excelia Business School	October 2024
INCAE Business School	August 2024
University of Manchester, Alliance Manchester Business School	June 2024
University of Texas at El Paso, Woody Hunt College of Business (PhD Seminar)	April 2024
Texas A&M University, Mays Business School	October 2023
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
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
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

- Social Science Research Network (SSRN) Top 1% author rank all-time paper views and downloads, 2026
- Rethink Retail & Microsoft Top Retail Influencers List Honoree, 2022, 2023, 2024, 2025, 2026
- Best Reviewer Award by Journal of Consumer Psychology, 2022, 2025
- Dewey Data Research Data Grant Co-recipient, 2025
- Summer AMA Doctoral Pre-conference Consortium Faculty, 2025
- Society for Consumer Psychology (SCP) Early Career Award Recipient, 2024
- AMA Marketing Communications SIG Emerging Scholar in Marketing Communications Award Recipient, 2024
- Kelley School of Business Research Award, 2024
- Marketing Science Institute (MSI) Young Scholar, 2023
- Best Reviewer Award by Journal of Consumer Research, 2023
- ACR Doctoral Consortium Faculty, 2023
- 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

Brand Analytics, Metrics & Dashboards (IU Online MS), 2027

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

Topics in Business Analysis (IU Online MBA/Kelley Direct), 2023, 2024, 2025, 2025

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

Consumer Behavior (IU Undergraduate MCore), 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

Rosemary Jose (Marketing PhD student, First Year Mentor, 2025-Present)

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

Fereshteh Vahidi (Marketing PhD student, External Dissertation Committee Member, 2024 - Present) – University of Geneva, Switzerland

Michael Jenkins (Marketing PhD student, Dissertation Committee Member) - University of Kentucky; Initial Placement Mississippi State University

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) – University of Manitoba, Canada; Initial Placement Mount Royal University, 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 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, 2024, 2025, 2026
 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 Marketing (2025 –)
 Journal of Marketing Research (2025 –)
 Journal of Consumer Psychology (2022 –); Best Reviewer Award, 2022
 Journal of the Academy of Marketing Science (2025 –)

International Journal of Research in Marketing (2025 –)
 Journal of Service Research (2026 –)
 Journal of Retailing (2022 – 2024)

Ad-hoc Reviewer for:

Journal of Business Ethics (Best Reviewer Award, 2024)
 Psychological Bulletin
 Journal of Experimental Social Psychology
 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:

Association for Consumer Research (ACR) Conference (Associate Editor), 2026
 American Marketing Association Winter Conference (Advertising, Promotion, and
 Marketing Communications Track Chair), 2026
 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
 Society for Consumer Psychology's Meet the JCP Editors Webinar (Co-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:

Haring Symposium Co-Chair, 2025, 2026
 M-Core Course Coordinator, 2025-
 Marketing Graduate Programs Policy Committee, 2025-
 PhD Recruiting Committee, 2025
 Online MS Marketing Committee, 2024-
 Management & Entrepreneurship Graduate Programs Policy Committee, 2024-
 Center for Brand Leadership Faculty Fellow, 2024-
 IU Business Sustainability Lab Affiliated Faculty, 2024-

Kelley Brand Committee Faculty Lead, 2023-2025
 Kelley Behavioral Research Taskforce, 2023-2025
 Faculty Recruiting Committee, 2023
 Kelley on Campus/Kelley Direct Coach and Judge, 2023, 2024, 2025, 2025
 Social Committee, 2023-2025
 Kelley Institute for Corporate Governance and Ethics 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	

SELECTED MEDIA COVERAGE OF MY RESEARCH AND MEDIA QUOTES

1. *Kelley School of Business Blog* mentioned me: “Kelley School Marketing Professors Chosen for Prestigious Group of ‘Top Retail Experts’,” (January 15, 2026).
2. *RETHINK Retail* featured me in a list of top retail influencers: “Top Retail Influencers 2026,” (January 6, 2026).
3. *Indianapolis Business Journal* quoted me on branding considerations in the context of franchising: “Uncertainty lingers for Jack’s Donuts franchisees” (November 21, 2025).
4. *Indianapolis Business Journal* quoted me on brand crisis management: “Elevance Health faces mix of hurdles” (February 21, 2025).
5. *CNBC* quoted me on AI-powered shopping tools like Amazon’s Rufus and their implications: “AI chatbots emerged as a go-to tool for holiday shoppers. What that means for our retail stocks” (February 1, 2025).
6. *MarketWatch* quoted me on the retail impact and implications of GLP-1 drugs: “This Wegovy user spent \$5,000 on a new wardrobe after losing 80 pounds — and she’s not alone” (January 26, 2025).
7. *RETHINK Retail* featured me in a list of top retail influencers: “Top Retail Influencers 2025,” (January 7, 2025).
8. *WISH-TV* video interviewed me on nostalgic branding, brand resurgence, and brand transgressions: “Amid Chi-Chi’s Comeback, Experts Cite Examples of Other Brands’ Successes” (December 5, 2024).
9. *KCBS Radio* station hosted me to discuss how Kirkland's deal gives second wind to ailing Bed Bath & Beyond (October 21, 2024).
10. *KCBS Radio* station hosted me to discuss the changing shopping habits associated with rise of weight-loss drugs (September 9, 2024).
11. *The Washington Post* quoted me on weight-loss drugs and their implications for retail and shopping habits: “Weight-loss Drugs Change Shopping Habits” (September 8, 2024).
12. *Psychology Today* quoted my forthcoming *Journal of Consumer Research* work on consumer trust: “Patient Trust Is Not Just About Care—It’s Also About Caring” (June 10, 2024).

13. *MarketScale* interviewed me about branded access offers and how they work best when they're not sacrificing brand loyalty over a short-term gain (May 7, 2024).
14. *MarketScale* interviewed me about how big box stores redefine retail with spaces blending personalization, technology, and community engagement, how coexistence of big box and small retail relies on synergistic relationships, and how small retailers are at the forefront of economic and community revival (April 24, 2024).
15. *Experts Talk by MarketScale* podcast hosted me: "Unique In-Store Experiences Are Driving a Brick-And-Mortar Retail Resurgence" (April 15, 2024).
16. *American Marketing Association* featured me in a members-only webinar: "Beyond the Logo: Exploring Strategic Branding and Effective Brand Management" (March 28, 2024).
17. *RETHINK Retail* featured me in a list of top retail influencers: "Top Retail Influencers 2024," (January 11, 2024).
18. *RETHINK Retail* interviewed me to share loyalty programs best practices for retailers (September 26, 2023).
19. *Showing up for Yourself* podcast hosted me to discuss the forthcoming "Consumer Trust: Meta-analysis of 50 Years of Empirical Research" article (August 6, 2023).
20. *Zakon.kz* interviewed me: "Our people abroad: How USA become a second home for a native of Kazakhstan" (June 29, 2023).
21. *RETHINK Retail* featured me in a list of top retail influencers: "Top Retail Influencers 2023," (January 13, 2023).
22. *Kelley School of Business Blog* mentioned me: "Winners of Kelley Research Awards Announced," (December 15, 2022).
23. *KIMEP Alumni Magazine* interviewed me as part of its Top 30 Alumni interview series of KIMEP University's 30 Years of Existence 1992-2022 (October 4, 2022).
24. *Hanshow* interviewed me on technology, loyalty, and trends in brand marketing: "Technology, loyalty, and trends in brand marketing: an interview with Dr. Mansur Khamitov" (July 21, 2022).
25. *WalletHub* quotes me on Allstate's brand CSR, organizational citizenship, and discounts (July 18, 2022).
26. *Zakon.kz* interviewed me 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).
27. *Jing Daily* quoted me on Eileen Gu as a brand ambassador for American and Chinese brands: "Olympic Skier Eileen Gu is China's Hottest Commodity" (February 8, 2022).
28. *Associated Press (AP)* video interviewed me on Olympic branding: "Campus Insights" (January 29, 2022).
29. *RETHINK Retail* featured me in a list of top retail influencers: "Top Retail Influencers 2022," (January 13, 2022).
30. *CX Decoded* podcast hosted me to discuss brand strategy and marketing trips: "Are Customers Truly Connected to Your Brand?" (January 11, 2022).
31. "Audio Mining: An Author Interview," *Journal of Consumer Research* Author Interview Series (September 28, 2021)
32. *Indiana University Studios* quoted me on the business and commercial side of Tokyo Olympic Games: "IU Athletes Overcome Pandemic Challenges to Reach Tokyo Olympics" (July 8, 2021)

33. *Jing Daily* quoted me on how inflation will affect consumer luxury spending and luxury costs: “Expert Insight” (June 11, 2021)
34. *FangledCast* podcast hosted me to discuss cross-cultural and cross-country branding and marketing: “Global Trade Expertise” (April 19, 2021).
35. *Marketing Brew* quoted me on brand loyalty and brand fans of ketchup brands: “What the Ketchup Shortage Tells Us about Brand Loyalty” (April 7, 2021).
36. *Ariyh* spotlights the recent “Audio Mining: The Role of Vocal Tone in Persuasion” article: “What Makes a Voice Persuasive” (March 16, 2021).
37. “How Vocal Tones Impact Persuasion,” *Journal of Consumer Research’s Consumer Researcher* blog (February 25, 2021).
38. *Marketing Accountability Standards Board (MASB)* featured me in their Marketing dictionary video series on “Brand Purpose” (February 23, 2021).
39. “The Good The Brand and The Ugly (Dr. Mansur Khamitov),” *The Rethink Marketing Podcast* (February 11, 2021).
40. “They’re Just Not That Into You: Consumer-Brand Relationship Insights,” *Scienmag* (January 28, 2021).
41. “They’re Just Not That Into You: Consumer-Brand Relationship Insights,” *Sciencenewsnet* (January 28, 2021).
42. “They’re Just Not That Into You: Consumer-Brand Relationship Insights,” *EurekAlert* (January 28, 2021).
43. “They’re Just Not That Into You: Consumer-Brand Relationship Insights,” *Phys.org* (January 28, 2021).
44. “They’re Just Not That Into You: Consumer-Brand Relationship Insights,” *Journal of Marketing Press Release* (January 27, 2021).
45. “Brand Fans: Not Always the Way Forward?” *Newsletter of American Marketing Association* (January 27, 2021).
46. *2Stallions Digital Marketing* interviewed me in their Marketing expert series on “(Un)ethical marketing with Dr. Mansur Khamitov,” (January 7, 2021).
47. *ACupOfJoe* podcast hosted me: “Building Strong Brands In Asia (Brand Strategy),” (December 16, 2020).
48. *CNA TV* news channel and *Mediacorp* video interviewed me 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).
49. “The Surprising Upside of Expensive Products that Don’t Sell,” *Harvard Business Review* (October 12, 2020).
50. *The Muse* quoted me 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)
51. *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).
52. *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).
53. *TODAY* newspaper quoted me 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).

54. *The Economist* quoted me 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).
55. *Channel 8* interviewed me on open electricity market consumers and retailers, consumer behavior, and customer loyalty, (May 26, 2020).
56. *The Washington Post* quoted me 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).
57. *Forbes* quoted me 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).
58. *CNA TV* news channel video interviewed me 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).
59. *Forbes* quoted me 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).
60. *Herald-Tribune* quoted me 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).
61. *Rubicly* featured me in a list of talented marketers to follow: “150+ Marketers to Follow,” (April 23, 2020).
62. *CMSWire* quoted me on how higher education is handling the shift to remote learning: “How Universities Are Handling the Shift to Distance Learning,” (April 15, 2020).
63. “Learning from the Past to Protect Your Brand During a Crisis,” *The Irish Times* (April 9, 2020).
64. “How Smart Brands Can Learn from Past Crises,” *Inside Marketing Podcast* (April 8, 2020).
65. *Marketing in Asia* news platform featured me in their “Meet a Marketer” column (March 27, 2020).
66. “Coronavirus and the Reprioritization of Needs,” *WARC (World Advertising Research Center)* (March 9, 2020).
67. *Dailyhunt* requotes “How Alderfer’s E.R.G. Theory Can Inform Post-Coronavirus Strategy for Brands,” (February 27, 2020).
68. *Mediabrief* requotes “How Alderfer’s E.R.G. Theory Can Inform Post-Coronavirus Strategy for Brands,” (February 27, 2020).
69. *Medium* requotes “How Alderfer’s E.R.G. Theory Can Inform Post-Coronavirus Strategy for Brands,” (February 27, 2020).
70. *Medianews 4U* requotes “How Alderfer’s E.R.G. Theory Can Inform Post-Coronavirus Strategy for Brands,” (February 27, 2020).
71. “How Alderfer’s E.R.G. Theory Can Inform Post-Coronavirus Strategy for Brands,” *WARC (World Advertising Research Center)* (February 26, 2020).
72. *Nanyang Business School* video interviewed me 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).

73. *Nanyang Business School* video interviewed me 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).
74. “How Well Do Consumer-Brand Relationships Drive Customer Brand Loyalty? Generalizations from a Meta-Analysis of Brand Relationship Elasticities,” *Journal of Consumer Research* Author Interview Series (February 1, 2020)
75. *CNA938* radio station hosted me to discuss the announced Grab’s rewards program revision and its implications for consumers, the brand, and brand loyalty (January 22, 2020).
76. “Loyalty Matters: Research on the Paradigm that Loyalty Is Essential,” *Marketing Matters Podcast on Sirius XM 132 Business Radio* powered Wharton (November 1, 2019).
77. *Sirius XM 132 Business Radio* powered by the Wharton School hosted me 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).
78. “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).
79. “Building a Brand when All around You Are Losing Theirs,” *NBS Buzz* (September 27, 2019).
80. *Japan Times* requoted me 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).
81. *Telecom Review Asia Pacific* requoted me on brand equity and consumer behavior in the telecommunications industry: “US Ban on Chinese Telco Equipment Mostly Ignored in Southeast Asia,” (August 19, 2019).
82. *Business Times Africa* requoted me on brand equity and consumer behavior in the telecommunications industry: “US Ban on Huawei Being Largely Ignored in Southeast Asia,” (August 17, 2019).
83. *Sputnik News* requoted me 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).
84. *ABS-CBN News* requoted me on brand equity and consumer behavior in the telecommunications industry: “US Ban on Huawei Being Largely Ignored in Southeast Asia,” (August 17, 2019).
85. *Voice of India* requoted me on brand equity and consumer behavior in the telecommunications industry: “US Ban on Huawei Being Largely Ignored in S.E. Asia,” (August 16, 2019).
86. *Kyodo News* quoted me 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).
87. *Singapore Informer* news requoted me 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).

88. *The World News* requoted me 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).
89. *Asia One* requoted me 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).
90. *Straits Times* newspaper quoted me 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).
91. *CNA TV* news channel video interviewed me for its “Money Mind” show on brand disloyalty and brand building: “The Winds of Change,” (July 30, 2019).
92. *Marketing in Asia* news platform featured my 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).
93. *CNA TV* news channel video interviewed me 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).
94. *Marketing in Asia* news platform featured my opinion piece based on the forthcoming article: “Should One Invest in Brand Relationships to Drive Customer Loyalty?” (June 26, 2019).
95. “Study Suggests Cash in Hand Makes it Harder to Save for the Future,” *Therapy Toronto News* (May 22, 2019).
96. *The Government of Singapore* requoted me 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).
97. *Singapore Informer* news requoted me 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).
98. *TODAY* newspaper quoted me 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).
99. *CNA TV* news channel video interviewed me 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).
100. *MONEY FM 89.3* business and personal finance radio station hosted me 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).
101. “When Cash Is Your Enemy,” *NewsRx* (April 12, 2019).
102. “Future Savings Pays Price for Cash Dependence,” *Western News* (April 9, 2019).
103. *MONEY FM 89.3* business and personal finance radio station hosted me to discuss the forthcoming “Compared to Dematerialized Money, Cash Increases Impatience in Intertemporal Choice” article (April 3, 2019).
104. “When Cash Is Your Enemy,” *KK News* (April 2, 2019).
105. “When Cash Is Your Enemy,” *Science Daily* (April 1, 2019).
106. “When Cash Breeds Impatience,” *The New Paper* (April 1, 2019).

107. “When Cash Is Your Enemy,” *Phys.org* (April 1, 2019).
108. “When Cash Is Your Enemy,” *Shamel News* (April 1, 2019).
109. “Is Cash Really King?” *The Business Times* (March 29, 2019).
110. “When Cash Is Your Enemy,” *EurekAlert* (March 29, 2019).
111. *Mumbrella* marketing news platform featured my opinion piece on A.G. Lafley of Procter & Gamble and his contributions: “Industry Heroes: Alan George Lafley of Procter & Gamble – One of the ‘Most Lauded CEOs in History’,” (March 20, 2019).
112. *The New Paper* quoted me on nation/country branding and the use of animal mascots in brand communications: “Singapore Otters a Hit Overseas,” (January 14, 2019).
113. *Asia One* requoted me on nation/country branding and the use of animal mascots in brand communications: “Singapore Otters a Hit Overseas,” (January 14, 2019).
114. *Singaporebizz News* requoted me on nation/country branding and the use of animal mascots in brand communications: “Singapore Otters a Hit Overseas,” (January 14, \ 2019).
115. *Sqfeed Journal* requoted me on nation/country branding and the use of animal mascots in brand communications: “Singapore Otters a Hit Overseas,” (January 14, 2019).
116. “When Brands Tempt Us to Lie, Cheat, and Steal,” *Media Psychology 101* (July 16, 2018).
117. “When Brands Tempt Us to Lie, Cheat, and Steal,” *Consumer Psychology Research Blog* (May 3, 2018).
118. “When Brands Tempt Us to Lie, Cheat, and Steal,” *Science Daily* (November 30, 2017).
119. “When Brands Tempt Us to Lie, Cheat, and Steal,” *Phys.org* (November 30, 2017).
120. “When Brands Tempt Us to Lie, Cheat, and Steal,” *Science Newsline* (November 30, 2017).
121. “When Brands Tempt Us to Lie, Cheat, and Steal,” *Health Medicine Network* (November 30, 2017).
122. “When Brands Tempt Us to Lie, Cheat, and Steal,” *EurekAlert* (November 29, 2017).
123. “When Brands Tempt Us to Lie, Cheat, and Steal,” *Bright Surf* (November 29, 2017).
124. “Is Our Feeling of ‘Agency’ over an Event Inherently Rewarding?” *The Complex Brain* (January 11, 2016).
125. “People and Companies Who Do Harm Are Dehumanized, not Typecasted,” *Atlas of Science* (October 27, 2015).
126. “Perceiving the Agency of Harmful Agents: A Test of Dehumanization versus Moral Typecasting Accounts,” *National Affairs* (October 22, 2015).