

JOSEPH C. NUNES

Address: Marshall School of Business HOH 604
University of Southern California
Los Angeles, CA 90089-0443
(213) 740-5044
(213) 740-7828 fax

E-Mail: jnunes@marshall.usc.edu

Academic Appointments

- 2013 – Present Professor of Marketing, USC Marshall School of Business
- 2014 – Present Academic Director, World Bachelor of Business (WBB) Program
- 2014 – Present Adjunct Full Professor of Marketing, Università Bocconi (Milan)
- 2012 – 2014 Visiting Research Professor, Università Bocconi (Milan)
- 2005 – 2013 Associate Professor of Marketing, USC Marshall School of Business.
- 1998 – 2005 Assistant Professor of Marketing, USC Marshall School of Business.
- 1997 Lecturer, University of Chicago, Graduate School of Business.
Marketing Management (Executive MBA Program)

Education

- Ph.D. The University of Chicago, Graduate School of Business, 1998.
(Marketing, Behavioral Decision Research)
- MBA The University of Chicago, Graduate School of Business, 1993.
(Marketing, Statistics),
- B.S. Medill School of Journalism, Northwestern University, 1987.
(Journalism, Economics),

PUBLICATIONS

Refereed Journal Articles

- Nunes, Joseph C., Andrea Ordanini and Francesca Valsesia (2014), "The Power of Repetition: Repetitive Lyrics in a Song Increase Processing Fluency and Drive Market Success," forthcoming at *Journal of Consumer Psychology*.
- Nunes, Joseph C. and Andrea Ordanini (2014), "I Like the Way It Sounds: The Influence of Instrumentation on a Pop Song's Place in the Charts," *Musicae Scientiae*, 18(4) 1-18.
- Ghoshal, Tanuka, Eric A. Yorkston, Joseph C. Nunes and Peter Boatwright (2014) "Multiple Reference Points in Sequential Hedonic Evaluation: An Empirical Analysis," *Journal of Marketing Research*, 51(October) 563-577.
- Ivanic, Aarti S., Jennifer Overbeck and Joseph C. Nunes (2011), "Status, Race and Money: The Impact of Racial Hierarchy on Willingness to Pay" *Psychological Science*, 22 (12) December, 1557 - 1566.
- Nunes, Joseph C., Xavier Drèze and Han, Young Jee (2011), "Conspicuous Consumption in a Recession: Toning it Down or Turning it Up?" *Journal of Consumer Psychology*, 21 (2) April, 199-205.
- Drèze, Xavier Nunes and Joseph C. Nunes (2011) "Recurring Goals and Learning: The Impact of Successful Reward Attainment on Purchase Behavior," *Journal of Marketing Research*, 48 (2) April, 268-281. (Both authors contributed equally and are listed in alphabetical order.)
- Han, Young Jee, Joseph C. Nunes and Xavier Drèze (2010), "Signaling Status with Luxury Goods: The Role of Brand Prominence," *Journal of Marketing*, 74 (July) 15-30.
- Yorkston, Eric A., Joseph C. Nunes and Shashi Matta (2010), "The Role of Implicit Theories in Brand Extendibility," *Journal of Marketing*, 74 (January), 80-93. (The first and second authors contributed equally.)
- Drèze, Xavier and Joseph C. Nunes (2008) "Feeling Superior: The Impact of Loyalty Program Structure on Consumers' Perception of Status," *Journal of Consumer Research* 35(6), 890-905. (Both authors contributed equally.)
- Fitzsimons, Gavan J., Nunes, Joseph C. and Patti Williams (2007), "License to Sin: The Liberating Role of Reporting Expectations," *Journal of Consumer Research*, 34(3) 22-31. (The order of authorship is alphabetical.)

- Nunes, Joseph C. and Drèze, Xavier (2006), "Your Loyalty Program is Betraying You" *Harvard Business Review* 84 (4) 124-131.
- Nunes, Joseph C. and Drèze, Xavier (2006), "The Endowed Progress Effect: How Artificial Advancement Increases Effort," *Journal of Consumer Research* 32 (4) 504-512. (Both authors contributed equally and are listed in inverse alphabetical order.)
- Narasimhan, Chakravarthi, Chuan He, Eric Anderson, Lyle Brenner, Preyas Desai, Dmitri Kuksov, Paul Messinger, Sridhar Moorthy, Joseph C. Nunes, Yuval Rottenstreich, Rick Staelin, George Wu and Z. John Zhang (2006), "Incorporating Behavioral Anomalies in Strategic Models," *Marketing Letters* 16(3-4).
- Borle, Sharad, Peter Boatwright, Joseph B. Kadane, Joseph C. Nunes and Galit Shmueli (2005), "Effect of Product Assortment Changes on Customer Retention," *Marketing Science* 24 (4) 616-622.
- Leclerc, France, Christopher K. Hsee and Joseph C. Nunes (2005), "Narrow Focusing: Why Relative Position of a Good in its Category Matters More than It Should," *Marketing Science* 24 (2) 194-205. (Lead article)
- Nunes, Joseph C. and Peter Boatwright (2004), "Incidental Prices and their Effect on Willingness to Pay," *Journal of Marketing Research*, 41 (4) 457-466. (Both authors contributed equally.)
- Nunes, Joseph C., Christopher K. Hsee and Elke W. Weber (2004), "Why are People so Prone to Steal Software: The Effects of Products' Cost Structure on Consumer Payment and Purchase Intention," *Journal of Public Policy & Marketing*, 23 (1), 43-53.
- Drèze, Xavier and Joseph C. Nunes (2004), "Using Combined-Currency Prices to Lower Consumers' Perceived Cost," *Journal of Marketing Research*, 41 (1) 59-72. (Both authors contributed equally and are listed alphabetically.)
- Nunes, Joseph C. and C. Whan Park (2003), "Incommensurate Resources: Not Just More of the Same," *Journal of Marketing Research*, 40 (1), 26-38.
- Boatwright, Peter and Joseph C. Nunes (2001), "Reducing Assortment: An Attribute-Based Approach," *Journal of Marketing*, 65 (3), 50-63. (Both authors contributed equally and are listed alphabetically.)
- Nunes, Joseph C. and Peter Boatwright (2001), "Pricey Encounters," *Harvard Business Review*, 79(7), 18-19.
- Nunes, Joseph C. (2000), "A Cognitive Model of People's Usage Estimations," *Journal of Marketing Research*, 37 (4), 397-409. (Lead article)

Cases and Teaching Materials

Nunes, Joseph C. (2009), "Pepsi China: Culture, Consumers and Brand Identity," Shanghai, People's Republic of China: Marshall School of Business.

RESEARCH IN PROGRESS

Submitted for Review or Under Revision

Valsesia, Francesca, Joseph C. Nunes and Andrea Ordanini (2014), "Being Lauded is not the Same as Being Liked! How Creative Control Affects Perceived Authenticity and Recognition, but not Revenues," preparing invited revision for *Journal of Consumer Research*.

Ordanini, Andrea and Joseph C. Nunes (2014), "More Blockbusters but Fewer Superstars: How Technological Shifts in the Music Industry have Impacted Billboard's Hot 100," under second round review at *International Journal of Research in Marketing*.

Cavanaugh, Lisa, Joseph C. Nunes and Young Jee Han (2014), "Please Read the Signal but Don't Mention It: How Compliments Lead to Embarrassment," preparing invited revision for *Journal of Consumer Research*.

Work in Progress

Valsesia, Francesca, Joseph C. Nunes and Kristin Diehl (2014), "Lost in Transmission: The Signaling Power of an Outfit," preparing manuscript to submit to *Journal of Consumer Research*.

Valsesia, Francesca, Kristin Diehl and Joseph C. Nunes (2014), "Based on a True Story: The Effects of Fictionality and Verisimilitude on the Narrative Experience," preparing manuscript to submit to submit to *Journal of Consumer Research*.

Nunes, Joseph C. and Andrea Ordanini (2014), "Music and Brands," preparing manuscript to submit to *Journal of Marketing*.

Ordanini, Andrea and Joseph C. Nunes (2014), "Velocity in the Pop Charts: The Impact of Speed of Ascent on Abandonment," data collected, draft in preparation. Target Publication: *Journal of Marketing Research*.

Nunes, Joseph C. Caleb Warren and Zachary Estes (2012), "The Essence of a Brand: How Intentionality Impacts Authenticity" in data collection stage. Target Publication: *Journal of Consumer Research*.

Nunes, Joseph C. and Martin Schreier (2012), "How Customization Influences Prestige Brands: Take the Brand Out and Putting Me In" two studies complete, in data collection stage for third study. Target Publication: *Journal of Marketing*.

Refereed Conference Proceedings

- "I Like the Way It Sounds: The Influence of Instrumentation on a Pop Song's Place in the Charts," presented at the Association for Consumer Research Conference, Baltimore, MD (2014)
- "The End of Designer as Dictator: How Fashion Critics Affect Aesthetic Innovation," presented at the Association for Consumer Research Conference, Vancouver, British Columbia (2012)
- "Status, Race and Money: The Impact of Racial Hierarchy on Willingness to Pay," presented at the Association for Consumer Research Conference, Vancouver, British Columbia (2012)
- "Status, Race and Money: The Impact of Racial Hierarchy on Willingness to Pay," presented at the Society for Consumer Psychology Conference summer conference in Florence, Italy (2012)
- "Conspicuous Consumption in a Recession: Toning it Down or Turning it Up?" presented at the Association for Consumer Research Conference, Jacksonville, FL (2010)
- "Conspicuous Consumption in a Recession: Toning it Down or Turning it Up?" presented at the In Pursuit of Luxury Conference at the Royal Institute of British Architects, in collaboration with the University of Hertfordshire, London, England (2010)
- "Read the Signal but Don't Mention It: How Conspicuous Consumption Embarrasses the Signaler," presented by co-author and Ph.D. Student Young Jee Han at the Association for Consumer Research Conference, Pittsburgh, PA (2009)
- "Recurring Goals and Learning: The Impact of Successful reward Attainment on Purchase Behavior," presented at the Association for Consumer Research Conference, Pittsburgh, PA (2009)
- "The Intrinsic Benefits of Status," presented at the Association for Consumer Research Conference, San Francisco, CA (2008)
- "The Endowed Progress Effect: How Artificial Advancement Increases Effort," presented at the Society for Consumer Psychology Conference, Carnival Cruise departing Miami (2006)

- “Effect of Product Assortment Changes on Customer Retention,” presented at the European Association for Consumer Research Conference, Gutenberg, Sweden (2005)
- “When to Cash In: The Effect of Loyalty Program Fungibility on Consumer Purchase Behavior,” presented at the Association for Consumer Research Conference, Portland, OR (2004)
- “Implications of Fairness for Experimental Research in Marketing,” presented at the 6th triennial Invitational Choice Symposium, hosted by the Leeds School of Business at the University of Colorado at Boulder (2004)
- “The Pseudo-Sunk Cost Effect: How Varying Reward Levels Affect Prices in Alternative Currencies,” presented at the Association for Consumer Research Conference, Toronto, Canada (2003)
- “Combined-Currency Pricing: Spreading Prices across Currencies to Lessen Perceived Cost,” presented at the Association for Consumer Research Conference, Atlanta, GA (2002)
- “The Effect of Products’ Cost Structure on Consumer Purchase and Payment Intentions,” presented at the Association for Consumer Research Conference, Atlanta, GA (2002)
- “Combined-Currency Pricing: Spreading Prices across Currencies to Lessen Perceived Cost,” presented at the biannual Behavioral Decision Research in Management Conference, Chicago, IL (2002)
- “The Effects of Products’ Cost Structure on Consumer Payment and Purchase Intention,” presented at the Society for Consumer Psychology Conference, Austin, TX (2002)
- “Incidental Prices and their Effect on Willingness to Pay,” presented at the Association for Consumer Research Conference, Austin, TX (2001)
- “Incommensurate Resources: Not Just More of the Same,” presented at the Society for Judgment and Decision Making Conference, Orlando, FL (2001)
- “Incommensurate Resources: Not Just More of the Same,” presented at the Society of Consumer Psychology Conference, Scottsdale, AZ (2001)
- “Incidental Prices and their Effect on Willingness to Pay,” presented at the Marketing Science Institute’s Young Scholars Conference, Park City, UT (2001)
- “On the Causes of Debt Aversion: Consumer Self-Management of Liquidity Constraints,” Society for Judgment and Decision Making Conference, New Orleans, LA (2000)

“Incommensurate Benefits: Not Just More of the Same,” presented at the Association for Consumer Research Conference, Salt Lake City, UT (2000)

“Incommensurate Benefits: Not Just More of the Same,” presented at the biannual Behavioral Decision Research in Management Conference, Tucson, AZ (2000)

“Do We Predict What We Will Do?” presented at the Society for Consumer Psychology winter conference, San Antonio, TX (2000)

“Reducing Item Selection at an Online Grocer: What Types of Items to Cut and Why,” presented at the Association for Consumer Research conference, Montreal, Quebec (October 1998)

“A Cognitive Model of People’s Usage Estimations,” presented at the Association for Consumer Research conference, Denver, CO (October 1997)

Other Conference Proceedings & Invited Presentations

“The End of Designer as Dictator: How Fashion Critics Affect Aesthetic Innovation,” presented at HEC, Paris, France (November 2012)

“The End of Designer as Dictator: How Fashion Critics Affect Aesthetic Innovation,” presented at the Institute of Marketing Management, Department of Marketing, WU Vienna (June 2012)

“Luxury Brands and Signaling” presented at the KUMPEM Forum at Koc University’s Migros Retailing Research Center, Istanbul, Turkey (2012)

“The End of Designer as Dictator: How Fashion Critics Affect Aesthetic Innovation,” presented at INSEAD Singapore (2012)

“The Impact of Critical Feedback on Trends in Fashion,” presented at Owen Graduate School of Management, Vanderbilt University, Nashville, TN (2012)

“Status Has Its Privileges: How Exercising One’s Status Elevates Feelings of Prestige,” presented at the Università Commerciale Luigi Bocconi, Milan, Italy (2011)

“The Essence of a Brand: The Impact of Intentionality on Customization,” presented at the University of California, Los Angeles, CA (2011)

“Brand Prominence, The Recession of 2008 and Brand Essence,” presented at the Università Commerciale Luigi Bocconi, Milan, Italy (2010)

- “The Essence of a Brand,” presented at the Rady School of Management, University of California, San Diego, San Diego, CA (2010)
- “The Essence of a Brand,” presented at the Haas School of Business, University of California, Berkeley, Berkeley, CA (2010)
- “Signaling Status with Luxury Goods: The Role of Brand Prominence,” presented at the Carlson School of Management, University of Minnesota, Minneapolis, MN (2010)
- “Signaling Status with Luxury Goods: The Role of Brand Prominence,” presented at the Goizueta Business School, Emory University, Atlanta, GA (2010)
- “Brand Prominence and Luxury Goods: The Subtle Signals of Status,” presented at the Anderson School of Business, UCLA, Los Angeles Ca (2009)
- “Feeling Superior: The Impact of Loyalty Program Structure on Consumers’ Perceptions of Status,” presented at the Research Summit of the Direct Marketing Educational Foundation in San Diego, CA (2009)
- “Feeling Superior: The Impact of Loyalty Program Structure on Consumers’ Perception of Status,” presented at Korea University Business School, Seoul, South Korea (2008)
- “Marketing Status: What Makes Me Superior? Why Do I Care? And am I Worse Off?” presented at INSEAD, Fontainebleau, France (2007)
- “Marketing Status: What Makes Me Superior? Why Do I Care? And am I Worse Off?” presented at the University of Alberta School of Business, Edmonton, Alberta Canada (2007)
- “Marketing Status: What Makes Me Superior? Why Do I Care? And am I Worse Off?” presented at the Erasmus Research Institute of Management, Erasmus University, Rotterdam, Netherlands (2007)
- “Loyalty Programs are Not about Loyalty,” presented at the 3rd Korea University Business School International Symposium of Marketing, Seoul, South Korea (2007)
- “Recurring Goals: The Effect of Divisibility and Goal Attainment on Effort,” presented at the Graduate School of Business, The University of Chicago, Chicago, IL (2007)
- “A Look at How Consumers Respond to Loyalty Programs,” presented at the Wharton School of the University of Pennsylvania, Philadelphia, PA (2006)

- “The Endowed Progress Effect: How Artificial Advancement Increases Effort,” presented at the School of Business, the University of Miami, Miami, FL (2006)
- “Loyalty Programs: Not Another Price War,” presented at the Neeley School of Business, Texas Christian University, Fort Worth, TX (2006)
- “The Endowed Progress Effect: How Gratuitous Advancement Increases Future Effort,” presented at the Sauder School of Business, University of British Columbia, (2005)
- Invited to the University of Illinois Pricing Camp, Champaign-Urbana, IL (2005)
- “The Endowed Progress Effect: How Gratuitous Advancement Increases Future Effort,” presented at the Olin School of Business, Washington University, St. Louis, MO (2005)
- “The Endowed Progress Effect: How Gratuitous Advancement Increases Future Effort,” presented at Harvard Business School, Cambridge, MA (2005)
- “Dealing in Alternative Currencies: Implications for Managing Loyalty Programs,” presented at the University of Michigan, Ann Arbor, MI (2003)
- “\$209 or \$49 and 17,000 Frequent Flier Miles: Pricing in Combinations of Currencies to Lower Consumers’ Perceived Costs,” presented at the University of Illinois Pricing Camp, Champaign-Urbana, IL (2003)
- “Combining Currencies: Implications for Pricing and Promotions,” presented at Carnegie Mellon University, Pittsburgh, PA (2003)
- “Combining Currencies: Implications for Pricing and Promotions,” presented at New York University, New York, NY (2003)
- “The Effect of Cost Inferences on Consumer Payment and Purchase Intentions,” presented at the UCLA-UCI-USC Colloquium, Los Angeles, CA (2002)
- “Incommensurate Resources and Mixed Currencies: Implications for Promotions and Pricing,” presented at the University of Florida, Gainesville, FL (2002)
- “Incommensurate Resources: Not Just More of the Same,” presented at the University of Hong Kong Science & Technology, Hong Kong (2001)
- “Incommensurate Resources: Not Just More of the Same,” presented at the University of California Berkeley, Berkeley, CA (2001)
- “Do We Predict What We Will Do?” presented at the University of Chicago, Chicago, IL (2000)

“Incommensurate Benefits: Not Just More of the Same,” presented at California State University, Northridge, CA (2000)

“Assortment: An Attribute-based Approach,” presented at the UCLA-UCI-USC Colloquium, Los Angeles, CA (1999)

“Predicting Product Usage: The Bias for Unlimited Access,” presented at Marketing Science Conference, Berkeley, CA (March 1997)

Reviewing and Scholarly Evaluation Activities

Associate Editor, Journal of Marketing 2011- present.

Member. Editorial Review Board, Journal of Consumer Research (2008-present)

Member. Editorial Review Board, Journal of Marketing Research (2008-present)

Member. Editorial Review Board, Journal of Consumer Psychology (2008-present)

Member. Editorial Review Board, Journal of Marketing (2005-2009)

Member. Editorial Review Board, Guest Area Editor, Marketing Science (2005-2009)

Ad Hoc Reviewer: Management Science, JAMS, IJRM, IJM, OBHDP, Journal of Services Marketing, Marketing Letters, etc.

Honors & Awards

Dean’s Award for Excellence in Research, Marshall School of Business, 2011, 2006
Faculty Fellow, 45th Annual AMA-Sheth Doctoral Consortium, Texas Christian University, Fort Worth, Texas, 2010 (Invited in 2012)

U.S. Department of Education (DOE) CIBER Grant for Global Social Entrepreneurship: Towards the Cessation of Human Trafficking – providing funding for MBAs to work with NGOs in Cambodia – 2010-14

Marketing Science Institute Research Award (#4-1801) with Andrea Ordanini

Marketing Science Institute Research Award (#4-1523) with Young Jee Han and Xavier Drèze

Marketing Science Institute Research Award (#4-1390) with Xavier Drèze

Marketing Science Institute’s Young Scholars Program, honoring “the most promising pre-tenure young faculty members” and expected “future leaders of the next generation of marketing academics.” 2001

Faculty Fellow, 34th Annual AMA-Sheth Foundation Doctoral Consortium, 1999

The Advertising Education Foundation’s Visiting Professor Program, 1999

Oscar G. and Elsa S. Mayer Family Foundation Fellowship, 1996-98

Fellow, Albert Haring Symposium, Indiana University, Spring 1997

Fellow, Doctoral Internationalization Consortium, Center for International Business Education and Research, Austin, TX 1995

The University of Chicago Fellowship, 1994-1997

Evans Scholarship (full tuition for four years to Northwestern University), 1983-87

Professional Service

SCP Park Award Judge, SCP (2013)
ACR Early Career Award Judge, ACR (2013)
Program Committee Member, ACR Conference (2002, 2004, 2008, 2011)
Associate Editor, Association of Consumer Research Conference (2009)
Program Track Chair, AMA Summer Conference, Chicago (2009)
Faculty Presenter, ACR Doctoral Symposium (2003-4, 2006, 2008-9, 2011-12)
Reviewer, Society of Consumer Psychology, Summer Conference (2005-9)
Reviewer, ACR Competitive paper submission (2005-7, 2010-11)
Reviewer, Marketing Science Institute's Dissertation Proposal Competition (2004, 2010)
Reviewer, Society of Consumer Psychology, Winter Conference (2000-2007)
Co-Chair, 2nd Marketing Science and the Internet Conference (2000)
Co-Chair, Events, AMA Doctoral Consortium (1999)
Reviewer, MSI, AMA, and Academy of Marketing Science Doctoral Dissertation Competitions (yearly)

School and University Service

Member, IBEAR Curriculum Committee (2011, 2012)
Member, EMBA Advisory Committee (2010-14)
Chairperson, Departmental Recruiting Committee (2008-2013)
Member, Marshall Research Committee (2008, 2009, 2010, 2012, 2014)
Member, Annual Performance Review Committee (2009, 2012)
Member, Ph.D. Selection Committee (2001, 2003, 2008, 2011, 2013, 2014)
Member, IRB committee (2006 – 2009)
Advisor, Student Team, L'Oreal e-Strat Challenge (2004, 2005)
Speaker, Graduate Marketing Association Kick-off Event (2004)
Speaker, Diversity Weekend (2004)
Member, Distinguished Scholar Symposium Committee (2002 – 2011)
USC Coordinator for the USC/UCI/UCLA Spring Colloquium (2003)
Member, Marketing Department, Staff Review Committee (2001, 2003)
Member, Curriculum Development Committee, American College of Physician Executives, Masters in Medical Management (2001)
Advisor, Student Team, Hispanic MBA Marketing Case Competition (2001)
Member, MBA curriculum committee (2000-2001)
Chair, Recruiting Task Force (1999)

Thesis Supervision

Co-Chair, Ph.D. Dissertation Committee, Francesca Valsesia, USC
Member, Ph.D. Committee, Rafael Becerril, UCLA, 2012 (University of South Carolina)
Chair, Ph.D. Dissertation Committee, Young Jee Han, USC, 2011 (University of Alberta)

Member, Ph.D. Dissertation Committee, Tanuka Ghoshal, CMU, 2010 (ISB)
Chair, Ph.D. Dissertation Committee, Aarti S. Ivanic, USC, 2010 (University of San Diego)
Member, Ph.D. Committee, Nailya Ordabayeva, INSEAD, 2010 (Erasmus University)
Member, Ph.D. Committee, Jeanie Han, USC, 2006 (Sr. VP Paramount Pictures)
Member, Ph.D. Committee, Yun-oh Wang, USC, 2005 (University of Kansas)

Professional Affiliations

The American Marketing Association
Society for Consumer Psychology
Association for Consumer Research
Society for Judgment and Decision Making

Professional Experience

Research Analyst, Peapod Online Grocer, 1998
Research Analyst, Abbott Laboratories Diagnostics Division, new product development process, Spring/Summer 1995, Spring 1996
Research Analyst, BBDO Chicago, Advertising Agency, Spring 1996
Syndicated Columnist, Tribune/Knight-Ridder Syndication, 1994-95
Researcher, The University of Chicago, analyzed scanner data on cost shocks and pass-through, 1993
Public Relations Specialist & Freelance Writer/Editor, 1990-93
Senior Staff Writer, Ft. Lauderdale News/Sun-Sentinel, 1988-90
Management Analyst/Special Assistant to the Deputy Secretary of Commerce U.S. Department of Commerce, 1987-88

Executive Education, Foreign teaching and Invited Presentations to Business

Università Commerciale Luigi Bocconi (Spring 2012 – 2014)
Carlson School of Management, University of Minnesota (2000 – 2012)
Seoul National University, GMBA and SNU MBA Consumer Behavior (2007 – 2009)
Korea University Business School, EMBA (2007 – 2009)
Ottogi Corporation, Market Driven Organization, USC (2003 – 2008)
KAIST Branding Program, USC (2003 – 2013)
KAIST Entertainment and Media Management Program, USC (2003 – 2013)
Nestlé University, Nestlé USA, Glendale, CA (2000 – 2003)
Custom Marketing Strategy Course, Thai Department of Export Promotion (2005)
Masters in Medical Management Program, USC (2001)
Sung Kyun Kwan University, Pricing course (2000)
Diamond Advertising, Seoul, Korea (2000)
University Access Marketing Course (1999)

Academic Courses Taught

Full-time MBA and Professional and Managers MBA - Marketing Strategy
MBA Core Marketing Class
MBA Consumer Behavior
Masters of Business – The Film Business
EMBA - Marketing Strategy
EMBA - Marketing Principles
EMBA - Global Marketing
Ph.D. Seminar – Behavioral Issues in Marketing, Consumer Behavior & Decision Making
PM.GLOBE – Professionals and Managers MBA
International Immersion Course (Singapore & Thailand)
PRIME – full-time MBA International Immersion Course (Vietnam & Thailand)
EX-PORT – Executive MBA International Immersion Course (Singapore & Vietnam)

Executive Education and Visiting Students Teaching

Branding
Marketing Communications in Entertainment
Psychology of Pricing
Marketing Strategy
Principles of Marketing

Research Interests

Consumer behavior with a special emphasis on models of consumer decision processes, cultural goods including music, fashion and luxury goods, consumer retention and loyalty programs, branding, strategic issues in pricing, product assortment and cross-cultural marketing.