# ASHOK K. LALWANI

CURRICULUM VITAE

(June 2025)

## CONTACT DETAILS

Department of Marketing
Kelley School of Business
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## EMPLOYMENT HISTORY

**Professor, Department of Marketing**
Indiana University at Bloomington
2022-present

**Associate Professor, Department of Marketing**
Indiana University at Bloomington
2011-2022 (tenured in 2014)

**Assistant Professor, Department of Marketing**
University of Texas at San Antonio

**Instructor, Department of Business Administration**
University of Illinois at Urbana-Champaign

**Lecturer, Department of Marketing**
Temasek Business School, Temasek Polytechnic at Singapore

**Marketing Officer**
Vardhman Spinning Mills Ltd., New Delhi, India

## EDUCATION

**Ph.D. in Business Administration (Marketing)**
University of Illinois, Urbana-Champaign, IL, USA

**Master of Science in Marketing**
University of Florida, Gainesville, FL, USA

**Master of Science in Management (Marketing)**
National University of Singapore, Singapore

**Bachelor of Technology (Engineering)**
Indian Institute of Technology (I.I.T.), New Delhi, India

## HONORS AND AWARDS

### *Honors and Awards for Research*

Area Editor, *International Journal of Research in Marketing* (2021-present)

Associate Editor, *Journal of Business Research* (2019-present)

Editorial Review Boards:
- *Journal of Consumer Psychology* (2020-present)
- *Journal of Retailing* (2018-present)

Best Reviewer Award, *Journal of Consumer Psychology* (2021)

Named one of ten leading "Indian Business Gurus" worldwide by *Outlook* magazine of India.[1]

Distinguished Consortium Faculty, 11th AIM-AMA-Sheth Foundation Doctoral Consortium (December 2023).

2019 *JCR* article titled "How Do Consumers' Cultural Backgrounds and Values Influence Their Coupon Proneness? A Multi-Method Investigation" was identified by the Marketing Science Institute as one of the most impactful, "must-read" articles in Marketing.

2013 *JCR* article titled "You Get What You Pay For?: Self-Construal Influences Price-Quality Judgments" was identified by the Marketing Science Institute as one of eleven most impactful, "must-read" articles in Marketing.

2006 *JCP* article titled "The Horizontal/Vertical Distinction in Cross-Cultural Consumer Research" was in the top 20 most cited articles in the *Journal of Consumer Psychology*, 2006-2011.

Outstanding Contribution in Reviewing Award, *International Journal of Research in Marketing* (2018)

Outstanding Contribution in Reviewing Award, *Journal of Business Research* (2018)

Kelley School of Business Research Award (2019)

[1] Others in the list include Raghuram Rajan (former Governor of the Reserve Bank of India and currently the Katherine Dusak Miller Distinguished Service Professor of Finance at University of Chicago), Gita Gopinath (currently Chief Economist of the International Monetary Fund and John Zwaanstra Professor of International Studies and of Economics at Harvard University), and Nitin Nohria (currently Dean of the Harvard Business School).

Named John M. Jones Distinguished Seminar Speaker, University of Illinois, Urbana-Champaign (2019)

Keynote speaker, Carolan Research Forum, San Antonio (April 6, 2019)

Named Member of the Evaluation Committee, Carolan Research Institute, San Antonio (2019 onwards).

Individual Research Award, Institute for Advanced Study, Indiana University, Bloomington (2018-2020).

Carolan Research Institute's inaugural research competition, 2018 (co-winner).

Collaborative Fellowship Award, Institute for Advanced Study, Indiana University, Bloomington (2016-2018).

Individual Research Award, Institute for Advanced Study, Indiana University, Bloomington (2016-2018).

Eli Lilly and Company Faculty Fellow, Kelley School of Business, Indiana University at Bloomington (2014-2015).

President's Distinguished Award for Research Achievement, University of Texas at San Antonio, 2010 (winner).

Dean's Research Excellence Award, College of Business, University of Texas at San Antonio, 2010 (winner).

Faculty Research Award, University of Texas at San Antonio, 2006-2007 (winner).

ZIBS Doctoral Dissertation Competition, Zyman Institute of Brand Sciences, Emory University, 2005 (honorable mention).

SCP-Sheth Dissertation Proposal Competition, 2004 (winner).

Alden G. Clayton Doctoral Dissertation Competition, Marketing Science Institute, Boston, MA, 2004 (honorable mention).

Richard D. and Anne Marie Irwin Fellowship, University of Illinois at Urbana-Champaign, 2004-05.

FMC Fellowship, University of Illinois at Urbana-Champaign, 2003-04; 2004-05.

J. M. Jones Fellowship, University of Illinois at Urbana-Champaign, 2001-02; 2002-03; 2003-04, 2005-06.

Fellow, AMA-Sheth Doctoral Consortium, University of Minnesota, June 2003.

Represented University of Illinois, Urbana Champaign at the Haring Symposium held at Indiana University, Bloomington, April 2003 (Presenter).

Sheth-Sudman Award for Excellence in Research, University of Illinois at Urbana-Champaign (winner of the award twice, once in 2003-04 and again in 2004-05).

Robert Ferber Award for Excellence in Research, University of Illinois at Urbana-Champaign (winner of the award twice, once in 2002-03 and again in 2005-06).

Best Thesis Award, National University of Singapore, Singapore, 1999.

Raffles Hotel Research Award for Best Master of Science Dissertation, National University of Singapore, Singapore, 1998.

Research scholarship, National University of Singapore, Singapore, 1996-97; 1997-98.

***Honors and Awards for Teaching***

Board of Trustees Teaching Award, Indiana University, Bloomington, 2021 (finalist).

Board of Trustees Teaching Award, Indiana University, Bloomington, 2014 (winner).

Board of Trustees Teaching Award, Indiana University, Bloomington, 2013 (finalist).

Innovative Teaching Award, Indiana University, Bloomington, 2012 (nominee).

Sheth-Sudman Award for Excellence in Teaching, University of Illinois at Urbana-Champaign, 2006 (winner).

List of Excellent Instructors (top 10% campus-wide rated as outstanding), University of Illinois at Urbana-Champaign, Summer 2005.

***Other Honors and Awards***

Listed in “Who’s Who in Academia,” 2016 (honorable mention).

Listed in “Who's Who of Professionals and Executives,” 2013.

Listed in “Who’s Who in the World,” 2007, 2008.

Listed in “Who’s Who in America,” 2007, 2008, 2009, 2011.

Listed in “Who's Who in Business Academia,” 2007 onwards.

Listed in “Who’s Who in Business Education,” 2007 onwards.

Nominated to the Beta Gamma Sigma Honor Society, 2006 onwards.

Summer Grant, University of Texas at San Antonio, 2006, 2007, 2008, 2009, 2010.

Teamwork Award, Temasek Polytechnic, Singapore, May 1999.

I.I.T. scholarship, Indian Institute of Technology, New Delhi, 1990-91; 1991-92; 1992-93; 1993-94.

## RESEARCH INTERESTS

1. International and Global Marketing

2. Behavioral pricing

3. Cultural orientation and consumers' price perceptions

## PEER-REVIEWED RESEARCH PUBLICATIONS

(based on research conducted after joining Ph.D. program; *denotes current or former student)

Total number of citations: 3,746; h-index: 22; i-10 index: 30 (Source: Google Scholar).

1. Lee, Hyejin* and **Ashok K. Lalwani** (2024), "Power Distance Belief and Consumer Purchase Avoidance: Exploring the Role of Cultural Factors in Retail Dynamics," *Journal of Marketing Research,* 61 (2), 349–367.

2. **Lalwani, Ashok K.**, Hyejin Lee,* L. J. Shrum, and Madhubalan Viswanathan (2023), "Men Engage in Self-Deceptive Enhancement, Whereas Women Engage in Impression Management," *Psychology and Marketing* 40 (7), 1405-1416.

3. Wang, Jessie J.,* **Ashok K. Lalwani** and Devon DelVicchio (2022), "The Impact of Power Distance Belief on Consumers' Brand Preferences," *International Journal of Research in Marketing*, 39 (3), 804-823.

4. Wong, Jimmy, **Ashok K. Lalwani**, and Jessie J. Wang* (2022), "The Interactive Effect of Power and Cultural Self-Construal on Consumers' Preferences for Brand-Logo Size," *Journal of Business Research*, 150, 279-296.

5. **Lalwani, Ashok K.**, Jessie J. Wang,* and David H. Silvera (2021), "Price Promotion (In)frequency and Consumers' Brand Quality Evaluations," *Journal of the Association for Consumer Research*, 6 (1), 91-101.

6. Yoon, Sukki, **Ashok K. Lalwani**, Patrick Vargas, Kacy Kim, and Charles Taylor (2021), "Culture and Health Persuasion: Differences between Koreans and Americans," *Journal of Current Issues and Research in Advertising*, 42 (1), 83-101.

7. Park, Hanyong,* **Ashok K. Lalwani**, and David H. Silvera (2020), "The Impact of Resource Scarcity on Price-Quality Judgments," *Journal of Consumer Research*, 46 (6), 1110-1124.

8. Lee, Hyejin,* **Ashok K. Lalwani,** and Jessie J. Wang* (2020), "Price No Object!: The Impact of Power Distance Belief on Consumers' Price Sensitivity," *Journal of Marketing*, 84 (6), 113-129.

9. Koo, Minkyung, Sharon Shavitt, **Ashok K. Lalwani**, and Sydney Chinchanachokchai (2020), "Engaging in a Culturally Mismatched Thinking Style Increases the Preference for Familiar Consumer Options for Analytic but Not Holistic Thinkers," *International Journal of Research in Marketing*, 37 (4), 837-852.

10. **Lalwani, Ashok K.,** Jessie J. Wang* and David H. Silvera (2020), "How Does Cultural Self-Construal Influence Regulatory Mode?*"* *Journal of Business Research,* 117*,* 368-377.

11. Wang, Jessie J.*, Carlos J. Torelli, and **Ashok K. Lalwani** (2020), "The Interactive Effect of Power Distance Belief and Consumers' Status on Preference for National (vs. Private-label) Brands," *Journal of Business Research*, 107, 1-12.

12. Viswanathan, Madhubalan and **Ashok K. Lalwani** (2020), "Cognitive and Affective Scarcities and Relational Abundance: Lessons from the Confluence of Extreme and Chronic Scarcities in Subsistence Marketplaces," *Journal of the Association for Consumer Research***,** 5 (4), 444-457.

13. **Lalwani, Ashok K.** and Jessie J. Wang* (2019), "How Do Consumers' Cultural Backgrounds and Values Influence Their Coupon Proneness?: A Multi-Method Investigation," *Journal of Consumer Research*, 45(5), 1037–1050.

14. Yang, Zhiyong, Sun, Sijie,* **Ashok K. Lalwani,** and Narayanan Janakiraman (2019), "How Does Consumers' Local or Global Identity Influence Price-Perceived Quality Associations? The Role of Perceived Quality Variance," *Journal of Marketing*, 83(3), 145-162.

15. Wang, Jessie J.* and **Ashok K. Lalwani** (2019), "The Distinct Influence of Power Distance Perception and Power Distance Values on Customer Satisfaction in Response to Loyalty Programs," *International Journal of Research in Marketing*, 36 (4), 580-596.

16. Wang, Jessie J.* and **Ashok K. Lalwani** (2019), "The Interactive Effect of Cultural Self-Construal and Social Exclusion on Consumers' Impression Management Goal Pursuit," *Journal of Business Research*, 100 (July), 51-60.

17. Han, DaHee* **Ashok K. Lalwani**, and Adam Duhachek (2017), "Power Distance Belief, Power, and Charitable Giving," *Journal of Consumer Research*, 44 (1), 182-195.

18. **Lalwani, Ashok K.** and Lura Forcum* (2016), "Does a Dollar Get You a Dollar's Worth of Merchandise?: The Impact of Power Distance Belief on Price-Quality Judgments," *Journal of Consumer Research*, 43 (2), 317-33.

19. **Lalwani, Ashok K.** and Sharon Shavitt (2013), "You Get What You Pay For?: Self-Construal Influences Price-Quality Judgments," *Journal of Consumer Research*, 40 (2), 255-267.

    (The above article was featured in the *Journal of Consumer Research Curations: Behavioral Pricing* (Winter 2017/2018)).

20. **Lalwani, Ashok K.** (2009), "The Distinct Influence of Cognitive Busyness and Need for Closure on Cultural Differences in Socially Desirable Responding," *Journal of Consumer Research,* 36 (2), 305-316.

21. **Lalwani, Ashok K.** and Sharon Shavitt (2009) "The "Me" I Claim To Be: Cultural Self-Construal Elicits Self-Presentational Goal Pursuit," *Journal of Personality and Social Psychology*, 97 (1), 88-102.

22. **Lalwani, Ashok K.**, L. J. Shrum, and Chi-Yue Chiu (2009), "Motivated Response Styles: The Role of Cultural Values, Regulatory Focus, and Self-Consciousness in Socially Desirable Responding," *Journal of Personality and Social Psychology*, 96 (4), 870–882.

23. **Lalwani, Ashok K.**, Sharon Shavitt, and Timothy Johnson (2006), "What is the Relation between Cultural Orientation and Socially Desirable Responding?," *Journal of Personality and Social Psychology*, 90 (1), 165-178.

24. Shavitt, Sharon, **Ashok K. Lalwani**, Jing Zhang, and Carlos Torelli (2006), "The Horizontal/Vertical Distinction in Cross-Cultural Consumer Research," *Journal of Consumer Psychology*, 16 (4), 325-342. (Top 20 most cited articles in *Journal of Consumer Psychology*, 2006-2011).

25. Shavitt, Sharon, Jing Zhang, Carlos Torelli, and **Ashok K. Lalwani** (2006), "Reflections on the Meaning and Structure of Horizontal and Vertical Individualism and Collectivism," *Journal of Consumer Psychology*, 16 (4), 358-363.

26. **Lalwani, Ashok K.** and Kent B. Monroe (2005), "A Re-examination of Frequency-Depth Effects in Consumer Price Judgments," *Journal of Consumer Research*, 32 (3), 480-485.

## BOOK CHAPTER

**Lalwani, Ashok K.** and Sharon Shavitt (2012) "The Relationship between Gender and Cultural Orientation and its Implications for Advertising." *Handbook of Research in International Advertising*, Shintaro Okazaki (ed.), Cheltenham, UK: Edward Elgar Publishers, 455-470.

## PAPERS IN THE REVIEW PROCESS

*These papers have been removed to preserve the integrity of the review process.*

## WORKING PAPERS

*These papers have been removed to preserve the integrity of the review process.*

## SELECTED WORK IN PROGRESS

*These works have been removed to preserve the integrity of the review process.*

## CONFERENCE PRESENTATIONS AND PROCEEDINGS

1. Lee, Sang A* and Ashok K. Lalwani (2025), "The Store Next Door: Why Local (vs. Global) Identity Increases Preference for Private Label Brands," 2025 CLIK conference, Louisville, KY.

2. Kwon, Mina, Minkyung Koo, **Ashok K. Lalwani,** and Sijie Sun* (2025), "Local and Global Identity: Understanding Sustainability through a Cultural Lens," *2025 SCP Boutique Conference on Multicultural Marketing*, Louisville, KY (competitive paper session).

3. Koo, Minkyung, **Ashok K. Lalwani**, Sijie Sun,* and Nadia Danienta* (2024)**, "**Cracking the Coupon Code: Unveiling the Influence of Power Distance Belief on Coupon Usage" *13th Annual Conference of the Emerging Markets Conference Board 2024*, Indian Institute of Management, Lucknow (Noida Campus)" (competitive paper session).

4. Koo, Minkyung, **Ashok K. Lalwani**, Sijie Sun,* and Nadia Danienta* (2024)**,** 'The Price is (Not) Right: How Cultural Values Shape Consumer Bargain Hunting via Coupons' *American Marketing Association Summer Conference*, Boston, MA (competitive paper session).

5. Kwon, Mina, Minkyung Koo, and **Ashok K. Lalwani** (2023), "How do Cultural Norms Influence Consumer's Recycling Behavior?," *Association for Consumer Research Conference,* Seattle (competitive paper session).

6. Koo, Minkyung, **Ashok K. Lalwani**, Sijie Sun,* and Nadia Danienta* (2023)**, '**The Effect of Power Distance Values on Coupon Use," *American Marketing Association Winter Conference*, Nashville, Tennessee (competitive paper session).

7. Koo, Minkyung, **Ashok K. Lalwani**, Sijie Sun,* and Nadia Danienta* (2023)**, '**How Does Power Distance Belief Influence Coupon Use?," AIM-Sheth Doctoral Consortium, Bengaluru, India.

8. Lee, Hyejin* and **Ashok K. Lalwani** (2022), "The Impact of Power Distance Belief on Purchase Deferral Tendency," *Association for Consumer Research Latin America Conference*, Quito, Ecuador (competitive paper session).
9. Kwon, Mina, Minkyung Koo, and **Ashok K. Lalwani** (2022), "The Impact of Local-Global Identity on Consumers' Recycling Behavior," Association for Consumer Research conference, Denver, CO (competitive paper session).
10. Yang, Zhiyong, Sijie Sun,* Manhui Jin,* and **Ashok K. Lalwani** (2022), "The Impact of Tightness-Looseness on Consumer's Impulsive Consumption Tendency," Association for Consumer Research conference, Denver, CO (competitive paper session).
11. Koo, Minkyung, **Ashok K. Lalwani**, and Nadia Danienta* (2022), "Can Power Distance Belief Influence Coupon Redemption?" Association for Consumer Research conference, Denver, CO (competitive paper session).
12. Hossain, Mehdi, **Ashok K. Lalwani**, and Priscilla Pena* (2022), "The Effect of Money Priming on Variety Seeking- Activating the Concept of Money Increases Variety-Seeking," Society for Consumer Psychology Annual conference, Nashville, TN (poster session).
13. Hossain, Mehdi, **Ashok K. Lalwani**, and Priscilla Pena* (2021), "The Effect of Money Priming on Variety Seeking- Activating the Concept of Money Increases Variety-Seeking," Association for Consumer Research conference, Seattle (competitive paper session).
14. Sun, Sijie,* Zhiyong Yang, and **Ashok K. Lalwani** (2021), "Local versus Global: The Effect of Identity Salience on Impulsive Consumption," Association for Consumer Research conference, Seattle (competitive paper session).
15. Hossain, Mehdi, Adwait Khare, Traci Freling, Sultan Alkhuzam, Tracy Khan, and **Ashok K. Lalwani** (2021), Brands' Love-Hate Relationship with Hedonic Preference: A Meta-analysis and an Experiment," Association for Consumer Research conference, Seattle (competitive paper session).
16. **Lalwani, Ashok K.**, Jessie J. Wang,* and David H. Silvera (2021), "Price Promotion (In)frequency and Consumers' Brand Quality Evaluations," webinar for the *Journal of the Association for Consumer Research* special issue on Behavioral Pricing.
17. Koo, Minkyung, Nadia Danienta,* and **Ashok K. Lalwani** (2020), "Think Global or Local: How Consumer Identity Affects Variety Seeking," *Society for Consumer Psychology Conference*, Huntington Beach, CA (poster session).
18. Koo, Minkyung, Nadia Danienta,* and **Ashok K. Lalwani** (2020), "How Do Power Distance Beliefs Influence Coupon Use? Evidence from Field and Laboratory Experiments," *Society for Consumer Psychology Conference*, Huntington Beach, CA (poster session).
19. Koo, Minkyung, Nadia Danienta,* and **Ashok K. Lalwani** (2020), "Think Global or Local: How Consumer Identity Affects Variety Seeking," *2020 AMA Winter Academic Conference,* San Diego, CA (poster session).
20. Koo, Minkyung, Nadia Danienta,* and **Ashok K. Lalwani** (2020), "How Do Power Distance Beliefs Influence Coupon Use? Evidence from Field and Laboratory Experiments," *2020 Winter AMA Conference,* San Diego, CA (competitive paper session).

21. Wang, Jessie,* Sina Estesky, **Ashok K. Lalwani**, and Xingbo Li (2019), "The Role of Power Distance Belief in Consumers' Preference for Brand Logo Designs," *2019 Yale China India Insights Conference at MIT Sloan School of Management*, Cambridge, MA.
22. Wang, Jessie,* Sina Estesky, **Ashok K. Lalwani**, and Xingbo Li (2019), "The Role of Power Distance Belief in Consumers' Preference for Brand Logo Designs," *Advances in Consumer Research, Association for Consumer Research Conference*, Atlanta, GA (competitive paper session).
23. Lee, Hyejin* and **Ashok K. Lalwani** (2019), "Greater Constraints Lead to a Purchase Decision: The Impact of Power Distance Belief on Purchase Deferral Tendency," *Advances in Consumer Research*, *Association for Consumer Research Conference*, Atlanta, GA (competitive paper session).
24. Koo, Minkyung, Nadia Danienta,* and **Ashok K. Lalwani** (2019), "Think Global or Local: How Consumer Identity Affects Variety Seeking," *Advances in Consumer Research*, *Association for Consumer Research Conference Proceedings,* Atlanta, GA (competitive paper session).
25. Koo, Minkyung, Nadia Danienta,* and **Ashok K. Lalwani** (2019), "The Greater the Hierarchy, the Less Prone to Coupons" *Advances in Consumer Research*, *Association for Consumer Research Conference*, Atlanta, GA (competitive paper session).
26. Ma, Han,* Narayan Janakiraman, Zhiyong Yang, and **Ashok K. Lalwani** (2019), "The Effect of Power Distance Belief on Variety Seeking," *Advances in Consumer Research*, *Association for Consumer Research Conference*, Atlanta, GA (competitive paper session).
27. Koo, Minkyung, Nadia Danienta,* and **Ashok K. Lalwani** (2019), "The Greater the Hierarchy, the Less Prone to Coupons," *Society for Personality and Social Psychology Summer Psychology Forum*, St. Louis, MO (poster session) (competitive paper session).
28. Lee, Hyejin* and **Ashok K. Lalwani** (2019), "Price No Object!: The Effect of Power Distance Belief on Consumers' Price Sensitivity," *Society for Consumer Psychology Conference*, Savannah, GA (competitive paper session).
29. Yang, Zhiyong, Sijie Sun,* **Ashok K. Lalwani,** and Narayan Janakiraman (2018), "Consumer's Local-Global Identity and Price-Quality Associations," in *NA - Advances in Consumer Research, Vol. 46*, eds. Andrew Gershoff, Robert Kozinets, and Tiffany White, Duluth, MN : Association for Consumer Research, Pages: 869-869.
30. Wang, Jessie J.,* **Ashok K. Lalwani,** and Devon Delvicchio (2018), "Cultural Values and Consumers' Brand Preferences," *Advances in Consumer Research, Association for Consumer Research Conference*, Dallas, TX. (competitive paper session).
31. Lee, Hyejin* and **Ashok K. Lalwani** (2018), "I Will Buy Those Sunglasses Later: The Impact of Power Distance Belief on Choice Deferral," *2018 Yale China India Insights Conference at INSEAD's Asia Campus*, Singapore (competitive paper session).
32. Lee, Hyejin* and **Ashok K. Lalwani** (2017), "I Can Find a Better Deal: the Effect of Power Distance Belief on Price Sensitivity", in *NA - Advances in Consumer Research, Vol. 45*, eds. Ayelet Gneezy, Vladas Griskevicius, and Patti Williams, Duluth, MN: Association for Consumer Research, Pages: 736-737. (Association for Consumer Research Conference, San Diego, CA).

33. Lee, Hyejin* and **Ashok K. Lalwani** (2017), "Close the Deal Now Or Later?: the Impact of Power Distance Belief on Choice Deferral", in *NA - Advances in Consumer Research, Vol. 45,* eds. Ayelet Gneezy, Vladas Griskevicius, and Patti Williams, Duluth, MN: Association for Consumer Research, Pages: 734-735. (Association for Consumer Research Conference, San Diego, CA).
34. Sun, Sijie,* Zhiyong Yang, **Ashok K. Lalwani,** and Narayan Janakiraman (2017), "The Effect of Local-Global Identity on Price-Quality Judgments," *Society for Consumer Psychology Conference Proceedings*, San Francisco, CA.
35. Sun, Sijie,* Zhiyong Yang, **Ashok K. Lalwani,** and Narayan Janakiraman (2017), "The Effect of Local-Global Identity on Price-Quality Judgments," *Texas Marketing Faculty Research Colloquium*, *Baylor University*, Waco, TX.
36. Park, Hanyong,* **Ashok K. Lalwani,** and David Silvera (2017), "The Effect of Resource Scarcity on Price-Quality Judgments," *Texas Marketing Faculty Research Colloquium, Baylor University*, Waco, TX.
37. Park, Hanyong,* David Silvera, and **Ashok K. Lalwani** (2016),"Deliberate First Or Act First? the Effect of Self-Construal on Goal Pursuit", in *NA - Advances in Consumer Research, Vol. 44*, eds. Page Moreau and Stefano Puntoni, Duluth, MN: Association for Consumer Research Conference, Pages: 752-752. (Berlin, Germany).
38. Wang, Jessie J.* and **Ashok K. Lalwani** (2016), Power Distance Belief and Brand Preferences," *Society for Consumer Psychology Summer Conference*, Denver, Colorado.
39. **Lalwani, Ashok K.** and Jessie J. Wang* (2015), "How Does Cultural Self-Construal Influence Coupon Proneness?: Evidence From Laboratory, Field Study, and Secondary Datasets", in *NA - Advances in Consumer Research, Vol. 43*, eds. Kristin Diehl and Carolyn Yoon, Duluth, MN: Association for Consumer Research, Pages: 732-731. (Association for Consumer Research Conference, New Orleans, LO).
40. Wang, Jessie J.* and **Ashok K. Lalwani** (2014), "Exclusion Differentially Influences Independent and Interdependent Consumers' Social Identity Goal Pursuit,*" Advances in Consumer Research*, 42. (Association for Consumer Research Conference, Baltimore, MD).
41. Wang, Jessie J.* and **Ashok K. Lalwani** (2014), "You Broke Our Contract!: Social Exclusion Differentially Influences Independent and Interdependent Consumers' Impression Management Goal Pursuit", in *NA - Advances in Consumer Research Vol. 42,* eds. June Cotte and Stacy Wood, Duluth, MN: Association for Consumer Research, Pages: 91-95. (Society for Consumer Psychology Conference Proceedings, Miami, Florida).
42. **Lalwani, Ashok K.** and Jessie J. Wang* (2013), "First Come, Last Serve: How Does Power Distance Influence Non-Loyalty Status Customers' Satisfaction With Businesses?", in *NA - Advances in Consumer Research, Vol. 41*, eds. Simona Botti and Aparna Labroo, Duluth, MN: Association for Consumer Research. (Association for Consumer Research Conference, Chicago).
43. Han, DaHee,* Adam Duhachek, and **Ashok K. Lalwani** (2012), "Power Distance Belief, Status, and Charity Giving", in *NA - Advances in Consumer Research, Vol. 40*, eds. Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu, Duluth, MN: Association for Consumer Research, Pages: 796-797.

44. Torelli, Carlos, **Ashok K. Lalwani**, Jessie Wang,* and Yajin Wang (2012), "The Interplay Between Power Distance, Position in the Social Hierarchy, and Product Type: Consequences For Consumers' Preferences For Premium Over Generic Brands", in *NA - Advances in Consumer Research*, *Vol. 40*, eds. Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu, Duluth, MN: Association for Consumer Research, Pages: 153-157.
45. Wang, Jessie* and **Ashok K. Lalwani** (2012), "Social Exclusion and Consumers' Social Identity Goals: The Moderating Role of Cultural Self-Construal," *Society for Consumer Psychology Summer Conference Proceedings* (APA Division 23), Orlando, Florida.
46. Koo, Minkyung, Sharon Shavitt, **Ashok Lalwani**, Yifan Dai, and Sydney Chinchanachokchai (2011), "Lost in Translation: the Consequences of Culturally Mismatched Thinking Styles on Familiarity Seeking", in *NA - Advances in Consumer Research, Vol. 39,* eds. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca K. Ratner, Duluth, MN: Association for Consumer Research, Pages: 662-663.
47. **Lalwani, Ashok K**. and L. J. Shrum (2011), "Men Exaggerate and Women Impression Manage: Gender Differences in Types of Socially Desirable Responding and the Cognitive and Motivational Factors That Underlie Them," in *Advances in Consumer Psychology,* eds. N. Mandel & D. Silvera, Atlanta, GA: Society for Consumer Psychology, 274-275.
48. Koo, Minkyung, Sharon Shavitt, **Ashok K. Lalwani**, Yifan Dai, and Sydney Chinchanachokchai (2010), "When One Culture Meets Another: The Impact of Culturally Mismatched Thinking Styles on Self-Regulation," in *NA - Advances in Consumer Research Vol. 38*, eds. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN: Association for Consumer Research, Pages 532-533.
49. Yoon, Sukki, **Ashok K. Lalwani**, and Patrick Vargas (2010), "Comparing Health Persuasion Among Easterners and Westerners," *American Marketing Association Summer Educator's Proceedings.*
50. **Lalwani, Ashok K.**, L. J. Shrum, and Chi-Yue Chiu (2010), "Culture, Regulatory Goals, and Response Styles," in *NA - Advances in Consumer Research, Vol. 37*, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN: Association for Consumer Research, Pages: 690-691.
51. Silvera, David H., **Ashok K. Lalwani**, and Ashley Arsena* (2010), "What Is the Relation Between Cultural Orientation and Regulatory Mode?", in *NA - Advances in Consumer Research, Vol. 37,* eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN: Association for Consumer Research, Pages: 731-732.
52. Arsena, Ashley*, David Silvera, and **Ashok K. Lalwani** (2010), "The Relation Between Cultural Orientation and Regulatory Mode and Its Implications for Consumer Behavior" *Advances in Consumer Psychology, Vol. 2,* Pages: 116-117.
53. Park, Jongwon, Sie Yeon Song, and **Ashok K. Lalwani** (2009), "Consumer Decisions on Luxury Products: Effects of Social Observations of Consumptions" *Advances in Consumer Psychology, Vol. 1*, Page: 240.
54. Yoon, Sukki, **Ashok K. Lalwani**, and Patrick Vargas (2009), "Comparing Unrealistic Optimism and Positive Self View in the Health Domain: A Cross-Cultural Analysis," in

*American Academy of Advertising (AAA) Conference Proceedings*, Cincinnati, OH, Page: 48.

55. **Lalwani, Ashok K.** and Chi-Yue Chiu (2008), "Cognitive Load, Need For Closure, and Socially Desirable Responding: Cognitively Constrained Versus Motivated Response Biases in Cross-Cultural Consumer Research", in *NA - Advances in Consumer Research Vol. 35*, eds. Angela Y. Lee and Dilip Soman, Duluth, MN : Association for Consumer Research, Pages: 759-760.
56. Yoon, Sukki, **Ashok K. Lalwani**, and Patrick Vargas (2008), "Not Me or Not Them?: The Role of Culture in Discrepant Effects of Health Communication on Self and Others," in *NA - Advances in Consumer Research Vol. 35*, eds. Angela Y. Lee and Dilip Soman, Duluth, MN : Association for Consumer Research, Pages: 737-738.
57. **Lalwani, Ashok K.**, and Sharon Shavitt (2007), "The Effects of Self-Construal Priming on Consumers' Self-Presentational Goals," in *Proceedings of the Society for Consumer Psychology Winter Conference*, Pages: 35-36.
58. Yoon, Sukki, **Ashok K. Lalwani**, Patrick Vargas, Yung Kyun Choi, Hyun Sun Park (2007), "The Impact of Culture on Persuasiveness of Health Messages on Self and Others," *Proceedings of the Society for Consumer Psychology Winter Conference*, Pages: 239-241.
59. Biswas, Dipayan, and **Ashok K. Lalwani** (2007), "A Belief Updating Perspective of Combining Information from Sequential Multiple Sources: Do Past Agreements Matter?" *Proceedings of the American Marketing Association Winter Marketing Educators' Conference,* Pages: 20-21.
60. Torrelli, Carlos, Madhu Viswanathan, and **Ashok K. Lalwani** (2006) "Relationship between Literacy and Cognitive Characteristics Relating to Categorization," *Proceedings of the Society for Consumer Psychology Winter Conference*, Pages: 37-38.
61. **Lalwani, Ashok K.**, and Kent B. Monroe (2004), "Are the Frequency-Depth Effects in Consumer Price Judgments Generalizable?" *Proceedings of the Fordham University Behavioral Pricing Conference*, New York, NY: Fordham University Pricing Center, Page: 10. (October).
62. **Lalwani, Ashok K.**, Sharon Shavitt, Tim Johnson, and Jing Zhang (2004), "What is the Relation between Culture and Desirable Responding?" in *Advances in Consumer Research, Vol.* 31, eds. Barbara E. Kahn and Mary Frances Luce, Valdosta, GA: Association for Consumer Research, Pages: 434-434.
63. **Lalwani, Ashok K.**, and Kent B. Monroe (2002), "Frequency-Depth Effects in Consumer Pricing Judgments: The Role of Risk Orientation," *Proceedings of the Fordham University Behavioral Pricing Conference*, New York: Fordham University Pricing Center, Page: 1. (September).

64. Lwin, May, **Ashok K. Lalwani**, and Leng Li Kuah (1999), "Impact of English Accents on Advertising Attitudes and Purchase Intentions: With Emphasis on the Effects of Gender, Involvement and Country-of-Origin," *Proceedings of the 26th International Conference on Marketing Communications and Consumer Behavior,* IAE, Aix-en-Provence, Puyricard, France, Pages: 362-378. (June).
65. Mehta, Subhash, Soon Li Han, **Ashok K. Lalwani**, and Sanjay Mehta (1999), "Service Quality of Retailers Distributing Technical Products: An Extension," *Advances in Marketing, Vol. 34,* Pages: 178-187. (March).
66. **Lalwani, Ashok K.**, Subhash C. Mehta, Chin Tiong Tan, and May Lwin (1998), "Family Influence Structure in the Choice of a Housemaid: An Investigation of Sub-Cultural Differences," *Does Asian Management Matter?: Regional Relevance with Global Impact -- Proceedings of the Asia Academy of Management Conference*, Hong Kong, Page: 215. (December).
67. **Lalwani, Ashok K.**, Subhash C. Mehta, and Chin Tiong Tan (1998), "Effect of Interpersonal Orientation on Family Roles in the Decision Process of Visiting a Fine Dining Restaurant," *University of Illinois/American Marketing Association Annual Research Symposium in Marketing and Entrepreneurship*, Hong Kong. (June).

## INVITED PRESENTATIONS

1. Indiana University, Bloomington (Department of Psychological & Brain Sciences; October 2021)
2. Virginia Tech University (Northern Virginia campus; October 2021)
3. Virginia Tech University (Blacksburg campus; October 2021)
4. University of Texas at San Antonio (February 2021)
5. University of Texas at San Antonio (April 2019)
6. University of Louisville (March 2019)
7. University of Illinois, Urbana-Champaign (February 2019)
8. University of Texas, Arlington (November 2017)
9. Indiana University, Bloomington (Department of Psychological & Brain Sciences)
10. North Carolina State University
11. Texas Tech University
12. Indiana University, Bloomington (Kelley School of Business)
13. Penn State University
14. University of Miami
15. University of Houston
16. Dartmouth College
17. University of Southern California
18. Cornell University
19. University of South Carolina
20. University of Texas, San Antonio
21. London Business School (declined)
22. University of Maryland
23. University of Texas, Austin
24. University of Georgia

25. *Pricing Camp*, University of Illinois at Urbana-Champaign (Allerton Park).
26. University of Illinois at Urbana-Champaign (*Culture Seminar* in the Department of Psychology*;* Instructor: Professor Ying Yi Hong),
27. University of Illinois at Urbana-Champaign (Department of Business Administration)
28. *33rd Haring Symposium*, Indiana University at Bloomington
29. *Marketing Communications Symposium*, Singapore
30. National University of Singapore

## SERVICE TO PROFESSION

Area Editor, *International Journal of Research in Marketing* (mentioned earlier)

Associate Editor, *Journal of Business Research* (mentioned earlier)

Editorial Review Boards (mentioned earlier):

- *Journal of Consumer Psychology*
- *Journal of Retailing*

Reviewer for:

- *Journal of Consumer Research*
- *Journal of Marketing Research*
- *Journal of Marketing*
- *Journal of the Association for Consumer Research*
- *Journal of the Academy of Marketing Science*
- *Hong Kong Research Grants Council*
- *Journal of Product and Brand Management*
- *Journal of Business Research*
- *Asian Journal of Marketing*
- *Journal of Cross-Cultural Psychology*
- *Cultural Diversity and Ethnic Minority Psychology* (Journal)
- *Association for Consumer Research (ACR) Conference*
- *American Marketing Association (AMA) Summer Educators Conference*
- *American Marketing Association (AMA) Winter Educators Conference*
- *Academy of Marketing Science (AMS) World Marketing Congress*
- *Fordham University Pricing Conference*
- *European Conference of the Association for Consumer Research (EACR)*
- *Austrian Science Fund* (research funding proposal)
- Society for Consumer Psychology Dissertation Proposal Competition
- Association for Consumer Research Dissertation Award

Conference co-chair:

- Association for Consumer Research (ACR) Latin America Conference, Quito, Ecuador (*July 5-8, 2022*).

- Society for Consumer Psychology (SCP) Boutique Conference, Singapore *(July 29-31, 2022*).

External Evaluator in tenure and promotion cases:
- University of North Dakota
- Louisiana State University
- University of Washington, Tacoma
- Drexel University

Member of the Evaluation Committee, Carolan Research Institute, San Antonio (2019, 2020, 2021).

One of two scholars selected by the ACR President to run for the office of At-Large Director (in the Board of Directors) for the Association for Consumer Research (2019).

Program Committee, Association for Consumer Research (2020 - Paris).

Judge and Mentor, Association for Consumer Research Doctoral Symposium (Atlanta, October 2019).

Judge, Society for Consumer Psychology's (SCP's) Ethnic Minority Travel Scholarship (February, 2019).

Program Committee, 2019 North American Conference of the Association for Consumer Research (ACR; Atlanta, GA).

Panelist, Roundtable on "Using Multi-Methods In Behavioral Pricing Research," 2018 North American Conference of the Association for Consumer Research (ACR; Dallas, TX).

Program Committee, 2018 North American Conference of the Association for Consumer Research (ACR; Dallas, TX).

External Evaluator on PhD thesis of Mr. Chia Tse Min Sherwin Ignatius, School of Business, Nanyang Technological University (thesis title: "Social Desirability at Work: A New Look at Who Does It and its Consequences from a Goal Driven Approach"), 2014.

Faculty Fellow, Association for Consumer Research Doctoral Symposium, 2013.

External Reviewer, Third year reappointment case, Nanyang Business School, Nanyang Technological University, Singapore, 2012.

Session Chair, 2008 North American Conference of the Association for Consumer Research (ACR; San Francisco, CA).

Reviewer for *Strategic Marketing* (Textbook) by Todd Mooradian & Kurt Matzler (Pearson Education).

Program Committee, 2008 North American Conference of the Association for Consumer Research (ACR; San Francisco, CA).

Program Committee, 2007 European Association for Consumer Research (EACR; Milan, Italy).

Session Chair, *Sheth Foundation-Sudman Symposium on Cross-Cultural Survey Research*, The University of Illinois, Urbana-Champaign (September-October 2004).

## SERVICE TO INSTITUTION

Member of Bloomington Faculty Council (elected, policy-making body responsible for exercising faculty authority at Indiana University, Bloomington; August 2022-May 2024).

Served on a faculty panel to mentor and assist Keziah Kim during her second-year Ph.D. exam.

Member, Indiana University, Bloomington Parking Appeals Committee (August 2023-May 2024).

Member, Undergraduate Assurance of Learning Committee, Kelley School of Business, Indiana University, Bloomington (August 2023-May 2024).

Chair of the proposal examination committee for Amir Danesh, Department of Finance, Kelley School of Business (2023).

Member of Non-tenure track Annual Reviews & Reappointment Committee, Department of Marketing, Kelley School of Business, Indiana University (Spring 2022, Spring 2023, Spring 2024).

Member of Honors Program Committee, Kelley School of Business, Indiana University (2022-2023).

Chair of Undergraduate Workshops Committee, Department of Marketing, Kelley School of Business, Indiana University (Fall 2022).

Chair, i-Core Honors Committee, Department of Marketing, Kelley School of Business, Indiana University (Fall 2022).

Member of Undergraduate Policy Committee, Kelley School of Business, Indiana University (2021-2022).

Co-organizer of Marketing Research Seminar Series, Department of Marketing, Kelley School of Business, Indiana University (Fall 2020, Spring 2021).
f
Lecturer, Undergraduate Program in Business, Indiana University (for Direct Admit Days; March 3, 2021).

Co-chair of the Haring Symposium, Department of Marketing, Indiana University at Bloomington (2011-2012, 2012-2013, 2019-2020).

Organizer of Professional Development Workshops, Department of Marketing, Kelley School of Business, Indiana University at Bloomington (2019-2020).

Bloomington Faculty Council Libraries Committee, Indiana University at Bloomington (2019 to 2020).

Faculty search committee, Department of Marketing, Kelley School of Business, Indiana University (2012 to present; Summer AMA representative in 2014 and 2019).

Coordinator of second year Ph.D. student papers, Department of Marketing, Indiana University at Bloomington (2014-2016).

- Tae Woo Kim (2014)
- Abhijeet Bhattacharya (2014)
- Peng Liu (2015)
- Shekhar Mishra (2015)
- Hyejin Lee (2016) (co-coordinator)

Reviewer for first- and second-year PhD student papers, Department of Marketing, Indiana University at Bloomington, 2011-present (an incomplete list of students whose papers were reviewed follows).

- Jessie J. Wang (2011)
- Heeryung Kim (2013)
- John Bullock (2017)
- Nari Yoon (2017)
- Pooja Somasundaram (2019)

Academic Fairness committee, Kelley School of Business, Indiana University, Bloomington, (2018-2019).

Research Policy Committee, Kelley School of Business, Indiana University, Bloomington (2016-2017, 2017-2018, 2019-2020).

Member, Doctoral Programs Committee, Department of Marketing, Indiana University at Bloomington (2011-present).

Member of the Advisory Committee, Institute of International Business/Center for International Business Research, Indiana University at Bloomington (2012 – 2016).

Mentoring doctoral students on conducting research (2007 to present).

Presidential Awards Committee (university-wide committee), University of Texas at San Antonio (2011).

Member, COBInternational, College of Business, University of Texas at San Antonio (2009-2010, 2010-2011).

Library Liason, Department of Marketing, University of Texas at San Antonio (2009-2010, 2010-2011).

Marketing Department's Representative (alternate) to the Graduate Council, University of Texas at San Antonio (2009-2010).

Marketing Department Research Evaluation Committee, University of Texas at San Antonio, (2009-2010, 2010-2011).

Selection committee, Marketing Ph.D. program, University of Texas at San Antonio (2007, 2008, 2009, 2010, 2011).

Undergraduate programs committee, Department of Marketing, University of Texas at San Antonio (2008 onwards).

Faculty Participant (Hooder), College of Business Commencement Ceremonies, University of Texas at San Antonio (May 2007; December 2007).

Session Chair, *Pricing Camp*, Allerton Park, The University of Illinois, Urbana-Champaign (May 2003 and 2005).

Voted Representative of Marketing Doctoral Students, *Students Advisory Committee*, The University of Illinois, Urbana-Champaign (2003-04).

Initiated, administered, and coordinated the web based experimental sign up system for Department of Business Administration, University of Illinois, Urbana-Champaign (Spring 2003).

Vice-Chairman of the Center for Business Research, Temasek Polytechnic, Singapore (1999-2000).

Co-organized the *Marketing Communications Symposium*, Singapore (October 1998).

Editor of monthly newsletter in postgraduate hall of residence, National University of Singapore (1996-97).

Head of Postgraduate Research Scholars, Faculty of Business Administration, The National University of Singapore (1996-97).

Counselor for foreign students at the Science Research Program, The National University of Singapore (Summer 1997 and 1998).

## DOCTORAL DISSERTATION COMMITTEES

Sang A Lee, Department of Marketing, Indiana University at Bloomington (chair).

Hyejin Lee, Department of Marketing, Indiana University at Bloomington (chair; graduated 2020; placement: Sungkyunkwan University, South Korea).

Hanyong Park, Department of Marketing, University of Texas at San Antonio, graduated 2019 (committee member; placement: Michigan State University)

Han Ma (Anna), Department of Marketing, University of Texas at Arlington, graduated 2019 (committee member; placement: Wilkes University).

Lura Forcum, Department of Marketing, Indiana University at Bloomington, graduated 2015 (committee member; placement: Clemson University)

- Finalist, Mary Kay / Academy of Marketing Science Dissertation Proposal Competition (2015)
- Honorable mention, Marketing Science Institute Clayton Dissertation Proposal Competition (2014)
- Best proposal award winner, Society for Marketing Advances Doctoral Dissertation Proposal Competition (2014)

DaHee Han, Department of Marketing, Indiana University at Bloomington, graduated 2014 (committee member; placement: McGill University).

Jessie J. Wang, Department of Marketing, Indiana University at Bloomington, graduated 2014 (chair; placement: Miami University).

- Winner: Sharon E. Beatty Best Services Marketing Proposal Award sponsored by the Society for Marketing Advances (2014).

## FUNDED GRANTS

Center for Brand Leadership, Kelley School of Business, Indiana University, Bloomington (received the award twice – in 2018 and 2019).

Research data funding, Dean's office, Kelley School of Business, Indiana University, Bloomington (received the award twice – in 2018 and 2019).

Collaborative Fellowship Award, Institute for Advanced Study, Indiana University, Bloomington (2016)

Individual Research Award, Institute for Advanced Study, Indiana University, Bloomington (received the award twice – in 2016 and 2018).

Carolan Research Institute, San Antonio (received the award twice – in 2016 and 2018)

Center for Education and Research in Retailing, Kelley School of Business, Indiana University, Bloomington (2013).

Faculty Research Award, University of Texas at San Antonio (2006).

J.M. Jones Fund, University of Illinois, Urbana-Champaign (received the award thrice – in 2002, 2003, and 2004).

Sheth Foundation, University of Illinois, Urbana-Champaign (received the award twice – in 2003 and 2004).

## TEACHING INTERESTS

Marketing Strategy (undergraduate or MBA level), International Marketing (undergraduate level), Global Marketing Management (MBA level), Principles of Marketing (undergraduate level), Cross-Cultural Consumer Behavior (Ph.D. level).

## COURSES TAUGHT AND TEACHING EVALUATIONS

**At Indiana University, Bloomington**

Course taught: Cross-Cultural Consumer Behavior Seminar (doctoral level). Median score on 8 items considered by Dean's office for tenure and promotion (sample item: "Overall, I would rate this instructor as outstanding") in the 1 section taught in Spring 2017 (1 is lowest and 7 is highest rating):

- Spring 2017: 7.00/7.00
- Fall 2023: 7.00/7.00

Course taught: Global Marketing Management (Residential MBA Program). Median score on 8 items considered by Dean's office for tenure and promotion (sample item: "Overall, I would rate this instructor as outstanding") in the sections taught (1 is lowest and 7 is highest rating):

- Spring 2012: 6.63/7.00 and 6.63/7.00
- Spring 2013: 6.88/7.00 and 6.13/7.00
- Spring 2014: 6.13/7.00 and 6.75/7.00
- Spring 2015: 6.63/7.00 and 6.50/7.00
- Spring 2016: 5.88/7.00 and 6.50/7.00
- Spring 2017: 6.44/7.00 (only 1 section taught that semester)
- Spring 2018: 6.38/7.00 and 6.25/7.00
- Spring 2019: 6.63/7.00 (only 1 section taught that semester)
- Spring 2020: Teaching not evaluated by students due to Covid-19 pandemic
- Spring 2021: 6.63/7.00
  Average of the above scores: 6.45/7.00

Course taught: Global Marketing Management[2] (Online MBA Program). Median score on 8 items considered by Dean's office for tenure and promotion (sample item: "Overall, I would rate this instructor as outstanding") in the sections taught (1 is lowest and 7 is highest rating):

- Spring 2020: 6.76/7.00 (only 1 section taught that semester)
- Spring 2021: 6.81/7.00 (only 1 section taught that semester)
  Average of the above scores: 6.78/7.00

[2] Although the title of the course I have taught in the residential MBA and online MBA programs is the same (Global Marketing Management), the latter course lasts 12 weeks (as opposed to 7 weeks in the residential program). Hence, it is wider in scope and includes considerable amount of new material, such as several pre-recorded video lectures, articles, discussion material, an additional case study, and new assignments in lieu of students missing class.

Course taught: Marketing Strategy Simulation (Residential MBA Program). Median score on 8 items considered by Dean's office for tenure and promotion (sample item: "Overall, I would rate this instructor as outstanding") in the sections taught (1 is lowest and 7 is highest rating):

- Fall 2023: 6.63/7.00

Course taught: Marketing Strategy (undergraduate level). Median score on 8 items considered by Dean's office for tenure and promotion (sample item: "Overall, I would rate this instructor as outstanding") in the sections taught (1 is lowest and 7 is highest rating):

- Spring 2012: 6.25/7.00 and 6.50/7.00
- Spring 2013: 6.88/7.00 and 6.81/7.00
- Spring 2014: 6.56/7.00 and 6.38/7.00
- Spring 2015: 7.00/7.00 and 7.00/7.00
- Spring 2016: 5.88/7.00 and 6.25/7.00
- Spring 2017: 6.44/7.00 and 6.50/7.00
- Spring 2018: 6.75/7.00 and 6.94/7.00

  Average of the above scores: 6.58/7.00

Course taught: International Marketing (undergraduate level). Median score on 8 items considered by Dean's office for tenure and promotion (sample item: "Overall, I would rate this instructor as outstanding") in the sections taught (1 is lowest and 7 is highest rating):

- Spring 2019: 6.88/7.00 (only 1 section taught that semester)
- Spring 2020: Teaching not evaluated by students due to Covid-19 pandemic
- Spring 2021: 6.75/7.00 and 6.39/7.00

Average of the above scores: 6.67/7.00

Course taught: Marketing Management (iCore; Marketing component; undergraduate level). Median score on 8 items considered by Dean's office for tenure and promotion (sample item: "Overall, I would rate this instructor as outstanding") in the sections taught (1 is lowest and 7 is highest rating):

- Fall 2021: 6.3/7.0, 6.41/7.0, and 6.5/7.0

Course taught: Marketing Management (Honors iCore; Marketing component; undergraduate level). Median score on 8 items considered by Dean's office for tenure and promotion (sample item: "Overall, I would rate this instructor as outstanding") in the sections taught (1 is lowest and 7 is highest rating):

- Fall 2022: 5.75/7.0, 6.13/7.0, and 5.88/7.0

Course taught: Marketing Analytics (undergraduate level). Median score on 8 items considered by Dean's office for tenure and promotion (sample item: "Overall, I would rate this instructor as outstanding") in the sections taught (1 is lowest and 7 is highest rating):

- Spring 2024: 6.75/7.00 and 6.56/7.00.

**At University of Texas, San Antonio:**

Course taught: Marketing Strategy/Marketing Capstone (undergraduate level). Instructor Evaluations ("Overall, I rate this instructor an excellent teacher") in the two sections taught (1 is lowest and 5 is highest rating):

- Fall 2006: 4.6/5.0 and 4.6/5.0
- Spring 2007: 4.8/5.0 and 5.0/5.0
- Fall 2007: 4.7/5.0 and 4.9/5.0
- Spring 2008: 4.6/5.0 and 4.6/5.0
- Fall 2008: 5.0/5.0 and 4.9/5.0
- Spring 2009: 4.7/5.0 and 5.0/5.0
- Fall 2009: 4.5/5.0 and 4.6/5.0
- Spring 2010: 4.9/5.0 and 4.9/5.0
- Fall 2010: 4.4/5.0 and 4.6/5.0
  Average of the above scores: 4.74/5.00

Course taught: Seminar in cross-cultural consumer behavior (doctoral level). Instructor Evaluations (1 is lowest and 5 is highest rating)

- Spring 2011: 4.75/5.0

**At University of Illinois, Urbana-Champaign:**

Course taught: Principles of Marketing (undergraduate level). Instructor Evaluations (1 is lowest and 5 is highest rating):

- Summer 2005: 4.9/5.0
- Fall 2002 and Spring 2003: Teaching Assistant to Professor Jeffrey Schmidt for BA 320, Principles of Marketing. My teaching was not evaluated by students.

**At Temasek Polytechnic, Singapore**
Courses taught: Services Marketing, International Marketing, Principles of Marketing, International Business, Buyer Behavior. Instructor Evaluations (1 is lowest and 5 is highest rating):

- Fall 1998: 4.31/5.00
- Spring 1999: 4.93/5.00
- Spring 2000: 4.93/5.00
  Average of the above scores: 4.72/5.00

## ADDITIONAL PEER-REVIEWED RESEARCH PUBLICATIONS

*(based on research conducted before joining Ph.D. program)*

27. **Lalwani, Ashok K.**, May Lwin, and Pee Beng Ling (2009), "Does Audio-Visual Congruency in Advertisements Increase Persuasion? The Role of Cultural Music and Products," *Journal of Global Marketing*, 22 (2), 139–153.

28. **Lalwani, Ashok K.**, May Lwin, and Leng Li Kuah (2005), "Consumer Responses to English Accent Variations in Advertising," *Journal of Global Marketing*, 18 (3/4), 143-165.

29. **Lalwani, Ashok K.** (2002), "Interpersonal Orientation of Spouses and Household Purchase Decisions: The Case of Restaurants," *The Service Industries Journal,* 22 (1), 184-200.

30. Mehta, Subhash C., **Ashok K Lalwani**, and Lisa Ping (2001), "Reference Group Influence and Perceived Risk in Services among Working Women in Singapore: A Replication and Extension," *Journal of International Consumer Marketing*, 14 (1), 43-67.

Reprinted as a chapter in Esther P. Y. Tang, Ricky Y. K. Chan, and Susan H. C. Tai (2002), *Asian Dimensions of Services Marketing*. New York: Haworth Press, 43-65.

31. Mehta, Subhash C., **Ashok K. Lalwani**, and Soon Li Han (2000), "Measuring the Service Quality of Retailers Distributing Technical Products with High Service Component: An Evaluation and Extension," *Journal of Professional Services Marketing,* 20 (2), 33-49.

32. **Lalwani, Ashok K.**, and Subhash C. Mehta (2000), "An Examination of Marital Roles in the Housemaid Decision: Perspectives from Singaporean Couples," *Journal of International Consumer Marketing,* 12 (3), 47-67.

33. Mehta, Subhash C., **Ashok K. Lalwani**, and Soon Li Han (2000), "Service Quality in Retailing: Relative Efficiency of Alternative Measurement Scales for Different Product-Service Environments," *International Journal of Retail and Distribution Management,* 28 (2), 62-72.

34. **Lalwani, Ashok K.**, Subhash C. Mehta, and Chin Tiong Tan (1999), "Family Roles in the Selection of Schools in Multiracial Singapore: An Examination of Demographic Differences," *Journal of Professional Services Marketing,* 19 (2), 73-92.

35. **Lalwani Ashok K.** (1999), "The Dynamics of Household Purchases: An Overview and Extension," *The Temasek Journal*, 7 (June), 34-45.

## REFERENCES

Available on Request