

RAYMOND ROBERT BURKE

CONTACT INFORMATION

Indiana University
Kelley School of Business
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EDUCATION

<u>University</u>	<u>Field</u>	<u>Date</u>	<u>Degree</u>
University of Florida	Psychology/Marketing	1985	Ph.D.
University of Florida	Psychology/Marketing	1981	M.S.
University of Miami	Psychology/Communications	1977	B.A.

ACADEMIC POSITIONS

<u>University</u>	<u>Position</u>	<u>Date</u>
Indiana University Kelley School of Business	E.W. Kelley Chaired Professor	1996-present
Indiana University Kelley School of Business	Chairperson, Marketing Department	2018-present 2009-2012
Harvard University Harvard Business School	Associate Professor	1991-96
University of Pennsylvania The Wharton School	Assistant Professor	1985-91

BUSINESS EXPERIENCE

Professor Burke has served as a research consultant for a number of leading companies in consumer packaged goods, durable goods, and service industries, and his virtual shopping simulation has been used by research firms around the world. His research focuses on understanding the influence of point-of-purchase factors on shopper behavior in conventional and online shopping environments. He is the founding director of the Kelley School's Customer Interface Laboratory and holds four patents on new retail technologies. Professor Burke has also served as editor-in-chief of the *Journal of Shopper Research*, a global resource for quality academic and commercial research providing new knowledge and understanding of shopper behavior to improve business practice.

TEACHING EXPERIENCE

University	Date	Courses
Indiana University Kelley School of Business	1996-2021	Applied Marketing Research (MBA, Online) Marketing Intelligence Management (MBA) Consumer Channels Management (MBA) Technology and the Customer Interface (MBA) Advanced Shopper Research (PhD)
Harvard University Harvard Business School	1991-96	Marketing Management (MBA Core) New Product Development (MBA) Agribusiness (Exec) Retailing (Exec) Strategic Marketing Mgmt. (Exec)
University of Pennsylvania The Wharton School	1985-91	Advertising Principles Advertising Management Buyer Behavior Marketing Research Advertising Management (MBA) Consumer Behavior (MBA)

AWARDS, HONORS AND GRANTS

Winner, MSI 2018-2020 Research Grant Competition (with Nari Yoon), 2019.

Trustees Teaching Award, Kelley School of Business, Indiana University, 2018

MBA Teaching Excellence Award, Kelley School of Business, Indiana University, 2015

iSIG Fellow, School of Management, Fudan University, China, 2015

Faculty Service Award, Kelley School of Business, Indiana University 2013, for contributions to the Kelley Undergraduate Redesign Taskforce.

Recognized by Poets & Quants and CNN/Fortune as one of the top 50 business school teachers in the world, 2012.

Nominated for the Trustees Teaching Award, 2007, 2008, 2009, 2010, 2012, 2014, 2015, the MBA Teaching Excellence Award, 2007, and an Innovative Teaching Award, 2013, 2014, 2019.

Faculty Service Award, Kelley School of Business, Indiana University 2009, for serving as project manager of the team that developed and launched the Kelley School's integrated website.

Best Reviewer Award, *Journal of the Academy of Marketing Science*, 2007.

Innovative Teaching Award (MBA Program), Kelley School of Business, Indiana University, 2005.

Awarded the P&G Fund 2004 Curriculum Development Grant, "Measuring and Managing the Customer Experience: Bringing the Purchase Context into the Classroom," 2004 (\$150,000).

Awarded Patent No. 6,604,681 ("Evaluative Shopping Assistant System") with Co-inventors Avanti Lalwani (Kelley MBA Class of 2003) and John Thong (Kelley MBA Class of 2000); Issue Date: August 12th, 2003.

Innovative Teaching Award (MBA Program), Kelley School of Business, Indiana University, 2001.
Doctoral Consortium Faculty Fellow, American Marketing Association, University of Miami, 2001.

Indiana University Teaching Excellence Recognition Award (TERA), 2000.
Doctoral Consortium Faculty Fellow, American Marketing Association, Richard Ivey School of Business, University of Western Ontario, 2000.

Indiana University Teaching Excellence Recognition Award (TERA), 1999.

Doctoral Consortium Faculty Fellow, American Marketing Association, University of Southern California, 1999.

Awarded Patent No. 5,848,399 ("Computer System for Allowing a Consumer to Purchase Packaged Goods at Home"); Issue Date: December 8, 1998. (See also patents 6,026,377 and 6,304,855).

Charles G. Thalheimer Scholar-in-Residence, Virginia Commonwealth University, Richmond, 1998.
Doctoral Consortium Faculty Fellow, American Marketing Association, The Terry School of Business, University of Georgia, 1998.

Faculty Research Partner, Center for Education and Research in Retailing, Kelley School of Business, Indiana University, 1997-98.

Doctoral Consortium Faculty Fellow, American Marketing Association, The Wharton School, University of Pennsylvania, 1995.

Awarded the *Journal of Consumer Research's* Robert Ferber Award, 1989.
Awarded a Quest Research Grant, 1989, 1990, 1991 (\$180,000).

Doctoral Consortium Faculty Fellow, American Marketing Association, University of California, Berkeley, 1988.
Received the Kraft Award for Marketing Excellence, 1988.

Awarded a Marketing Science Institute Research Grant, 1987 (\$4,000).

Awarded an IBM Management of Information Systems Research Grant, 1986 (\$20,000).

Awarded the American Psychological Association Division 23 Dissertation Award, 1985.

Doctoral Consortium Fellow, American Marketing Association, Pennsylvania State University, 1980.
Awarded a University Graduate Fellowship, Graduate Council of the University of Florida, 1979/80.

Graduated Summa Cum Laude, University of Miami, 1977.
Awarded Departmental Honors in Psychology, University of Miami, 1977.

ACADEMIC JOURNAL ARTICLES (Refereed articles are marked with an asterisk.)

Burke, Raymond R. (1991), "Reasoning With Empirical Marketing Knowledge," *International Journal of Research in Marketing*, 8 (1), 75-90.*

Burke, Raymond R. (1997), "Do You See What I See? The Future of Virtual Shopping," *Journal of the Academy of Marketing Science*, 25 (4), 352-360.*

Burke, Raymond R. (2002), "Technology and the Customer Interface: What Consumers Want in the Physical and Virtual Store," *Journal of the Academy of Marketing Science*, 30 (4), 411-432.*

- Burke, Raymond R. (2009), "Behavioral Effects of Digital Signage," *Journal of Advertising Research*, 49 (2), 180-185.*
- Burke, Raymond R., Wayne S. DeSarbo, Richard L. Oliver, and Thomas S. Robertson (1988), "Deception by Implication: An Experimental Investigation," *Journal of Consumer Research*, 14 (March), 483-494.*
- Burke, Raymond R., Bari Harlam, Barbara Kahn, and Leonard Lodish (1992), "Comparing Dynamic Consumer Choice in Real and Computer-Simulated Environments," *Journal of Consumer Research*, 19 (1), 71-82.*
- Burke, Raymond R., Arvind Rangaswamy, Jerry Wind, and Jehoshua Eliashberg (1990), "A Knowledge-Based System for Advertising Design," *Marketing Science*, 9 (Summer), 212-229.*
- Burke, Raymond R. and Thomas K. Srull (1988), "Competitive Interference and Consumer Memory for Advertising," *Journal of Consumer Research*, 15 (June), 55-68.*
- Chang, Angela, and Raymond R. Burke (2007), "The Effects of Customer-Interface Technology on Purchase Deferral and Decision Satisfaction," *Journal of Retailing and Consumer Services*, 14 (5), 339-346.*
- Chen, Ming, Raymond R. Burke, Sam K. Hui, and Alex Leykin (2021), "Understanding Lateral and Vertical Biases in Point-of-Purchase Product Considerations: An In-Store Ambulatory Eye-Tracking Study," *Journal of Marketing Research*, forthcoming.
- DeSarbo, Wayne S., Ajay Manrai, and Raymond R. Burke (1990), "A New Non-Spatial Methodology for the Analysis of Two-Way Proximities Data Incorporating the Distance-Density Hypothesis," *Psychometrika*, 55 (June), 229-253.*
- Oliver, Richard L. and Raymond R. Burke (1999), "Expectation Processes in Satisfaction Formation: A Field Study," *Journal of Service Research*, 1 (February), 196-214.*
- Rangaswamy, Arvind, Raymond R. Burke, and Terence A. Oliva (1993), "Brand Equity and the Extendibility of Brand Names," *International Journal of Research in Marketing*, 10, 61-75.*
- Rangaswamy, Arvind, Jehoshua Eliashberg, Raymond R. Burke, and Jerry Wind (1989), "Developing Marketing Expert Systems: An Application to International Negotiations," *Journal of Marketing*, 53 (October), 24-39.*
- Underwood, Robert L., Noreen M. Klein and Raymond R. Burke (2001), Packaging Communication: Attentional Effects of Product Imagery," *Journal of Product and Brand Management*, 10 (7), 403-422.*
- Zhang, Xiaoling, Shibo Li, Raymond R. Burke, and Alex Leykin (2014), "An Examination of Social Influence on Shopper Behavior Using Video Tracking Data," *Journal of Marketing*, 78 (5), 24-41.*
- Zhang, Xiaoling, Shibo Li, and Raymond R. Burke (2018), "Modeling the Effects of Dynamic Group Influence on Shopper Zone Choice, Purchase Conversion and Spending," *Journal of the Academy of Marketing Science*, 46 (6), 1089-1107.*

PROFESSIONAL JOURNAL ARTICLES

- Burke, Raymond R. (1996), "Virtual Shopping: Breakthrough in Marketing Research," *Harvard Business Review*, 74 (March-April), 120-131.

Burke, Raymond R. (2018), "Virtual Reality for Shopper Research," *Journal of Shopper Research*, Spring, 34-47.

Burke, Raymond R. and Neil A. Morgan (2017), "Benchmarking Retail Shoppability," *Journal of Shopper Research*, Spring, 50-59.

Burke, Raymond R. and Paula E. Payton (2006), "Measuring and Managing Shoppability: 10 Principles to Convert Shoppers into Buyers," *European Retail Digest*, 50 (Summer), 66-78.

Maruca, Regina, Raymond R. Burke, Sir Richard Greenbury, John Quelch, Robert A. Smith, and Ragnar Nilsson (1999), "Retailing: Confronting the Challenges That Face Bricks-and-Mortar Stores," *Harvard Business Review*, (July-August), 159-168.

OTHER PROFESSIONAL ARTICLES

Burke, Raymond R. (1999), "Leveraging Technology Can Enhance Physical Store Shopping," *Executive Technology*, March, 4.

Burke, Raymond R. (1999), "Retail Technology in the Next Century," *Discount Store News*, (July), 1-25. Special report co-sponsored by Indiana University's Center for Retailing and KPMG.

Burke, Raymond R. (1999), "Retail Technology and the Customer Interface," *Point Of Purchase Magazine*, September, 40-41.

Burke, Raymond R. (2000), "Creating the Ideal Shopping Experience," *Chain Store Age*, (December), 1-25. Special report co-sponsored by Indiana University's Center for Retailing and KPMG.

Burke, Raymond R. (2003), "Building a Better Store of the Future," *Point of Purchase: The Journal of Marketing Communications at Retail*, 9 (2), 14.

Burke, Raymond R. (2003), "Digital Signage: Promises and Pitfalls," *Point of Purchase: The Journal of Marketing Communications at Retail*, 9 (4), 22.

Burke, Raymond R. and Mark Larson (2000), "Embracing Technology," *Progressive Grocer*, Volume 79, Issue 2 (February).

BOOKS

Gatignon, Hubert and Raymond R. Burke (1991), *ADSTRAT: An Advertising Decision Support System*, Redwood City, CA: The Scientific Press, 1-160.

Gatignon, Hubert and Raymond R. Burke (1993), *ADSTRAT: An Advertising Decision Support System, Instructor's Manual (Revised)*, Redwood City, CA: The Scientific Press, 1-220.

BOOK CHAPTERS

Burke, Raymond R. (1994), "Artificial Intelligence for Designing Marketing Decision-Making Tools," in *The Marketing Information Revolution*, eds. Robert C. Blattberg, Rashi Glazer, and John D.C. Little, Boston, MA: Harvard Business School Press, 204-229.

Burke, Raymond R. (1998), "Real Shopping in a Virtual Store," in *Sense and Respond: Capturing Value in the Network Era*, eds. Stephen P. Bradley and Richard L. Nolan, Boston, MA: Harvard Business School Press, 245-260. This is an updated and expanded version of a paper which appeared in

Electronic Marketing and the Consumer, edited by Robert A. Peterson and published by Sage Publications, Inc., 1997.

- Burke, Raymond R. (2005), "Retail Shoppability: A Measure of the World's Best Stores," in *Future Retail Now: 40 of the World's Best Stores*, the Retail Industry Leaders Association: Washington, DC., 206-219. Also reprinted in GVS Sreedhar (Ed.): *Customer Experiential Marketing*, ICFAl Press.
- Burke, Raymond R. (2006), "The Third Wave of Marketing Intelligence," in Manfred Krafft and Murali Mantrala (Eds.): *Retailing in the 21st Century: Current and Future Trends*, Springer, 113-125.
- Burke, Raymond R. (2018), "Virtual Reality for Marketing Research," in Luiz Moutinho and Mladen Sokele (eds.), *Innovative Research Methodologies in Management: Volume II: Futures, Biometrics and Neuroscience Research*, London: Palgrave Macmillan, 63-82, DOI 10.1007/978-3-319-64400-4_3. An updated version appeared in the Spring 2018 issue of the *Journal of Shopper Research*.
- Burke, Raymond R., Jaewun Cho, Wayne S. DeSarbo, and Vijay Mahajan (1990), "The Impact of Product-Related Announcements on Consumer Purchase Intentions," in *Advances in Consumer Research*, Vol. 17, eds. Marvin E. Goldberg, Gerald Gorn, and Richard Pollay, Provo, UT: Association for Consumer Research, 342-350.
- Burke, Raymond R. and Wayne S. DeSarbo (1987), "Computer-Assisted Print Ad Evaluation," in *Advances in Consumer Research*, Vol. 14, eds. Melanie Wallendorf and Paul Anderson, Association for Consumer Research, 93-95.
- Burke, Raymond R. and Alex Leykin (2014), "Identifying the Drivers of Shopper Attention, Engagement, and Purchase," in *Review of Marketing Research: Shopper Marketing and the Role of In-store Marketing*, Volume 11, eds. Dhruv Grewal, Anne L. Roggeveen, and Jens Norfalt, eds. Bingley, UK: Emerald Publishing, 147-187. An updated version of this article will appear as Chapter 18 of the forthcoming (2021) book, *Routledge Companion to Marketing Research*, eds. Len Tiu Wright, Luiz Moutinho, Merlin Stone, and Richard Bagozzi.
- Burke, Raymond R., Arvind Rangaswamy, and Sunil Gupta (2001), "Rethinking Marketing Research in the Digital Age," in Jerry Wind and Vijay Mahajan (eds.), *Digital Marketing: Global Strategies from the World's Leading Experts*, New York: John Wiley and Sons, 226-255.*
- Burke, Raymond R., Arvind Rangaswamy, Jerry Wind, and Jehoshua Eliashberg (1994), "ADCAD: Advertising Communication Approach Designer," in *Expert Systems for Advertising*, eds. Werner Kroeber-Riel and Franz Rudols Esch, Vahlen-Verlag, Germany, 1-48. (This is an expanded version of the Burke et al. (1990) *Marketing Science* article.)
- Rothschild, Michael L., Keith Adler, Raymond R. Burke, and Hubert A. Gatignon (1986), "Teaching the Promotion Course," in *1986 AMA Winter Educators' Conference Proceedings*, eds. Joseph Guiltinan and Dale Achabal, American Marketing Association, Chicago, IL, 1-3.

TECHNICAL REPORTS AND WORKING PAPERS

- Burke, Raymond R. (2017), "Virtual Reality for Shopper Research," *MSI Technical Report*, Report No. 17-116-08, Boston, MA, 1-46.*
- Burke, Raymond R., Sandeep R. Chandukala, and Øyvind Christensen (2019), "Measuring and Managing Shopping Effort in Retail Stores," working paper, Indiana University (September), 1-29; being revised for resubmission to *Management Science*.

Burke, Raymond R., Bari Harlam, Barbara Kahn, and Leonard Lodish (1991), "Comparing Dynamic Consumer Decision Process in Real and Computer-Simulated Environments," *MSI Technical Report*, No. 91-116, 1-31.*

Garber, Lawrence L. Jr., Raymond R. Burke, and J. Morgan Jones (2000), "The Role of Package Color in Consumer Purchase Consideration and Choice," *MSI Technical Report*, Report No. 00-104, Boston, MA, 1-46.*

Han, Yoonju, Raymond R. Burke, Shibo Li, and Alex Leykin (2020), "The Dynamics of Product Consideration and Purchase at Retail Checkout," working paper, Indiana University (December), 1-55; under third review at the *Journal of Marketing Research*.

Rangaswamy, Arvind, Raymond R. Burke, Jerry Wind and Jehoshua Eliashberg (1987), "Expert Systems for Marketing," *MSI Technical Report*, No. 87-107, 1-50.*

CASE/COURSE DEVELOPMENT

Burke, Raymond R. (1993), "Marsh Supermarkets Inc. (A): The Marsh Super Study," case #594-042, Harvard Business School (Rev. 3/95), 1-21.

Burke, Raymond R. (1994), "Marsh Supermarkets Inc. (B): The Entry of Meijer Supercenters," case #595-039, Harvard Business School (Rev. 3/95), 1-6.

Koehn, Nancy, Raymond R. Burke, and Geoffrey Verter (1996), "Shopping Alternatives, Inc.: Home Shopping in the Information Age," case #9-796-132, Harvard Business School, 1-23.

PRESENTATIONS AND COLLOQUIA

Burke, Raymond R. (1984), "Consumer Memory," session chair and discussant, Fifteenth Annual Conference of the Association for Consumer Research, Washington D.C. (October).

Burke, Raymond R. (1987), "Maintaining Brand Awareness in Competitive Advertising Environments," The Second Walter H. Stellner Symposium on The Uses of Cognitive Psychology in Advertising and Marketing, University of Illinois, Urbana-Champaign, IL (May).

Burke, Raymond R. (1987), "Maintaining Advertising Effectiveness: Repeat, Remind, Revise, or Remove?" American Marketing Association Summer Educators' Conference, Toronto, Canada (August).

Burke, Raymond R. (1987), "A Frame-Based Model and Simulation of Consumer Response to Advertising," Eighteenth Annual Conference of the Association for Consumer Research, Boston, MA (October).

Burke, Raymond R. (1988), "Advertising Design and Evaluation in the Age of Technology," AMA Doctoral Consortium, University of California, Berkeley, CA (August).

Burke, Raymond R. (1989), "Simulating Consumer Environments," First Annual Quest Conference, Naples, FL (January). An expanded version of this talk was presented at the Marketing Science Institute, Cambridge, MA (June 23, 1992).

Burke, Raymond R. (1989), "Competitive Interference and Consumer Memory for Advertising," Twentieth Annual Conference of the Association for Consumer Research, New Orleans, LA (October).

Burke, Raymond R. (1990), "Applying Expert Systems to the Marketing Mix: The Case of Advertising," American Marketing Association Summer Educators' Conference, Washington, D.C. (August).

- Burke, Raymond R. (1990), "Pattern-Directed Processing and Consumer Choice," Twentyfirst Annual Conference of the Association for Consumer Research, New York, NY (October). An expanded version of this talk was presented at the Marketing Area research seminar, Harvard Business School (April 28, 1992).
- Burke, Raymond R. (1992), "Managing the Point of Purchase," executive seminar in Strategic Marketing Management, Harvard Business School, Boston MA (June).
- Burke, Raymond R. (1992), "Virtual Shopping: A New Tool for Consumer Research," Sixth Annual Northeast Marketing Consortium, Tuck School, Dartmouth College, Hanover, New Hampshire (September). Additional research on this topic was presented at the Fuqua School, Duke University, Durham, North Carolina (October 13, 1992); the Yale School of Organization and Management, Yale University, New Haven, Connecticut (November 30, 1992); the American University, Washington D.C. (April 29, 1993); the Simon Graduate School of Business Administration, University of Rochester, Rochester, New York (January 27, 1994); the University of California, Los Angeles, California (December 18, 1994); Indiana University, Bloomington, Indiana (April 14, 1995); the American Marketing Association Attitude and Behavioral Research Conference, Palm Springs, California (January 28, 1997); and the 27th Annual Haring Symposium, Indiana University, Bloomington, IN (April 5, 1997).
- Burke, Raymond R. (1993), "Competitive Interference at the Point of Purchase," Twentyfourth Annual Conference of the Association for Consumer Research, Nashville, TN (October).
- Burke, Raymond R. (1996), "Creating Customer Value in an Interactive World," 1996 American Marketing Association/University of Notre Dame School of Database Marketing (August 5).
- Burke, Raymond R. (1996), "Real Shopping in a Virtual Store," American Marketing Association Winter Educators' Conference, Hilton Head, South Carolina (February 5, 1996). Additional research on this topic was presented at MIT, Cambridge, Massachusetts (February 26, 1996); Notre Dame, South Bend, Indiana (April 12, 1996); the Wharton School, University of Pennsylvania, Philadelphia, Pennsylvania (May 9, 1996); the Harvard Business School, Boston, MA (May 24, 1996); the London Business School, London, England (September 5, 1996); and the University of Texas at Austin (October 2, 1996).
- Burke, Raymond R. (1997), "Creating Customer Value in an Interactive World," Interval Research Conference, Palo Alto, CA (June 27).
- Burke, Raymond R. (1997), "Managing the Point of Purchase," The 1997 POP Show, Chicago, IL (April 17).
- Burke, Raymond R. (1997), "New Methods in Marketing Research," 50th Year Reunion Celebration for Doctoral Programs in Business, Indiana University, Bloomington, IN (September 19).
- Burke, Raymond R. (1997), "Virtual Shopping - A New Tool for Market Research," Multinational Business TeleDialogue, Indiana University, Bloomington, IN; transmitted to London, Paris, Frankfurt, New York and Chicago (April 18). Additional research on this topic was presented at the Indiana University Virtual Reality Workshop, Bloomington, IN (September 30, 1997).
- Burke, Raymond R. (1998), "Knowledge-Based Retailing," IU-KPMG Retail Technology Conference, Indiana University, Bloomington, IN (May 29).
- Burke, Raymond R. (1998), "Retail Technology and the Customer Interface," International Mass Retail Association 1998 Annual Convention, Dallas, TX (May 18). Additional research on this topic was presented at the GEA Executive Program, Toronto, Canada (March 4, 1999); The Alliance: A Forum of Company Leaders (conference organized by Bill Haerberle and the Johnson Center for Entrepreneurship & Innovation), Indianapolis, IN (April 8, 1999); the University of Mainz, Mainz, Germany (June 24, 1999); and Tech Connection '99, Bloomington, IN (October 28, 1999).

- Burke, Raymond R. (1999), "Using Technology to Capture Your Customers Today and Keep Them For Tomorrow," International Mass Retail Association 1999 Annual Convention, Orlando, FL (May 24).
- Burke, Raymond R. (1999), "Winning with Technology," Texas A&M University, Strategic Retailing for Executives, College Station, TX (May 18).
- Burke, Raymond R. (1999), "Technology's Role in the Battle Between Online and Conventional Retailers," MSI/Stanford/Mainz Conference on Competition, Wiesbaden, Germany (June 20).
- Burke, Raymond R. (1999), "Marketing and the Internet," American Marketing Association Doctoral Consortium, University of Southern California, Los Angeles, CA (August 6).
- Burke, Raymond R. (1999), "Retail Technology in the Next Century," NCR 1999 Partners Conference, Lake Lanier, GA (October 12), keynote speech.
- Burke, Raymond R. (1999), "Consumer Acceptance of Retail Technology," e-Business Research Conference, Bloomington, IN (October 22).
- Burke, Raymond R. (2001), "Assessing the Potential Value of Technology in the Consumer Shopping Process," AMA Faculty Consortium on Electronic Commerce, Mays Graduate School of Business Texas A&M University, College Station, TX (July 16). Additional research on this topic was presented at AMA Doctoral Consortium, University of Miami (June 15), the Retail Systems 2001 Conference, Chicago, IL (June 27), Future Forces CEO Roundtable, Toronto, Ontario (August 30), and KioskCom Retail, San Diego, CA (October 24), keynote speech.
- Burke, Raymond R. (2001), "Technology and the Customer Interface," Experiential E-Commerce Conference, Michigan State University, East Lansing, MI (September 27). Additional research on this topic was presented at the MSI Conference on Marketing to and Serving Customers Through the Internet, Boca Raton, FL (December 7).
- Burke, Raymond R. (2001), "Consumer Acceptance of Broadband Applications in Retailing," Shop.org Teleconference: Preparing for Broadband (December 14).
- Burke, Raymond R. (2003), "Last Store Standing: The Rules Have Changed, Are You Prepared to Change With Them?" Super Session presentation, National Retail Federation's 92nd Annual Convention, New York (January 14).
- Burke, Raymond R. (2004), "Understanding, Measuring, and Managing the Customer Experience," Schottenstein Stores Best Practices Conference, Key Biscayne, FL (January 27). Additional research on this topic was presented at the Store as Media Conference, Chicago (October 7), Gemcon 2004, Naples, FL (October 20), and the Alliance: A Forum of Company Leaders (November 11).
- Burke, Raymond R. (2005), "Visions of the Future: Technology's Role in Enhancing the Customer Experience," Digital Retail Expo, Chicago, IL, (May 18).
- Burke, Raymond R. (2005), "Manage the Customer Experience to Optimize Store Performance," Merchandising Innovation & Excellence (MIX) Conference, Chicago, IL (May 26). Additional research on this topic was presented at the MVI Shopper Forum, Orlando, FL (May 10), and the Total Retail Experience Convention, New York (December 8).
- Burke, Raymond R. (2005), "Bringing the Lab into the Market and the Market into the Lab: Using Technology to Measure and Manage the Customer Shopping Experience," American Marketing Association Educators' Conference, San Francisco, CA (July 30).

- Burke, Raymond R. (2006), "Best Practices of the World's Top Retailers: Driving Retail Performance with Enhanced Customer Experience and Technological Innovation," World Digital Signage Summit, New York, NY (April 4).
- Burke, Raymond R. (2006), "Creating the Store of the Future: Leveraging Technology and Innovation to Build the Ideal Shopping Experience," 6th Annual Shopper Insights in Action, Chicago, IL (July 19). Additional research on this topic was presented at the In-Store Marketing Expo 2006, Chicago, IL (September 28).
- Burke, Raymond R. (2006), "How to Improve Shoppability," Retail & In-Store Marketing Seminar 2006, Brussels, Belgium (October 19). Additional research on this topic was presented at FENALCO Góndola 2006, Cartagena, Columbia (November 3).
- Burke, Raymond R. (2008), "Behavioral Effects of Digital Signage," Wharton School Conference: Empirical Generalizations in Advertising, Philadelphia, PA (December 5).
- Burke, Raymond R. (2010), "From Demand to Purchase: Understanding, Measuring and Managing Shoppability," MSI Shopper Marketing Conference, New York University, New York (June 15).
- Burke, Raymond R. (2010), "VR Simulations for Shopper Marketing Research," NIH/DOD Workshop on Virtual Reality Technologies for Research and Education in Obesity and Diabetes, Bethesda MD (July 16).
- Burke, Raymond R. (2014), "Identifying the Drivers of Shopper Attention, Engagement, and Purchase," 2014 Shopper Marketing & Pricing Conference, Stockholm School of Economics, May 9. Additional research on this topic was presented at Tobii Eye Track Behavior Conference, Washington D.C., (September 11).
- Burke, Raymond R. (2014), "Innovative Uses of Video Data Analysis in Marketing: Measuring Shopper Attention, Engagement, and Purchase," AMA-ECMI-EMAC 2014 Marketing & Innovation Symposium, Erasmus University, Rotterdam, The Netherlands (May 27).
- Burke, Raymond R. (2014), "Watching Shoppers," TEDx Indianapolis - Get Outside In, Indianapolis IN (October 21). Video available online: <https://www.youtube.com/watch?v=jeQ7C4JLpug>
- Burke, Raymond R. (2016), "Improving Shoppability in an Omnichannel World," LVMH-SMU Luxury Brand Seminar, Singapore (October 5). Some of this research was shared as part of a panel discussion at the AMA 2016 Summer Marketing Academic Conference (August 6). Additional research on this topic was presented at Omnishopper 2017, Minneapolis, MN (June 20 2017).
- Burke, Raymond R. (2016), "Understanding, Measuring and Managing Shoppability," Marketing Science Institute (MSI) Webinar Series (November 16). Video available online: <https://www.msi.org/conferences/webinar-featuring-raymond-burke-indiana-university/>
- Burke, Raymond R. (2019), "Improving Shoppability in an Omnichannel World," keynote speaker, Bloomington Retail Summit, Monroe Convention Center, Bloomington, IN (February 4).
- Burke, Raymond R. (2019), "Virtual Reality for Shopper Research in Dynamic Retail Contexts," 48th European Marketing Academy (EMAC) Annual Conference, Hamburg, Germany (May 29).
- Burke, Raymond R. (2020), "Master Class: Understanding, Measuring, and Management Shoppability," American Marketing Association Summer Educators' Conference, online (August 18).
- Burke, Raymond R., Candace Adams, Mark Edwards and Elissa Moses (2010), "Drivers of Loyalty to Increase Sales, Shoppability, and Differentiation," 10th Annual Shopper Insights in Action Conference, Chicago IL (July 11).

- Burke, Raymond R., Sandeep R. Chandukala, and Øyvind Christensen (2019), "Using IOT to Measure and Manage Shopping Effort in Physical Stores," 2019 4th International Conference on Cloud Computing and Internet of Things (CCIOT), Waseda University, Tokyo, Japan (September 21).
- Burke, Raymond R., Jaewun Cho, Wayne S. DeSarbo, and Vijay Mahajan (1989), "The Impact of Product-Related Announcements on Consumer Purchase Intentions," presentation at the Twentieth Annual Conference of the Association for Consumer Research, New Orleans, LA (October).
- Burke, Raymond R. and Øyvind Christensen (2015), "Measuring and Managing Category and Brand Shoppability," RETAILology Big Data Forum, Palm Springs, CA (September 28). Additional research on this topic was presented at the 2015 Shopper Marketing Conference and Expo, Minneapolis, MN, (October 15), the 2016 Shopper Marketing Summit, New York, NY (March 16, 2016), OmniShopper 2016, Chicago, IL (July 12, 2016), and the Shopper Brain Conference, Amsterdam, the Netherlands (October 21, 2016).
- Burke, Raymond R. and Wayne S. DeSarbo (1986), "Computer-Assisted Print Ad Evaluation," Seventeenth Annual Conference of the Association for Consumer Research, Toronto, Ontario (October).
- Burke, Raymond R., Jehoshua Eliashberg, Arvind Rangaswamy, and Jerry Wind (1986), "Applications of Expert Systems for Marketing Decisions," panel discussion, ORSA/TIMS Joint National Meeting, Miami, FL (October).
- Burke, Raymond R. and Hubert Gatignon (1986), "A Microcomputer-Based Approach to Advertising Management Instruction," American Marketing Association Winter Educators' Conference, St. Petersburg Beach, FL (February).
- Burke, Raymond R. and Hubert Gatignon (1989), "Competitive Advertising and Consumer Choice," Twentieth Annual Conference of the Association for Consumer Research, New Orleans, LA (October).
- Burke, Raymond R. and Hubert Gatignon (1990), "Competitive Advertising and Consumer Price Sensitivity," TIMS Marketing Science Conference, University of Illinois, Champaign, IL (March).
- Burke, Raymond R., Sunil Gupta and Arvind Rangaswamy (1998), "Marketing Research in the Digital Age," Digital Marketing Conference, The Wharton School, University of Pennsylvania, Philadelphia, PA (October 24).
- Burke, Raymond R., Bari Harlam, Barbara Kahn, and Leonard Lodish (1990), "Purchase Time Compression Study: Comparison of Laboratory Purchasing with Actual Purchasing Behavior," TIMS Marketing Science Conference, University of Illinois, Champaign, IL (March).
- Burke, Raymond R. and Alex Leykin (2006), "Customer Tracking," AMA Advanced Research Techniques (A/R/T) Forum, Monterey, CA (June 12). Additional research on this topic was presented at the Center for Data and Search Informatics, Bloomington, IN (February 21, 2007), and the Network and Complex Systems workshop, School of Library and Information Sciences, Bloomington, IN (December 3, 2007).
- Burke, Raymond R., Alex Leykin, and Huifang Mao (2006), "Automated Customer Tracking and Behavior Recognition," Marketing Science Conference, Pittsburgh, PA (June 10).
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DISSERTATION COMMITTEES

Bhagwatwar, Akshay (2015), "Why Ownership Matters: The Case of Virtual Environment and Enterprise Social Media Platforms"

Bieber, Michael (1990), "Generalized Hypertext in a Knowledge-Based DSS Shell Environment"

Chang, Chiu-chi (Angela) (2003), "The Effects of Customer-Interface Technology on Purchase Deferral and Decision Satisfaction"

Chen, Ming (2019), "Two Essays on Consumers' Point-of-Purchase Decision Making"

Cho, Jaewun (1989), "A New Stochastic Path-Length Tree Methodology for Constructing Communication Networks"

Garber, Lawrence L. (1995), "The Role of Package Appearance in Consumer Choice"

Jamil, Maqbul (2001), "Consumer Response to Retail Assortment Reduction Heuristics and Promotional Strategies"

Han, Yoonju (2018), "Essays on the Dynamics of Consumers' In-Store Shopping Behavior"

Kalifa, Mohammed (1990), "TAMPEL: A Task Analytic Method for Predicting Ease of Learning"

Kim, Kunbae (1990), "Consumer Evaluations of Brand Extensions: An Analogical Reasoning Perspective"

Kohli, Rajeev (1984), "An Experimental Investigation into the Effect of Subliminal Stimulation on Consumer Behavior"

Lakshmanan, Arun (2008), "Practice Makes Imperfect? Sequence Learning and the Discontinuous Acquisition of Feature Use Skills"

Lee, Hoon Young (1992), "An Analogical Reasoning System for New Product Concept Evaluation"

Leykin, Alex (2007), "Visual Human Tracking and Group Activity Analysis: A Video Mining System for Retail Marketing"

Unni, R. (2000), "Relative Effectiveness of Electronic vs. Traditional Sources in Communicating Product Information"

Wang, Jessie Jing (2014), "Two Essays on the Effect of Power Distance on Consumption Behavior"

Zhang, Shuoyang (2009), "Two Essays on Network Tie Strength and Its Microstructural Effect on Consumer Attitudes and Intentions"

Zhang, Xiaoling (2011), "Essays on Social Influence in Shopper Marketing"

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