

# RAYMOND ROBERT BURKE

**WORK** Indiana University  
Kelley School of Business  
1309 East Tenth Street  
Bloomington, IN 47405  
(812) 855-1066

**HOME** 1700 N. Russell Road  
Bloomington, IN 47408  
(812) 335-1776

**CELL** (812) 391-0102

## EDUCATION

University	Field	Date	Degree
University of Florida	Psychology/Marketing	1985	Ph.D.
University of Florida	Psychology/Marketing	1981	M.S.
University of Miami	Psychology/Communications <i>Summa Cum Laude</i> <i>Departmental Honors in Psychology</i>	1977	B.A.

## ACADEMIC POSITIONS

University	Position	Date
Indiana University Kelley School of Business	E.W. Kelley Chair in Business Admin. Professor of Marketing	1996-present
Indiana University Kelley School of Business	Chairperson, Marketing Department	2018-2021 2009-2012
Harvard University Harvard Business School	Associate Professor	1991-96
University of Pennsylvania The Wharton School	Assistant Professor	1985-91

## INNOVATION AND IMPACT

### RESEARCH

- Founding director of the Kelley School's Customer Interface Laboratory, a state-of-the-art facility for investigating how customers interact with new retail environments and technologies (1996-present). Prior to joining the Kelley School, Dr. Burke designed and launched the first computer-assisted behavioral research labs at the Wharton School (1985) and the Harvard Business School (1991).
- Research pioneer in the field of shopper marketing, with articles published in the leading scholarly and professional marketing journals, including *HBR*, *IJRM*, *JAMS*, *JCR*, *JM*, *JMR*, and *MS*. Google Scholar Citations: 8,352; h-index 27; i-10 index 32 (as of 21-March-2023).
- Featured speaker at the premier industry conferences in the fields of retailing, shopper marketing, and marketing analytics. Dr. Burke's [2014 TEDx presentation](#) on improving retail shoppability has an online audience of over 400,000 people.

- Doctoral Consortium Faculty Fellow, American Marketing Association: UC Berkeley's Haas School, 1988; University of Pennsylvania's Wharton School, 1995; University of Georgia's Terry School, 1998; USC's Marshall School, 1999; University of Western Ontario's Richard Ivey School, 2000; University of Miami's Herbert School, 2001; and Indiana University's Kelley School, 2021.
- Winner, MSI 2018-2020 Research Grant Competition (with Nari Yoon), 2019.
- iSIG Fellow, School of Management, Fudan University, China, 2015
- Partnered with specialty apparel retailer American Eagle Outfitters to use a store as a retail laboratory to investigate the impact of store layout, salesperson interactions, crowding conditions, and promotional activity on customer shopping patterns, dwell time, and purchase conversion. The project employed computer vision and transaction log data to track each customer's trajectory through the store and measure the impact of store conditions on retail productivity (Burke and Leykin 2014; Zhang, Li, Burke, and Leykin 2014; Zhang, Li, and Burke 2018).
- Partnered with specialty apparel retailer Eddie Bauer to conduct one of the first tests of digital signage effectiveness (2000). The team replaced conventional printed signs in store windows with digital signs that could vary message content based on the time of day and other conditions and found that digital signage could increase store traffic by 23 percent and sales by 10 percent (Burke 2006, 2009). The findings were reported in the business press (e.g., [Coleman 2000](#)) and marketing textbooks (e.g., Assael 2003; Hoyer and MacInnis 2007; Parasuraman, Grewal and Krishnan 2006).
- 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. This application allows customers with a mobile device to look up product specs, customer reviews, and shelf location information as they shop in a retail store. It anticipated the use of smartphones for omni-channel retailing years ahead of Apple's 2007 introduction of the iPhone.
- 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). Dr. Burke licensed his virtual shopping technology to companies in the U.S. and abroad to develop interactive shopping applications and marketing research tools. These have been used in over 250 commercial studies by leading consumer goods companies—Procter & Gamble, Unilever, Johnson & Johnson, General Mills, Welch Foods, ConAgra Foods, Frito Lay, and Goodyear, among others—to test new products, packaging, pricing, etc. (see [Feder 1997](#); [ISMI industry report 2009](#)).
- Created the first conjoint-based magazine ad testing system (Burke and DeSarbo 1987; Burke, DeSarbo, Oliver and Robertson 1988), the first AI-based expert system for ad design (Burke, Rangaswamy, Wind, and Eliashberg 1990), and the first computer-simulated grocery shopping environment (Burke, Harlam, Kahn and Lodish 1992; Burke 1996; Garber, Burke and Jones 2000; Underwood, Klein and Burke 2001).
- Charles G. Thalhimer Scholar-in-Residence, Virginia Commonwealth University, Richmond, 1998.
- Awarded the *Journal of Consumer Research's* Robert Ferber Award in 1989 for the article "Competitive Interference and Consumer Memory for Advertising" (Burke and Srull 1988).
- Awarded research grants from Time Warner Retail (2011-2017 \$470,000), American Eagle Outfitters (\$50,000), Interpublic - Quest Futures Group (1989-91, \$180,000), the Marketing Science Institute (1987, \$4,000), and IBM (1986, \$20,000).
- Received the Kraft Award for Marketing Excellence, 1988.
- Awarded the American Psychological Association Division 23 Dissertation Award, 1985.
- Doctoral Consortium Fellow, American Marketing Association, Pennsylvania State University, 1980.

## TEACHING

- Recognized by Poets & Quants and CNN/Fortune as one of the top 50 business-school teachers in the world (2012).
- Trustees Teaching Award, Kelley School of Business, Indiana University. Awarded in 2018. (Finalist in 2007, 2008, 2009, 2010, 2012, 2014, 2015, and 2022.)
- MBA Teaching Excellence Award, Kelley School of Business, Indiana University. Awarded in 2015. (Finalist in 2007.)
- Innovative Teaching Award, Kelley School of Business, Indiana University. Awarded in 2001 for *M595 Technology and the Customer Interface*, and in 2005 for *M549 Marketing Intelligence Management*. (Finalist in 2013, 2014, and 2019.)
- Awarded the P&G Fund 2004 Curriculum Development Grant, "Measuring and Managing the Customer Experience: Bringing the Purchase Context into the Classroom," in 2004 (\$150,000).
- Indiana University Teaching Excellence Recognition Award (TERA). Awarded in 1999 and 2000.
- Wrote the first Harvard Business School cases on category management (Marsh Supermarkets A & B, cases 594-042 & 595-039) and online grocery shopping (Shopping Alternatives, case 796-132). The Marsh A case provides data from an extensive study of five superstores, tracking the sales, profits, space, and promotion dynamics across all product categories, including dry grocery, general merchandise, health and beauty care, and perishables. The cases are designed to encourage rigorous quantitative analysis of retail productivity and were adopted in the HBS MBA Core.
- Coauthored the ADSTRAT Advertising Decision Support System with Dr. Hubert Gatignon (1991). The book and accompanying software provide students with an integrated set of tools and data for assisting advertising management decisions. The ADSTRAT system takes users through the various stages of advertising planning, including situation analysis, setting objectives, budgeting, creative strategy, and media planning, and includes four types of data typically available to advertising managers: industry data, panel data, survey data, and media cost and coverage data.

## SERVICE

- Chaired the *Kelley School's 2022 Computer Skills Task Force*. The Task Force conducted comprehensive research to identify the computer/technology knowledge and skills that are necessary for undergraduate students to learn in their freshman and sophomore years so that they can succeed in their subsequent Kelley coursework and internships, meet or exceed the expectations of recruiters and employers, and gain a competitive advantage relative to other leading business programs. The Task Force recommended modifications and updates to the curriculum via appropriate and contemporary technology concepts, tools, software, and platforms.
- Initiated the *Jack Wentworth Lifetime Impact Award* to recognize the outstanding contributions of Kelley faculty to the Kelley School, Indiana University, and the marketing discipline. Professors Frank Acito and Scott MacKenzie were the inaugural recipients of the award, and their accomplishments were celebrated at a luncheon on May 5th, 2022. Frank and Scott shared insights from their IU careers spanning 45 and 37 years, respectively. The award is named in honor of the late Jack R. Wentworth, who served as Dean of the Kelley School from 1984 through 1993.
- Chaired the Kelley School's Marketing Department from 2009 to 2012 and again from 2018 to 2021. During Dr. Burke's most recent term as department chair, the Kelley Marketing Department's placement on the UT Dallas worldwide ranking of business school research contributions at the top marketing journals increased from 26<sup>th</sup> in 2017-18 to 5<sup>th</sup> place in 2020-21, behind the University of Chicago/Booth, Columbia University, the University of Pennsylvania/Wharton, and Cornell. The Marketing Department's teaching performance also steadily increased during this period (despite the challenges caused by the pandemic), with 2021 median teaching ratings exceeding 6.5 out of 7.0 points on the Dean's 8 criterion.

- Created the *Marketing Department DEIB Committee* (chaired by Michelle Shaw); organized best-practice training for faculty and doctoral students on creating an inclusive classroom environment (conducted by Dr. Rockney Walters); and hired two undergraduate student interns (Lindsay Hultman and Ashlyn Jozefowicz, supervised by Jennifer Riley Simone) to support the launch of the Marketing Department's Diversity, Equity, and Inclusion Blog to build awareness of, and stimulate support for, the Department's DEI initiatives.
- Received the Kelley School's *2013 Faculty Service Award* for contributions to the Kelley Undergraduate Redesign Taskforce. Innovations included the design and launch of the freshman *How Business Works* course and the sophomore *Global Foundations Core* courses, revisions to the junior *Integrated Core* curriculum, and the introduction of *Kelley Compass* courses.
- Received the Kelley School's *2009 Faculty Service Award* for serving as project manager of the team that developed and launched the Kelley School's integrated website. Responsibilities included conducting stakeholder research; guiding the design and testing of the user interface; building faculty, publication, course, news, and event databases; and directing site implementation using the Percussion content management system. (Prior to this, each Kelley department, program, office, and campus had a separate, locally managed website.)
- Editor-in-chief, *Journal of Shopper Research*, 2016-18.  
Best Reviewer Award, *Journal of the Academy of Marketing Science*, 2007.

## TEACHING EXPERIENCE

University	Date	Courses
Indiana University Kelley School of Business	1996-present	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)

## ACADEMIC JOURNAL ARTICLES (\*current or former doctoral student)

Chen, Ming\*, Raymond R. Burke, Sam K. Hui, and Alex Leykin (2021), "Understanding Lateral and Vertical Biases in Consumer Attention: An In-Store Ambulatory Eye-Tracking Study," *Journal of Marketing Research*, 58 (5), 1120–1141, <https://doi.org/10.1177/0022243721998375>.

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, <https://doi.org/10.1007/s11747-018-0590-9>.

- 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, <https://doi.org/10.1509/jm.12.0106>.
- Burke, Raymond R. (2009), "Behavioral Effects of Digital Signage," *Journal of Advertising Research*, 49 (2), 180-185, <https://doi.org/10.2501/S0021849909090254>.
- 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, <https://doi.org/10.1016/j.jretconser.2006.12.003>.
- 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, <http://dx.doi.org/10.1177/009207002236914>.
- 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, <https://doi.org/10.1108/10610420110410531>.
- Oliver, Richard L., and Raymond R. Burke (1999), "Expectation Processes in Satisfaction Formation: A Field Study," *Journal of Service Research*, 1 (February), 196-214, <https://doi.org/10.1177/109467059913002>.
- 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, <https://doi.org/10.1177/0092070397254007>.
- 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, [https://doi.org/10.1016/0167-8116\(93\)90034-V](https://doi.org/10.1016/0167-8116(93)90034-V).
- 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, <https://www.jstor.org/stable/2489189>.
- Burke, Raymond R. (1991), "Reasoning with Empirical Marketing Knowledge," *International Journal of Research in Marketing*, 8 (1), 75-90, [https://doi.org/10.1016/0167-8116\(91\)90008-U](https://doi.org/10.1016/0167-8116(91)90008-U).
- Burke, Raymond R., Arvind Rangaswamy, Jerry Wind, and Jehoshua Eliashberg (1990), "A Knowledge-Based System for Advertising Design," *Marketing Science*, 9 (Summer), 212-229, <https://www.jstor.org/stable/183779>.
- 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, <https://doi.org/10.1007/BF02295285>.
- 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, <https://doi.org/10.1177/002224298905300402>.
- Burke, Raymond R. and Thomas K. Srull (1988), "Competitive Interference and Consumer Memory for Advertising," *Journal of Consumer Research*, 15 (June), 55-68, <https://www.jstor.org/stable/2489172>.
- 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, <https://www.jstor.org/stable/2489155>.

## PROFESSIONAL JOURNAL ARTICLES

Burke, Raymond R. (2018), "Virtual Reality for Shopper Research," *Journal of Shopper Research*, Spring, 34-47 (sponsored by the Shop Association/POPAl - [link](#)).

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

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 ([link](#)).

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 ([link](#)).

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

## OTHER PROFESSIONAL ARTICLES

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

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

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

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), "Leveraging Technology Can Enhance Physical Store Shopping," *Executive Technology*, March, 4.

## BOOKS

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

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

## BOOK CHAPTERS

Burke, Raymond R. and Alex Leykin (2021), "Identifying the Drivers of Shopper Attention, Engagement, and Purchase," in *The Routledge Companion to Marketing Research*, eds. Len Tiu Wright, Luiz Moutinho, Merlin Stone, and Richard Bagozzi, London, UK: Routledge: Taylor & Francis Group, <https://doi.org/10.4324/9781315544892>. This is an updated version of Burke & Leykin (2014).

- Burke, Raymond R. (2018), "Virtual Reality for Marketing Research," in *Innovative Research Methodologies in Management: Volume II: Futures, Biometrics and Neuroscience Research*, eds. Luiz Moutinho and Mladen Sokele, London: Palgrave Macmillan, 63-82, [https://doi.org/10.1007/978-3-319-64400-4\\_3](https://doi.org/10.1007/978-3-319-64400-4_3). This is an updated version of Burke (2018), which appeared in the *Journal of Shopper Research*.
- 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, Bingley, UK: Emerald Publishing, 147-187, <https://doi.org/10.1108/S1548-643520140000011006>.
- 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 ([link](#)).
- 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 ([link](#)). Also reprinted in GVS Sreedhar (Ed.): *Customer Experiential Marketing*, ICFAI Press.
- 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 ([link](#)).
- 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., 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.)
- 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. (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. 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.
- 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., Sandeep R. Chandukala, and Øyvind Christensen (2022), "Measuring and Managing Shopping Effort in Retail Stores," working paper, Indiana University (December), 1-50; under third-round review, *Management Science*.

Han, Yoonju, Raymond R. Burke, Shibo Li, and Alex Leykin (2022), "The Dynamics of Product Consideration and Purchase at Retail Checkout," working paper, Indiana University (December), 1-55; being revised for second-round review *Journal of Marketing*.

Burke, Raymond R. (2017), "Virtual Reality for Shopper Research," *MSI Technical Report*, Report No. 17-116-08, Boston, MA, 1-46.

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.

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.

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., Nancy F. Koehn, and Geoffrey Verter (1996), "Shopping Alternatives, Inc.: Home Shopping in the Information Age," case #796-132, Harvard Business School (Rev. 4/96), 1-23.

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

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

### **PRESENTATIONS AND COLLOQUIA**

Yoon, Nari and Raymond R. Burke (2022), "Capturing and Keeping the Customer Experience: The Effect of Photo Cues on Remembered Enjoyment and Future Intentions," Association for Consumer Research Conference, Denver, Colorado, October 22.

Burke, Raymond R. (2022), "New Tools for Measuring and Managing Shoppability," Keynote Address, 3rd International Conference on Marketing in the Connected Age (MICA-2022), Danang City, Vietnam, online (October 1).

Burke, Raymond R. (2022), "Nudging Shoppability for Higher Sales," Keynote Address, Best of SellCheck Awards, online (February 16).

Burke, Raymond R. (2021), "Understanding the Evolving Customer Experience," 2021 AMA-Sheth Foundation Doctoral Consortium, Indiana University, Kelley School (August 10).

Burke, Raymond R. (2020), "Master Class: Understanding, Measuring, and Management Shoppability," American Marketing Association Summer Educators' Conference, online (August 18).

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. (2019), "Virtual Reality for Shopper Research in Dynamic Retail Contexts," 48<sup>th</sup> European Marketing Academy (EMAC) Annual Conference, Hamburg, Germany (May 29).

- 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. (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. (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. 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 Scott Young (2014), "Bringing Eye-Tracking to the Store, Lab & Web," Shopper Marketing Expo, Minneapolis MN (October 23).
- 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. (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), "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., Rama Ramakrishnan, Rajeev Sharma, and Michael Wilhite (2014), "How to Effectively Identify, Profile, and Track Customers' Shopping Behavior to Build a Better, More Customized Shopping Experience," Big Data Retail Forum, Chicago IL (March 25).
- Burke, Raymond R. and Scott Young (2014), "Connecting with Shoppers In-Store and Online: Fresh Insights from Eye-Tracking Research," National Retail Federation 103rd Annual Convention, New York NY (January 13).
- 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., 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. (2010), "From Demand to Purchase: Understanding, Measuring and Managing Shoppability," MSI Shopper Marketing Conference, New York University, New York (June 15).
- Burke, Raymond R. (2008), "Behavioral Effects of Digital Signage," Wharton School Conference: Empirical Generalizations in Advertising, Philadelphia, PA (December 5).

- Burke, Raymond R. and Paula Payton (2007), "From Demand to Purchase: Measuring and Managing Shoppability," workshop organizers, KEP Centers of Excellence Program, Kelley School of Business, Indianapolis, IN (November 1-2).
- Burke, Raymond R. and Rajeev Sharma (2007), "Transforming the Retail Experience Through Real-Time Shopper Insights," In-Store Marketing Expo 2007, Chicago, IL (September 26).
- Chang, Chiu-chi Angela and Raymond R. Burke (2007), "The Effects of Consumer Segments and Situational Factors on Consumer Use of Retail Shopping Aids," Summer Educators' Conference, American Marketing Association, Washington D.C.
- Burke, Raymond R. and Neil A. Morgan (2007), "From Demand to Purchase: Measuring, Modeling, and Managing Shoppability," 7<sup>th</sup> Annual Shopper Insights in Action, Chicago, IL (July 11). Additional research on this topic was presented at the In-Store Marketing Summit, Chicago, IL (April 18, 2008).
- 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. (2006), "Creating the Store of the Future: Leveraging Technology and Innovation to Build the Ideal Shopping Experience," 6<sup>th</sup> 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. 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).
- 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. (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. and Rajeev Sharma (2005), "Improving the Shopping Experience through Video Mining," 5<sup>th</sup> Annual Shopper Insights in Action, Chicago, IL (July 20).
- 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), "Visions of the Future: Technology's Role in Enhancing the Customer Experience," Digital Retail Expo, Chicago, IL, (May 18).
- 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).

- Mishra, Saurabh, Alexander Rusetski, and Raymond R. Burke (2003), "Effects of the Retail Store Environment on Consumer Price Sensitivity and Store Patronage Intentions," Sixth Annual Fordham Pricing Conference, Fordham University, New York (November 7).
- Chang, Chiu-chi Angela and Raymond R. Burke (2003), "An Investigation of Shopping Aid Solutions to Purchase Deferral," the 25th INFORMS Marketing Science Conference, College Park, Maryland (June 15).
- 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. (2001), "Consumer Acceptance of Broadband Applications in Retailing," Shop.org Teleconference: Preparing for Broadband (December 14).
- 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), "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. (1999), "Consumer Acceptance of Retail Technology," e-Business Research Conference, Bloomington, IN (October 22).
- 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), "Marketing and the Internet," American Marketing Association Doctoral Consortium, University of Southern California, Los Angeles, CA (August 6).
- 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), "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., 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. (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 Haeberle 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. (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), "Creating Customer Value in an Interactive World," Interval Research Conference, Palo Alto, CA (June 27).
- 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. (1997), "Managing the Point of Purchase," The 1997 POP Show, Chicago, IL (April 17).
- Burke, Raymond R. and Thomas Richardson (1996), "The Consumer Merchandising Dynamics Study," Food Marketing Institute Research Committee, Seattle, WA (October 15, 1996).
- Garber, Lawrence L., and Raymond R. Burke (1996), "The Role of Package Appearance in Choice," 27th Annual Conference of the Association for Consumer Research, Tucson, AZ (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. (1993), "Competitive Interference at the Point of Purchase," Twentyfourth Annual Conference of the Association for Consumer Research, Nashville, TN (October).
- 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).
- Rangaswamy, Arvind, Kunbae Kim, and Raymond R. Burke (1992), "Analogical Reasoning and Brand Equity," AMA Summer Educators' Conference, Chicago, IL (August 9).
- Burke, Raymond R. (1992), "Managing the Point of Purchase," executive seminar in Strategic Marketing Management, Harvard Business School, Boston MA (June).
- 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. (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. and Hubert Gatignon (1990), "Competitive Advertising and Consumer Price Sensitivity," TIMS Marketing Science Conference, University of Illinois, Champaign, IL (March).
- 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).
- Lee, Hoon Young, Raymond R. Burke, and Jerry Wind (1990), "An Analogical Reasoning System for New Product Concept Evaluation," TIMS Marketing Science Conference, University of Illinois, Champaign, IL (March).
- 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., 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 Hubert Gatignon (1989), "Competitive Advertising and Consumer Choice," Twentieth Annual Conference of the Association for Consumer Research, New Orleans, LA (October).
- Rangaswamy, Arvind, Raymond R. Burke, and Terry Oliva (1989), "An Equity-Based Theory of Brand Extensions," Twentieth Annual Conference of the Association for Consumer Research, New Orleans, LA (October).
- Rangaswamy, Arvind, Raymond R. Burke, and Terry Oliva (1989), "Toward a Theory of Brand Extensions," TIMS Marketing Science Conference, Duke University, Durham, NC (March).
- 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. (1988), "Advertising Design and Evaluation in the Age of Technology," AMA Doctoral Consortium, University of California, Berkeley, CA (August).
- Gatignon, Hubert, and Raymond R. Burke (1988), "Uncertainty and Bayesian Inference in Expert Systems," EURO 9-TIMS 28 Joint International Conference, Paris, France (July).
- Burke, Raymond R. and Jerry Wind (1988), "The Biggest Merger Yet: Creatives and Computers," Fifth Annual Advertising Research Foundation Copy Research Workshop, New York, NY (May).
- DeSarbo, Wayne, Ajay Manrai, and Raymond Burke (1988), "A New Non-Spatial Methodology for the Analysis of Two-Way Proximities Data Incorporating the Distance-Density Hypothesis," TIMS Marketing Science Conference, University of Washington, Seattle, WA (March).
- 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. (1987), "Maintaining Advertising Effectiveness: Repeat, Remind, Revise, or Remove?" American Marketing Association Summer Educators' Conference, Toronto, Canada (August).
- Burke, Raymond R., Arvind Rangaswamy, and Jerry Wind (1987), "Second Generation Expert Systems: Incorporating Enhanced Explanation and Learning," TIMS Marketing Science Conference, Paris, France (June).

- Burke, Raymond R. and Arvind Rangaswamy (1987), "Knowledge Representation in Marketing Expert Systems," International Conference on Data Analysis, Decision Support, and Expert Knowledge Representation in Marketing, Karlsruhe, West Germany (June).
- 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. 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. (1984), "Consumer Memory," session chair and discussant, Fifteenth Annual Conference of the Association for Consumer Research, Washington D.C. (October).
- Burke, Raymond R. and Thomas K. Srull (1981), "The Acquisition and Transfer of Product Knowledge," Twelfth Annual Conference of the Association for Consumer Research, St. Louis, MO (October).

## **DISSERTATION COMMITTEES**

- Yoon, Nari (2022), "Capturing and Keeping the Customer Experience: The Effect of Photo Cues on Remembered Enjoyment and Future Intentions," winner of the MSI 2018-2020 Research Grant Competition.
- Chen, Ming (2019), "Two Essays on Consumers' Point-of-Purchase Decision Making"
- Han, Yoonju (2018), "Essays on the Dynamics of Consumers' In-Store Shopping Behavior"
- Bhagwatwar, Akshay (2015), "Why Ownership Matters: The Case of Virtual Environment and Enterprise Social Media Platforms"
- Wang, Jessie Jing (2014), "Two Essays on the Effect of Power Distance on Consumption Behavior"
- Zhang, Xiaoling (2011), "Essays on Social Influence in Shopper Marketing"
- Zhang, Shuoyang (2009), "Two Essays on Network Tie Strength and Its Microstructural Effect on Consumer Attitudes and Intentions"
- Lakshmanan, Arun (2008), "Practice Makes Imperfect? Sequence Learning and the Discontinuous Acquisition of Feature Use Skills"
- Leykin, Alex (2007), "Visual Human Tracking and Group Activity Analysis: A Video Mining System for Retail Marketing"
- Chang, Chiu-chi (Angela) (2003), "The Effects of Customer-Interface Technology on Purchase Deferral and Decision Satisfaction"
- Jamil, Maqbul (2001), "Consumer Response to Retail Assortment Reduction Heuristics and Promotional Strategies," winner of the 1999 George Day Doctoral Dissertation Proposal Award.

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

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

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

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

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"

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

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

### **PROFESSIONAL AFFILIATIONS**

American Marketing Association  
American Psychological Association  
Institute for Operations Research and the Management Sciences

### **PROFESSIONAL REVIEWING**

Editor-in-Chief, *Journal of Shopper Research*  
Ad Hoc Reviewer, *Journal of the Academy of Marketing Science*  
Ad Hoc Reviewer, *Journal of Consumer Research*  
Ad Hoc Reviewer, *Journal of Marketing*  
Ad Hoc Reviewer, *Journal of Marketing Research*  
Ad Hoc Reviewer, *Marketing Science*  
Occasional Reviewer, *International Journal of Research in Marketing*  
Occasional Reviewer, *Journal of Interactive Marketing*  
Occasional Reviewer, *Journal of Retailing*  
Occasional Reviewer, *Management Science*