

MINAKSHI TRIVEDI

MJ Neeley School of Business
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ACADEMIC DEGREES

- Ph.D. The University of Texas at Dallas (*Management Science*).
Concentration: Marketing
Minor: Operations Research
- M.B.A. BK School of Management, Ahmedabad, India.
(Received Merit Scholarship).
- M.Sc. Delhi University, India.
(Graduated with Distinction).

ACADEMIC EMPLOYMENT

J. Vaughn and Evelyne H. Wilson Professor of Business, 2019-current.
Professor and Chair, Marketing Department, Neeley, TCU, 2016-current.
Professor of Marketing, School of Management, SUNY at Buffalo, 2009-2016.
Associate Professor of Marketing, School of Management, SUNY at Buffalo, 1998-2009.
Assistant Professor of Marketing, School of Management, SUNY at Buffalo, 1989 to 1998.
Teaching and Research Assistant at the University of Texas at Dallas, 1985-89.

INDUSTRY BACKGROUND

Tata Consultancy Services, Mumbai, India.
Involved using OR techniques to design traffic patterns.
Distribution Manager, Torrent Pharmaceuticals, Ahmedabad, India.
Required increasing supply chain efficiencies.

RESEARCH INTERESTS

Retailing issues and consumption behavior, Impact of Social media and online channels on consumer behavior, Consumer health orientation and its impact on consumption, Variety seeking, Distribution channels.

TEACHING INTERESTS

Marketing Research (at several levels), Marketing Analytics, Marketing Management, New Product Management, Retailing Issues, Social Media in Marketing.

PUBLICATIONS

Liao, Bo, Candace Yano and Minakshi Trivedi (2019), "Optimizing Store-Brand Quality: Impact of Choice of Producer and Channel Price Leadership", *Forthcoming, Production and Operations Management*.

Jo Wooyong, Sarang Sunder, Jeonghye Choi and Minakshi Trivedi (2019), "Fighting Game Addiction through Bans - Case of the Shutdown Law in Korea", *Forthcoming, Marketing Science*.

Kim, Jeeyeon, Mingyung Kim, Jeonghye Choi and Minakshi Trivedi (2019), "Offline Social Interactions and Online Shopping Demand: Does the Degree of Social Interactions Matter?", *Journal of Business Research*, 99, pp.373-381.

Kumar, Ashish, Ram Bezawada and Minakshi Trivedi (2018), "The Effects of Multichannel Shopping on Customer Spending, Customer Loyalty, and Customer Profitability", *Journal of the Association for Consumer Research*, July, pp.294-311.

Yildiz, Kamer Toker, Minakshi Trivedi, Jeonghye Choi and Sue Chang (2017), "The Role of Social Interactions and Monetary Incentives in Driving Consumer Behavior", *Journal of Marketing Research*, June, pp.364-380.

Trivedi, Minakshi, Dinesh Kumar Gauri and Yu Ma (2017), "Assessing Category Inefficiencies in Generating Category Sales and Profits at a Supermarket", *Management Science*, October, pp.3473-3488.

Kim, Mingyung, Jeeyeon Kim, Jeonghye Choi and Minakshi Trivedi (2017), "Mobile Shopping through Applications: Understanding Application Possession and Mobile Purchase", *Journal of Interactive Marketing*, 39: 55-68.

Trivedi, Minakshi, Karthik Sridhar and Ashish Kumar (2016), "Impact of Healthy Alternatives on Consumer Choice: A Balancing Act", *Journal of Retailing*, 92(1), pp.65-82.

Desai, Kalpesh and Minakshi Trivedi (2014), "Do Consumer Perceptions Matter in Measuring Choice Variety and Variety Seeking", *Journal of Business Research*, 67, pp. 2786-2792.

Sridhar, Karthik, Ram Bezawada, and Minakshi Trivedi (2012), "Investigating the Drivers of Consumer Cross-Category Learning for New Products Using Multiple Data Sets ", *Marketing Science*, July–August, 31(4), pp. 668–688.

Kumar, Ashish, Minakshi Trivedi, Karthik Sridhar & Ram Bezawada (2012), "A Comparative Analysis of Differential Consumer Response across Supermarket and Specialty Store in the Candy Category", *Journal of Retailing and Consumer Services*, 19, 561–569.

Trivedi Minakshi (2011), "Regional and Categorical Patterns in Consumer Behavior: Revealing Trends", *Journal of Retailing*, 87(1), 18-30.

Gauri, Dinesh, Gabor Pauler and Minakshi Trivedi (2009), "Benchmarking Performance in Retail Chains: An Integrated Approach", *Marketing Science*, May-June, 28(3), 502-515. (EA)

Gabor, Pauler, Minakshi Trivedi and Dinesh Gauri (2009), "Assessing Store Performance Models", *European Journal of Operations Research*, 197, 349-359.

Gauri, Dinesh, Minakshi Trivedi and Dhruv Grewal (2008), "Understanding the Determinants of Retail Strategy: An Empirical Analysis", *Journal of Retailing*, 84(3), 256-267. (Winner of the 2010 Davidson Honorable Mention Award for the Best article in *Journal of Retailing* 2008).

Trivedi, Minakshi, Michael S. Morgan and Kalpesh K. Desai (2008), "Consumer's Value for Agent Information in Service Industry", *Journal of Services Marketing*, Volume 22(2), 149-159.

Gauri, Dinesh and Minakshi Trivedi (2008), "An Empirical Analysis of the Determinants of the Pricing and Format Strategy of a Retail Store", *Summer Educator's Conference Proceedings*, 299-301.

Morgan, Michael S. and Minakshi Trivedi (2007), "Service Intermediaries: A Theoretical Modeling Framework with an Application to Travel Agents", *Journal of Modeling in Management*, Volume 2(2), 143-156.

Rogerson, Peter, Minakshi Trivedi, and Sharmistha Bagchi-Sen (2007), "Multiregional CUSUM Surveillance", *Advances in Disease Surveillance*, 2:65

Rogerson, Peter, Minakshi Trivedi, and Sharmistha Bagchi-Sen (2006), "Cumulative Sum Methods for Spatial Surveillance", *JSM Proceedings*, 121-133.

Kumar, Amresh and Minakshi Trivedi (2006), 'Estimation of Variety Seeking for Segmentation and Targeting: An Empirical Analysis', *Journal of Targeting, Measurement and Analysis for Marketing*, Volume 15(1), 21-29.

Trivedi, Minakshi, Brian T. Ratchford and Michael S. Morgan (2005), "The Role of Service Intermediaries: A Game Theoretic Framework", *Game Theory in Marketing*, HEC Montreal, Invited paper publication.

Trivedi, Minakshi and Michael S. Morgan (2003), "Promotional Evaluation and Response among Variety Seeking Segments", *Journal of Product and Brand Management*, Volume 12(6), 408-423.

Trivedi, Minakshi (1999), "Using Variety Seeking Based Segmentation to Study Promotional Response", *Journal of the Academy of Marketing Science*, 27(1), 36-48.

Gardener, Elizabeth and Minakshi Trivedi (1998), "A Communications Framework to Evaluate Sales Promotion Strategies", *Journal of Advertising Research*, 38(3), 67-72.

Trivedi, Minakshi (1998), "Channels: An Extension of Exclusive Retailership", *Management Science*, 44(7), 896-909.

Trivedi, Minakshi (1998), "Variety Seeking Behavior", *The Elgar Companion to Consumer Research and Economic Psychology*, invited submission, eds. Peter E. Earl and Simon Kemp, 610-614.

Misra, Sanjog R. and Minakshi Trivedi (1997), "A Cointegration Analysis of Demand: Implications for Pricing", *Journal of Pricing Strategy and Practice*, 5(4).

Morgan, Michael S. and Minakshi Trivedi (1996), "Inferring the Order of the Choice Process Using Consumer Purchase Histories," *Journal of Business and Economic Statistics*, 14(2), 221-229.

Trivedi, Minakshi and Michael S. Morgan (1996), "Brand Specific Heterogeneity Effects on Market Level Brand Switching", *Journal of Product & Brand Management*, 5(1), 25-33.

Trivedi, Minakshi (1995), "Channels: A Cost of Information Issue," *Journal of Marketing Channels*, 4(4), 1-16.

Trivedi, Minakshi, Frank M. Bass and Ram C. Rao (1994), "A Model of Stochastic Variety Seeking," *Marketing Science*, 13(3), 274-297.

Reynolds, Thomas J. and Minakshi Trivedi (1989), "An Investigation of the Relationship Between the MECCAs Model and Advertising Affect," in *Cognitive and Affective Responses to Advertising (Vol. IV)*, Alice Tybout and Pat Cafferata, eds., Lexington Books, 373-390.

PH.D./MS DISSERTATION WORK and INDEPENDENT STUDIES SUPERVISED

Member, Dissertation committee for Jeeyeon Kim, 2018, Yonsei University, South Korea.

Member, Master's thesis committee for Wooyong Jo, 2017, Yonsei University, South Korea.

Chair, Dissertation committee (Jei Young Lee, 2016, Kamer Toker Yildiz, 2014, Ashish Kumar, 2012, Karthik Sridhar, 2009).

Chair, 2nd year papers (8 prior students)

Member, Dissertation committee of various students in Marketing as well as Engineering and Computer Science at UB from 2008 to 2016.

Member of committee for 2nd year papers for several past and present students, including Wooyong Jo (2017).

Chaired (2006, Cheng-Ting Chen) undergraduate Honors thesis for students after selecting from a pool of applications. Work was presented at 'Celebration of Academic Excellence' and received a special Distinction Award.

Co-chaired (2005, Jeremy Campbell) undergraduate Honors thesis for students after selecting from a pool of applications. Work was presented at 'Celebration of Academic Excellence'.

CONFERENCE PRESENTATIONS (Last 8 years)

Liao, Bo, Candace Yano and Minakshi Trivedi (2018), "How Sourcing and Price Leadership Affects Optimal Store-Brand Quality", *Inform's Conference*, Phoenix, November, 2018.

Kim, Jeeyeon, Sue Ryung Chang, Jeonghye Choi and Minakshi Trivedi, "Store Accessibility and Multichannel Performance", *AMA Summer Educator's Conference*, Boston, August, 2018.

Jo, Wooyong, Sarang Sunder, Jeonghye Choi and Minakshi Trivedi, "Unintended Consequences of Policy Interventions: Assessing the Impact of Usage Restriction on Online Game Usage and Spending", *Marketing Science Conference*, Los Angeles, June, 2017.

Kim, Mingyung, Sue Ryung Chang, Jeonghye Choi and Minakshi Trivedi, "The Impact of User Location and Usage Experience on Shopping App Selection and Usage Behavior", *Marketing Science Conference*, Los Angeles, June, 2017.

Kumar, Ashish, Ram Bezawada and Minakshi Trivedi, "The Role of Intrinsic and Extrinsic Factors on Multichannel Shopping Behaviors", *Baker Retailing Center Conference*, Wharton School, June, 2017.

Trivedi, Minakshi, Jeonghye Choi and Mingyung Kim, "Mobile Shopping in Emerging Markets: Effects of Social Interactions across Shopping Categories", *Emerging Markets Conference*, Bangkok, Thailand, January, 2016.

Trivedi, Minakshi and Jeonghye Choi, "The Impact of Social Interactions and Shopping Categories On Mobile Retailing", *Great Lakes NASMEI Conference*, Chennai, India December, 2015.

Lee, Jei Young, Minakshi Trivedi and Jeonghye Choi, "The Geography of Mobile Shopping", *Marketing Science Conference*, Baltimore, June, 2015.

Trivedi, Minakshi, Jei Young Lee and Jeonghye Choi, "Increasing Viewership of UGC: Implications from a YouTube study", *Marketing Science Conference*, Atlanta, 2014.

Lee, Jei Young, Minakshi Trivedi and Jeonghye Choi, "The Mobile Platform", *Marketing Science Conference*, Atlanta, June, 2014.

Yildiz, Kamer Toker and Minakshi Trivedi, "The Role of Social Interactions and Incentives in Driving Consumer Behavior", *Marketing Science Conference*, Boston University, Boston, June, 2012.

Kumar, Ashish, Ram Bezawada and Minakshi Trivedi, "Managing Marketing Mix and Communications in a Digital Era:: The Role of Traditional and New Media in Multichannel Environment", *Marketing Science Conference*, Rice University, Houston, Texas, June, 2011.

Yildiz, Kamer Toker, Sri Devi Duvvuri and Minakshi Trivedi, "The Influence of Willingness-to-Pay on Consumer's Cross Category Purchase Behavior", *Marketing Science Conference*, Rice University, Houston, Texas, June, 2011.

Trivedi, Minakshi (with Ashish Kumar and Karthik Sridhar), "Optimizing Purchase Behavior at the Attribute Level", *SIMSR Conference*, Bombay, India, January, 2011. **(Won 2nd Prize for Best Paper at the conference.)**

INVITED EVENTS

Keynote speaker for EMCB (international conference on Emerging Markets), January, 2019, Ghaziabad, India. (Past speakers have included internationally well known marketing scholars such as Professors Ruth Bolton, Jan-Benedict E.M Steenkamp, Steve Burgess, Rajesh Chandy, etc.),

Senior Advisor at Professor's Institute hosted by the Brierly Engagement Center at SMU (along with John Deighton, Harvard, Brian Ratchford, UTD, and Charlotte Mason, University of Georgia), January, 2018, 2019.

Invited to attend public meeting of ACPD (U.S. Advisory Commission on Public Diplomacy), United Nations Plaza, September 2018.

"Research Snippets: Social Interactions and Incentives in driving behavior", Macquarie University, Sydney, Australia, November 2017.

"Social Influences and Retailing Issues", Monash University, Melbourne, Australia, November 2017.

Interviewed for Medical Research.com regarding "Impact of Healthy Alternatives on Consumer Choice: A Balancing Act", Trivedi, Minakshi, Karthik Sridhar and Ashish Kumar (2016), Journal of Retailing, 92(1), pp.65-82. February, 2016. (See <https://medicalresearch.com/author-interviews/consumers-balance-healthy-and-hedonistic-food-choices/22485/>)

(Picked up by several agencies including i) an online, global news service EurekaAlert!, operated by AAAS, the Science society, ii) Phys.org, and iii) Science Daily)

"The Role of Social Interactions and Incentives in Driving Consumer Behavior", IIM Ahmedabad, India, April 2014.

Invited to collaborate with IIMA (January to April, 2014) for research projects.

Invited to Navrachna University, Baroda, India by their Provost and Vice Chancellor, Dr. Abir Mullick for discussion on furthering their education mission.

Collaboration with ISB (Indian School of Business), Hyderabad, India (April, 2014) for research projects on social media topics and a PhD workshop.

"The Role of Social Interactions and Incentives in Driving Consumer Behavior", McMaster University, Canada, November 2012.

Collaboration with Yonsei University (February to April, 2012) for research projects on social media topics and a workshop.

"Understanding Consumer Learning for Newer Attributes", Yonsei University, Seoul, Korea, April, 2012.

"Optimizing Purchase Behavior at the Attribute Level", SIMSR Conference, Bombay, India, January, 2011. (**Won 2nd Prize for Best Paper at the conference.**)

"Distribution of Services: The Role of the Agent", HEC, Montreal, June 2005.

"Empirical Generalizations in Marketing Science," invited Workshop, Wharton School, Pennsylvania, February 1994.

HONORS/RECOGNITIONS

Winner of 2018-2019 Journal of Retailing Outstanding Reviewer Award.

Received title of Honorary Professor of Marketing from Maquarie University, 2017.

Received Fulbright Research Scholar Award (2013) for research "Social Media: A Game Changer".

Won 2nd Prize for Best Paper (2011) for "Optimizing Purchase Behavior at the Attribute Level" (with Ashish Kumar and Karthik Sridhar), SIMSR Conference, Bombay, India, January, 2011.

Won Davidson Honorable Mention Award for the Best article in Journal of Retailing (2010), for "Understanding the Determinants of Retail Strategy: An Empirical Analysis", (2008, with Dinesh Gauri and Dhruv Grewal).

Received a Certificate of Recognition at an award ceremony (2005) from graduating students (Class of 2003).

Featured in Annual Report and Honor Roll, University at Buffalo Foundation, Inc., 1991-1992.

Fellow, American Marketing Association Doctoral Consortium, 1988.

Merit Scholarship, by BK School of Business Management.

Master of Science degree with Academic Distinction, by Delhi University.

GRANTS AND FUNDING

Submitted proposal "Regulating Overconsumption: Assessing the Consequences of Usage Restriction Laws on Gaming Behavior" to Transformative Consumer Research (TCR) Funding for Research 2017-18, for possible research funding.

Submitted proposal "Virtual Goods and Social Influence in a Competitive Environment: Evidence from Online Gaming" to MSI's MSI Research Initiative on the Digitized Customer Pre-proposal, July 1st, 2017.

Received 4-month grant for a Fulbright Research Scholar Award (2013) for research “Social Media: A Game Changer”, conducted at IIM Ahmedabad.

Received a Faculty Internationalization Fund award from the OVPR office at UB (2013-14).

Winner of a competitive grant award sponsored by the Wharton Interactive Media Initiative, 2010, for research in online and social media. (Our submission entitled: Investigating the Impact of Multiple Communication and Marketing Mix Elements in a Multichannel Environment). Co-authors: Ram Bezawada and Ashish Kumar.

Winner of Interdisciplinary Research and Creative Activities Fund Award for the project "The Health Buzz Spatio-Temporal Analysis of Food Consumption", IRDF Grant sponsored by the Office of Vice President of Research, SUNY Buffalo, 2006.

Summer Research Grants, School of Management (1993-2015).

Faculty Development Award, NYS/UUP Professional Development and Quality Working Life Grant (2012, 2011, 2006, 1994, 1993, 1990).

Summer Teaching Fellowship, School of Management (1994).

Awarded Joseph T.J. Stewart Fellowship, Summer Research Grant, School of Management (1992).

Faculty Development Grant, Office of Teaching Effectiveness (1990).

REVIEW EXPERIENCE

Winner of Outstanding Reviewer Award for 2018-2019 Journal of Retailing for providing a ‘significant number of high quality, timely reviews’.

Editorial Review Board member for JR (Journal of Retailing), February 2016 - current.

Reviewer (ad hoc) for Marketing Science, Management Science, Journal of Marketing, IJRM, Journal of the Academy of Marketing Science, etc., averaging 2 or 3 per year.

Editorial Review Board member for SJI (Scientific Journals International), 2007- 2013.

Review Board member for JIM (Journal of International Marketing), 2007 – 2012.

Reviewer (for Research Forum, AMA Educator's Conference, and others), from 1992.

SERVICE

At TCU:

Marketing Department Chair at Neeley School of Business, August 2016 – current.
(and all the service activities that are a part of chair duties).

Served on the dean search committee for the Neeley School of Business at TCU.

Committee Chair for development of a concentration in Business Analytics for MBAs
(2018).

Committee Chair for 5th year evaluation of Finance chair (2018).

At University at Buffalo:

Director, Graduate Programs, 2010-13 (year end)

Led a Comprehensive Program Review, 2012, November – December, 2013, (till
submission of final report). Conducted by the Graduate School involving generation of an
extensive report and culminating in a 2 day visit by an external committee to evaluate and
provide feedback for the SOM PhD program.

Chair, PhD Program Committee, 2010-13 (year end).

Co Director, CRM, 2007- current.

Mentoring Program, 2013, Served as a mentor in a formal role for a new program
initiated by the School of Management in 2012.

Dean's Review Committee, 2013, member.

PhD Advisor and Coordinator for Marketing, 2006-2010.

Member, FSEC (Faculty Senate Executive Committee), 2009-2011.

Serving on the Dean Search Committee for SOM, 2007-2008.

Served on the Interdisciplinary Research Development Fund (IRDF): Humanities and
Civic Engagement Panel for evaluation of IRDF proposals, 2007.

Member, Personnel Action Committee, 2002-4, 2006-8.

Member, Research Committee, Fall 1999 - 2008.

Coordinator for Speaker Series from 2003 (inception) – 2007(conclusion).

Chairing Search Committee for faculty recruitment from 2000 to 20013(when recruiting).

Member, Faculty Senate Committee, Fall 2001 – 2003, 2004-current.

Coordinator for Honors Program in 2005, 2006 since inception. Involved setting requirements for students and curriculum specification.

Member, MBA Committee, Fall 1994 -2006.

Chairperson, (Thaler) Marketing Awards Committee, From 2000-2006

Option Coordinator for Marketing Management, Fall 1994 - 2006.

Member, Undergraduate Policy Committee, Spring 1991 - 1994.

Coordinator for 'Principles of Marketing' course, 1993-1994.

Consulted with Registrar and associates regarding marketing and promotional plan for touch tone registration, 1994.

PROFESSIONAL AFFILIATIONS

American Marketing Association.

The Institute of Operations Research and Management Science.

ISMS (Informs Society for Marketing Science).