

ANOCHA ARIBARG

ACADEMIC POSITION

- Stephen M. Ross School of Business, University of Michigan
Assistant Professor, 2004 - present

EDUCATION

- University of Wisconsin-Madison
Ph.D., Marketing, minor in Statistics, 2004
- University of Wisconsin-Milwaukee
PhD Student, Marketing, 1998 - 1999
MBA, Marketing, 1998
- Chulalongkorn University, Bangkok, Thailand
B.S., Statistics, minor in Actuarial Science, 1994

RESEARCH

INTERESTS: Modeling of Consumer Behavior and Decision Processes
Product Portfolio Decisions
Bayesian Statistical Inference
Econometric Modeling

PUBLICATIONS:

Aribarg, Anocha Rik Pieters and Michel Wedel (2009), "Raising the Bar: Bias-Adjustment of Advertising Recognition Tests," *Journal of Marketing Research*, forthcoming.

Aribarg, Anocha, Neeraj Arora and Moon Young Kang (2009), "Predicting Joint Choice Using Individual Data," *Marketing Science*, forthcoming.

Aribarg, Anocha and Natasha Zhang Foutz (2009), "Category-based Screening in Choice of Complementary Products," *Journal of Marketing Research*, 46 (August), forthcoming.

Aribarg, Anocha and Neeraj Arora (2008), "Brand Portfolio Promotions," *Journal of Marketing Research*, 45 (August), 391-402.

Aribarg, Anocha and Neeraj Arora (2008), "Inter-brand Variant Overlap: Impact on Brand Preference and Portfolio Profit," *Marketing Science*, 27(3), 474-492.

Aribarg, Anocha, Neeraj Arora and H. Onur Bodur (2002), "Understanding the Role of Preference Revision and Concession in Group Decisions," *Journal of Marketing Research*, 39 (August), p.336-349.

WORKING PAPERS AND RESEARCH IN PROGRESS:

"Measuring Impact of Market Environment Change on Preference using a Conjoint Experiment" with Rich Gonzales and Yimin Liu

"Attribute Alignability and Decision Process" with Natasha Zhang Foutz

"Impact of Social Networks of Movie Production Team on Movie Success" with Natasha Zhang Foutz

"The Evolution of Consumer Response in Social Network"" with Jing Wang and Yves Atchade

"Goal-Directed Search" with Dilip Soman

CONFERENCE PRESENTATIONS:

"Measuring Impact of Market Environment Change on Preference using a Conjoint Experiment" with Rich Gonzales, Yimin Lui, and David Chock

- Marketing Science Conference (2009), Ann Arbor, Michigan.

"Predicting Joint Choice Using Individual Data" with Neeraj Arora and Moon Young Kang.

- Advanced Research Techniques Forum (2009), Whistler, BC, Canada
- Marketing Science Conference (2008), Vancouver, Canada.
- Marketing Science Conference (2007), Singapore.

"Attribute Alignability and Decision Process" with Natasha Zhang Foutz

- Marketing Science Conference (2007), Singapore.

"Category-based Screening in Choice of Complementary Products" with Natasha Zhang Foutz

- Marketing Science Conference (2006), Pittsburgh, Pennsylvania.
- Advanced Research Techniques Forum (2007), Santa Fe, New Mexico.

"Goal-Directed Search," with Dilip Soman

- Marketing Science Conference (2006), Pittsburgh, Pennsylvania.

"Brand Portfolio Promotion" with Neeraj Arora

- Marketing Science Conference (2005), Emory University, Atlanta, Georgia.
- Advanced Research Techniques Forum (2005), Coeur d'Alene, Idaho.

- MSI/JMR Practitioner-Academic Collaborative Conference (2004), Yale University, New Heaven, Connecticut.

“Inter-brand Variant Overlap: Impact on Brand Preference and Portfolio Profit” with Neeraj Arora

- Marketing Science Conference (2003), University of Maryland, College Park, Maryland.
- Advanced Research Techniques Forum (2003), Monterey, California.

“Understanding the Role of Preference Revision and Concession in Group Decisions” with Neeraj Arora and H. Onur

- Marketing Science Conference (2001), Weisbaden, Germany.

“Investigating Household Differences in Purchase Timing Decisions” with Purushottam Papatla and Kanghyun Yoon

- Haring Symposium (2000), Indiana University, Bloomington, Indiana.
- Marketing Science Conference (1999), University of Syracuse, Syracuse, New York.

HONORS AND AWARDS

- Sanford R. Robertson Research Award, Ross School of Business, University of Michigan, 2009
- MSI Young Scholar, 2009
- Honorable Mention, Alden G. Clayton Doctoral Dissertation Proposal Competition, Marketing Science Institute, 2002
- AMA Sheth Foundation Doctoral Consortium Fellow, Emory University, 2002
- J. Howard Westing Marketing Scholarship, 1999-2003
- The National Science Foundation Scholarship to attend the Bayesian Applications and Methods in Marketing Tutorial and Conference, The Ohio State University, 1999
- Member of the Beta Gamma Sigma Society, 1998

TEACHING

INTERESTS: Marketing Research
Quantitative Modeling in Marketing
Marketing Strategy
Marketing Management

EXPERIENCE:

- University of Michigan
 - Marketing Research: Data and Analysis, MBA&BBA, Winter/Fall 2008, Average Most Recent Teaching Evaluation: 4.2/5
 - PhD seminar in Bayesian Modeling, Winter 2007/Fall 2008
Most Recent Teaching Evaluation: 4.8/5

- Introduction to Marketing Management, BBA, Fall 2005, 2006, 2007
Average Most Recent Teaching Evaluation: 4.6/5
- University of Wisconsin-Madison
 - Lecturer, Marketing Research, MBA, Spring 2004
Teaching Evaluation: 4.5/5
 - Instructor, Marketing Research, BBA, 4 semesters (including 1 summer)
Average Teaching Evaluation: 4.5/5
 - Teaching Assistant, Quantitative Models Based Customer Insights, MBA,
1 semester
- University of Wisconsin-Milwaukee
 - Teaching Assistant, Data Analysis for Managers, Executive MBA, 1 semester
 - Teaching Assistant, Introduction to Statistics, Undergraduate, 2 semesters

ACADEMIC SERVICE

SCHOOL LEVEL:

- Co-advisor for Thales Teixeira
- Serve on the PhD committee for Marketing Department, 2006-present

PROFESSIONAL LEVEL:

- Invited to be a faculty representative at the AMA Sheth Foundation Doctoral Consortium Fellow, University of Missouri, 2008
- Serve on the committee of Advanced Research Techniques Forum (organized by the American Marketing Association), 2008
- Ad-hoc reviewer for *Journal of Marketing Research*, *Marketing Science*, *Management Science*, *Journal of Consumer Research*, *Journal of Behavioral Decision Making*, and *Journal of Economic Psychology*

PROFESSIONAL EXPERIENCE

- Frank Small and Associates (Thailand) Ltd. (An Australian marketing research company, currently a part of Taylor Nelson Sofres)
 - Senior Project Executive, 1995-1996
 - Project Assistant, 1994-1995