# ALTAF MERCHANT

Milgard School of Business University of Washington, Tacoma

# EDUCATION

Ph.D. in Business Administration (Concentration: Marketing; Supporting Area: International Business), 2008

Old Dominion University***,*** U.S.A.

MBA (Marketing), 1997

K. J. Somaiya Instititute of Management Studies, University of Mumbai, India

Bachelor of Commerce, 1993

Sydenham College, University of Mumbai, India

**ADMINISTRATIVE APPOINTMENTS**

Milgard School of Business, University of Washington Tacoma

2021 onwards Gary E. & James A. Milgard Endowed Dean

2019-2021 : Interim Gary E. & James A. Milgard Endowed Dean 2017-2019 : Associate Dean

2014-2015: Director of Undergraduate Programs

# FACULTY APPOINTMENTS

Milgard School of Business, University of Washington, Tacoma 2019 onwards: Professor (Marketing)

2013-2019: Associate Professor (Marketing) 2008-2013: Assistant Professor (Marketing)

MICA School of Strategic Marketing and Communication, India 2018: Distinguished Professor in Residence

2016: Visiting Professor University of Lorraine, France

2015-2019: Visiting Professor Aix-Marseille University, France

2016-2017: Visiting Professor King’s College, London, UK

2017: Visiting Senior Research Fellow

**BOARD OF DIRECTOR APPOINTMENT**

Sound Credit Union, Tacoma: 2017 – till date

Museum of Glass Community Board, Tacoma: 2019-till date

# EDITORIAL APPOINTMENTS

Journal of Advertising Research (impact factor: 2.034) Associate Editor : 2017 – till date

Member, Editorial Advisory Board : 2014 – till date

Journal of Business Research

Managing Guest Editor (Special Issue): 2019-2020 Member, Editorial Review Board : 2016 – till date

# ACADEMY OF MARKETING SCIENCE LEADERSHIP

Conference Co-Chair, 2019 Academy of Marketing Science Annual Conference (Vancouver, BC): 22 tracks, 44 track chairs.

Co-Chair, Academy of Marketing Science Doctoral Colloquium, 2014 – 2021

# EXTERNAL REFEREE - TENURE AND PROMOTION

Dr. Evangelia Katsikea, King’s College, U.K., 2018

Dr. Monien Shaltoni, Alfaisal University, Saudi Arabia, 2018

# CORPORATE EMPLOYMENT

Ranbaxy Laboratories (2004-2005)

Senior Marketing Manager – Global Innovations (Consumer Healthcare)

Led country marketing teams, advertising and market research agencies, R&D, and supply chain. Developed and launched innovations across United States, Russia, Ukraine, Romania, India, Sri Lanka, Bangladesh, Myanmar and Vietnam.

Glaxo Smithkline Consumer Healthcare (2001-2004)

Marketing Manager: Nutritional Food Services Division (2003-2004) Group Product Manager: Horlicks (health food drink) (2002-2003) Group Product Manager: Aquafresh (toothpaste) (2001-2002)

Conducted brand audits, strategic brand planning, relaunched and repositioned Horlicks, launched several new products and created the bases for the purchase and roll out of Sensodyne. Launched the new food services division-put together the senior management team, launched new products and vending machines channels, and developed strategic alliance with Café Coffee Day for co-marketing.

Reckitt Benckiser (1999-2001)

Global Innovations Manager : Dettol (antiseptics and soaps) (2000-2001) Brand Manager: Disprin (analgesics) (1999-2000)

Led country brand managers, advertising and market research agencies, R&D, and supply chain. Developed and launched innovations across South Africa, Hong Kong, Dubai, United Kingdom, India, Sri Lanka, and Bangladesh.

Sara Lee (1997-1999)

Brand Manager – HIT (household insecticides)

Developed new commercials, trade marketing programs and launched two brand extensions.

# HONORS AND AWARDS

|  |  |
| --- | --- |
| 2019 | American Marketing Association Summer Educator’s Conference Best Paper |
|  | Award (Society and Culture track) |
| 2019 | Academy of Indian Marketing-American Marketing Association Sheth |
|  | Foundation Doctoral Consortium Distinguished Faculty |
| 2018 | UW Leadership Excellence Project participant (2018-2020) (identified as one of |
|  | the 30 emergent leaders in the UW system) |
| 2018 | MBA Faculty of the Year Award, Milgard School of Business |
| 2018 | Received research grant for $1,000 from Academy of Marketing Science-French |
|  | Marketing Association Foundation |
| 2017 | Received research grant for $1,000 from Academy of Marketing Science-French |
|  | Marketing Association Foundation |
| 2016 | Extra meritorious performance rating, Milgard Business School (also in 2015, |
|  | 2014, 2013, 2011, 2009) |
| 2015 | Recognized among ten most influential research on Children and Advertising |
|  | (1972-2015) in the *Journal of Advertising* |
| 2014 | MBA Faculty of the Year Award, Milgard School of Business |
| 2014 | Dean’s commendation for Outstanding Teaching Performance (also in 2013, |
|  | 2012, 2011, 2010) |
| 2013 | Great Mind Award from the Advertising Research Foundation for best paper |
|  | published in the *Journal of Advertising Research* |
| 2013 | Best Paper Proceedings, *Academy of Management Annual Meeting* |
| 2013 | Most Inspirational Faculty Award, Milgard School of Business |
| 2011 | University of Washington Tacoma Chancellor’s Grant |
| 2010 | Research Fellow of the Center for Leadership and Social Responsibility |
| 2008 | Best Paper Award, *International Journal of Nonprofit and Voluntary Sector* |
|  | *Marketing* |
| 2008 | American Marketing Association Foundation nonprofit travel grant |
| 2008 | Beta Gamma Sigma, Old Dominion University |
| 2007 | Fellow, American Marketing Association-Sheth Foundation Doctoral Consortium |
| 2007 | Love of Learning Award, Phi Kappa Phi |
| 2007 | Phi Kappa Phi, Old Dominion University |
| 2007 | Outstanding doctoral student, Old Dominion University |
| 2007 | Marvin and Marilyn Simon Fellows Endowed Scholarship |
| 2002 | Glaxo Smithkline Spirit Award for business excellence for outstanding |
|  | performance as a brand manager |
| 1997 | Dandekar Trophy, Bombay Management Association |
| 1996 | Khandelwal Trophy, Faculty of Management, University of Mumbai |

**PEER-REVIEWED JOURNAL PUBLICATIONS**

1. Rose, Mei, Gregory Rose, and **Altaf Merchant** (2021), “Sports Team Heritage: Measurement and Applications in Sports Team Heritage,” *Journal of Business Research*, 124, 759-769.

# Orth, Ulrich, Gregory Rose, and Altaf Merchant (2019), “Preservation, Rejuvenation, or Confusion? Changing Package Designs for Heritage Brands,” *Psychology & Marketing*, 36 (9), 831-843.

1. Jain, Varsha, **Altaf Merchant**, Subhadip Roy and John Ford (2019), “Developing an Emic Scale to Measure Ad-evoked Nostalgia in a Collectivist Emerging Market, India,” *Journal of Business Research*, *99*, 140-156.
2. Pecot, Fabien, **Altaf Merchant**, Pierre Valette Florence and Virginie DeBarnier (2018), “Cognitive Outcomes of Brand Heritage: A Signaling Perspective,” *Journal of Business Research* (impact factor: 3.354), 85, 304-316*.* Equal contributions by first and second authors.
3. Ford, John B., **Altaf Merchant**, Anne-Laure Bartier and Mike Friedman (2018), “The Cross-Cultural Scale Development Process: The Case of Brand Nostalgia in Belgium and the United States,” *Journal of Business Research* (impact factor: 3.354), 83, 19-

29*.* Primary contributions by first and second authors.

1. **Merchant, Altaf**, Kathryn Latour, John B. Ford and Michael Latour (2018), **“**Should Cookie Monster Adopt a Healthy Lifestyle or Continue to Indulge? Insights into Brand Icons,” *Psychology and Marketing* (impact factor: 2.0),*,* 35(1), 64-78. Primary author.
2. Mei Rose, Gregory Rose and **Altaf Merchant** (2017), “‘Is Old Gold? How Heritage “Sells” The University to Prospective Students,” *Journal of Advertising Research* (impact factor: 2.034), 57(3), 335-351. Equal contributions by authors.
3. **Merchant, Altaf**, Gregory Rose, Sunmee Choi and Drew Martin (2017), “Cross- Cultural Folk-Tale-Elicitation Research on the Perceived Power, Humanistic and Religious Symbolisms, and Use of Money,” *Journal of Business Research* (impact factor: 3.354), 74, 113-119. Primary author.
4. Davalos, Sergio, **Altaf Merch**ant, and Gregory Rose (2016), “Using Big Data to Study Psychological Constructs: Nostalgia on Facebook,” *Journal of Psychology & Psychotherapy*, 5(6). Equal contributions by authors.
5. **Merchant, Altaf**, John B. Ford, Christian Dianoux and Jean-Luc Herrmann (2016), “Development and Validation of an Emic Scale to Measure Ad-Evoked Nostalgia in France,” *International Journal of Advertising* (impact factor: 2.45), 35(4), 706-729. Equal contributions by authors.
6. Rose, Gregory, **Altaf Merchant**, Ulrich Orth and Florian Horstmann (2016), “Emphasizing Brand Heritage: Does it Work? And How?” *Journal of Business Research* (impact factor: 3.354), 69(2), 936-943. Primary contributions by first and second authors.
7. Davalos, Sergio, **Altaf Merc**hant, Gregory Rose, Brent Lessley, and Ankur Teredesai (2015), “The Good Old Days” an Examination of Nostalgia in Facebook Posts,” *International Journal of Human-Computer Studies* (impact factor: 2.863), 83, 83-93. Primary contributions by first and second authors.
8. **Merchant, Altaf**, Gregory Rose, Geoffrey Moody and Lucy Mathews (2015), “Effect of University Heritage and Reputation on Attitudes of Prospective Students,” *International Journal of Nonprofit and Voluntary Sector Marketing*, 20(1), 25-37. Primary author.
9. Salvador, Rommel, **Altaf Merchant** and Elizabeth Alexander (2014), “Faith and Fair Trade: The Moderating Role of Contextual Religious Salience,” *Journal of Business Ethics* (impact factor: 2.354), 121 (3), 353-371. Equal contributions by first and second authors.
10. **Merchant, Altaf,** Gregory M. Rose and Mei Rose (2014), “Effects of Time Orientation on Consumer Innovativeness: A Two Country Study,” *Journal of Marketing Theory and Practice*, 22 (3), 325-338. Equal contributions by authors.
11. **Merchant, Altaf** and Gregory M. Rose (2013), “Effects of Advertising-Evoked Vicarious Nostalgia on Brand Heritage,” *Journal of Business Research* (impact factor: 3.354), 66(12), 2619-2625. Primary author.
12. **Merchant, Altaf**, Kathryn LaTour, John B. Ford and Michael S. LaTour (2013), “How Strong is the Pull of the Past: Measuring Personal Nostalgia Evoked by Advertising,” *Journal of Advertising Research* (impact factor: 2.034), 53(2), 150-165. (THIS PAPER WAS AWARDED THE BEST PAPER PUBLISHED BY THE JOURNAL IN 2013). Primary author.
13. Rose, Gregory M., **Altaf Merchant** and Aysen Bakir (2012), “Fantasy in Food Advertising Targeted at Children.” *Journal of Advertising* (impact factor: 2.896)*,* 41(3), 75-90 (Showcased among 12 most important research papers published on Children and Advertising in the time period 1975-2015). Equal contributions by authors.
14. Karande, Kiran and **Altaf Merchant** (2012), “The Impact of Time and Planning Orientation on an Individual’s Recreational Shopper Identity and Shopping Behavior,” *Journal of Marketing Theory and Practice*, 20(1), 59-72. Equal contributions by authors.
15. **Merchant, Altaf**, John B. Ford and Gregory M. Rose (2011), “How Personal Nostalgia Influences Giving to Charity,” *Journal of Business Research* (impact factor: 3.354), 64(6), 610-616. Primary author.
16. Karande, Kiran, **Altaf Merchant** and K. Siva Kumar (2011), "Relationships among Time Orientation, Consumer Innovativeness and Innovative Behavior: The Moderating Role of Product Characteristics," *Academy of Marketing Science Review*, 1(2), 99-116. Equal contributions by authors.
17. **Merchant, Altaf**, John B. Ford and Adrian Sargeant (2010), “Charitable Organizations' Storytelling Influence on Donor Emotions and Intentions,” *Journal of Business Research* (impact factor: 3.354), 63(7), 754-762. Primary author.
18. **Merchant, Altaf**, John B. Ford and Adrian Sargeant (2010), “‘Don’t Forget to say Thank You’: The Effect of an Acknowledgement on Donor Relationships,” *Journal of Marketing Management*, 26 (7-8), 593-611. Primary author.

Reprinted as: **Merchant, Altaf**, John B. Ford and Adrian Sargeant (2012), “Don’t Forget to say Thank You’: The Effect of an Acknowledgement on Donor Relationships,” in *New Horizons in Arts, Heritage, Nonprofits and Social Marketing (Key Issues in Marketing Management)*, Roger Bennett, Finola Kerrigan and Daragh O’Reilly (eds), Routledge, 5-22. Primary author.

1. John B. Ford and **Altaf Merchant** (2010), “Nostalgia Drives Donations: The Power of Charitable Appeals Based on Emotions and Intentions,” *Journal of Advertising Research* (impact factor: 2.034), 50(4), 450-459. Equal contributions by authors.
2. Ford, John B. and **Altaf Merchant** (2008), "A Ten-Year Retrospective of Advertising Research Productivity : 1997-2006," *Journal of Advertising* (impact factor: 2.896), 37(3), 69-94. Equal contributions by authors.
3. **Merchant, Altaf** and John B. Ford (2008), "Nostalgia and Giving to Charity: A Conceptual Framework for Discussion and Research," *International Journal of Nonprofit and Voluntary Sector Marketing*, 13 (1), 13-30 (THIS PAPER WAS AWARDED THE BEST PAPER PUBLISHED BY THE JOURNAL IN 2008). Primary author.

# PEER-REVIEWED BOOK CHAPTERS

1. Rose, Gregory, **Altaf Merchant**, Mei Rose, Aysen Bakir and Drew Martin (forthcoming), “Money Attitudes and Social Values: A Research Program and Agenda,” in *Consumer Social Values*, Eda Gurel-Atay and Lynn Kahle (eds), Routledge. Equal contributions by authors.
2. **Merchant, Altaf**, Gregory Rose and Mohit Gour (2015), “Meanings of Money Among Middle Class Hindu Families in India,” in *The Middle Class in Emerging Societies: Consumers, Lifestyles and Markets*, Leslie L. Marsh and Hongmei Li (eds), Routledge, 161-183. Primary author.

# PEER-REVIEWED CONFERENCE PROCEEDINGS

1. Duchicela, Mercedes, Yeo Jung Kim and **Altaf Merchant** (2008), "Telling your Story: From Vision to Results-Conference Overview," *American Marketing Association Non Profit Marketing Conference* (Available on line: <http://www.themarketingfoundation.org/documents/2008AMANonprofitConferenceO> verview.pdf). Equal contributions by authors.
2. Theresa Kirchner, John B. Ford and **Altaf Merchant** (2007), "Coopetition (Cooperation among Competitors) Among Nonprofit Arts Organizations," *International Conference on Arts and Cultural Management*, 9, C1 1-14. Contributed towards literature review and data analyses.

# INVITED ARTICLE

1. **Merchant, Altaf** (2018), “Big Data: Ushering New Vistas in Market Research,”

*Projectis*, 21 (3), 9-12.

# MEDIA MENTIONS

South Sound Business (April 2020), “24 hours with Altaf Merchant,” <https://southsoundbiz.com/24-hours-altaf-merchant/>

Buzzsprout (14th August 2019), “A Green Cookie Monster,” <http://www.buzzsprout.com/265902/1550725-a-green-cookie-monster?trk=organization-update-content_share-video-embed_share-article_title>

Strategy + Business (9th March 2018), "When Cookie Monster Goes On a

Diet", https://[www.strategy-business.com/blog/When-Cookie-Monster-Goes-on-a-](http://www.strategy-business.com/blog/When-Cookie-Monster-Goes-on-a-) Diet?gko=e0ac5

# PEER REVIEWED SCHOLARLY PRESENTATIONS

1. Ford, John, Varsha Jain, Prokriti Mukherji, Subhalaxmi Bezbaruah, and **Altaf Merchant** (2021), “A Decade of Advertising Research Productivity – A Bibliographic Review,” *ICMC Conference*, Ahmedabad, India
2. Harrison, Kristina, John Ford, Kiran Karande, and **Altaf Merchant** (2020), “Propensity to Assimilate - A Grounded Theory Development of the Consumer Acculturation Process,” *Academy of Marketing Science Annual Conference*, Virtual Conference.
3. Alaoi, Mohamed, Fabien Pecot, **Altaf Merchant**, and Mathieu Kacha (2019), “Efficacite Des Publicites Utilisant Le Patrimone De marque: Une Approche A Travers La Theorie Des Niveaux De Construits,” *French Management Association Conference,* Le Havre, France.
4. Harrison, Kristina, John Ford, Kiran Karande and **Altaf Merchant** (2019), “Need for and Development of a Consumer Acculturation Tool – Index Development and Scale Refinement,” *American Marketing Association Summer Educator Conference*, Chicago, IL.
5. Jain, Varsha, **Altaf Merchant**, Preeti Shroff, and Subhalakshmi Bezbarua (2019), “The Lazarus Touch: Place Branding A Multi Stakeholder Study,” *Academy of Marketing Science Annual Conference*, Vancouver, Canada.
6. Pecot, Fabien, **Altaf Merchant**, Sunmee Choi, and Gregory Rose (2019), “Brand Heritage: Cross Cultural Perceptions,” *Academy of Marketing Science Annual Conference*, Vancouver, Canada.
7. Alaoi, Mohamed, Fabien Pecot, **Altaf Merchant**, and Mathieu Kacha (2019), “Effectiveness of Advertisements Using Brand Heritage: A Construal Level Approach,” *Academy of Marketing Science Annual Conference*, Vancouver, Canada.
8. Maher, Amro, **Altaf Merchant**, John Ford and Anusorn Singhapakdi (2018), “Nostalgia’s Restorative Roel at Times of Brand Crises,” *Academy of Marketing Science World Marketing Congress*, Porto, Portugal.
9. Pecot, Fabien, **Altaf Merchant**, Pierre Valette-Florence and Virginie DeBarnier (2018), “It is Old, So it Must be Good: Why Does Heritage Signal Quality,” *Academy of Marketing Science World Marketing Congress*, Porto, Portugal.
10. Jain, Varsha, **Altaf Merchant**, Sidharth Deshmukh and Ganesh BE (2018), “Towards an Analytical Framework to Understand Consumer Disengagement with Digital Advertising,” *Academy of Marketing Science Annual Conference*, New Orleans, LA.
11. Jain, Varsha, **Altaf Merchant**, and Ganesh BE (2018), “Pax Advertisinia – A New Era of Unstereotyping Women in Advertising,” *Academy of Marketing Science Annual Conference*, New Orleans, LA.
12. Davalos, Sergio, **Altaf Merchant** and Allison Watkins (2018), “Differential Effects of Facebook User Personality on Nostalgic Posts,” *Academy of Marketing Science Annual Conference*, New Orleans, LA.
13. Pecot, Fabien, **Altaf Merchant**, Pierre Valette-Florence and Virginie DeBarnier (2018), “Since When? Brand Heritage’s Signalling Effects,” *Academy of Marketing Science Annual Conference*, New Orleans, LA.
14. Rose, Mei, Gregory Rose and **Altaf Merchant** (2018), “Sports Team Heritage: Measurements and Applications in Sponsorship,” *Sports Marketing and Sponsorship Conference*, San Diego, CA.
15. Rose, Mei, Gregory Rose and **Altaf Merchant** (2017), “Understanding Brand Heritage in the Service Sector: The Case of Sports Teams,” *Recent Advances in Retailing and Consumer Services Conference*, Vancouver, BC.
16. Ford, John, **Altaf Merchant**, Anne-Laure Bartier and Mike Friedman (2017), “Developing a Scale to Measure Brand-Evoked Nostalgia In Belgium and the United States,” *Academy of Marketing Science Annual Conference*, San Diego, CA.
17. **Altaf Merchant**, Greg Rose, Sunmee Choi, Drew Martin and Mohit Gour (2017), “A Cross Cultural Comparison of Middle Class Meanings of Money in India and South Korea,” *Academy of Marketing Science Annual Conference*, San Diego, CA.
18. Jain, Varsha, **Altaf Merchant**, Ganesh B.E. and Mayuresh Shukla (2017), “How Advertising Can Un-Stereotype the Portrayal of Men and Women,” *International Communication and Management Conference,* Ahmedabad, India.
19. **Merchant, Altaf**, Gregory Rose, Sunmee Choi and Drew Martin (2016), “The Power of Money: Comparing Middle Class Attitudes in India and Korea,” *Global Marketing Conference*, Hong Kong, China.
20. Jain, Varsha, **Altaf Merchant**, Subhadip Roy and John B. Ford (2016), “Measuring Ad-Evoked Nostalgia in India: An Emerging Market Perspective,” *Academy of Marketing Science Annual Conference*, Orlando FL.
21. Rose, Mei, Gregory Rose and **Altaf Merchant** (2016), “Developing a Scale to Measure University Brand Heritage,” *Academy of Marketing Science Annual Conference*, Orlando FL.
22. Rose, Mei, Gregory Rose and **Altaf Merchant** (2016), “Examining University Brand Heritage: Measurement and Impact,” *6th International Symposium on Corporate Heritage*, Marseille France.
23. **Merchant, Altaf**, Gregory Rose and Sergio Davalos (2015), “‘Remember when?’: Analyzing Nostalgic and General Facebook Posts,” *Academy of Marketing Science Annual Conference*, Denver CO.
24. **Merchant, Altaf**, John Ford, Jean-Luc Herman and Christian Dianoux (2015), “Testing the French Ad-evoked Nostalgia Scale in a Nomological Network,” *Academy of Marketing Science Annual Conference*, Denver CO.
25. **Merchant, Altaf**, Gregory Rose and Mei Rose (2015), “University Brand Heritage: Components, Measures and Outcomes,” *4th International Consumer Brand Relationships Conference,* Porto Portugal.
26. Rose, Gregory, **Altaf Merchant**, Mei Rose, Aysen Bakir and Elodie Gentina (2014), “Money Attitudes and Social Values: A Research Program and Agenda,” *American Marketing Association Summer Educator’s Conference*, San Francisco CA.
27. **Merchant, Altaf**, John Ford, Christian Dianoux and Jean-Luc Hermann (2014), “Cultural Differences in Consumer Response to Nostalgic Advertising,” *Academy of Marketing Science Annual Conference*, Indianapolis IN.
28. **Merchant, Altaf**, Gregory Rose and Mohit Gour (2013), “Meaning of Money Among Middle Class Hindu Consumers in India,” *Middle Class Phenomenon in Emerging Markets Conference*, Georgia State University, Atlanta GA*.*
29. **Merchant, Altaf**, Gregory Rose and Mohit Gour (2013), “Meaning of Money Among Hindus in India: Some Preliminary Findings,” *Academy of Marketing Science World Marketing Congress,* Melbourne Australia*.*
30. **Merchant, Altaf**, Kathryn LaTour, John B. Ford and Michael S. LaTour (2013), “Childhood Icons in Nostalgic Advertising,” *Academy of Marketing Science World Marketing Congress*, Melbourne Australia**.**
31. Salvador, Rommel, **Altaf Merchant** and Elizabeth Alexander (2013), “Faith and Fair Trade: The Moderating Role of Contextual Religious Salience,” *Academy of Management Annual Meeting*, Orlando FL (THIS PAPER WAS SELECTED AS BEST PAPER PROCEEDINGS).
32. **Merchant, Altaf**, Kathryn LaTour, John B. Ford and Michael S. LaTour (2013), “The Use of Childhood Icons in Nostalgic Appeals for Charity,” *Academy of Marketing Science Annual Conference*, Monterrey CA**.**
33. **Merchant, Altaf**, and Geoffrey Moody (2013), “Impact of University Heritage and Reputation on Attitudes of Prospective Students,” *Academy of Marketing*

*Science Annual Conference*, Monterrey CA**.**

1. Gregory Rose, **Altaf Merchant**, Aysen Bakir, and Mei Rose (2013), “Fantasy Based Narratives In Children’s Advertising,” *5th International Conference on Rhetoric and Narratives in Management Research (RNMR)*, Barcelona Spain.
2. LaTour, Kathryn, **Altaf Merchant**, John B. Ford and Michael S. LaTour (2012), “Nostalgic Charity Appeals: Moderating Effects of Beneficiary and Childhood Icons,” *Advances in Consumer Research,* Vancouver Canada.
3. **Merchant, Altaf** and Gregory M. Rose (2012),"Impact of Time Orientation on Consumer Innovativeness: A Study in India and the US," *Academy of Marketing Science World Marketing Congress-Cultural Perspectives in Marketing Conference,* Atlanta GA.
4. Salvador, Rommel, **Altaf Merchant** and Elizabeth Alexander (2012), “Religious Commitment and Fair Trade: The Moderating Role of Contextual Religious Salience,” *Third Annual Academic Conference on Social Responsibility organized by the Milgard School of Business,* UW Tacoma.
5. **Merchant, Altaf** Gregory M. Rose and Mei Rose (2011), “Effects of Time Orientation on Consumer Innovativeness: A Two Country Study,” *15th Cross Cultural Research Conference,* Kona HI.
6. **Merchant, Altaf**, Gregory M. Rose and Joel Gjuka (2011), “Effects of Advertising Evoked Vicarious Nostalgia on Brand Heritage,” *Academy of Marketing*

*Science Annual Conference*, Coral Gables FL.

1. **Merchant, Altaf**, John B. Ford, Kathryn LaTour and Michael S. LaTour (2010), "Developing an Advertising Personal Nostalgia Intensity Scale," *Academy of Marketing Science Annual Conference*, Baltimore MD.
2. Rose, Gregory M. and **Altaf Merchant** (2010), "Fantasy in Children's Food Advertising: A Global Perspective," *Academy of Marketing Science Cultural Perspectives in Marketing Conference,* Reims France*.*
3. Rose, Gregory M., **Altaf Merchant**, Chris Berlin and Sonia Chandwaney (2009), "The Use of Fantasy in Food Advertising Targeted at Children: A Content Analysis," *Consumer Culture & the Ethical Treatment of Children: Theory, Research & Fair Practice Conference,* East Lansing MI.
4. **Merchant, Altaf**, John B. Ford and Gregory M. Rose (2009), "Should Charitable Organizations Evoke Personal Nostalgia?: Effect of Nostalgic Appeals on Donation Intentions," *Academy of Marketing Science Annual Conference,* Portland OR.
5. Karande, Kiran and **Altaf Merchant** (2009), "Cross Cultural Research Methodology: Guidelines for Marketing Academics," *Academy of Marketing Science Annual Conference*, Portland OR.
6. **Merchant, Altaf** and John B. Ford (2008), "How Personal Nostalgia Influences Giving To Charity: A Research Proposal," *American Marketing Association Summer Educators Conference*, San Diego CA.
7. **Merchant, Altaf** (2008), “How Personal Nostalgia Influences Giving To Charity,”

*Academy of Marketing Science Annual Conference*, Vancouver Canada, 31, 219.

1. **Merchant, Altaf** and Kiran Karande (2007), "Does Time Orientation Influence Consumer Innovativeness?: Going Beyond Nostalgia," *American Marketing Association Summer Educators Conference*, Washington DC.
2. **Merchant, Altaf**, John B. Ford and Mahesh Gopinath (2007), "Measuring the Intensity of the Personal Nostalgia Experience," *Society for Marketing Advances Conference*, San Antonio TX.
3. **Merchant, Altaf**, John B. Ford and Mahesh Gopinath (2007), "How The Emotions of Personal Nostalgia Influence Giving To Charity: A Research Agenda," *International Colloquium on Non Profit, Social and Arts Marketing*, London UK.

# INVITED PRESENTATIONS

1. **Merchant, Ataf** (2019), “Developing Research Agendas: Advice for Young Scholars,” *AIM-AMA Sheth Foundation Doctoral Consortium*, *Mudra Institute of Communication and Advertising, India*
2. **Merchant, Altaf** (2018), “Rejuvenation or Preservation? Changing Brand Icons and Pack Designs,” *Faculty Research Colloquium, Mudra Institute of Communication and Advertising, India*
3. **Merchant, Altaf** (2018), “Brand Heritage: Developing Agendas in Research,” *Doctoral Research Colloquium, Mudra Institute of Communication and Advertising, India*
4. **Merchant, Altaf** (2017), “Cross-cultural Examination of Ad-Evoked Nostalgia: US, France and India,” *Global Lightning Talks, University of Washington, Tacoma*
5. **Merchant, Altaf** (2017), “The Cross-Cultural Scale Development Process: The Case of Brand Nostalgia in Belgium and the United States,” *A Strategy, Organizsations and Society Research Seminar, Newcastle University, UK.*
6. **Merchant, Altaf** (2016), “Developing Brand Nostalgia Scale in the US and Belgium,” *Faculty Research Colloquium, Mudra Institute of Communication and Advertising, India*
7. **Merchant, Altaf** (2016), “Meanings of Money in India and South Korea,” *Doctoral Research Colloquium, Mudra Institute of Communication and Advertising, India*
8. **Merchant, Altaf** and Sergio Davalos (2016), “Understanding Social Media Conversations and Building User Communities: Agendas in Research,” *Pacific Northwest National Laboratories, Richland WA.*
9. **Merchant, Altaf** (2014), “How Strong is the Pull of the Past,” Webcast hosted by the

*Advertising Research Foundation, New York*.

1. **Merchant, Altaf** (2014), “How Strong is the Pull of the Past,” *Advisory Board Meeting, Milgard School of Business, University of Washington Tacoma.*
2. Davalos, Sergio and **Altaf Merchant** (2013), “Nostalgia in Social Networking,” *Research Seminar Series of Center for Web and Data Science, Institute of Technology, UW Tacoma*.
3. John B. Ford, **Altaf Merchant**, Kathryn LaTour and Michael S. LaTour (2010), "Advertising Evoked Personal Nostalgia Intensity: Scale Development and Validation," *Dean’s Research Seminar, College of Business and Public Administration, Old Dominion University*.
4. **Merchant, Altaf** (2009), “Nostalgia and Giving to Charity: Agendas in Research,”

*University of Washington Bothell Research Seminar*.

1. Ford, John B. and **Altaf Merchant** (2009), **“**Nostalgia and Giving to Charity: Developments and Agendas in Practice and Research,” *Seminar at the Cass Business School, City University of London (UK).*
2. **Merchant, Altaf** (2009), “Nostalgia and Charitable Giving,” *Advisory Board Meeting, Milgard School of Business, University of Washington Tacoma.*
3. **Merchant, Altaf** (2008), "How Personal Nostalgia Influences Giving to Charity,"

*Virginia Council of Graduate Schools’ Graduate Research Forum.*

1. **Merchant, Altaf** and Kiran Karande (2007), "Does Time Orientation Influence Consumer Innovativeness?: Going Beyond Nostalgia," *Old Dominion University Research Expo.*
2. **Merchant, Altaf** and John B. Ford (2007), "Nostalgia and Giving to Charity," *Old Dominion University Research Expo*.
3. **Merchant, Altaf** and Kiran Karande (2007), “Time Orientation and Consumer Innovativeness,” *Dean’s Research Seminar, College of Business and Public Administration, Old Dominion University*.

# STUDENT SCHOLARS SUPERVISED

*Doctoral students*

1. Fabien Pecot (2016), Aix-Marseille University, France. Title of dissertation- “Scale to Measure Brand Heritage” (Committee chair – Virginie De Barnier) *External jury member*
2. Kristina Stuhler (in progress), Old Dominion University, USA. Title of dissertation- “Scale to Measure Consumer Acculturation” (Committee chair – John B. Ford) *Dissertation committee member*
3. Subhalaxmi Bezbarua (in progress), MICA, India. Title of dissertation-“City Heritage of Ahmedabad” (Committee chair-Varsha Jain) *Dissertation committee member*

*Visiting Post-doctoral Scholars hosted*

1. Dr. Fabien Pecot, Lecturer, Aix-Marseille University, France (January-March 2017): “Since when-founding date? Brand Heritage’s Signaling Effects.”
2. Dr. Nthabeleng Rammille, Lecturer, Free State University, South Africa (September 2013 - March 2014): “Effects of Brand Evoked Happiness and Implicit Theories on Consumer Outcomes.”

*Masters students*

1. Sabrina Dippel (thesis jury member, 2015-16), Christian Albrechts University, Germany
2. Jelena Ramsey (Spring 2014), “Changes in Advertising Icons”
3. Geoffrey Moody (Winter 2013), “University Brand Heritage and Reputation”
4. Francis Kim (Autumn 2011), “A Study of Donation Habits (with United Way of Pierce County).”
5. Joel Gjuka (Summer 2010), “Ad-evoked Vicarious Nostalgia, Narrative Transportation and Brand Heritage.”
6. Keegan Hall (Spring 2010), “Brand Communication Strategy Development.”

*Undergraduate students*

1. Natalie Garces (2017-2018): “Nostalgia in Advertising”-*Milgard Scholar*
2. Melissa Atienza (2017-2018): “Money and Fairy Tales”-*Milgard Scholar*
3. John Smith (2017-2018): “Money and Fairy Tales”-*Milgard Scholar*
4. Genevieve Summers (2017-2018): “Vicarious Nostalgia”-*Milgard Scholar*
5. Dain Yoshizumi (Winter 2017): “Brand Heritage Among Asian Consumers.”
6. Steven Dupre (Winter and Spring 2016): “Changing Advertising Icons: Role of Self- Congruency”
7. Ryan Geier (Winter 2016): “Towards a Measure for Sports Brand Heritage”
8. John Smith (2016-2017): “Brand Crises” – *Milgard Scholar*
9. Joshua Haley (2016-2017): “Brand Crises” – *Milgard Scholar*
10. Adriana Park (Winter 2015): “Measuring University Brand Heritage”
11. Taylor Zamora (Winter 2013), “Effects of University Heritage on Student Attitudes and Intentions.”
12. Jennifer Rea (Autumn 2013): “Analysis of Diaries of Middle Class Indian Families”-

*Undergraduate Research Scholar*

1. Patrick Bendon (Autumn 2013): “Meanings of Money and Work Ethic of Gen Y Consumers”- *Undergraduate Research Scholar*
2. Diana Neufield (Autumn 2013): “Meanings of Money and Work Ethic of Gen Y Consumers”-*Undergraduate Research Scholar*
3. Christine Lirette (2012-2013), “Brand Narratives.” - *Milgard Scholar*
4. Jo Bartolome (2012-2013), “Brand Narratives.” - *Milgard Scholar*
5. William Kilmer (2011-2012), “Leveraging Brand Heritage.” - *Milgard Scholar*
6. Michael Lockwood (2011-2012), “Conceptualizing Brand Heritage.” - *Milgard Scholar*
7. Diane McKaeli (Spring 2011), “Married Couples’ Attitudes towards Money.”
8. Dmitry Kvasnyuk (2008-2009), “Not For Profit Marketing Issues” - *Milgard Scholar*

*Student research published*

1. Garces, Natalie and Genevieve Summers (2018), “Nostalgia in Consumers Through Stranger Things,” *University of Washington Undergraduate Research Symposium*.
2. Dain, Yoshizumi (2017), “Brand Heritage Among Asian Consumers,” *University of Washington Undergraduate Research Symposium*.
3. Steven Dupre (2016), “Alive: Impact of Modifying Spokes characters in Advertising,” *University of Washington Undergraduate Research Symposium***.**
4. Park, Adriana (2015), “University Brand Heritage,” *University of Washington Undergraduate Research Symposium*.
5. Merchant, Altaf, and Geoffrey Moody (2013), “Impact of University Heritage and Reputation on Attitudes of Prospective Students,” *Academy of Marketing*

*Science Annual Conference*.

1. Lockwood, Michael (2012), “Conceptualizing Brand Heritage,” *University of Washington Undergraduate Research Symposium***.**
2. Kilmer, William (2012), “Leveraging Brand Heritage,” *University of Washington Undergraduate Research Symposium***.**
3. Merchant, Altaf, Gregory M. Rose and Joel Gjuka (2011), “Effects of Advertising Evoked Vicarious Nostalgia on Brand Heritage,” *Academy of Marketing*

*Science Annual Conference*.

1. McKaeli, Diane, Mark Edgecomb, Ariana Demel, Laura Deme and Tiffany Cothern (2010), “Developing a Positioning Strategy for Adriatic Grill,” *University of Washington Undergraduate Research Symposium*.
2. Rose, Gregory M., Altaf Merchant, Chris Berlin and Sonia Chandwaney (2009), "The Use of Fantasy in Food Advertising Targeted at Children: A Content Analysis," *Consumer Culture & the Ethical Treatment of Children: Theory, Research & Fair Practice Conference*.

# COURSES TAUGHT

**Undergraduate Graduate**

Introduction to Marketing Management Marketing Management Retailing Strategic Brand Management

International Marketing Innovations Management Advertising

Consumer Behavior

# Executive

Brand Strategy Brand Positioning Advertising

# SERVICE

**ACADEMIC ORGANIZATIONS**

1. Conference Co-Chair of the 2019 Academy of Marketing Science Annual Conference (Vancouver, BC).
2. Associate Editor, Journal of Advertising Research (2017-till date)
3. Member, Editorial Advisory Board, Journal of Advertising Research (2014-till date)
4. Member, Editorial Review Board, Journal of Business Research (2015-till date)
5. Reviewer, Journal of Consumer Affairs, 2019
6. Reviewer, Journal of Marketing Communication, 2018
7. Reviewer, International Marketing Review, 2018
8. Reviewer, Journal of Current Issues & Research in Advertising, 2018
9. Reviewer, Journal of Advertising, 2017
10. Reviewer, Business Ethics Quarterly, 2017
11. Reviewer, European Journal of Social Psychology, 2017
12. Reviewer, Psychology of Popular Media Culture, 2017
13. Reviewer, Journal of Business Ethics, 2016
14. Reviewer, Journal of Retailing and Consumer Services, 2016
15. Reviewer, Marketing Education Review, 2016
16. Reviewer, Journal of Positive Psychology, 2015
17. Reviewer, Nonprofit and Voluntary Sector Quarterly, 2014, 2015
18. Reviewer, Journal of Development Studies, 2015
19. Reviewer, Journal of North African Studies, 2015
20. Reviewer, Marketing Letters, 2014
21. Reviewer, European Journal of Marketing, 2011, 2014
22. Reviewer, Journal of Brand Management, 2014
23. Reviewer, Journal of Advertising Research, 2013, 2014
24. Reviewer, Journal of Marketing for Higher Education, 2013
25. Reviewer, Journal of Business Research, 2012, 2014, 2015
26. Reviewer, Journal of Promotion Management, 2012
27. Reviewer, International Journal of Wine Business Research, 2012
28. Reviewer, Journal of Applied Social Psychology, 2011
29. Reviewer, Asia Pacific Journal of Management, 2011
30. Reviewer, International Journal of Nonprofit and Voluntary Sector Marketing, 2007, 2009, 2011
31. Reviewer, Academy of Marketing Science Review, 2006

Academic Conference Track Chair/Session Chair

1. Track Co-Chair – Doctoral Colloquium, Academy of Marketing Science World Marketing Congress, 2019, Edinburgh, United Kingdom
2. Track Chair – Doctoral Colloquium, Academy of Marketing Science World Marketing Congress, 2018, Porto, Spain
3. Track Co-Chair – Doctoral Colloquium, Academy of Marketing Science Annual Conference, 2018, New Orleans, LA
4. Track Co-Chair – Doctoral Colloquium, Academy of Marketing Science Annual Conference, 2017, San Diego, CA
5. Track Co-Chair – Doctoral Colloquium, Academy of Marketing Science Annual Conference, 2016, Orlando, FL
6. Track Co-Chair – Marketing in Emerging Markets Track, Academy of Marketing Science World Marketing Congress, 2016, Paris, France
7. Track Co-Chair – Doctoral Colloquium, Academy of Marketing Science Annual Conference, 2015, Denver CO
8. Track Co-Chair – Doctoral Colloquium, Academy of Marketing Science Annual Conference, 2014, Indianapolis IN
9. Track Co-Chair - Consumer Behavior, Academy of Marketing Science World Marketing Congress, 2014, Peru
10. Track Co-Chair - Consumer Behavior, Academy of Marketing Science World Marketing Congress, 2013, Australia
11. Session Chair, Academy of Marketing Science Annual Conference, 2017, San Diego, CA
12. Discussant, Second Academic Conference on Social Responsibility, Milgard School of Business, University of Washington, 2011
13. Session Chair, University of Washington Undergraduate Research Symposium, 2010- 12
14. Chair, Competitive paper session at the Academy of Marketing Science Annual Conference, 2009
15. Chair, Competitive paper session at the International Society of Marketing and Development and the Macro Marketing Society Joint Conference, 2007

Reviews for Academic Conferences

1. European Marketing Academy Conference. 2018
2. International Consumer Brand Relationships Conference, 2015
3. Annual Academic Conference on Social Responsibility organized by the Milgard School of Business (UW Tacoma), 2013, 2014.
4. European Marketing Academy Conference, 2013,2014, 2015, 2016.
5. Academy of Marketing Science Annual Conference, 2007, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017
6. Academy of Marketing Science World Marketing Congress, 2011
7. Academy of Marketing Annual Conference (UK), 2007, 2008, 2009, 2010, 2011, 2012
8. Society for Marketing Advances Dissertation Proposal Competition, 2009, 2010, 2011
9. American Marketing Association Summer Educator’s Conference, 2008, 2009, 2010, 2013.
10. American Marketing Association Winter Educator’s Conference, 2010, 2011, 2012, 2014.
11. World Social Marketing Conference, 2008
12. International Society of Marketing and Development and the Macro Marketing Society Joint Conference, 2007

# UNIVERSITY OF WASHINGTON TACOMA

1. Co-Champion – Research, UW Tacoma Campus Strategic Planning Coordinating Committee (2018-till date)
2. Associate Dean - Administrative Initiatives (2017-till date)
3. Ex-officio member, Milgard School of Business Faculty Council (2017-till date)
4. Member, Faculty Advisory Committee of the Center for Leadership and Social Responsibility, Milgard School of Business, University of Washington Tacoma (2008- till date)
5. Consultant member, Learning and Retention Council - Student Journey Mapping (2017)
6. Faculty Advisor, Honor Society of Beta Gamma Sigma (2015-2017)
7. Member, University Disciplinary Committee (2016-2017)
8. Member, Search Committee – Associate Vice Chancellor for Education Outreach (2016)
9. Director of the Undergraduate Program (2014-2015)
10. Member, Milgard School of Business Faculty Council (2014-2015)
11. Member, Undergraduate Program Committee (2013-2017)
12. Co-Chair, Human Subjects Committee of the Milgard School of Business, University of Washington Tacoma (2009 – 2016)
13. Member, Proposal committee - Tacoma Paper and Stationery Building for the Milgard School of Business (2013)
14. Member, Freshman Direct Advisory Committee (2014)
15. Faculty Advisor, Marketing Society of the Milgard School of Business, University of Washington Tacoma (2011- 2014)
16. Member, Scholarship Committee of the Milgard School of Business, University of Washington Tacoma (2008 – 2013)
17. Member, Search Committee - Assistant Professor of Accounting (2013)
18. Member, Search Committee - Assistant Professor of Marketing (2011)
19. Faculty Presenter, Milgard School of Business BABA undergraduate orientation, (2011-12)
20. Advisor to the marketing campaign of the Master’s program in Accounting (2011)

# OLD DOMINION UNIVERSITY

1. Representative of the Business Ph.D. program, Dean’s Student Advisory Committee, College of Business and Public Administration (2006-07).
2. Member, Dean’s Committee for developing a Student Code of Conduct, College of Business and Public Administration (2007).

# CONSULTING

1. 4 day work week, Propel Insurance, 2019
2. Media targeting strategy for Roku, 2017
3. Advertising strategy for Hasbro Toys (Magic the Gathering: Wizards of the Coast), 2017
4. Branding strategy for Annie Wright Schools, 2016
5. Branding workshop for the board of directors and the senior management team, Sound Credit Union, 2015
6. Marketing Plan for United Way of Pierce County (with MBA students), 2011 (*Pro- bono*)
7. Customer and donor perceptions for Giving Gets Results, 2011 (*Pro-bono*)
8. Identifying insights into donor attrition and development of a customer relationship management program for the Tacoma Symphony Orchestra, 2011 (*Pro-bono*)
9. Reviewer for "Shaking the Globe", by Blythe McGarvie, New Jersey: Wiley, 2009 (*Pro-bono*)
10. Studied the psychographic profile of the donors of WHRO TV Network (Public Broadcasting Services, USA), 2008 (*Pro-bono*)
11. Analyzed the FISO index (Fit In Stand Out) model for the Leadership for International Finance, LLC, 2007 (My work was featured in the FISO Newsletter, Vol. 4 (1). This is sent to around 2500 U.S. Corporate Executives)

# WORKSHOPS ATTENDED

1. Management Excellence Workshop, 2015
2. Administrative Faculty Training, 2015
3. Faculty Fellows Program, 2008
4. University of Washington Faculty Fellows Program, 2008
5. Virginia Tidewater Consortium’s Summer Institute on College Teaching, 2006