# ALTAF MERCHANT

**Home Addresses Office Address**

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**Education Degree Year Field**

University of Mumbai, India B.Com. 1993 Accounting

University of Mumbai, India M.B.A. 1997 Marketing

Old Dominion University, U.S.A. Ph.D. 2008 Marketing and

International Business

# 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

2024: Global Advisory Board ICMC Conference

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

**ADMINISTRATIVE APPOINTMENTS**

Milgard School of Business, University of Washington Tacoma

2019 onwards: Gary E. & James A. Milgard Endowed Dean

*Successful AACSB re-accreditation in 2021 (for 6 years)*

*Enrollment grew by 10% 2024-25 over 2018-19*

*Revenue generation and operational excellence*

* + Yearly state funding grew by 30%
  + Net revenues from non-state programs grew by 54%
  + Non-state funds reserves grew by 15%
  + Executive education revenues grew by 135%
  + Annual giving by board members grew by 300%
  + New financial processes, controls, and internal audit protocols
  + Revenue accounting, new dashboards, and management procedures
  + Business Leadership Council established comprising Dean’s direct reports

*Fundraising and community outreach*

* + Raised over $17 Mn
    - $10 Mn for capital projects - Milgard Hall
    - $7 Mn to fund operating expenses and faculty support
  + Engaged 60 donors, foundations, corporations, and professional associations
  + Created a network of business community supporters – advisory board members grew from 40 to 100
    - New members added to the apex advisory board (Milgard Executive Council) including major donors (Jim Milgard jr), high net worth individuals, entrepreneurs, and C suite executives from companies such as Weyerhauser, McKinstry, NW Seaport Alliance, Boeing, Microsoft, Umpqua Bank, Financial Insights, PitchBook, Meritt Investment Bank, Slalom Consulting, and Washington State Department of Commerce.
  + Set up six new area-specific business advisory boards (Sports Enterprise Management, Accounting, Business Analytics, etc).
  + External focused Newsletter (four editions), and a Commemorative Book (2014-2024)
  + New marketing campaign with Fosters Creative (to be launched in 2025)
  + Business Leadership Awards for the community
    - Three new awards: Sustainable Business Leader; Women’s Leadership; Diversity, Equity, and Inclusion Community Leadership

*New initiatives, labs, and centers launched*

* Students Assisting Businesses
* Sports Enterprise Management
* Executive in residence program
* Accounting HUB
* High School Programs (accounting, analytics, and women’s leadership)
* FINTECH incubator
* VITA (Volunteer Income Tax Assistance Program in partnership with IRS)
* AI Lab
* SAP Lab
* Bloomberg Lab
* Student Managed Investment Fund with a corpus of $200,000

*Campus serving initiatives/centers*

* Center for Financial Wellness
  + Financial Literacy initiative
  + Wealth Creation initiative
* Entrepreneurship Center
  + Entrepreneurship Academy
  + Entrepreneurship Eco System for South Puget Sound
* Annual Campus-Community Celebrations “Dawg Bites” and Business Leadership Awards

*Building team Milgard*

* + 43% increase in faculty and staff
    - Hired 14 faculty from leading schools such as Michigan State University, University of Texas Dallas, Stanford University, University of Toronto, University of Oregon, Lehigh University, and Foster Business School (UW Seattle)
    - 55% staff members promoted and hired ten new staff
  + 90% faculty have fellowships and professorships (33% in previous administration)
  + $1.10 Mn distributed as faculty summer research support (increase of 132% over 2020)
  + 25% increase in research output, 77% increase in A\* journals (ABDC)
  + 40% increase in faculty and staff professional development funds

*Milgard Hall – New academic innovation building for the campus*

* Co-lead of the project steering team from idea (2019) to move in (2023) in partnership with Chancellor, School of Engineering and Technology, and Global Innovation and Design Lab
  + Conceptualized and implemented new space for the school (labs, administrative offices and dedicated space for community, faculty, staff, and student collaboration (Centers of Excellence)

*Student Engagement, Success and Excellence*

* 67 (+75% over 2020) events hosted by the school
* 80 (+100%) employers participated in job and internship fairs
* 30% increase in student starting salaries
* Refreshed and relaunched Master of Accounting as Master of Science in Accounting - a STEM program
* Refreshed curriculum of Master of Business Administration
* Revised undergraduate curriculum
  + finance, accounting, and core program
* New programs
  + Undergraduate honors program
  + Undergraduate minors: sports management, supply chain (2026), leadership (2027)
  + Options for Master of Science in Business Analytics (AI, Supply Chain, and Product Management) (2026)
* Three student mentorship programs were established - women’s, accounting (in partnership with Deloitte and Moss Adams), and undergraduate honors.

*Global Collaborations*

* + Seven MOUs signed with six universities across five counties
    - Joint Program with Beilefeld University, Germany
    - New Supply Chain program in collaboration with Foreign Trade University in Vietnam
  + Faculty exchange collaboration with Vietnam National University, and Indian Institute of Management
  + Executive Education for mid managers in collaboration with TransStadia University, India, and PDCA, Vietnam
  + 16 study abroad programs, including Spain, Netherlands, Vietnam, and Italy
  + Delegate of Trade Mission representing South Puget Sound to Vietnam

*Diversity, Equity, and Inclusion*

* + 64% female leaders in my administration (12.5% in previous administration)
  + DEI Office created
    - Four workshops organized for faculty and staff
    - Student scholarships and internships
  + Diverse pool of applicants for faculty and staff positions
  + Partnered with Minority Business Development Agency to diversify UW Tacoma’s supply chain; and with the coalition of ten Washington state business schools on Washington Employers for Racial Equity.

2017-2019: Associate Dean

*Fundraising and community engagement*

* Part of the team that raised $2.0 Mn (2018) from the Gary E. Milgard Family Foundations for Milgard Hall.
* Part of the team that raised $5.0 Mn (2018) from James A. Milgard, Sr. for Milgard Hall.
* Donor development and engagement.

*Strategic planning*

* Led a rigorous and iterative strategic planning process, culminating in development of a new vision, mission, strategic objectives, and initiatives (2017-19). Collaborated with all stakeholders (faculty, staff, students, alumni, business partners, campus, donors, and the extended community)
* Developed structures and processes for strategic plan implementation.
* Led the process for identifying new peer and aspirational schools based on new mission and vision.
* New programs - Master of Science of Business Analytics program, Student Success Center, executive education.
* Enrollment grew by 20%

*AACSB accreditation*

* Led the preparation of the mid-term Continuous Improvement Review report to initiate the reaccreditation process in 2021.
* Led the 10-year review and visit by University of Washington (Seattle)
* Led the team to prepare the Continuous Improvement Report and site visit for the 2021 AACSB accreditation visit.

*Faculty affairs*

* Teaching schedule management and process redesign (32 full time and 18 part time faculty).
* Tenure and promotion, reappointment, performance reviews, and recruitment of tenure track, teaching track, and part time faculty

*Shared governance*

* Collaborated with the faculty council to develop promotion and tenure criteria.
* Consulted the faculty council on faculty governance, school strategy, and administration.
* Partnered with faculty council for faculty related process development.

2014-2015: Director of Undergraduate Programs

* Led the largest program at the Milgard School (500 students) and grew enrollment by 5%
* Launched the freshman direct admission program, and a minor in social responsibility.
* Oversaw student recruitment and engagement, student issues, academic curriculum, advising, assessment of learning, and chaired the undergraduate program committee.
* Co-authored fifth-year review report for accreditation teams that documented compliance with AACSB accreditation standards and participated in the fifth-year site visit by the accreditation team.
* Supervised a team of five staff (three academic advisors, recruiter, and international student specialist).
* Co-authored faculty governance by-laws.

**BOARD OF DIRECTOR APPOINTMENTS**

Sound Credit Union, Tacoma ($3.00 Bn in assets): 2017 – till date

Board Secretary and Treasurer

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

Co-Chair (with Bill Roberston, CEO, MultiCare Health System) “2024 and 2025 Community Event Breakfast at the Cone”

World Trade Center, Tacoma: 2023-till date

Member, Washington Governor Jay Inslee’s trade delegation to Vietnam

# AACSB LEADERSHIP

# Accreditation Reviewer

# Portland State University, 2025

# University of Colorado Denver, 2025

# EDITORIAL APPOINTMENTS

*Journal of Advertising Research*

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

*Journal of Consumer Behavior*

Member, Editorial Advisory Board: 2024- 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/Advertising

/Consumer Behavior track, 2014 – 2025

# CORPORATE EMPLOYMENT

Ranbaxy Laboratories (2004-2005)

Senior Marketing Manager – Global Innovations (Consumer Healthcare)

* Developed and launched innovations across United States, Russia, Ukraine, Romania, India, Sri Lanka, Bangladesh, Myanmar, and Vietnam.
* Managed global brand budgets.
* Led transnational and cross functional teams comprising of country managers, advertising agencies, R&D, and supply chain organizations.

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)

* P&L responsibility for brands with annual sales revenue of $100 Mn.
* Brand vision and strategic planning
* Relaunched and repositioned brands
* Developed and launched several new products, advertising campaign, and part of the team that purchased and relaunched Sensodyne.
* Launched the new food services division-put together the senior management team, launched new products and developed the vending machines channel.
* Developed strategic alliance with Café Coffee Day for co-marketing in Asia.

Reckitt Benckiser (1999-2001)

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

* P&L responsibility for brands with annual sales revenue of $50 Mn.
* Brand vision and strategic planning
* Launched innovations across South Africa, Hong Kong, Dubai, United Kingdom, India, Sri Lanka, and Bangladesh.
* Collaborated with transnational and cross functional teams comprising of country managers, advertising agencies, R&D, and supply chain organizations.

Sara Lee (1997-1999)

Brand Manager – HIT (household insecticides)

* P&L responsibility for brands with annual sales revenue of $50 Mn.
* Development of advertising and trade marketing campaigns
* Brand vision, strategic planning, and new product development and launch

# HONORS AND AWARDS

|  |  |
| --- | --- |
| 2021 | Ranked 11th Most Impactful Advertising Scholar Based on Citations\*  \*Ford et al (2021), “A Decade of (2008-2019) Advertising Research Productivity: A Bibliometric Review,” *Journal of Business Research*, 136, 137-163. |
| 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 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. Didi Alaoui, Mohamed, Fabien Pecot, **Altaf Merchant**, and Mathieu Kacha (2024), “Step Back in Time! A Construal Level Perspective on Advertisements using Brand Longevity Cues,” *Marketing Letters*, 35, 503–518.
2. Pecot, Fabien, Greg Rose, **Altaf Merchant**, and Sunmee Choi (2023), “Brand Heritage Across Cultures: USA, France and South Korea,” *Journal of Brand Management*, 30(1), 49-60.
3. Jain, Varsha, Preeti Shroff, **Altaf Merchant**, and Subhalakhsmi Bezbaruah (2022), "Introducing Bi-Directional Participatory Place Branding: A Theoretical Model with Multi-Stakeholder Perspectives”, [*Journal of Product & Brand Management*](https://www.emerald.com/insight/publication/issn/1061-0421), 31(1), 73-95.
4. Harrison, Kristina, John Ford, Kiran Karande, **Altaf Merchant**, and Weiyong Zhang (2022), “The Development and Validation of a Chinese American Affiliation Scale,” *Journal of Business Research*, 143, 331-345.
5. Tripathy, Sanjeev, Varsha Jian, Jatin Pandey, **Altaf Merchant**, and Anupama Ambika (2021), “When Consumers tune out Advertising Messages: Development and Validation of a Scale to Measure Advertising Disengagement,” *Journal of Advertising Research*, DOI: [10.2501/JAR-2021-020](http://dx.doi.org/10.2501/JAR-2021-020)
6. Pecot, Fabien and **Altaf Merchant** (2021), “Why and When is Older better? The Role of Brand Heritage and of the Product Category in Evaluation of Brand Longevity,” *Journal of Business Research*, 140, 535-545. ￼
7. Ford, John, Subhalakhsmi Bezbaruah, Prokriti Mukerji, Varsha Jain, and **Altaf Merchant** (2021), “A Decade of (2008-2019) Advertising Research Productivity: A Bibliometric Review,” *Journal of Business Research*, 136, 137-163.
8. Paul, Justin, **Altaf Merchant**, Yogesh Dwivedi, and Greg Rose (2021), “Writing an Impactful Review Article: What do we Know and What do we Need to Know,” *Journal of Business Research*, 133, 337-340.
9. Mei Rose, Gregory M. Rose, and **Altaf Merchant** (2020), “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* 85, 304-316*.*
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,* 83, 19-29*.*
4. **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,* 35(1), 64-78.
5. Mei Rose, Gregory Rose and **Altaf Merchant** (2017), “Is Old Gold? How Heritage “Sells” The University to Prospective Students,” *Journal of Advertising Research*, 57(3), 335-351.
6. **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*, 74, 113-119.
7. 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).
8. **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,* 35(4), 706-729.
9. Rose, Gregory, **Altaf Merchant**, Ulrich Orth and Florian Horstmann (2016), “Emphasizing Brand Heritage: Does it Work? And How?” *Journal of Business Research*, 69(2), 936-943.
10. 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*, 83, 83-93.
11. **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.
12. Salvador, Rommel, **Altaf Merchant** and Elizabeth Alexander (2014), “Faith and Fair Trade: The Moderating Role of Contextual Religious Salience,” *Journal of Business Ethics,* 121 (3), 353-371.
13. **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.
14. **Merchant, Altaf** and Gregory M. Rose (2013), “Effects of Advertising-Evoked Vicarious Nostalgia on Brand Heritage,” *Journal of Business Research*, 66(12), 2619-2625.
15. **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*, 53(2), 150-165.
16. Rose, Gregory M., **Altaf Merchant** and Aysen Bakir (2012), “Fantasy in Food Advertising Targeted at Children.” *Journal of Advertising*, 41(3), 75-90
17. 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.
18. **Merchant, Altaf**, John B. Ford and Gregory M. Rose (2011), “How Personal Nostalgia Influences Giving to Charity,” *Journal of Business Research*, 64(6), 610-616.
19. 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.
20. **Merchant, Altaf**, John B. Ford and Adrian Sargeant (2010), “Charitable Organizations' Storytelling Influence on Donor Emotions and Intentions,” *Journal of Business Research*, 63(7), 754-762.
21. **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.

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.

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*, 50(4), 450-459.
2. Ford, John B. and **Altaf Merchant** (2008), "A Ten-Year Retrospective of Advertising Research Productivity: 1997-2006," *Journal of Advertising*, 37(3), 69-94.
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.

# PEER-REVIEWED BOOK CHAPTERS

1. **Merchant, Altaf**, Varsha Jain, and Path Salunke (2024), “A Conceptual Framework of Brand Co-Governance in the Digital Age,” in *Global Digital and Governance Handbook*, Preeti Shroff, Jagdish Sheth, and Shailendra Jain (eds), Routledge, 147-159.
2. Rose, Gregory, **Altaf Merchant**, Mei Rose, Aysen Bakir and Drew Martin (2019), “Money Attitudes and Social Values: A Research Program and Agenda,” in *Consumer Social Values*, Eda Gurel-Atay and Lynn Kahle (eds), Routledge, 127-144.
3. **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.

# 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 online: <http://www.themarketingfoundation.org/documents/2008AMANonprofitConferenceO> verview.pdf).
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.

# INVITED ARTICLE

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

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

# MEDIA MENTIONS

1. [Here's how much the average American will spend for the holidays, by city](https://urldefense.com/v3/__https:/www.fox10phoenix.com/news/average-holiday-budget-2024-us-cities__;!!K-Hz7m0Vt54!iOCadjXWaAZtc2BG3Cs2l3lrAF7isq9mtUYKi1PoihsoRm_n4-D-uipIL77B0NrclbhXrdxp$) (Fox10 – Phoenix; Yahoo! News; Baltimore Post Examiner etc.) (November 2024)

# Altaf Merchant and Dan Wickens, South Sound Business & 425 Business, November 2024: “How to Holiday-Shop Without Breaking the Bank”: <https://www.southsoundbiz.com/opinion/how-to-holiday-shop-without-breaking-the-break/article_9b2035ec-b3ff-11ef-8b3c-4f9a24b0c3ca.html>

# Podcast on IronMind - Interview with Josh Brumley on “Leadership and Education,” <https://www.youtube.com/watch?v=RkFG7gvx9Kk>

1. “Altaf Merchant: A Dynamic Dean,” by John Stearns, South Sound Business, Dec. 26, 2023, [https://www.southsoundbiz.com/profiles/the-dynamic-dean/article\_edbd9d22-9eb5-11ee-890a-2bfa4ad6801e.html](https://urldefense.com/v3/__https:/www.southsoundbiz.com/profiles/the-dynamic-dean/article_edbd9d22-9eb5-11ee-890a-2bfa4ad6801e.html__;!!K-Hz7m0Vt54!jFQkEv2afYYZAfVFwIuUO6XMgsLN0Dc9E5FPTEsYqoRH6xYLmpb7CgR12WIYBweKXHu7jqi9852hdg$)
2. Global seminar on ["How to publish in A/A\* journals” organized by MICA India](https://drive.google.com/file/d/1RcOUd8VP7fcK947OpFPsqeA9pmn3w5ns/view?usp=drivesdk)
3. Webinar on “How to be a Good Reviewer” organized by the *Journal of* *Advertising Research*
4. Academy of Marketing Science webinar on ["The Challenges of Balancing Academic Careers and Family Life”](https://drive.google.com/file/d/1Zcop7AcH7h_7g_gtW8xEtu4h9CYJq2ZM/view)
5. [https://m.timesofindia.com/city/ahmedabad/why-people-are-as-important-as...](https://m.timesofindia.com/city/ahmedabad/why-people-are-as-important-as-places/amp_articleshow/82510034.cms)
6. <https://jayray.com/do-your-targeted-ads-discriminate>
7. <https://southsoundmag.com/the-list-dr-altaf-merchant/>
8. <https://southsoundbiz.com/24-hours-altaf-merchant/>
9. [https://www.buzzsprout.com/265902/1550725](https://www.buzzsprout.com/265902/1550725Strategy + Business (9th March 2018) , \"When Cookie Monster Goes On a Diet\", )
10. [Strategy + Business (9th March 2018) , "When Cookie Monster Goes On a Diet",](https://www.buzzsprout.com/265902/1550725Strategy + Business (9th March 2018) , \"When Cookie Monster Goes On a Diet\", )[https://www.strategy-business.com/blog/When-Cookie-Monster-Goes-on-a-Die...](https://www.strategy-business.com/blog/When-Cookie-Monster-Goes-on-a-Diet?gko=e0ac5)

# PEER REVIEWED SCHOLARLY PRESENTATIONS

1. Jain, Varsha, **Altaf Merchant**, Parth Salunke, Jigyasa Suryavanshi, and Nadjim Mkedder (2024), “Effect of Augmented Reality Usage by Social Media Influencers Influencing Purchase Behavior,” *Academy of Marketing Sceince Annual Conference*, Coral Gables, FL.
2. Salunke, Parth, Gregory Rose, Varsha Jain, **Altaf Merchant**, and Kush Mehta (2024), “A Review of Parasocial Theory Application to Social Media Influencers: An Evidence-Based Approach,” *American Marketing Association Summer Conference*, Boston, MA.
3. Jain, Varsha, [**Altaf Merchant**](https://easychair.org/smart-program/2023AMSAnnualConference/person369.html)**,**Gourov Roy,and [Amrita Chakraborty](https://easychair.org/smart-program/2023AMSAnnualConference/person371.html) (2023), “Exploring Place Branding through Digital Storytelling,” *Academy of Marketing Science Annual Conference*, New Orleans, LA.
4. [Sanjeev Tripathi](https://easychair.org/smart-program/2023AMSAnnualConference/person92.html), [Varsha Jain](https://easychair.org/smart-program/2023AMSAnnualConference/person368.html), [Jatin Pandey](https://easychair.org/smart-program/2023AMSAnnualConference/person445.html), [**Altaf Merchant**](https://easychair.org/smart-program/2023AMSAnnualConference/person369.html) and [Damini Goyal Gupta](https://easychair.org/smart-program/2023AMSAnnualConference/person446.html) (2023), “Receptivity to Personalized Digital Advertisements Scale Development and Validation,” *Academy of Marketing Science Annual Conference*, New Orleans, LA.
5. 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
6. 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.
7. 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.
8. 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.
9. 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.
10. Pecot, Fabien, **Altaf Merchant**, Sunmee Choi, and Gregory Rose (2019), “Brand Heritage: Cross Cultural Perceptions,” *Academy of Marketing Science Annual Conference*, Vancouver, Canada.
11. 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.
12. 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.
13. 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.
14. 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.
15. 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.
16. 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.
17. 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.
18. Rose, Mei, Gregory Rose and **Altaf Merchant** (2018), “Sports Team Heritage: Measurements and Applications in Sponsorship,” *Sports Marketing and Sponsorship Conference*, San Diego, CA.
19. 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.
20. 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.
21. **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.
22. 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.
23. **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.
24. 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.
25. Rose, Mei, Gregory Rose and **Altaf Merchant** (2016), “Developing a Scale to Measure University Brand Heritage,” *Academy of Marketing Science Annual Conference*, Orlando FL.
26. Rose, Mei, Gregory Rose and **Altaf Merchant** (2016), “Examining University Brand Heritage: Measurement and Impact,” *6th International Symposium on Corporate Heritage*, Marseille France.
27. **Merchant, Altaf**, Gregory Rose and Sergio Davalos (2015), “‘Remember when?’: Analyzing Nostalgic and General Facebook Posts,” *Academy of Marketing Science Annual Conference*, Denver CO.
28. **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.
29. **Merchant, Altaf**, Gregory Rose and Mei Rose (2015), “University Brand Heritage: Components, Measures and Outcomes,” *4th International Consumer Brand Relationships Conference,* Porto Portugal.
30. 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.
31. **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.
32. **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*.*
33. **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*.*
34. **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**.**
35. 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.
36. **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**.**
37. **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, Altaf** (2025),“How are you different? Branding your institution in the World of AI,” *MICA ICMC Conference*, *India*
2. **Merchant, Altaf** (2023), “Social Impact through Financial Wellness,” *Western region AACSB Conference*, Boise, ID
3. **Merchant, Altaf** (2022), “Global Seminar on How to Publish in A and A\* Journals,” *MICA India*
4. **Merchant, Altaf** and Varsha Jain (2022), “Attention and Disengagement in Advertising,” *Advertising Research Foundation*, Insights Studio, New York, NY
5. **Merchant, Altaf** (2019), “Developing Research Agendas: Advice for Young Scholars,” *AIM-AMA Sheth Foundation Doctoral Consortium*, *Mudra Institute of Communication and Advertising, India*
6. **Merchant, Altaf** (2018), “Rejuvenation or Preservation? Changing Brand Icons and Pack Designs,” *Faculty Research Colloquium, Mudra Institute of Communication and Advertising, India*
7. **Merchant, Altaf** (2018), “Brand Heritage: Developing Agendas in Research,” *Doctoral Research Colloquium, Mudra Institute of Communication and Advertising, India*
8. **Merchant, Altaf** (2017), “Cross-cultural Examination of Ad-Evoked Nostalgia: US, France and India,” *Global Lightning Talks, University of Washington, Tacoma*
9. **Merchant, Altaf** (2017), “The Cross-Cultural Scale Development Process: The Case of Brand Nostalgia in Belgium and the United States,” *A Strategy, Organizations and Society Research Seminar, Newcastle University, UK.*
10. **Merchant, Altaf** (2016), “Developing Brand Nostalgia Scale in the US and Belgium,” *Faculty Research Colloquium, Mudra Institute of Communication and Advertising, India*
11. **Merchant, Altaf** (2016), “Meanings of Money in India and South Korea,” *Doctoral Research Colloquium, Mudra Institute of Communication and Advertising, India*
12. **Merchant, Altaf** and Sergio Davalos (2016), “Understanding Social Media Conversations and Building User Communities: Agendas in Research,” *Pacific Northwest National Laboratories, Richland WA.*
13. **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. Parth Salunke, MICA, India (September – November 2023): “Decoding Social Media Influencers.”
2. Fabien Pecot (2016), Aix-Marseille University, France. Title of dissertation- “Scale to Measure Brand Heritage” (Committee chair – Virginie De Barnier) *External jury member*
3. Kristina Stuhler (2021), Old Dominion University, USA. Title of dissertation- “Scale to Measure Consumer Acculturation” (Committee chair – John B. Ford) *Dissertation committee member*
4. Subhalaxmi Bezbarua (2021), MICA, India. Title of dissertation-“City Heritage of Ahmedabad” (Committee chair-Varsha Jain) *Dissertation committee member*
5. Parth Salunke (2023), MICA, India. Title of dissertation-“Brand Heritage in Emerging Markets” (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.”

*Master's 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

60 classes taught over 16 years, median student teaching evaluation of 4.58 on a 5.0 scale

**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 – Advertising track, Academy of Marketing Science World Marketing Conference, 2025, Dijon, France
2. Track Co-Chair – Advertising track, Academy of Marketing Science Annual Conference, 2023, New Orleans, LA
3. Track Co-Chair – Doctoral Colloquium, Academy of Marketing Science World Marketing Congress, 2023, Canterbury, United Kingdom
4. Track Co-Chair – Doctoral Colloquium, Academy of Marketing Science Annual Conference, 2020, Miami, FL
5. Track Co-Chair – Doctoral Colloquium, Academy of Marketing Science Annual Conference, 2020, Miami, FL
6. Track Co-Chair – Doctoral Colloquium, Academy of Marketing Science World Marketing Congress, 2019, Edinburgh, United Kingdom
7. Track Chair – Doctoral Colloquium, Academy of Marketing Science World Marketing Congress, 2018, Porto, Spain
8. Track Co-Chair – Doctoral Colloquium, Academy of Marketing Science Annual Conference, 2018, New Orleans, LA
9. Track Co-Chair – Doctoral Colloquium, Academy of Marketing Science Annual Conference, 2017, San Diego, CA
10. Track Co-Chair – Doctoral Colloquium, Academy of Marketing Science Annual Conference, 2016, Orlando, FL
11. Track Co-Chair – Marketing in Emerging Markets Track, Academy of Marketing Science World Marketing Congress, 2016, Paris, France
12. Track Co-Chair – Doctoral Colloquium, Academy of Marketing Science Annual Conference, 2015, Denver CO
13. Track Co-Chair – Doctoral Colloquium, Academy of Marketing Science Annual Conference, 2014, Indianapolis IN
14. Track Co-Chair - Consumer Behavior, Academy of Marketing Science World Marketing Congress, 2014, Peru
15. Track Co-Chair - Consumer Behavior, Academy of Marketing Science World Marketing Congress, 2013, Australia
16. Session Chair, Academy of Marketing Science Annual Conference, 2017, San Diego, CA
17. Discussant, Second Academic Conference on Social Responsibility, Milgard School of Business, University of Washington, 2011
18. Session Chair, University of Washington Undergraduate Research Symposium, 2010- 12
19. Chair, Competitive paper session at the Academy of Marketing Science Annual Conference, 2009
20. 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. Member, Council of Deans
2. Member, Chancellor’s Cabinet
3. Member, Campus Graduate Enrollment Growth Committee
4. Member, Milgard Hall Project Executive Committee
5. Co-Champion – Research, UW Tacoma Campus Strategic Planning Coordinating Committee (2018-2019)
6. Member, Milgard School of Business Faculty Council (2017-2019)
7. Member, Faculty Advisory Committee of the Center for Leadership and Social Responsibility, Milgard School of Business, University of Washington Tacoma (2008- 2019)
8. Consultant, Learning and Retention Council - Student Journey Mapping (2017)
9. Faculty Advisor, Honor Society of Beta Gamma Sigma (2015-2017)
10. Member, University Disciplinary Committee (2016-2017)
11. Member, Search Committee – Associate Vice Chancellor for Education Outreach (2016)
12. Member, Milgard School of Business Faculty Council (2014-2015)
13. Member, Undergraduate Program Committee (2013-2017)
14. Co-Chair, Human Subjects Committee of the Milgard School of Business, University of Washington Tacoma (2009 – 2016)
15. Member, Proposal committee - Tacoma Paper and Stationery Building for the Milgard School of Business (2013)
16. Member, Freshman Direct Advisory Committee (2014)
17. Faculty Advisor, Marketing Society of the Milgard School of Business, University of Washington Tacoma (2011- 2014)
18. Member, Scholarship Committee of the Milgard School of Business, University of Washington Tacoma (2008 – 2013)
19. Member, Search Committee - Assistant Professor of Accounting (2013)
20. Member, Search Committee - Assistant Professor of Marketing (2011)
21. Faculty Presenter, Milgard School of Business BABA undergraduate orientation, (2011-12)
22. 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. Media targeting strategy for Roku, 2017
2. Advertising strategy for Hasbro Toys (Magic the Gathering: Wizards of the Coast), 2017
3. Branding strategy for Annie Wright Schools, 2016
4. Branding workshop for the board of directors and the senior management team, Sound Credit Union, 2015
5. Marketing Plan for United Way of Pierce County (with MBA students), 2011 (*Pro- bono*)
6. Customer and donor perceptions for Giving Gets Results, 2011 (*Pro-bono*)
7. Identifying insights into donor attrition and development of a customer relationship management program for the Tacoma Symphony Orchestra, 2011 (*Pro-bono*)
8. Reviewer for "Shaking the Globe", by Blythe McGarvie, New Jersey: Wiley, 2009 (*Pro-bono*)
9. Studied the psychographic profile of the donors of WHRO TV Network (Public Broadcasting Services, USA), 2008 (*Pro-bono*)
10. 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)