

MANOJ K. AGARWAL

School of Management, Binghamton University
State University of New York, Binghamton, NY 13902-6000

Tel: (607) 777-6860, Fax (607) 777-4422

Email: agarwal@binghamton.edu

Education

Ph.D.	State University of New York at Buffalo, 1978
MBA	Indian Institute of Management, Ahmedabad, India 1972
BSc. (Honors)	University of Bombay, India, 1970

Research Interests

Application of Multivariate, Conjoint Analysis and Discrete Choice Analysis techniques to prediction of consumer choice, Applications of Economic Models in Marketing; Technology and Telecommunications Marketing, Measurement of Brand Equity, Adoption and Diffusion of New Products, Marketing and Finance.

Positions Held

Fall 2018 -	Director, MS in Data Analytics Program, Binghamton University.
2019 Spring	Visiting Professor, Deakin University, Melbourne, Australia.
2014 - 2018	Associate Dean for Faculty, Research and PhD Programs, Binghamton University.
2012 January	Visiting Professor, IIM, Ahmedabad, India.
2008 Spring	Visiting Professor, Singapore Management University, Singapore
2007 Spring	Visiting Professor, Johnson Graduate School of Management, Cornell University, Ithaca, NY.
2006 – present	Professor, Binghamton University
1983 - 2006	Associate Professor, Binghamton University
1977 - 1983	Assistant Professor, Binghamton University
1993 Spring	Visiting Professor, Ecole Superior de Commerce et Economique (ESSEC), Cergy Pontoise, France.
1992 Fall	Visiting Professor, School of Business, Indiana University, Bloomington, Indiana.
1990 Spring	Visiting Professor, Johnson Graduate School of Management, Cornell University, Ithaca, NY.
1987 - 1990	Director of Undergraduate Management Programs, Binghamton University.

Honors and Awards

The 1996 paper “An Empirical Comparison of Consumer Based Measures of Brand Equity”, **Marketing Letters**, (Agarwal, M and Vithala Rao). **Among the top ten most cited articles in Marketing Letters as of May 2021 (859 citations).**

Corning Award for Excellence in Research, School of Management, Binghamton University, May 2016 & May 2005.

Keynote Speaker at the Corporate Identity/Associations Research Group conference at Erasmus University, Rotterdam, October 2005

Winner of the **Robert D. Buzzell Best MSI Working Paper Award 2005**. The award was instituted in 1993 to honor the authors of MSI working papers that have made the most significant contribution to marketing practice and thought. It also signals the kind of writing and research that is of lasting value to corporate marketing executives. Each year the award is given for the best MSI paper issued during the calendar year two years previous. The reason for this delay is to allow sufficient time to assess the impact of each paper on the field of marketing. This award is for the MSI Working paper #03-126: Vithala R. Rao, Manoj K. Agarwal, and Denise Dahlhoff, “Branding Strategy and the Intangible Value of the Firm”.

Honorable Mention in the *Marketing Science Institute / International Journal of Research in Marketing* Competition on Global Marketing, February 2003, for the paper “Culture’s Influence on Innovation Adoption: A Global Study on the Adoption Propensity of a Telecom Innovation by Business Managers,” by Ruud T. Frambach, Hester van Herk and Manoj K. Agarwal.

Winner of the *Marketing Science Institute/ Journal of Marketing* International Research Competition on “Linking Marketing to Financial Performance and Firm Value, August 2002, for the paper “How does Branding Strategy Affect the Intangible Value of a Corporation?” by Vithala Rao, Manoj K. Agarwal and Denise Dahlhoff. Three papers from a field of 110 were winners.

Work in Progress

- Agarwal, M., Ma, Z., Park, C. H., Zheng, Y. The Impact of a Firm’s Financial Liquidity on its Pricing and Promotion Decisions. Revise and Resubmit *Journal of Business Research* (April 2021).
- Dalman, D., Agarwal, M., Desai, K. Does Brand Equity Hurt Brand Satisfaction? Yes, When Context Effects Arise from the Influences of Numerical Claims and Non-Chosen Brands. To be submitted to *Journal of Consumer Psychology/ JBR*.
- Agarwal, M., Gessner, G., Malampallavil, S. *Rethinking brick-and-mortar survival strategies: Move-up-the-chain through vertical Re-Positioning*. Working Paper.
- Mukherjee, P., Agarwal, M. *Investigating Consumer Actual Tipping Behavior: From Utilitarian to Hedonic Goal of Consumption*. Research in Progress.
- Malshe, A., Agarwal, M. Impact of Advertising on Liquidity Risk and Customer Satisfaction. Research in Progress.
- Agarwal, Manoj and Vithala Rao. Pricing in Two sided Markets: Applying Conjoint Analysis. Research in Progress.

Conference Presentations (2021)

- Mukherjee, P., Agarwal, M. Investigating Consumer Actual Tipping Behavior: From Utilitarian to Hedonic Goal of Consumption. Winter AMA. February 2021.
- Agarwal, M., Gessner, G., Malampallavil, S. Vertical Repositioning: Additional Strategies to Survive Retail Bankruptcy. Winter AMA. February 2021

Journal Articles:

- Dalman, Deniz., Agarwal, Manoj, Min, Jun Hong. “Impact of Brand Anthropomorphism on Ethical Judgment: The Roles of Failure Type and Loneliness”. In Print. *European Journal of Marketing*. Accepted May 2021.
- Jaiswal Anand, Rakesh Niraj, Chang Hee Park and Manoj Agarwal (2018),” The Effect of Relationship and Transactional Characteristics on Customer Retention in Emerging Online Markets,” **Journal of Business Research**, 84 (March), 24-33.
- Park, Chang Hee and Manoj Agarwal (2018),” The Order Effect of Advertisers on Consumer Search Behavior in Sponsored Search Markets,” **Journal of Business Research**, 92 (November), 25-35.
- Malshe, Ashwin and Manoj Agarwal (2015),” From Finance to Marketing: The Impact of Financial Leverage on Customer Satisfaction”, **Journal of Marketing**, Volume 79, No. 5, September, 21-38.
- Pearce, Alan, Barry Goodstadt and Manoj Agarwal (2011),” Technology, Business, & Policy Implications as the Communications Ecosystem Moves from POTS to PANs”, **Media Law and Policy**, Volume 20, #1, 3-46 available at http://www.nyls.edu/user_files/1/3/4/30/84/88/20.1%20Complete%20Issue.pdf.
- Sriram, S, Pradeep Chintagunta and Manoj K. Agarwal (2010), ”Investigating consumer adoption of related technology products”. **Marketing Science**, Vol. 29, No. 2, March-April, pp. 291-314.
- Rao Vithala, Manoj K. Agarwal and Denise Dahlhoff. (2004) “How is Manifested Branding Strategy Related to the Intangible Value of a Corporation?” **Journal of Marketing** Vol. 68 (#4), 126-141.
- Agarwal, Manoj K. and Subimal Chatterjee (2003),” Complexity, Uniqueness, and Similarity in Between-Bundle Choice”, **Journal of Product and Brand Management**, Vol. 12 (#6), 358-376.
- Agarwal, Manoj K (2003),” Developing Global Segments and Forecasting Market Shares: A Simultaneous Approach Using Survey Data”, **Journal of International Marketing**, Vol. 11 (#4), 56- 80.
- Agarwal Manoj K. (2002), “Asymmetric Price Effects in the Telecommunications Service Markets”, **Journal of Business Research**, Vol.55 No. 8 (August), 671-677.

- ✓ Agarwal, Manoj K. and Barry G. Goodstadt (1997),” Gaining Competitive Advantage in the U.S. Wireless Telephony Market, “**Telematics and Informatics**, Vol. 14, No. 2, 159-171.
- ✓ Agarwal, Manoj K. and Vithala Rao (1996), “An Empirical Comparison of Consumer Based Measures of Brand Equity”, **Marketing Letters**, 7: 3,237-247. **Among the top ten most cited articles in Marketing Letters as of May 2021 (859 citations).**
- ✓ Paul E. Green, Abba Kreiger and M.K. Agarwal (1993),”A Cross Validation Test of Four Models for Quantifying Multiattribute Preferences,” **Marketing Letters**, Vol. 4 (No. 4), 369-380.
- ✓ Green, Paul E, Abba Kreiger and M.K. Agarwal (1991)”Adaptive Conjoint Analysis: Some Cautions and Caveats”., **Journal of Marketing Research**, Vol.28 (May), 215-222.
- ✓ Agarwal, Manoj K. and Paul E. Green (1991) ,”Adaptive Conjoint Analysis Versus Self-Explicated Models: Some Empirical Evidence”, **International Journal of Research in Marketing**, Vol. 8 , 141-146.
- ✓ Agarwal, M.K., N.S. Muthukumaran and C.K. Sharma (1990) "A Psychographic Segmentation of the Indian Youth Market", **Journal of the Market Research Society**, Vol. 32 No. 2 (April), 251-260.
- ✓ Ratchford, B. and Manoj K. Agarwal (1982),”Estimating Demand Functions for Product Characteristics: A Reply,” **Journal of Consumer Research**, Vol. 9, No. 2, September, 221-224.
- ✓ Agarwal, Manoj K. and Brian Ratchford (1980) "Estimating Demand Functions for Product Characteristics: The Case of Automobiles," **Journal of Consumer Research**, Vol. 7, No. 3, December, 249-262.
- ✓ Etgar, M., A. Jain and M.K. Agarwal (1978),”Salesmen-Consumer Interaction: An Experimental Approach”, **Journal of Academy of Marketing Science**, Spring , Vol. 6, No. 1,1-11.

Articles in Books

- ✓ V. Mahajan and M. K. Agarwal (1978), "Environment and Public Policy in the United States: A Diffusion Approach,” in D. F. Burkhardt and W. H. Ittelson, eds., **Environmental Assessment of Socio-Economic Systems**, Plenum Press, NY.

Articles in Refereed Proceedings

- ✓ Agarwal, Hedge and Ibrahim (2012),”Will they buy my product: Effects of UID and Brand”, **Advances in Human Factors and Ergonomics**.
- ✓ Wong, Sayama, Agarwal, Chiu and Heard (2011),” Modeling diffusion of Broadband internet use from household survey data,” **Proceedings of the Eighth International Conference on Complex Systems (ICCS)**.
- ✓ Agarwal Manoj K, Ruud Frambach and Stefan Stermersch (2000) "Whether and How Much to Bundle: The Influence of Supplier and Consumer Characteristics”, **Proceedings of Annual Conference of the European Marketing Academy (EMAC)**, Rotterdam, Holland, May.
- ✓ Agarwal, Manoj K (1997), “Asymmetric Price Competition in the Telecommunications Markets for New Services,” N. Dholakia, E. Kruse and D.Fortin, eds. **Proceedings of COTIM 97**, Brussels, November, 203-208.
- ✓ Agarwal, Manoj K. and Barry G. Goodstadt (1996), “Strategies for Market Entry: Timing and Marketing Challenges in the PCS Market”, **Proceedings of Conference on Telecommunications and Information Markets 95**, Ruby Roy Dholakia and David R. Fortin, eds, University of Rhode Island: Kingston, RI, 221-227.
- ✓ Agarwal, M.K. (1991), "An Empirical Comparison of Traditional Conjoint and Adaptive Conjoint Analysis", in Robert L. King, ed., **Developments in Marketing Science**, Vol 14, Academy of Marketing Science,351-355.
- ✓ Agarwal, M.K. and Fran Yammarino (1991), "Alumni Giving: A Conceptual Framework and Partial Test”, **1991 Summer Educator's Conference Proceedings**, American Marketing Association, San Diego, 282-291.
- ✓ Agarwal, M.K. (1989), "How Many Pairs Should We Use In Adaptive Conjoint Analysis: An Empirical Analysis, **1989 Winter Educator's Conference**, American Marketing Association, 7-11.
- ✓ Agarwal, M.K. (1988), "Comparison of Conjoint Methods", **1988 Sawtooth Software Conference Proceedings**, Sawtooth Software, Ketchum, Idaho, 51-58.
- ✓ Agarwal, M.K. (1988), "A Monte Carlo Study Investigating Configuration Recovery in Adaptive Conjoint Analysis”, **1988 Educator's Conference Proceedings**, American Marketing Association, Series 54, 292-296.

- ✓ Agarwal, M.K. and D.R. Reid (1984), "Predicting Group Choice: An Experimental Study Using Conjoint Analysis," **Proceedings of the 1984 Academy of Marketing Science Conference**.
- ✓ Agarwal, M.K. (1984), "Using Multidimensional Scaling to Link Physical Attributes and Perceptual Dimensions: A Methodology," **1984 Educator's Conference Proceedings**, American Marketing Association, Series 50, 407-410.
- ✓ Agarwal, M.K. (1983), "A Monte Carlo Study of Ties in Configuration Recovery Using Conjoint Analysis," **1983 AMA Educator's Proceedings**, Series 49, AMA, Chicago, 447-451.
- ✓ Agarwal, M.K. and P. Burger (1983), "A Stochastic Model of Organizational DMU's Response to Changing Service Prices," (with P. Burger), **Developments in Marketing Science**, J. C. Rogers, III, ed., Vol. VI, Logan, Utah, Academy of Marketing Science, 401-404.
- ✓ London, Jay, M.K. Agarwal, L. Dunn, N. Dworaczyk and S. Ludvici (1982), "Is Monkey Business Good Zoo Business," (with Jay London et al.) **Proceedings of the Northeastern Regional Conference**, American Association of Zoological Parks and Aquariums, March, 192-197.
- ✓ Agarwal, M.K., P. Burger, A. Venkatesh (1981), "Industrial Consumer Behavior: Towards an Improved Model," **Proceedings of the 1981 Annual Academy of Marketing Science Conference**, Miami,
- ✓ Ratchford, B. and M.K. Agarwal (1979) "The Value of Information on Automobile Characteristics," (with B. Ratchford) in Beckwith et al., eds., **1979 Educators Conference Proceedings**, 200-204
- ✓ Agarwal, M.K. and B. Ratchford (1979), "A Comparison of Alternative Approaches to Demand Forecasting," (with B. Ratchford) in D. Montgomery and D. Wittink, eds., **Market Measurement and Analysis**, Marketing Science Institute, Cambridge, MA, 102-119.
- ✓ Mahajan, V. and M.K. Agarwal (1976), "Single Purchase Growth Models: A Review and Extension" in K. L. Bernhardt, et., Marketing: 1776-1976 and Beyond, American Marketing Association, Chicago, 234-239.

Books

Readings in Industrial Marketing (with P. Burger and D. Reid, eds.). Prentice-Hall Inc., Englewood Cliffs, NJ, 1986.

Other Published Articles

- ✓ Agarwal, M., Berens, G. (2009). "The Impact of Branding Strategy on the Link between CSR Activities of Firms and their Financial Performance", **Marketing Science Institute** (vol. 09-001, pp. 3-26). Boston, MA:
- ✓ Rao Vithala, Manoj K. Agarwal and Denise Dahlhoff. (2003) "How is Manifested Branding Strategy Related to the Intangible Value of a Corporation?" **Marketing Science Institute Reports**, 03-004, 135-157. (Working Paper #03-126). Cambridge, MA: Marketing Science Institute. Winner of the Robert D. Buzzell Best Paper Award 2005.
- ✓ Manoj K. Agarwal and Subimal Chatterjee (2002), "Decision Difficulty in Bundle Choice: The Role of Complexity, Uniqueness, and Similarity", **Marketing Science Institute Report** 02-103, May, Cambridge, MA.

Grants

Manoj Agarwal and Guido Berens, "The Impact of Branding Strategy on the CSR-Financial Performance Link", **Marketing Science Institute Grant # 4-1378**, July 2006. Funded for \$10,000.

Manoj Agarwal and Subimal Chatterjee, "Bundling of Telecommunications Services: A Decision Difficulty Perspective", **Marketing Science Institute**, Cambridge, MA. March 1999, Funded for \$12,000.

Motorola Inc. in collaboration with RITIM (Research Institute for Telecommunications and Information Marketing), University of Rhode Island (with Ruby Dholakia). Funded for \$5000. **September 1997**.

Editorial Activities

- ✓ Editorial board of Journal of Academy of Marketing Science (1999-2004).
- ✓ Ad Hoc reviewer Journal of Marketing Research, Management Science, Journal of Marketing, International Journal of Research in Marketing, Decision Science, Business and Society.

Ph.D. Students

- ✓ On the dissertation committees of
 - ✓ Savishesh Mallampallayil (2020), "Understanding the impact of patient empowerment on patient satisfaction and hospitalization rates – a complex system perspective". Chair, Dissertation Committee.
 - ✓ Herman Zecong Ma (2018), "The Impact of Relational and Visual Information on Online Users: Two Empirical Investigations in Crowdfunding," Dissertation Committee.
 - ✓ Gizem Atav (2016) Member, "Attainment Goals and Maintenance Goals: The Appeal of Approach versus Avoidance Framed Strategies".
 - ✓ Jenny Hong, (2015) Member, "Variety Seeking and Analytical Processing in the Experiential Category of taking Vacations".
 - ✓ Sajna Ibrahim (2014) Chair, "Consumer-Product Interaction: The Role of the User Interface Design on Consumer Evaluation and Experience".
 - ✓ Ashwin Malshe (2011) Chair, "Two Essays in Marketing and Finance".
 - ✓ Deniz Dalman (2009), Co-Chair, "Are High Equity Brands held to a tougher standard of Performance: The moderating influence of pre- vs. post Consumption of the Product".
 - ✓ Cynthia Cann (1994) "An examination of business to business customer satisfaction: the depth of use/integration of high technology products", unpublished PhD Dissertation, Binghamton University.
 - ✓ David Reid (1988), "Examining the dynamics of group decision making in buying centers", unpublished PhD Dissertation, Binghamton University.
 - ✓ Virginia Gibson (1986), "A study of complexity metrics as surrogate measures of software maintainability", unpublished PhD Dissertation, Binghamton University.

Activities as Associate Dean (2014 -)

- ✓ Lead a two-year effort for developing a cross campus proposal for a new degree – MS in Data Analytics. Approved by NY State Education Department, October 2018.
- ✓ Responsible for aspects of the initial AACSB Accounting Accreditation and the Continuing Review for SOM AACSB reports, September 2015. SOM received AACSB Reaccreditation (2016) as well as new accreditation for the Accounting Program (2017).
- ✓ Responsible for all Faculty issues including research, travel, recruiting, departmental issues, teaching loads, etc.
- ✓ Director of the PhD program. Initiated a marketing email campaign to recruit new students into the PhD Program.
- ✓ Various interactions with students, student clubs, recruiters, alumni etc.

Consulting Activities

I have consulted with AT Kearney Management Consulting Services, Washington, D.C.; MBA Private Limited, Bombay, India; Arthur D Little, Cambridge, MA, and Harris Interactive, Princeton, NJ. Most of my work has been in estimating and modeling demand for mobile phones including cellular, satellite based, and PCS services. These projects have been both domestic and international and use discrete choice modeling.

Professional Development Seminars Attended

- ✓ National Workshop on Data Science Education, UC Berkeley Division of Computing, Data Science and Society, June 14-18, 2021. Remote.
- ✓ SAS Data Mining Institute, Raleigh North Carolina. 2005
- ✓ Bayesian Applications and Methods in Marketing, Nov. 17-20, 1999. Ohio State University. Conducted by Greg Allenby and Peter Lenk.
- ✓ Design and Analysis of Experiments, July 1994. MIT Summer Professional Programs. Conducted by Paul Berger.
- ✓ Theory and Application of Discrete Choice Analysis to Consumer Demand and Market Share, June 10-13,

1991. MIT Summer Institute. Conducted by Moshe Ben Akiva, Dan McFadden and Jordan Louviere.

Professional Associations and Activities

- ✓ American Marketing Association, 1977-present.
- ✓ Chair, Programs Committee, NASMEI, 2015-2016
- ✓ Board Member, NASMEI (North American Society for Marketing Education in India) 1994-2000.
- ✓ Chairman, Library Committee, (NASMEI), 1990 - 2000.
- ✓ Product Development and Management Association. Vice President Conferences 1982-83.

Service to Binghamton University (since 2005)

School of Management Committees / Service

- ✓ Deans Advisory Council (1997-1999, 2004-2017)
- ✓ Faculty Advisor, SOM Marketing Club (1995 – present)
- ✓ Junior Personnel Committee (1995 – present) Chair: 1998-1999
- ✓ PhD Committee (1995-2017)
- ✓ SOM Evaluations (2004 – 2014)

Binghamton University Committees / Service

- ✓ Program Director, MS in Data Analytics (2019 -)
- ✓ BU Road Map Team 2012-2013
- ✓ Faculty Senate 2014 - present

Teaching Activities

Courses Taught at Binghamton University

Under Graduate: Introductory Marketing, Marketing Research, Marketing Strategy, Marketing Engineering, Internet Marketing, Advanced Tools for Marketing Decisions.

MBA: Introductory Marketing, Marketing Research, Marketing Strategy, Joint course on Marketing and Operations, Customer Analytics, Optimizing Customer Strategy

PhD: Research Methods I, Discrete Choice Analysis

Executive MBA: Statistics for Managers, Customer Analytics, Optimizing Customer Strategy

Course Taught at Singapore Management University

Marketing Strategy

Course Taught at Johnson School of Management, Cornell University, Ithaca, NY and Indiana University.

Marketing Planning and Strategy with emphasis on Marketing Models, Marketing Management

Courses taught at ESSEC, France

New Product Management, Marketing Planning and Strategy

Seminars and Teaching in India

Presented a session on “How to do High Quality Research”, at the NASMEI / IIM Indore Marketing Conference, July 2017.

I taught the Consumer Analytics Course at IIMA in January 2012 for PGP and PGPX students.

During my previous trips to India, both on sabbatical and otherwise, I have given a variety of programs at Indian Institute of Management, Ahmedabad, Hindustan Lever Limited, Jammalal Bajaj Institute of Management, Bombay; and MBA Private Limited (now Gallup India), Bangalore.