

2016

Maeng, A., & Aggarwal, P. (in revision). "Facing Dominance: Anthropomorphism and the Effect of Product Face Ratios on Consumer Preferences." *Journal of Consumer Research*.

Bansal, N., **Joseph, K.**, Ma, M., & Wintoki, M. B. (in press). Do CMO Incentives Matter? An Empirical Investigation of CMO Compensation and Its Impact on Firm Performance. *Management Science*, forthcoming.

Carter, M. E., **Li, L.**, Marcus, A., & Tehranian, H. (in press). "Excess Pay and Deficient Performance." *Review of Financial Economics*, forthcoming.

Goldie, B., **Li, L.**, & Masli, A. (in revision). "Do Mutual Fund Investors Care about Auditor Quality?" *Contemporary Accounting Research*.

Wang, Z., Singh, S. N., Li, Y., **Mishra, S.**, Ambrose, M., & Biernat, M. (in press). "Effect of Employees' Positive Affective Displays on Customer Loyalty Intentions: An Emotions-As-Social-Information Perspective." *Academy of Management Journal*, Forthcoming.

Mourey, J., **Olson, J.**, & Yoon, C. (in revision). "Products as Pals: Engaging with Anthropomorphic Products Mitigates Effects of Social Exclusion." *Journal of Consumer Research*.

Olson, J. G., McFerran, B., Morales, A. C., & Dahl, D. W. (2016). "Wealth and Welfare: Divergent Moral Reactions to Ethical Consumer Choices." *Journal of Consumer Research*

2015

Wang, Ze, **Surendra N. Singh**, **Yexin Jessica Li**, **Sanjay Mishra**, Maureen Ambrose, and Monica Biernat, "Effects of Employees' Emotional Labor Strategies on Customers' Loyalty Intentions and Service Evaluations: An Emotions as Social Information Perspective." *Academy of Management Journal*, conditionally accepted.

Landau, Mark, **Noelle M. Nelson** and Lucas Keefer (2015), "Diverging Effects of Metaphoric Company Logos: Do They Convey what the Company Does or What I Need?" *forthcoming at Metaphor and Symbol*.

Rangan, P., **Singh, S. N.**, Landau, M. J., & Choi, J. (2015), "Impact of Death-Related Television Programming on Advertising Evaluation," *Journal of Advertising*, (ahead-of-print), 1-12.

O'Guinn, Thomas, Robin Tanner, and **Maeng, A.** (Equal Authorship) (2015), "Turning to Space: Social Density, Social Class and the Value of Things in Stores," *Journal of Consumer Research*, Vol. 41, No. 7.

Cabano, F. G., Maeng, A., & **Mishra, S.** (2015). "Go Green or Go God? Religiosity Reduces Pro-Environmental Behaviors." *NA - Advances in Consumer Research*, 43, 471-475.

Zhang, Zelin, **Kissan Joseph** and Ramanathan Subramaniam (2015), "Probabilistic Selling Under Quality-Differentiation," *Management Science*. 61 (8), 1938 – 1958.

Maeng, A. and Pankaj Aggarwal (2015), "Dominant Designs: The Effect of Product Face-Ratio on Perceived Product Dominance and Consumer Preferences," in Rajeev Batra, Diann Brei, and Colleen Seifert ed. *Psychology of Design: Creating Consumer Desire*, M.E. Sharpe. Inc., in press.

Maeng, A., Thomas O'Guinn, and Robin Tanner (2015), "Contexts of Crowds: Social Density, Status Inferences and Willingness to Pay," *Journal of Consumer Research*, Conditionally accepted.

Kay Lee, Choi, Jungsil, and **Yexin Jessica Li** (2014) "Regulatory Focus as a Predictor of Attitudes Toward Partitioned and Combined Pricing," *Journal of Consumer Psychology*, 24 (July), 355-362.

Ze Wang, Aaron Arndt, **Surendra N. Singh**, and Monica Biernat (2013), "You Lost Me at Hello": How and When Accent-Based Biases are Expressed and Suppressed," *International Journal of Research in Marketing*, 30(2), p.185-196.

2014

Johnson, Kathryn A., **Yexin Jessica Li**, & Adam B. Cohen (forthcoming) "Fundamental Motivations and the Varieties of Religious Experience," *Religion, Brain, and Behavior*. Target Article.

Kay Lee, Choi, Jungsil, & **Yexin Jessica Li** (2014) "Regulatory Focus as a Predictor of Attitudes Toward Partitioned and Combined Pricing," *Journal of Consumer Psychology*, 24 (July), 355-362.

Choi, Jungsil, Yexin Jessica Li, Priyamvada Rangan, Promothesh Chatterjee, & Surendra N. Singh (2014) "The Odd-Ending Price Justification Effect: The Influence of Price-Endings on Hedonic and Utilitarian Consumption," *Journal of the Academy of Marketing Science*, 42, 545-557.

Choi, J., Rangan, P., Chatterjee, P., & **Singh, S. N.** (2014). The Odd-Ending Price Justification Effect: The Influence of Price-Endings on Hedonic and Utilitarian Consumption. *Journal of the Academy of Marketing Science*, 42, 545-557.

Choi, Jungsil, **Yexin Jessica Li**, Priyamvada Rangan, **Promothesh Chatterjee**, and **Surendra N. Singh** (2014) "The Odd-Ending Price Justification Effect: The Influence of Price-Endings on Hedonic and Utilitarian Consumption," *Journal of the Academy of Marketing Science*, 42 (5), 545-557.

2013

Li, Y. J., & Cohen, A. B. (2013). Religion, sexuality, and family. In V. Saroglou, *Religion, Personality, and Social Behavior*.

Vladimir, Ivanov, **Kissan Joseph and Jide Wintoki** (2013), "Disentangling the Market Value of Customer Satisfaction: Evidence from Market Reaction to the Unanticipated Component of ACSI Announcements," *International Journal of Research in Marketing*, 30 (2), 168 – 178.

Wang, Z., Arndt, A., & **Singh, S. N.** (2013). "You Lost Me at Hello: How and When Accent-Based Biases are Expressed and Suppressed." *International Journal of Research in Marketing*, 30(2), 185-196.

Joseph, Kissan and Jide Wintoki (2013), "Advertising Investments, Information Asymmetry, and InsiderGains," *Journal of Empirical Finance*, 22 (June) 1 – 15, Lead Article

Joseph, Kissan, Ramanathan Subramaniam, and Vivek Patil (2013), "The Impact of Consumption Hassle on Pricing Schedules," *Managerial and Decision Economics*, 34 (1) 1 – 14. Lead Article

Chatterjee, Promothesh, Caglar Irmak and Randy Rose (2013), "The Endowment Effect as Self-Enhancement in Response to Threat", forthcoming at *Journal of Consumer Research*.

Chatterjee, P., Rose, R., & Sinha, J. (2013). "Why Money Meanings Matter in Decisions to Donate Time and Money." *Marketing Letters*. doi:10.1007/s11002-012-9215-0

Mishra, H., Mishra, A., Rixom, J., & **Chatterjee, P.** (2013). Influence of Motivated Reasoning on Saving and Spending Decisions. *Organizational Behavior and Human Decision Processes*.

Maeng, Ahreum, Robin Tanner, and Dilip Soman (2013), "Conservative When Crowded: Social Crowding and Consumer Choices," *Journal of Marketing Research*, Forthcoming.

Maeng, Ahreum and Robin Tanner (2013), "Construing in a Crowd: The Effects of Social Crowding on Mental Construal," *Journal of Experimental Social Psychology*, Forthcoming.

Tanner, Robin and **Ahreum Maeng** (2012), "A Tiger and a President: Imperceptible Celebrity Facial Cues Influence Trust and Preference," *Journal of Consumer Research*, 39, no. 4: 769-783.

2012

Ze Wang, Aaron Arndt, **Surendra N. Singh**, and Monica Biernat, "You Lost Me at Hello": How and When Accent-Based Biases are Expressed and Suppressed," *International Journal of Research in Marketing*, (Forthcoming).

Mishra, Himanshu, Arul Mishra, Jessica Rixom and **Promothesh Chatterjee** (2013), "Influence of Motivated Reasoning on Saving and Spending Decisions", forthcoming at *Organizational Behavior and Human Decision Processes* (Vol. 121, Issue 1)

Chatterjee, Promothesh, Randy Rose and Jayati Sinha, (2013) "Why Money Meanings Matter in Decisions to Donate Time and Money", *Marketing Letters*, (Volume 24, Issue 2)

White, Andrew E., **Yexin Jessica Li**, Vladas Griskevicius, Steven L. Neuberg, & Douglas T. Kenrick. (2013), "Putting all your eggs in one basket: Life history strategies, bet-hedging, and diversification," *Psychological Science*, 24 (May), 715-22.

Johnson, Kathryn A., **Yexin Jessica Li**, Adam B. Cohen, & Morris Okun (2013), "Friends in high places: The influence of authoritarian and benevolent God-concepts on social attitudes and behavior." *Psychology of Religion and Spirituality*, 5 (February), 15-22.

Dubbs, S.L., Abraham P. Buunk, & **Yexin Jessica Li**, "Parental monitoring, sensitivity toward parents, and a child's mate preferences." Forthcoming in *Personal Relationships*.

White, Andrew E., Douglas T. Kenrick, **Yexin Jessica Li**, Chad R. Mortensen, Steven L. Neuberg, & Adam B. Cohen. (2012), "When nasty breeds nice: Threats of violence amplify agreeableness at national, individual, and situational levels," *Journal of Personality and Social Psychology*, 103 (October), 622-634.

Li, Yexin Jessica, Douglas T. Kenrick, Vladas Griskevicius, & Steven L. Neuberg. (2012), "Economic decision biases and fundamental motivations: Loss aversion, mating, and self protection," *Journal of Personality and Social Psychology*, 102 (March), 550-561.

Li, Yexin Jessica, Kathryn A. Johnson, Adam B. Cohen, Melissa J. Williams, Eric D. Knowles & Zhansheng Chen. (2012), "Fundamental(ist) attribution error: Protestants are dispositionally focused," *Journal of Personality and Social Psychology*, 102 (February), 281-190

Tanner, Robin and **Ahreum Maeng** (2012), "A Tiger and a President: Imperceptible Celebrity Facial Cues Influence Trust and Preference," *Journal of Consumer Research*, 39, no. 4: 769-783.

M.S. Levin, *Alternative Dispute Resolution And Mortgage Foreclosure*, Vol. 40 REAL ESTATE LAW JOURNAL, pp. 596-613 (2012).

2011

Banerjee, Pronobesh, **Promothesh Chatterjee** and Jayati Sinha, "Is it Light or Dark? Recalling Moral Behavior Changes Perception of Brightness", *Psychological Science*, 2012.

Choi Beomjoon, **Dennis Rosen**, and Suna La, "The Use of Portraits and Performance Statements of Service Providers in Marketing Communications", *Services Marketing Quarterly*, 33:1-15, 2012.

Joseph, Kissan, M. Babajide Wintoki, and Zelin Zhang (2011), "Forecasting Abnormal Stock Returns and Trading Volume Using Investor Sentiment: Evidence from Online Search," *International Journal of Forecasting*, 27 (4), 1116-1127.

Promothesh Chatterjee and Randall L. Rose, "Do Payment Mechanisms Change the Way Consumers Perceive Products?" *Journal of Consumer Research*, April 2012, Vol. 38.

Surendra N. Singh, Steve Hillmer, and Ze Wang (2011) "An Efficient Method for Sampling Responses from Large-Scale Qualitative Data," *Marketing Science*, vol. 30, no. 3, 532-549, 2011.

Song, Z. L., Song, M., & **Storm, G.** (2011) "Founding Team Capabilities and New Venture Performance: The Mediating Role Of Strategic Positional Advantages", Forthcoming, *Entrepreneurship Theory & Practice*.

Pyone, Jin Seok and Alice M. Isen (2011), "Positive Affect, Intertemporal Choice, and Levels of Thinking: Increasing Consumers' Willingness to Wait," *Journal of Marketing Research*, 48 (June), 532-543.

M.S. Levin, *The Unfulfilled Need for Affordable and Low Income Housing*, Vol. 39 REAL ESTATE LAW JOURNAL, pp. 542-560 (2011).

2010

Banerjee, Pronobesh, **Sanjay Mishra**, Guangzhi Zhao, and Junwu Chai (2010), "Temporal Construal, Categorization Process, and Brand Extension Evaluation", *Association of Consumer Research Annual Conference*, Jacksonville, FL.

Banerjee, Pronobesh, Ze Wang, **Sanjay Mishra**, and **Surendra N. Singh** (2010), "Effect of Self construal on Brand Extension Evaluation, Dilution and Enhancement," Nineteenth Annual World Business Congress, Session II.7: Marketing Management and Strategy, Konya, Turkey.

Banerjee, Pronobesh, Ze Wang, **Sanjay Mishra**, and **Surendra N. Singh** (2010), "Prototype or Exemplar: Effect of Self Construal on Brand Extension Evaluation in a Multi-Product Brand Context", *Advances Consumer Research*, M.C. Campbell, J. Inman, and R. Peters, eds., Duluth, MN: Association for Consumer Research, 755-57.

Mantrala, Murali K., Sonke Albers, Fabio Caldieraro, Ove Jensen, **Kissan Joseph**, Manfred Krafft, Chakravarthi Narasimhan, Srinath Gopalakrishna, Andris Zoltners, Rajiv Lal, Leonard Lodish (2010), "Sales Force Modeling: State of the Field and Research Agenda, *Marketing Letters*, 21 (3), 255 – 272.

M.S. Levin, *Reflections on Enhancing the Understanding of Law through Ethical Analysis*, Vol. 27 JOURNAL OF LEGAL STUDIES EDUCATION , pp. 247-275 (2010).

M. S. Levin, *Real Property Lease Issues in A Difficult Economic Environment*, Vol. 38 REAL ESTATE

LAW JOURNAL, pp. 512 – 527 (2010).

D. Whitman & **M. S. Levin**, *Untangling the Meanings of Mediation*, Vol. 8 THE JOURNAL OF THE CALIFORNIA CAUCUS OF COLLEGE AND UNIVERSITY OMBUDS, pp. 29-32 (NOV. 2006), and reprinted in a Special Commemorative Issue (“selected important contributions to academic ombudsing”) Vol. 10 THE JOURNAL OF THE CALIFORNIA CAUCUS OF COLLEGE AND UNIVERSITY OMBUDS (NOV. 2010).

2009

Subramaniam, R., Venkatesh, R., “Optimal Bundling Strategies in Multiobject Auctions of Complements or Substitutes”, (2009), *Marketing Science*, Vol. 28, No. 2, pp. 264-273.

Subramaniam, R., Gal-Or, Esther, “Quantity Discounts in Differentiated Consumer Product Markets”, (2009), *Marketing Science*, Vol. 28, No. 1, pp. 180-192.

Mantrala, Murali K., Sonke Albers, Fabio Caldieraro, Ove Jensen, **Kissan Joseph**, Manfred Krafft, Chakravarthi Narasimhan, Srinath Gopalakrishna, Andris Zoltners, Rajiv Lal, Leonard Lodish (2010), “Sales Force Modeling: State of the Field and Research Agenda, *Marketing Letters*, 21 (3), 255 - 272

Joseph, Kissan and Murali Mantrala (2009) “A Model of the Role of Free Drug Samples in Physicians’ Prescription Decisions,” *Marketing Letters*, 20 (1), 15 – 29.

Song, Z. L., Song, M., & **Storm, G.** (2009) “Founding Team Capabilities and New Service Venture Performance: A Conceptual Model and Empirical Evidence”, *Frontiers of Entrepreneurship Research*, 29(5)

M. S. Levin, *Morality, Ethics, and Real Estate Law*, Vol. 37 REAL ESTATE LAW JOURNAL, pp. 354 - 371 (2009).

2008

Haug, Mark and Steinmeyer, Devon, 2008. Remitting the Remittitur. *American Journal of Trial Advocacy*, (31, No. 3, 2008).

Choi Beomjoon, **Kissan Joseph** and **Dennis Rosen**, “Why Do Service Providers Employ Their Face-Shots in Marketing Communications?”, *Seoul Journal of Business*, 14(1), June, 2008, 105-121.

Joseph, Kissan and Alex Thevaranjan, 2008. “Investigating Pricing Solutions to Combat Spam: Postage Stamp and Bonded Senders,” 22 (Winter), 21 – 35, *Journal of Interactive Marketing*.

M. S. Levin, 2008. “Real Estate Law Frequent Downloads From the Social Science Research Network,” pp. 511 - 527 (2008) in the *Real Estate Law Journal*.

Ramanathan Subramaniam and Esther Gal-Or, 2008. "Quantity Discounts in Differentiated

consumer product Markets", *Marketing Science*

Ramanathan Subramaniam and R. Venkatesh, 2008. "Optimal Bundling Strategies in Multi Object Auctions of Complements or Substitutes", *Marketing Science*.

Surendra Singh, Todd D. Donavan, Sanjay Mishra, Todd Little, "The Latent Structure of Landscape Perception: A Mean and Covariance Structure Modeling Approach," *Journal of Environmental Psychology*, 28, 4, (December) 2008, Pages 339-352.

Patil, Vivek, **Sanjay Mishra**, and **Surendra N. Singh**, "Efficient Theory Development and Factor Retention Criteria: A Case for Abandoning the Most Popular Criterion," *Journal of Business Research*, 61, 2 (February) 2008, Pages 162-170.

M. S. Levin, *Real Estate Law Frequent Downloads From The Social Science Research Network*, Vol. 36 REAL ESTATE LAW JOURNAL, pp. 511 - 527 (2008).

2007

Ramanathan Subramaniam and Esther Gal-Or "Quantity Discounts in Differentiated consumer product Markets", 2007 INFORMS Marketing Science Conference, Singapore.

Xiang Fang, **Surendra N. Singh** and Rohini Ahluwalia, 2007. "An Examination of Different Explanations for the Mere Exposure Effect," *Journal of Consumer Research*, 34, 1 (June), 97-103.

Zhao, Guangzhi and Connie Pechmann, 2007. "The Impact of Regulatory Focus on Adolescents Response to Antismoking Ad Campaigns" *Journal of Marketing Research* (44 (November), 671-687).

Biswas, Dipayan and **Guangzhi Zhao**, 2007. "Bayesian Belief Updating: The Role of Frequency versus Percentage Formats," *Proceedings of Society for Consumer Psychology 2007 Winter Conference* (forthcoming)

Patil Vivek H, **Surendra N. Singh**, Sanjay Mishra, and D. Todd Donavan (2007), "Parallel Analysis Engine to Aid in Determining Number of Factors to Retain," [Computer software designed to carry out the analyses described in the above; Available at <http://ires.ku.edu/~smishra/parallelengine.htm>

M. S. Levin, *Real Estate Agent Fiduciary Duties, Licensing and Discipline, and Practice Issues*, Vol. 35 REAL ESTATE LAW JOURNAL, pp. 646 - 660 (2007).

J. Levin & **M.S. Levin**, *Public Housing Receiverships and the Kansas City Missouri Experience*, Vol. 37 NATIONAL HOUSING LAW PROJECT: HOUSING LAW BULLETIN, pp. 31-37 (FEB. 2007).

2006

Slights, Hon. J. and **Haug, Mark**, 2006. Alternative dispute resolution and court-appointed experts. *Pepperdine Dispute Resolution Law Journal* 6(3).

Haug, Mark, 2006. Minimizing uncertainty in scientific evidence. *Scientific Evidence Review, Monograph No. 7* (January), American Bar Association.

Sanjay Mishra, Xiang Fang and **Surendra N. Singh**, 2006. "Building Global Brands: Understanding Brand Partners," *Fifth International Conference on Global Arena challenges for the 'Morrow, Global Business and Marketing Association*, New Delhi, India.

Sanjay Mishra and Matti Haverilla, 2006. "Factor Structures of Antecedents of Successful and Unsuccessful Products in Finland" *International Conference on Innovation and New Product Development, Product Development and Management Association, India, Chennai, India.*

Patil V. and **S. Singh**, 2006. "Appeals with Negative Emotions and Strategies to Reduce Resistance to Persuasion: An Application in the Context of Charitable Solicitations," *Social Marketing Advances in Research and Theory (SMART) conference*, Banff, Canada.

Mishra, S., Xiang, Fang and **S. Singh**, 2006. "Building Global Brands: Understanding Brand Partners," *Fifth International Conference on Global Arena – Challenge of the Morrow*, New Delhi, India.

Zhao, Guangzhi and Cornelia Pechmann (2006), "Regulatory Focus, Feature Positive Effect, and Message Framing," **Advances in Consumer Research** (33), eds. Connie Pechmann and Linda Price, Duluth, MN : Association for Consumer Research, p. 100

J. Levin & **M.S. Levin**, *Tinsley vs. Kemp – A Case History: How The Housing Authority of Kansas City, Missouri Evolved From A "Troubled" Housing Authority To A "High Performer"*, Vol. 36 STETSON LAW REVIEW, pp. 77 - 115 (FALL 2006).

2005

Joseph, Kissan, Vivek Patil, and David N. Laband, 2005. "Author Order and Research Quality," *Southern Economic Journal*, 71 (3), 545 -555.

M. S. Levin, excerpt from *The Propriety Of Evaluative Mediation: Concerns About The Nature And Quality Of An Evaluative Opinion*, 16 OHIO STATE JO. ON DISPUTE RESOLUTION 267-296 (2001)) reprinted in Carrie J. Menkel-Meadow, et al, DISPUTE RESOLUTION: BEYOND THE ADVERSARIAL MODEL, pp. 399 – 400 (2005 Aspen Publishers).

Surendra N. Singh, Nikunj P. Dalal, **Sanjay Mishra**, and Vivek Patil, 2005. "Toward Measuring Communications Effectiveness of Commercial Web Home Pages." *Journal of Current Research and Issues in Advertising*, 27, 1 (Spring), 31-52.

Sanjay Mishra and U.N.Umesh, 2005. "Validation of Conjoint Analysis Results Using *A Priori* Signs" *Journal of Business Research*, 58, 301-311.

Surendra Singh, Sanjay Mishra, Sanghoon Lee, and Neeli Bendapudi, 2005. "Ambient Scents and Service Satisfaction: Moderating Role of Personality and Situational Variables," *Consumer Personality and Research Conference*, Dubrovnik, Croatia. (Poster session).

Fang, Xiang and **Sanjay Mishra**, 2005 "Dual-branding Alliances or Multiple-branding alliances? -- The Effect of Co-branding Strategy on Quality Perception and Confidence Judgment of A New Brand," *Brand Alliance Research Conference*, Stillwater, Oklahoma State University, USA.

Singh, Surendra N., Nik P. Dalal, and S. Mishra and V. Patil, 2005. "A Communications View of Web Page Perception," *Journal of Current Issues and Research in Advertising*, 27, 1 (Spring) 31-52.

Singh, Surendra N. Nik P. Dalal, and Nancy Spears, 2005. "Understanding Web Home Page Perception," *European Journal of Information Systems*, 14, 288-302.

Singh, S.N., S. Mishra, S. Lee, and N. Bendapudi, 2005. "Ambient scents and Service Satisfaction: Moderating Role of Personality and Situational Variables," *Consumer Personality and Research Conference*, Dubrovnik, Croatia. (Poster session).

Zhao, Guangzhi, 2005. "Self Regulatory Focus, Message Framing, and the Persuasiveness of Antismoking Ads," *Proceedings of Society for Consumer Psychology (SCP) 2005 Winter Conference*, A. M Brumbaugh, G. R. Henderson, ed.

2004

Surendra N. Singh, Nikunj P. Dalal, and Sanjay Mishra, 2004. "Research burnout: A Refined Multidimensional Scale," *Psychological Reports*, 95, 1253-1263.

Spears, Nancy and **Surendra Singh**, 2004 "Measuring Attitude toward the Brand and Purchase Intentions," *Journal of Current Issues and Research in Advertising*, 26, (2)

Donavan, Todd, Xiang Fang, Neeli Bendapudi and **Surendra Singh**, 2004. "An Interactionist View of Sales Force Management," *Qualitative Market Research: An International Journal*, 7, 2, April, 139-152.

M.S. Levin, *The Attorney-Client Relationship As A Business Law - Legal Environment Topic*, Vol. 21 JOURNAL OF LEGAL STUDIES EDUCATION, pp. 241-280 (WINTER/SPRING 2004).

Rosen, Dennis, **Surendra Singh**, 2004. "An Investigation of the Subliminal Embed Effect on Multiple Measures of Advertising Effectiveness," Reprinted in Robinson-Riegler, M.B., & Robinson-Riegler, G.L., Eds., *Readings in Cognitive Psychology: Applications, Connections, and Individual Differences*, Boston: Allyn & Bacon.

2003

Ross, D. F., **Jurden, F. H.**, Lindsay, R. C. L., & Keeney, J. M., 2003. Replications and limitations of a two-factor model of child-witness credibility. *Journal of Applied Social Psychology*, 33 (2), 418 - 431.

Sanjay Mishra and Tom Lyon, 2003 "ETI for Managing Data Inconsistency (A): An Entrepreneurial Case Study," *International Trade and Finance Association*, Vaasa, Finland.

Sanghoon Lee, **Surendra N. Singh** and **Sanjay Mishra**, 2003. "The Effect of Pleasant Ambient scents on Services," *EURO/INFORMS 2003*, Istanbul, Turkey.

Pechmann, C., **G. Zhao**, M. E. Goldberg, and E. T. Reibling, 2003. "What to Convey in Antismoking Ads for Adolescents? The Use of Protection Motivation Theory to Identify Effective Message Themes," *Journal of Marketing*, 67 (April), 1-1

2002

Joseph, Kissan and Vernon Richardson, 2002. "Free Cash Flow, Agency Costs, and the Affordability Method of Advertising Budgeting," *Journal of Marketing*, 66 (1), 94-107.

Anurag Pant and **Sanjay Mishra**, 2002 "Consumer Evaluations of Hi-Tech, Innovative and Complex Products," *Informing Marketing Science Conference 2002*, Edmonton, Canada.

Surendra N. Singh, Nikunj P. Dalal, and **Sanjay Mishra**, 2002. "Metrics for Designing Web Pages," *ACR 2002 Asia Pacific Conference*, 313-314.

Singh, S. N., N. Dalal, and **S. Mishra**, 2002 "A Theory-based Quantitative Approach to Incorporating User Input in Web Page Designs," *International Conference on Research in Advertising*, Copenhagen Business School, Denmark.

2001

Joseph, Kissan, 2001. "On the Optimality of Delegating Pricing Authority to the Sales Force," *Journal of Marketing*, 65 (1), 62-70. [Guy Mabry Research Award, School of Business, KU] (Also featured in the publication preview section of Marketing News, January 1, 2001, and in Sales and Marketing Management magazine, October 2001).

Xiang Fang and **Sanjay Mishra**, 2001. "The Effect of Co-branding Portfolio on Perceived

Quality of a New Brand," *Product Development and Management Association Research Conference Proceedings*, eds. Eric Hultink and Henry Robben, 115-121.

Xiang Fang and **Sanjay Mishra**, 2001. "The Effect of Brand Alliance Portfolio on the Perceived Quality of an Unknown Brand," *Association for Consumer Research Conference*, Austin.

Surendra N. Singh, Nikunj P. Dalal, and **Sanjay Mishra**, 2001. "User Perception of Web Pages: A Communications Perspectives," *Marketing Science Conference Advances and Practices of Marketing Science*, Weisbaden, Germany.

Sanjay Mishra and Thomas L. Lyon, 2001. "ETI for Managing Data Inconsistency: An Entrepreneurial Case Study," at *USASBE/SBIDA 2001 Joint National Conference*, Orlando, Florida, USA.

Patricia Greene, Thomas L. Lyon, **Sanjay Mishra** and Barnett Helzberg, 2001. "Inter-University Cooperation in Providing Entrepreneurship Education" at *USASBE/SBIDA 2001 Joint National Conference*, Orlando, Florida, USA. (This course is one of the three finalists for Entrepreneurship Education: National Pedagogy award.)

Gerald L. Lohse and **Dennis L. Rosen**, 2001. "Signaling Quality and Credibility in Yellow Pages Advertising: The Influence of Color and Graphics on Choice", *Journal of Advertising*, 30(2), 73-85.

Singh, S. N., and **S. Mishra**, 2001. "User Perception of Web Pages: A Communications Perspective," *INFORMS--Marketing Science Conference 2001*, Wiesbaden, Germany (July)—Abstract published in the proceedings, "Marketing Science: A Two-Way Street Linking Theory and Practice."

Pechmann, C., M. E. Goldberg, E. T. Reibling, and **G. Zhao**, 2001. "Antismoking Advertising Campaigns Targeting Youth in the U.S. and Canada" *Proceedings of the 2001 Conference of the American Academy of Advertising*, C.R. Taylor, ed., Villanova, PA: Villanova University.

M. S. Levin, *Arbitration Defeated In Quirky Consideration Cases*, ADR IN BUSINESS NEWSLETTER, pp. 1-4 (Fall 2001).

M. S. Levin, *The Propriety Of Evaluative Mediation: Concerns About The Nature And Quality Of An Evaluative Opinion*, Vol. 16 OHIO STATE JO. ON DISPUTE RESOLUTION, pp. 267-296 (2001).

M. S. Levin, *What Is Mediation? And Why Ask In Advance?*, ADR IN BUSINESS NEWSLETTER, pp. 2-3 (Winter 2001).

D. Whitman & **M. S. Levin**, *Knight Falls*, ADR IN BUSINESS NEWSLETTER, pp. 4-5 (Winter 2001).

2000

Parker Lessig, Surendra Singh, Dongwook Kim, Reetika Gupta, and Mary Hocutt, January/April, 2000. "Does Your Ad Have Too Many Pictures," *Journal of Advertising Research*.

Sanjay Mishra, Dongwook Kim, 2000. "The Stability of Dimensions of Successful and Unsuccessful New Products," at *International Marketing Conference of the American Marketing Association*, Buenos Aires, Argentina.

Karen V. Fernandez and **Dennis L. Rosen**, 2000. "The Effectiveness of Information and Color in Yellow Pages Advertising," *Journal of Advertising*, 29(2), 59-73.

Xiang Fang and **Dennis L. Rosen**, 2000. "Source-Contact Cue Influence on Attitude Formation and Attitude Persistence," *Advances in Consumer Research*, Association for Consumer Research, Stephen J. Hoch and Robert J. Meyer (eds.) 27, 196-201.

Singh, S. N., V. Parker Lessig, D. Kim, R. Gupta, and M.A. Hocutt, 2000. "Does Your Ad Have Too Many Pictures", *Journal of Advertising Research*, (Lead Article), 40,1 & 2, 11-27.

Singh, S.N., Nik Dalal., and Nancy Spears, 2000. "From Landscape to Cyberspace: Measuring Perceptual Antecedents of Preference for Web Pages." Paper presented at the *AMA International Conference* in Buenos Aires, June 28-July 1st, 2000. (Refereed).

Singh, S.N., Nik Dalal, and Nancy Spears, 2000. "Web Page Perception," paper presented at the *Internet Research 1.0: The State of the Interdiscipline Conference*, Lawrence, September 2000.

D. Whitman & **M. S. Levin**, *Learning About Negotiation From the Rocker and Knight Experiences*, Vol. 7 JOURNAL OF LAW AND BUSINESS, PP. 43-53 (2000).

M. S. Levin, TORT AND CONTRACT LAW FOR BUSINESS STUDENTS, Thomson Learning Custom Publishing (2000) ISBN 0-324-10321-2.

1999

Thevaranjan, Alex and **Kissan Joseph**, 1999. "Incentives and Job Redesign: The Case of the Personal Selling Function," *Managerial and Decision Economics*, 20,205-216.

Joseph, Kissan and Alex Thevaranjan, 1999. "Optimal Monitoring in Sales Force Control Systems," *Marketing Letters*, 10 (2), 161-176.

Anurag Pant and **Sanjay Mishra**, 1999. "Consumer Evaluations of Hi-Tech, Innovative and Complex ProductsCPreliminary Findings," *Driving Product Development into the New*

Millennium, eds. Roger J. Calantone and C. Anthony Di Benedetto, The Product Development and Management Association, 98-126.

Sanjay Mishra and Dongwook Kim, 1999. "The Stability of Dimensions of Successful and Unsuccessful New Products." *Working Paper #285, School of Business, University of Kansas*.

Singh, Surendra N. and Nik P. Dalal, 1999. "Web Home Pages as Ads: A Communications View," *Communications of the ACM*, 42, 8 (August), 91-98.

D. Todd Donovan and **Surendra N. Singh**, 1999. "Sun-Safety Behavior among Elementary School Children: The Role of Knowledge, Social Norms, and Parental Involvement," *Psychological Reports*, 84, 831-36.

Dalal, Nik P., **Surendra N. Singh**, and Thomas Lanis, 1999 "Research Concerns of Information Systems Faculty: An Exploratory Investigation," *The Journal of Computer Information Systems*, 39, 3 (Spring), 18-28.

Surendra N. Singh, 1999. "Measuring Preference for Web Pages", paper presented at Delhi School of Economics, India, November 15th, 1999.

Dalal, Nikunj P., **Surendra N. Singh**, Zane Quible, and Katherine Wyatt, 1999. "The Emotional Side of the Web," paper presented at the *Decision Sciences Institute's 5th International Conference--Integrating Technology & Human Decisions: Global Bridges Into the 21st Century.*, Athens, Greece, (July 4-7).

M. S. Levin, *New Business Protocols Call for Greater Fairness in ADR Programs*, Vol. 3 ADR in Business News, pp. 1-2 (Spring/Summer 1999).

1998

Joseph, Kissan and Alex Thevaranjan, 1998. "Monitoring and Incentives In Sales Organizations: An Agency-Theoretic Perspective," *Marketing Science*, 17 (2), 107-123. [Guy Mabry Research Award, School of Business, KU]

Joseph, Kissan and Manohar U. Kalwani, 1998. "The Role of Bonus Pay In Salesforce Compensation Plans," *Industrial Marketing Management*, 27 (2), 147 - 159.

Surendra Singh, Sanjay Mishra and Dongwook Kim, 1998. "Research Burnout among Higher Education Faculty," *Psychological Reports*, 83, 463-473.

Sanjay Mishra, Surendra N. Singh and Nikunj P. Dalal, 1998. "Measuring Communication Effectiveness of Commercial Web Home Pages," *Marketing Science Conference Advances and Practices of Marketing Science*, Fontainebleau, France.

Donavan, Todd and **Surendra N. Singh**, 1998. "Parental Encouragement of Children's Sun-Safety Behaviors: An Exploratory Study," *Psychology*, 35, 2, 40-44. (Abstract of the article to be published in *Psychological Abstracts*.)

Singh, Surendra and Ronald F. Bush, 1998 "Research Burnout in Tenured Marketing Professors: An Empirical Investigation," *Journal of Marketing Education* (lead article), 19, 1, 4-15.

Mishra, S., S.N. Singh and Nik Dalal, 1998. "Measuring Communications Effectiveness of Web Home Pages," *INFORMS--Marketing Science Conference*, INSEAD, France (July)--Abstract, p.

Bush, Ronald F., **Surendra N. Singh**, and Gregory S. Martin, 1998. "Do You Have Research Burnout?" *Marketing Educator* (lead article), 17, 1, 1-7.

M. S. Levin, *Learning About The Unpredictability of Litigation Through a Mock Jury Exercise*, Vol. 16 JO. OF LEGAL STUDIES EDUCATION, pp. 271-296 (SUMMER/FALL 1998).

1997

Parker Lessig, Surendra N. Singh, Mary Ann Hocutt, and Dongwook Kim, February 1997. "Effectiveness of Predominantly Pictorial Ads Under Varying Length, Processing Effort, Exposure and Clutter Conditions," *Working Paper No. 275, School of Business, University of Kansas*.

Singh, S.N., and **Douglas Whitman**, 1997. "Advertising by Attorneys: New Developments," *Journal of Current Issues and Research in Advertising*, Vol. 19.

Singh, S.N., V.P. Lessig, D. Kim, and M.A. Hocutt, 1997. "Effectiveness of Predominantly Pictorial Ads Under Varying Length, Processing Efforts, Exposure and Clutter Conditions," University of Kansas, *Working Paper No. 275*, February, 1997.

Singh, S.N., 1997. "The Problems Encountered While Doing Research in India," in Alvin C. Burns and Ronald Bush, *Marketing Research*, Englewood Cliffs, NJ: Prentice Hall Publishers, p. 394.

Singh, S.N., 1997. "Successful Academic," paper presented at the Oklahoma State University.

M. S. Levin, *The Role Of Substantive Law In Business Arbitration And The Importance Of Volition*, Vol. 35 AMERICAN BUSINESS LAW JO., pp. 105-180 (Fall 1997).

1996

Jurden, F. H., Franzen, M. D., Callahan, T., & Ledbetter, M., 1996. Factorial equivalence of the Wechsler Memory Scale Revised across standardization and clinical samples. *Applied Neuropsychology*, 3, 65-74.

Parker Lessig, Neeli Bendapudi, 1996. "Customer Response to Service Failure," in Edward A. Blair and Wagner A. Kamakura (eds.), *Marketing Theory and Applications*, Vol. 7, American Marketing Association.

Sanjay Mishra, Dongwook Kim and Dae Hoon Lee, 1996. "Factors Affecting New Product Success: Cross Country Comparisons," *Journal of Product Innovation and Management*, 13 (6), 530-550.

Neeli Bendapudi, **Sanjay Mishra** and **Surendra N. Singh**, 1996. "Effects of Attachment Style on Marketing Phenomena," *AMA Winter Educators' Conference Proceedings*, eds. Edward A. Blair and Wagner A. Kamakura, Chicago, IL: American Marketing Association, 93-102.

Bendapudi, N., **S.N. Singh** and V. Bendapudi, 1996. "Effective Promotional Strategies for Charitable Organizations," *Journal of Marketing*, 60, 3 (July), 33-49.

Bendapudi, N. and **S.N. Singh**, 1996. "Moods as Heuristics in Service Evaluations," *Proceedings of the American Marketing Association's Summer Marketing Educator's Conference*, San Diego (Abstract).

Bendapudi, N., **S. Mishra**, **S.N. Singh**, 1996. "Effects of Attachment Style on Marketing Phenomenon: Theoretical Conceptualization and Preliminary Evidence," *Marketing Theory and Applications*, Vol. 7. Edward A. Blair and Wagner A. Kamakura, (Eds.), American Marketing Association, Chicago: Illinois, 93-102.