# SUMAN BASUROY

Professor of Marketing and PhD Coordinator,

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**Personal** US Citizen

# Educational Background

1995 Ph.D. (Marketing), Joseph Katz Graduate School of Business,

University of Pittsburgh, Pittsburgh, PA

(Advisor: Dr. Wagner A. Kamakura, Jesse H. Jones Professor of Marketing, Rice University)

1990 M.A. (Economics), Carnegie Mellon University, Pittsburgh, PA

1986 B.A., *Summa Cum Laude*, Phi Beta Kappa (Mathematics with Honors, and Economics), Brandeis University, Waltham, MA

# Professional Employment History

2021 January Professor of Marketing and PhD Co-Director, Eli Broad College, MSU

2016 – 12/31/20 Professor of Marketing and Chairman, Graham Weston Endowed Professor, Marketing PhD Program Coordinator, College of Business, the University of Texas at San Antonio, TX

2015 – 9/30/20 PhD Coordinator, Department of Marketing, College of Business, the University of Texas at San Antonio

2014 – 12/31/20 Professor of Marketing and Chairman, Department of Marketing, College of Business, the University of Texas at San Antonio, San Antonio, TX

2009-2014 Ruby K. Powell Professor and Associate Professor of Marketing and Supply Chain Management (with tenure), Division of Marketing and Supply Chain Management, the University of Oklahoma, Norman, OK

2005-2009 Assistant and then Associate Professor of Marketing (with tenure), Florida Atlantic University, Boca Raton, FL.

2000-2005 Assistant Professor of Marketing, University at Buffalo, Buffalo, NY 1995-2000 Assistant Professor of Marketing, Rutgers University, Newark, NJ

# Visiting Professorships

2020 April Università di Roma Tre, Rome, Italy (postponed due to COVID-19)

2012 June S.P. Jain Institute of Management and Research, Mumbai, India

2011 June S.P. Jain Institute of Management and Research, Mumbai, India

2011 May Bocconi University, Milan, Italy

2011 May University of Muenster, Muenster, Germany

2010 May Bocconi University, Milan, Italy

2009 May Bocconi University, Milan, Italy

2007 June Bocconi University, Milan, Italy

2006 November Bocconi University, Milan, Italy

# Awards and Honors

2019 Finalist, 2018 Marketing Science Institute/H. Paul Root Award (The award is given to a paper published in the *Journal of Marketing* that has made a significant contribution to the advancement of the practice of marketing in a calendar year.)

2019 Best Conference Paper, AIB-SE 2019

2016 Carolan Research Institute Grant ($30,000)

2015 Best in Track Paper, Summer Marketing Educators’ Conference, Chicago, IL 2013 Third Prize, Marketing Conference (MARCON), Indian Institute of

Management-Kolkata, India

2012-2014 Teaching Innovation Grant, Provost’s Office, University of Oklahoma, Norman, OK ($150,000 over 2 years, 2012-2014)

2011 Price College Ethics Teaching Fellow

2010 Werner Pommerehne Prize for Best Paper in *Journal of Cultural Economics*

(with Abraham Ravid and John Wald) over the two years 2006 and 2007

2009 Carol and Bruce Mallen Lifetime Achievement Award for Scholarly Contributions to Motion Picture Industry Studies, Anderson School of Management, University of California at Los Angeles

2009 Annual Distinguished Lecture at UCLA/Bruce Mallen Scholars and Practitioners Workshop in Motion Picture Industry Studies at Paramount Studios, Los Angeles, CA

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| 2008 | Finalist, Exceptional Faculty Award, Barry Kaye College of Business, Florida Atlantic University (FAU)-Jupiter Campus |
| 2007 | Senior Fellow (elected), Carl De Santis Center for Motion Picture Industry Studies |
| 2007 | Researcher of the Year Award, Barry Kaye College of Business, Florida Atlantic University |
| 2007 | Finalist, Exceptional Faculty Award, Barry Kaye College of Business, FAU- Jupiter Campus |
| 2005 | Certificate of Recognition for MBA Teaching, Career Services, University at Buffalo, New York |
| 2002 | Teaching Award, MBA Committee on Awards, University at Buffalo |
| 1997 | VIP participant at the Annual Meeting of the Promotional Products Association International (PPAI), Dallas, TX |
| 1997 | Dean’s List Program participant of Specialty Advertising Association of Greater New York (SAAGNY) Annual Convention, Atlantic City, NJ |
| 1995 | Beta Gamma Sigma |
| 1993 | Albert Haring Symposium (Presenter), Indiana University, Bloomington, IN |
| 1986 | Arnold Shapiro Prize in Mathematics, Brandeis University, Waltham, MA |
| 1982-1986 | Wien International Scholarship, Brandeis University, Waltham, MA |
| 1982-1986 | Dean’s List, all semesters, Brandeis University, Waltham, MA |

# Editorial Review Boards

2018 – to-date ***Journal of Marketing*** 2016 – to-date ***Journal of Retailing*** 2013 – to-date ***Marketing Letters***

# Research Interests

Substantive

Marketing of Cultural Products (e.g., Movies, Fashion, Video Games) Product Innovation and New Product Development

Crowdsourcing Retailing

Methodologies Empirical Models Game Theory

# Publications (Refereed Journal Articles/Google Citations=3375, on May 10, 2020)

1. Allen, Bradley J (BJ), Richard Gretz, Mark Houston, and Suman Basuroy (2021), “Halo or Cannibalization? How New Software Entrants Impact Sales Of Incumbent Software In Two-Sided Markets,” ***Journal of Marketing***, Conditionally Accepted.
2. Weinberg, Charles B., Cord Otten, Barak Orbach, Jordi McKenzie, Ricard Gil, Darlene C. Chisholm, and Suman Basuroy (2020), “Technological Change and Managerial Challenges in the Movie Theater Industry,” ***Journal of Cultural Economics***.
3. Gretz, Richard. T., Ashwin Malshe, Carlos Bauer, and Suman Basuroy (2019), “The Impact of Superstar and Non-Superstar Software on Hardware Sales: The Moderating Role of Hardware Lifecycle” ***Journal of the Academy of Marketing Science***, Vol. 47, Issue 3, 394- 416.
4. Basuroy, Suman, S. Abraham Ravid, Gretz, Richard. T., and BJ Allen (2019), “Is Everybody and Expert? An Investigation into the Impact of Professional vs. User Reviews” ***Journal of Cultural Economics***, Vol. 44, Issue 1, 57-96.
5. Bradley J. Allen, Deepa Chandrasekaran, and Suman Basuroy (2018), “Design Crowdsourcing: The Impact on New Product Performance of Sourcing Design Solutions from the ‘Crowd,’” ***Journal of Marketing***, Vol. 82 (March), 106-123.

\*\*\*Finalist, MSI/Paul Root Award for *Journal of Marketing*

1. Vithala Rao, S. Abraham Ravid, Richard Gretz, Jiali Chen, and Suman Basuroy (2017), “What is Advertising Content Worth? Evidence from the Motion Pictures Industry,” ***Marketing Letters***, Vol. 28, 341-355.
2. Allen, Bradley J., Utpal M. Dholakia, and Suman Basuroy (2016), “The Economic Benefits to Retailers from Customer Participation in Proprietary Web Panels,” ***Journal of Retailing***, Vol. 92, No. 2, 147-161.
3. Chatterjee, Subimal, Timothy B. Heath, Suman Basuroy, Thorsten Hennig-Thurau, Bruno Kocher (2015), “Managing Innovation Sequences Over Iterated Offerings:

Developing and Testing a Relative Innovation, Comfort, and Stimulation Framework of Consumer Responses,” ***Journal of Marketing***, 79, (November), 71-93.

1. Basuroy, Suman, Kimberly C. Gleason and Yezen H. Kannan (2014), “CEO Compensation, customer satisfaction, and firm value,” ***Review of Accounting and Finance***, Vol. 13, No. 4, 326-352.
2. Gretz, Richard T. and Suman Basuroy (2013), “Why Quality May Not Always Win: The Impact of Product Life-Cycles on Quality and Network Effects in High-Tech Markets,” ***Journal of Retailing***, Vol. 89 (3 September), 281-300.
3. Rinallo, Diego, Suman Basuroy, Ruhai Wu, and Hyo Jin Jeon (2013), “The Media and Their Advertisers: Exploring Ethical Dilemmas in Product Coverage Decisions,” ***Journal of Business Ethics***, Vol. 114.3 (May), 425-441.
4. Wu, Ruhai, Suman Basuroy, and Srinath Beldona (2011), “Integrating Production Costs in Channel Decisions,” ***Journal of Retailing***, Vol. 87, No. 1 (March), 101-110.
5. Rinallo, Diego and Suman Basuroy (2009), “Does Advertising Spending Influence Media Coverage of Advertiser?” ***Journal of Marketing***, Vol. 73 (November), 33-46.
6. Basuroy, Suman and Subimal Chatterjee (2008), “Fast and Frequent: Investigating Box Office Performance of Motion Picture Sequels,” ***Journal of Business Research***, 61 (July), 798-803.
7. Gajanan, Shailendra, Suman Basuroy, and Srinath Beldona (2007), “Category Management, Product Assortment and Consumer Welfare,” ***Marketing Letters***, Vol. 18, Issue 3 (September), 135-148. \*\*\*Lead Article in September 2007 Issue
8. Boatwright, Peter, Suman Basuroy, and Wagner Kamakura (2007), “Reviewing the Reviewers: The Impact of Individual Film Critics on Box Office Performance,” ***Quantitative Marketing & Economics***, Vol. 5, No. 4 (December), 401-425.
9. Gajanan, Shailendra and Suman Basuroy (2007), “Multi-Channel Retailing and Its Implications on Consumer Shopping Behavior,” ***Journal of Shopping Center Research***, Vol. 14, No. 2, 1-28.
10. Gajanan, Shailendra and Suman Basuroy (2007), “E-Services and the New World of Retailing,” ***Journal of Value Chain Management***, Vol. 1, No. 1/2, 157-176.
11. Basuroy, Suman, Kalpesh K. Desai and Debu Talukdar (2006), “An Empirical Investigation of Signaling in the Motion Picture Industry,” ***Journal of Marketing Research***, Vol. 43, No. 2, 287-295.
12. Kamakura, Wagner, Suman Basuroy, and Peter Boatwright (2006), “Is Silence Golden? An Inquiry Into the Meaning of Silence in Professional Product Evaluations,” ***Quantitative Marketing and Economics***, Vol. 4, No. 2, 119-141.
13. Ravid, Abraham S., John K. Wald, and Suman Basuroy (2006), “Distributors and Film Critics: It Takes Two to Tango?” ***Journal of Cultural Economics***, Vol. 30, No. 30, 201-218.

\*\*\*Winner of Werner Pommerehne Prize for Best Paper

1. Mantrala, Murali, Suman Basuroy, and Shailendra Gajanan (2005), “Do Style-goods Retailers’ Demands for Guaranteed Profit Margins Unfairly Exploit Vendors?” ***Marketing Letters***, Vol. 16, No. 1, 53-66.
2. Desai, Kalpesh K. and Suman Basuroy (2005), “Interactive Influences of Genre Familiarity, Star Power, and Critics’ Reviews In the Cultural Goods Industry: The Case of Motion Pictures,” ***Psychology and Marketing***, Vol. 22, No. 3, 203-223. \*\*\*Lead Article in the Issue
3. Ravid, Abraham S. and Suman Basuroy (2004), “Managerial Objectives, the R-rating Puzzle, and the Production of Violent Films,” ***Journal of Business***, Vol. 77, No. 2, S155-S192.
4. Basuroy, Suman, Subimal Chatterjee, and S. Abraham Ravid (2003), “How Critical Are Critical Reviews? The Box Office Effects of Film Critics, Star Power and Budgets,” ***Journal of Marketing***, Vol. 67 (4), 103-117.
5. Chatterjee, Subimal, Timothy B. Heath, and Suman Basuroy (2003), “Failing to Suspect Collusion in Price Matching Guarantees: Consumer Limitations in Game Theoretic Reasoning,” ***Journal of Consumer Psychology***, Vol. 13, No. 3, 255-267.
6. Bagozzi, Richard, Utpal Dholakia, and Suman Basuroy (2003), “How Effortful Decisions Get Enacted: The Motivating Role of Decision Processes, Desires, and Anticipated Emotions,” ***Journal of Behavioral Decision Making***, Vol. 16, 273-295.
7. Dholakia, Utpal, Suman Basuroy, and Kerri Soltysinski (2002), “Auction or agent (or both)? A study of factors moderating the herding bias in digital auctions,” ***International Journal of Research in Marketing***, Vol. 19, No. 2 (June), 115-130. \*\*\*Lead article in the June 2002 issue
8. Basuroy, Suman, Murali Mantrala, and Rockney Walters (2001), “The Impact of Category Management on Retail Prices and Performnance: Theory and Evidence,” ***Journal of Marketing***, Vol. 65, (October), 16 -32.
9. Chatterjee, Patrali and Suman Basuroy (2001), “From Bricks-and-Mortar to Clicks-and- Mortar: How Traditional Retailers Can Leverage Online Market Opportunities Through Internet Malls,” ***Journal of Shopping Center Research****,* (Spring/Summer), Vol. 8, No. 1, 59 - 80.
10. Basuroy, Suman and Dung Nguyen (1998), “Multinomial Logit Market Share Models: Equilibrium Characteristics and Strategic Implications,” ***Management Science***, (October), Vol. 44, No. 10. 1396 - 1408.

# Papers Under Review (working papers available)

1. Basuroy, Suman, Yongseok Kim (doctoral student), and Davide Proserpio, (2020), “Sleeping With Strangers: Estimating the Impact of Airbnb on the Local Economy,” Reject & Resubmit at the ***Journal of Marketing Research****.*
2. Gretz, Richard T., Myongjin Kim, and Suman Basuroy (2019), “Backward Compatibility in Two-Sided Markets,” Under Review at ***Journal of Economics and Management Strategy***.
3. Kim, Myongjin, Leilei Shen, Suman Basuroy, and Sri Beldona (2019), “One for All or all for one: Does Category captain play favorites,” Under Review at the ***Canadian Journal of Economics***.

# Research in Progress

1. “Antecedents and Outcomes of Bundle Introduction in Platform and Two-Sided Markets: Evidence from the Home Video Game Industry,” (2020) (with Richard Gretz, BJ. Allen, and Qian Zhou, doctoral student), Revision in Progress, Targeted at ***Journal of Marketing***
2. “Mobile Money Loans and Consumption Pattern in Ghana,” with Edem Klobodu (doctoral student) and Rajdeep Grewal. Targeted at ***Journal of Marketing Research***
3. Kim, Yongseok (doctoral student), Deepa Chandrasekaran, Richard Gretz, and Suman Basuroy (2019), “An Empirical Investigation into the Performance of Foreign Mobile Applications: The Contingent Role of App Updates.” Targeted at ***Journal of Marketing***
4. “Do Verified Purchase Reviews Matter? A Study of Disclosing Purchase Information on Product Sales Rank,” with Yi Yin (doctoral student) and Ashwin Malshe.
5. “Customer Engagement and Churn,” with Pallav Routh (doctoral student) and Sri Beldona

# Teaching Interests

Doctoral

Quantitative Marketing Models, Marketing Strategy

MBA/EMBA

Marketing Management, Sales Force Management

Undergraduate

Principles of Marketing, Online Principles of Marketing, Marketing Strategy, Sales Force Management, Digital Marketing, Marketing Analytics

# Courses Taught

Ph.D. Courses

MKT 7013: Theory and Strategy in Marketing, UTSA, 2014, 2017

Endogeneity and Instrumental Variables Regressions, 3-Day Ph.D. Course at the University of Muenster, Muenster, Germany, May 2011.

MKT 6773: Quantitative Models in Marketing (2010 – 2013, the University of Oklahoma) MARC 7670: Quantitative Methods and Models in Marketing (2006 and 2009, Florida Atlantic University)

EMBA

MKT 5013: Marketing Management (2015 - 2017, UTSA)

MAR 6815: Marketing Management in a Global Environment (2008, Florida Atlantic University)

MBA (Evening, Part-Time & Day)

MAR 6815: Marketing Management in a Global Environment (2005-2009 evening MBA at FAU)

Marketing Management (2000-2005, Day and Evening MBA at University at Buffalo) Marketing Strategy (1995-2000, Day and Evening MBA at Rutgers University)

Sales Force Management (1995-2000, Day and Evening MBA at Rutgers University)

Undergraduate

MKT 3013: Principles of Marketing, 250-300 students (2014-todate at UTSA; recent student evaluation=4.20/5.00| 2009-2014 University of Oklahoma, last student evaluation=4.62/5.00). Online MKT 3013: Principles of Marketing, 175 students (last evaluation=4.06/5.00) MKT4333: Marketing Strategy and Policy (2011-2013, capstone undergraduate course at the University of Oklahoma)

MAR 4803: Marketing Strategy (2006-2008, capstone undergraduate course at Florida Atlantic University)

MAR 3023: Marketing Management (2006-2008, Florida Atlantic University) MAR 4403: Sales and Sales Management (2005-2009, Florida Atlantic University) Sales Force Management (2000, University at Buffalo)

Study Abroad Courses or Immersion Programs

**Torino, Italy**: European Innovation Academy: Leader, July 2018, 17 students, UTSA (student evaluation=4.62/5.00)

**Cuba:** May 2017. Co-Leader. 18 students, UTSA

**Vichy, France:** MKT 3013: Principles of Marketing**,** 16 students, 2012, 2013, 2014 Summers, University of Oklahoma

# Media Citations

* 1. “UTSA Professor: Big budget movie sequels a high-stakes gamble for studios” by RJ Marquez (digital content curator) and Adrian Garcia (digital journalist), November 10, 2015: [http://www.ksat.com/news/filmmakers-gamble-in-high-stakes-world-of-movie- sequels](http://www.ksat.com/news/filmmakers-gamble-in-high-stakes-world-of-movie-sequels)
  2. “Seriously Rotten Tomatoes: Bad Film Reviews and Box Office Sales” by Dave Roos, October 19, 2015: [http://now.howstuffworks.com/2015/10/19/bad-film-reviews-box- office-sales](http://now.howstuffworks.com/2015/10/19/bad-film-reviews-box-office-sales)
  3. “SERG: Critic or Friend – Who has the Most Dangerous Fangs? [www.screenhub.com.au](http://www.screenhub.com.au/), July 5, 2010.
  4. “The Sequel Story…” ***Times of India***, July 8, 2008.
  5. “Successful Sequel Tricks” ***The Telegraph***, June 9, 2008.
  6. “Indian researcher’s recipe for box-office success” ***DailyIndia.com***, June 6, 2008.
  7. “Hollywood hedges its bets with big fund money” ***The Australian***, October 10, 2006.
  8. “Tinseltown holds peril for hedge funds” ***Financial Times***, October 6, 2006.
  9. “Academy Awards Insight: Movie Critics Speak Even When They Don’t Utter A Word,”

**Duke University News**, February 22, 2006.

* 1. “Critics Cause Box Office Drama,” ***SignalOnline***, November 8, 2005.
  2. “How Critical are Critical Reviews?” ***Buffalo Reporter***, Spring 2004, p. 18.
  3. “CEPA Gallery’s Photography Auction,” Robert Hirsch, ***Forever Young***, March 2004, p. 4.
  4. “Why Uma Fights,” ***Money***, November 2003, p. 28.
  5. ***Le Montage***, Vol. 5, 2002-2003 Annual Issue, p. 4.
  6. “Retail category strategy varies by the store”, ***Marketing News*,** September 10, 2001, p. 22.
  7. “Basuroy’s Bottom Line,” ***Buffalo Business***, Spring 2001.

# Services

**Ad hoc reviewer for:**

*Journal of Marketing, Journal of Marketing Research, Marketing Science, Management Science, Journal of Retailing, Journal of the Academy of Marketing Science, Quantitative Marketing and Economics, Marketing Letters, Journal of International Marketing, Information Systems Review, Journal of Media Economics, Journal of Cultural Economics, IMA Journal of Management Mathematics, International Journal of Business and Economics, Applied Economics Letters, AMA Summer Marketing Educator’s Conference, AMA Winter Marketing Educator’s Conference, University of Missouri Research Board Reviewer, Research Grants Council of Hong Kong, EMACS*

# Dissertation Committees at UTSA

1. Yuan Li (Member; Assistant Professor of Marketing at Georgia Southern University, from August 2019)
2. Hanyong Park (Co-Chair; Assistant Professor of Marketing at Eli Broad School of Business, Michigan State University, from June 2019)
3. Carlos Bauer (Co-Chair; Assistant Professor of Marketing at the Culverhouse College of Business, University of Alabama-Tuscaloosa from August 2018)
4. Bradley J (“BJ”) Allen (Chair; Assistant Professor of Marketing at the Walton College of Business, University of Arkansas from June 2017)
5. Jorge Pena Marin (Member; Assistant Professor at the University of Cincinnati from August 2017)
6. Chia Wei (Joy) Lin (Member; Assistant Professor of Marketing at the University of Tennessee at Chattanooga from August 2017)
7. Huachao Gao (Member; Assistant Professor of Marketing at the University of Victoria, Canada from August 2016)

# UTSA Marketing Doctoral Student Placements under my leadership since 2015

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| **Student/AMA interview year** | **Placement** | **Publications at AMA** |
| Huachao Gao/2015 | U of Victoria | JCR 3rd round, JM R&R |
| Bradley (BJ) Allen/2016 | U of Arkansas | 1 JR published, 1 R&R each in JM, JMR, and JCR |
| Jorge Pena Marin/2016 | U of Cincinnati | 1 JCP published and JCR accepted |
| Joy Lin/2016 | U of Tennessee-Chattanooga |  |
| Lambrianos Nikiforidis/2016 | SUNY Oneonta | 1 R&R JCP |
| Carlos Bauer/2017 | U of Alabama-Tuscaloosa | Under review JAMS, 2nd round at IMM |
| Hanyong Park/2018 | Michigan State University | JCR (cond. Accept)  JCP R&R |
| Yuan Li/2018 | Georgia Southern University | JM (2nd round) |
| Qiang (Kris) Zhou/2020 | Renmin University, China | JM (2nd round) |

JCR=*Journal for Consumer Research* (elite); JM=*Journal of Marketing*; JR=*Journal of Retailing*; JMR=*Journal of Marketing Research*; JCP=*Journal of Consumer Psychology*; JAMS=*Journal of the Academy of Marketing Science*; IMM= *Industrial Marketing and Management*.

**Dissertation Committees at the University of Oklahoma**

Greg McAmis (Completed, 2013). Dissertation Title: Directive Modification by Boundary Spanning Employees. Placement: Assistant Professor at Western Kentucky University, From Fall 2012)

Hyo Jin Jeon (Jean) (Completed 2012). Dissertation Title: Carry Over Effects of Firm Reputation. Assistant Professor at the University of Reno-Nevada.

Scott Grawe (Completed 2010). Dissertation Title: 3 PL: Interorganizational Relationships. Placement: Assistant Professor of Supply Chain at Iowa State University from Fall 2010.

**Dissertation Committees at Florida Atlantic University**

Monica Fine (2010-2011). Title: The Role of Advertising and Information Asymmetry. Placement: Assistant Professor of Marketing at Coastal Carolina University from Fall 2011.

Desislava Georgieva Budeva (2007-2009). Placement: Assistant Professor of Marketing at Ramapo College, Mahwah, NJ, from Fall 2009.

Framarz Byramjee 2006-2007. Placement: Associate Professor of Marketing at Indiana University of Pennsylvania.

# Service to UTSA

1. Department of Marketing Chairman (June 2014 – to-date)
2. Department Search Committees (2014 - 2018) [6 tenure-track; 4 non-tenure-track]

\*\*\* Of the 6 tenure-track hires, 3 were women. Among 4 non-tenure-track hires, 2 were women.

\*\*\*Participated in the hiring of Drs. Deepa Chandrasekaran (innovation diffusion research), Saerom Lee (consumer behavior), Richard Gretz (econometrics and strategy), Ashwin Malshe (social media and marketing-finance), Dian Wang (behavioral decision theory) and Jihye Jung (choice and political affiliations)

\*\*\*Hired the Director of MS Data Analytics (MSDA) and Director of MS in Business (MSB) the two most successful Masters Programs currently in UTSA, CoB. Marketing Department Doctoral Program Coordinator (May 2015 – to-date)

1. Member of Search Committee for Senior Vice Provost of Strategic Enrollment (2019)
2. Promotion and Tenure Committees (2014-2018): early tenure for Drs. Deepa Chandrasekaran and Dengfeng Yan
3. Chairman for two Comprehensive Periodic Evaluation (CPE) of Tenured Faculty (2015)
4. Chairman for two promotion cases (2016)
5. UTSA Branding Committee (2015-2016)
6. Member, Organizing Committee for Big Data Conference (2015)

# Invited Presentations

1. “Motion picture research agendas,” Invited Talk at University of Roma Tre, Rome, Italy, April 2020 (postponed due to COVID-19).
2. “A Bundling Strategy over the Product Lifecycle in Networked Markets,” (with BJ Allen, and Richard Gretz) Invited Talk at Bocconi University, Milan, Italy, April 2, 2017.
3. “The Role of Time Exclusivity on Product Distribution,” (with Carlos Bauer, and Richard Gretz) Invited Talk at 18th Mallen Conference hosted by Yale School of Management and Yeshiva University, New York, November 2016.
4. “A High Tide Raises All Ships: Measuring the Halo Effect of New Product Introductions,” (with Richard Gretz) 17th Annual Mallen Economics of Filmed Entertainment Conference, Yale University-Yeshiva University, November 12-13, 2015.
5. “Backward Compatibility in Two-Sided Markets,” (with Richard Gretz and Myongjin Kim) Yale School of Management, November 14, 2014.
6. “Contingency Without Moral Hazard: A Theory of Intellectual Property Contracts and Evidence From Screenplay Sales” Competitive Invited presentation (all-expense paid) at the Conference on Economics of Intellectual Property, Software and the Internet, University of Toulouse, Toulouse, France, June 2013.
7. “Pros vs. buzz- How Relevant Are Experts in the Internet Age? Evidence from the Motion Pictures Industry?” Competitive Invited presentation (all-expense paid) at the Fourth Annual Conference on Internet Search and Innovation, at the Searle Center on Law, Regulation and Economic Growth, Northwestern University, June 20-21, 2013.
8. “Category Captaincy and Private Labels,” Indian Management Institute (IMI), Kolkata, India, January 9, 2013.
9. “Contingency Without Moral Hazard: A Theory of Intellectual Property Contracts and Evidence From Screenplay Sales” Competitive Invited presentation at the Fifth Annual Conference on Innovation and Entrepreneurship: U.S. Patent and Trademark Office-Ewing Marion Kaufmann Foundation Conference on Intellectual Property and Entrepreneurship, at the Searle Center on Law, Regulation and Economic Growth, Northwestern University, June 14-15, 2012.
10. “Pros vs. buzz- How Relevant Are Experts in the Internet Age? Evidence from the Motion Pictures Industry?” Invited presentation at Southern Methodist University, November, 2012.
11. “Pricing of Soft and Hard Information: Lessons From Screenplay Sales,”Oklahoma Film and Video Studies Society, Oklahoma State University, Stillwater, OK, March 31, 2012.
12. “Advertising Influence on Product Coverage,” S. P. Jain Institute of Management and Research, Mumbai, India, May 31, 2011.
13. “Balancing Continuity and Change in Product Sequelization,” University of Muenster, Muenster, Germany, May 27, 2011.
14. “Balancing Continuity and Change in Product Sequelization,” Bocconi University, Milan, Italy, May 17, 2011.
15. “Advertising and Product Coverage,” Fudan University, Shanghai, China, March 15, 2011.
16. “The Role of Word-of-Mouth in Films,” Shanghai University of Finance and Economics, Shanghai, China, March 16, 2011.
17. “The Role of Category Captains” MARCON 2010, Indian Institute of Management, Kolkata, India, December 28, 2010.
18. “Intellectual Property Contracts: Theory and Evidence from Screenplay Sales,” 2010 UCLA/Bruce Mallen Scholars and Practitioners Workshop in Motion Picture Industry Studies, UCLA, November 6, 2010.
19. “How Relevant Is Word-of-Mouth in Affecting the Success of Motion Pictures,” Screen Economics Research Group, Faculty of Economics and Business, University of Sydney, Sydney, Australia, July 2, 2010.
20. “Is Word-of-Mouth What It Is Cracked Up To Be?” Bocconi University, Milan, Italy, June 18, 2010.
21. “An Investigation of Internet Postings, Critical Reviews, and Their Interaction in Affecting the Success of Motion Pictures” Annual Distinguished Lecture, Paramount Studio, Los Angeles, November 6, 2009.
22. “Has Word-of-Mouth Swamped Critical Reviews?” Bocconi University, May 19, 2009.
23. “The Impact of Word-of-Mouth on Box-Office Performance” Price College of Business, University of Oklahoma, Norman, OK, September 19, 2008.
24. “Word-of-Mouth and Box-Office Performance” Simmons Market Research Bureau, Deerfield Beach, FL, July 25, 2008.
25. “How Relevant is Word-of-Mouth?” Bocconi University, Milan, Italy, June 4, 2008.
26. “Does Advertising Influence Media Coverage?” Wayne State University, Detroit, MI, April 4, 2008.
27. “In WOM We Trust?” Ninth Business & Economics Scholars Workshop Summit in Motion Picture Industry Studies, Los Angeles, CA, November 3, 2007.
28. “A Reinforcement-Habituation Model of Movie Sequels” Ninth Business & Economics Scholars Workshop Summit in Motion Picture Industry Studies, Los Angeles, November 3, 2007.
29. “Paying Not To Go To The Gym” Economics Department, Barry Kaye College of Business, Florida Atlantic University, Boca Raton, FL, October 26, 2007.
30. “Implications of Word-of-Mouth in Motion Pictures?” Florida International University, Miami, Florida, March 28, 2007.
31. “Implications of Movie Critics for Motion Picture Performance?” Invited presentation during the Research Week 2007 at Florida Atlantic University, Jupiter, Florida, April 4, 2007.
32. “The Role of Movie Critics and the Relationship Between Studios and Critics” Rotary Club International-Jupiter-Tequesta, Abacoa Golf Club, Jupiter, FL, January 30, 2007.
33. “Item Reduction: Re-Examination and New Insights” University of Miami, Miami, FL, September 18, 2006.
34. “The Effect of Critical Disagreement on Box Office Performance,” Bocconi University, Milan, Italy, November 24, 2006.
35. “Reviewing the Reviewers: Assessing the Impact of Individual Film Critics,” 8th Business and Economics Scholars Workshop Summit in Motion Picture Industry Studies, Carl DeSantis Center for Motion Pictures Studies, FAU, Fort Lauderdale, FL, November 10, 2006.
36. “Movie Critics: Does Anyone Listen?” Florida Atlantic University, “Coffee With Professor Series,” Jupiter, FL, October 20, 2006.
37. “Is Silence Golden? An Inquiry Into the Meaning of Silence in Professional Product Evaluations,” (November 12, 2005). 7th Business and Economics Scholars Workshop Summit in Motion Picture Industry Studies, Carl DeSantis Center for Motion Pictures Studies, FAU, Fort Lauderdale, FL.
38. How Critical Are Critical Reviews? The Box Office Effects of Film Critics, Star Power and Budgets,” (January 2, 2004), Indian Institute of Management, Kolkata, India.
39. “Marketing an Educational Institution,” (January 5, 2004), Gurudas College, Kolkata, India
40. “The Impact of Film Critics on Box Office Performance of Films,” (November 27, 2003), Jadavpur University, Department of Economics, Kolkata, India.
41. “The Impact of Category Management on Retail Prices and Performance: Theory and Evidence.” (June 23, 2003) Invited Presentation at the *Roundtable on Antitrust and Category Captains*, National Press Club, Washington D.C. organized by the American Antitrust Institute.
42. “Beyond Morality and Ethics –Violent Films and Value Maximization,” S. Abraham Ravid and Suman Basuroy, 2002. 4th Business and Economics Scholars Workshop Summit in Motion Picture Industry Studies, Fort Lauderdale, FL.
43. “The Role of Film Critics,” (June 2002), Norwegian Business Institute (NBI), Sandvika, Norway.
44. “Aspects of Marketing,” (December 2000), School of Management, Sardar Patel University, Vallabh Vidyanagar, Gujarat, India
45. “Multi-Brand Advertising Competition in Market Share Attraction Models: Theory and Evidence,” (March 2000), Dung Nguyen and Suman Basuroy. “Marketing Modelers Group” BBDO, New York City.
46. “The Strategy and Tactic of Cross-Promotion,” (February 1998), Mendel Fygenson and Suman Basuroy. Montclair State University, Montclair, NJ.
47. “The Strategy of Cross-Promotion: A Model and Analysis,” (November 1997), Mendel Fygenson and Suman Basuroy. Indiana University at Bloomington, Bloomington, IN.
48. “Category Management: Issues, Theory, and Implications,” (April 1996), Suman Basuroy, Murali Mantrala, and Rockney Walters. W. Averell Harriman School of Management and Public Policy, SUNY at Stony Brook.

# Conference Presentations

1. “Sleeping with Strangers,” (with Yongseok Kim and Davide Proserpio). *American Marketing Association Winter Educator’s Conference,* San Diego, CA, February 2020.
2. “Your Best May Not Always Be the Best. The Dynamic Effects of Attribute-Alignability on Networked Products,” (with Carlos Bauer and Richard Gretz). *American Marketing Association Winter Educator’s Conference,* Orlando, FL, February 2017.
3. “Distributions Strategies and Financial Performance, The Role of Time-Exclusivity,” (with Carlos Bauer and Richard Gretz). *American Marketing Association Summer Educator’s Conference,* Atlanta, GA, August 2016.
4. “Wherein Lies the Wisdom of the Crowds? Antecedents and Consequences of Customer Involvement Across Different New Product Development Phases,” Marketing Science Conference (Refereed), Baltimore, MD, June 18-20, 2015.
5. “The Effect of Superstar Software in the Video Game Industry: The Moderating Role of Product generation Life Cycles,” American Marketing Association Winter Educators’ Conference (Refereed) San Antonio, TX, February 13-15, 2015.
6. Leveraging and then Replenishing Brand Equity: Strategically Sequencing Major and Minor Innovations,” Timothy B. Heath, Subimal Chatterjee, Suman Basuroy, Thorsten Hennig- Thurau, Bruno Kocher, Max Chauvin. American Marketing Association Winter Educators’ Conference (Refereed) San Antonio, TX, February 13-15, 2015.
7. “Retail Website Interactivity and Firm Performance: Sometimes Less is More,”

Heiner Evanschitzky, Marc Linzmajer, David Woisetschläger, Suman Basuroy, American Marketing Association Winter Educators’ Conference (Refereed Poster Session) San Antonio, TX, February 13-15, 2015.

1. “Bundle Introduction as a Dynamic Product Strategy Across Product Lifecycle Stages in Networked Markets,” American Marketing Association Summer Educators’ Conference (Refereed) San Francisco, CA, August 1-3, 2014.
2. “How Bundling Strategies Change in Networked Markets Across Product Lifecycle Stages,” Marketing Science Conference (Refereed), Atlanta, June 12-14, 2014.
3. “Backward Compatibility in Two-Sided Markets,” Marketing Science Conference (Refereed), Atlanta, June 12-14, 2014.
4. “The Effect of Web Panel Participation on Customer Behaviors: An Empirical Analysis,” American Marketing Association Winter Educators’ Conference (Refereed) Orlando, FL, February 2014.
5. “Exploring the Effectiveness of Influence Strategies in Business to Business Markets: An Analysis of Fashion Manufacturer-Media Publisher Relationships,” American Marketing Association Winter Educators’ Conference, (Refereed), Orlando, FL, February 2014.
6. “Leveraging Brand Equity by Strategically Sequencing Major and Minor Innovations,” International Conference on Marketing Research (Refereed), New Delhi, India, December 20-22, 2013.
7. “Strategically Sequencing Major and Minor Innovations,” Marketing Science Conference (Refereed), Istanbul, Turkey, July 11-13, 2013.
8. “Why Quality May Not Always Win: The Impact Of Product Generation Life-Cycles On Quality And Network Effects In High-Tech Markets,” American Marketing Association Conference Winter (Refereed), Las Vegas, NV, February 14-16, 2013.
9. “The Role of Category Captains and Private Labels,” American Marketing Association Conference Winter (Refereed Poster Session), Las Vegas, NV, February 14-16, 2013.
10. “The Pricing of Soft and Hard information-Lessons from Screenplay Sales,” Indian Institute of Management-Kolkata, India, December 29, 2012.
11. “The Role of Category Captains and Private Labels,” Indian Institute of Management- Kolkata, India, December 28, 2012.
12. “Why Quality May Not Always Win: The Impact Of Product Generation Life-Cycles On Quality And Network Effects In High-Tech Markets,” American Marketing Association (Refereed), Chicago, IL, August 17-19, 2012.
13. “The Pricing of Soft and Hard information-Lessons from Screenplay Sales,” American Marketing Association (Refereed), Chicago, IL, August 17-19, 2012.
14. “What is Advertising Content Worth? Evidence from the Motion Pictures Industry,” Marketing Science Conference, Boston, MA, June 7-9, 2012.
15. “Intellectual Property Contracts: Theory and Evidence” European Finance Association (Refereed), Stockholm, Sweden, August 18, 2011.
16. “CEO Compensation, Customer Satisfaction and Firm Value” *Marketing Strategy Meets Wall Street II Conference* (Refereed) at Boston University, (2011), Boston, MA on May 12- 14.
17. “Paying Not to Go to the Gym” 2011 International Conference on Economics, Business and Marketing Management – CEBMM 2011 (Refereed), Shanghai, China, March 11-13, 2011.
18. “In WOM We Trust?” Presentation 15th Biennial Conference of the *Association for Cultural Economics International* (2008), Boston, MA on June 12-15.
19. “How Production Costs Affect Channel Outcomes,” Ruhai Wu and Suman Basuroy, (2008), (Refereed) *Summer American Marketing Association*, San Diego, CA. August.
20. “When Mixed Information is a Blessing: The Effects of Critical Disagreement on a Film’s Evaluation and Subsequent Box Office Performance,” Subimal Chatterjee, Tim Heath and Suman Basuroy, (2006), *Advances in Consumer Research* (2006), Sydney, Australia.
21. “Globalization and Performance of United States Motion Picture Industry,” Suman Basuroy and Kunal Banerji, (2006), *Academy of International Business Conference* (2006), Beijing, China.
22. “Should Store Brands Be Fully Integrated Into Category Management?” (June 2004), Suman Basuroy, Srinath Beldona, Shailendra Gajanan, Murali Mantrala, and Rockney Walters. Paper presented at the Marketing Science Conference, Rotterdam School of Management, Erasmus University, Rotterdam, Netherlands.
23. “Managing Customer Acquisition Activities,” (June 2003), Patrali Chatterjee and Suman Basuroy. Paper presented at the Marketing Science Conference, Robert H. Smith School of Business, University of Maryland, College Park, MD.
24. “Reviewing the Reviewers: The Impact of Individual Film Critics on Box Office Performance,” (June 2003), Peter Boatwright, Suman Basuroy, and Wagner Kamakura. Paper presented at the Marketing Science Conference, Robert H. Smith School of Business, University of Maryland, College Park, MD.
25. “Linking Consumers' Online Auction Bidding Behavior and Retail Market Price

Dispersion: An Information Economics Perspective” (June 2003), Debabrata Talukdar, Utpal Dholakia, Suman Basuroy. Paper presented at the Marketing Science Conference, Robert H. Smith School of Business, University of Maryland, College Park.

1. “Beyond Morality and Ethics –Violent Films and Value Maximization,” S. Abraham Ravid and Suman Basuroy, 2002. Paper presented at the Financial Management Association Meeting, October 16-19, 2002, San Antonio, TX.
2. “How Critical Are Critical reviews? The Role That Film Critics and Some Moderators Play in Box Office Performance,” Suman Basuroy, Subimal Chatterjee, and S. Abraham Ravid, 2001. Paper presented at the BCRST (Buffalo-Cornell-Rochester-Syracuse-Toronto) Marketing Conference on May 24, 2002, Buffalo, NY.
3. “Bidding Biases in Digital Consumer Auctions,” (August 2001), Utpal M. Dholakia, Suman Basuroy, & Kerry Soltysinski. Paper presented at the Society for Consumer Psychology Conference, San Francisco.
4. “Managing Customer Acquisition Activities: A Multi-Stage Process Model of Consumer Decision to Subscribe to Membership Services,” (July 2001), Patrali Chatterjee and Suman Basuroy. Paper presented at the Marketing Science Conference, University of Mainz, Mainz, Germany.
5. “Incremental and Radical Product Innovations in the Consumer Packaged Goods Industry,” (2000), Suman Basuroy and Gurumurthy Kalyanaram. Paper presented at the Marketing Science Conference, UCLA, LosAngeles.
6. “The Impact of Category Management on Reatil Price Competition and Profitability: Theory and Evidence,” (1999), Suman Basuroy, Murali Mantrala, and Rockney Walters. Paper presented at the Marketing Science Conference, Syracuse, NY.
7. “The Impact of Profit Margin Guarantee on Retailers,” (1998), Murali Mantrala, Suman Basuroy, and Kalyan Raman. Paper presented at the Marketing Science Conference, INSEAD, Fontainebleu, France.
8. “Multi-Brand Advertising Competition in Market Share Attraction Models: Theory and Evidence,” (1998), Suman Basuroy and Dung Nguyen. Paper presented at the Marketing Science Conference, INSEAD, Fontainebleu, France.
9. “Interpreting Unilateral and Competitive Price Signals: The Moderating Role of Need for Cognition,” (1997), Subimal Chatterjee and Suman Basuroy. Association for Consumer Research Conference, Denver, CO.
10. “Category Management: Channel Competition and Coordination,” (1996), Suman Basuroy, Murali Mantrala, and Rockney Walters. Paper presented at the Marketing Science Conference, Gainesville, FL. I also served as Chairperson for the session called “Category Management.”
11. “Measuring Consumer Reactions to Price-Matching Signals,” (1996), Subimal Chatterjee and Suman Basuroy. Paper presented at the Association for Consumer Research Conference, Tuscon, AZ.
12. “Assessing the Impact of Cross-Category Promotion: The Case of Cross-promotion,” (1996), Mendel Fygenson and Suman Basuroy. Paper presented at the Association of Consumer Research Conference, Tuscon, AZ.
13. “Competitive Promotional Strategies as Collusive Devices,” (1993), Suman Basuroy and Rajeev Kohli. Marketing Science Conference at St. Louis, MO.
14. “Loyalty-Inducing Competitive Promotional Strategies,” (1993), Suman Basuroy and Rajeev Kohli. Paper presented at the Albert Haring Symposium, Department of Marketing, Indiana University, Bloomington, IN