

SUMAN BASUROY
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Price College of Business
University of Oklahoma
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Norman, OK 73071
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PERSONAL US Citizen, Married

EDUCATION

1995 Ph.D. (Marketing), University of Pittsburgh, Pittsburgh, PA

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

1982 Diplôme de Langue, Alliance Française de Calcutta, India

EMPLOYMENT HISTORY

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

2009- Associate Professor of Marketing (with tenure), Barry Kaye College of Business, Florida Atlantic University, Boca Raton, FL.

2005-2009 Assistant Professor of Marketing, Barry Kaye College of Business, Florida Atlantic University, FL.

2000-2005 Assistant Professor of Marketing, University at Buffalo, Buffalo, NY

1995-2000 Assistant Professor of Marketing, Rutgers University, Newark, NJ

VISITING PROFESSORSHIPS

- 2010 May Bocconi University, Milan, Italy
- 2009 May Bocconi University, Milan, Italy
- 2006 November Bocconi University, Milan, Italy

RESEARCH AFFILIATION

- 2008 – to-date Honorary Research Associate at CERMES, Center for Research on Markets and Industries, Bocconi University, Milan, Italy

AWARDS AND HONORS

- 2010 Werner Pommerehne Prize for best paper in Journal of Cultural Economics (JCE) over the two years 2006 and 2007
- 2009 Carol and Bruce Mallen Lifetime Achievement Award For Scholarly Contributions to Motion Picture Industry Studies, 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
- 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 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

PUBLICATIONS (Refereed Journal Articles)

1. **“Integrating Production Costs in Channel Decisions,”** Ruhai Wu, Suman Basuroy and Srinath Beldona (2010), Accepted for publication, *Journal of Retailing*.
2. **“Does Advertising Spending Influence Media Coverage of Advertiser?”** Diego Rinallo and Suman Basuroy (2009), *Journal of Marketing*, Vol. 73 (November), 33-46.
3. **“Fast and Frequent: Investigating Box Office Performance of Motion Picture Sequels,”** Suman Basuroy and Subimal Chatterjee (2008), *Journal of Business Research*, 61 (July), 798-803.
4. **“Category Management, Product Assortment and Consumer Welfare”** Shailendra Gajanan, Suman Basuroy and Srinath Beldona, (2007), *Marketing Letters*, Vol. 18, Issue 3 (September), 135-148. [Lead Article in September 2007 Issue]
5. **“Reviewing the Reviewers: The Impact of Individual Film Critics on Box Office Performance”** Peter Boatwright, Suman Basuroy and Wagner Kamakura, (2007), *Quantitative Marketing & Economics*, Vol. 5, No. 4 (December), 401-425.
6. **“Multi-Channel Retailing and Its Implications on Consumer Shopping Behavior,”** Shailendra Gajanan and Suman Basuroy, (2007), *Journal of Shopping Center Research*, Vol. 14, No. 2, 1-28. [Lead article in the issue].
7. **“E-Services and the New World of Retailing,”** Shailendra Gajanan and Suman Basuroy, (2007), *Journal of Value Chain Management*, Vol. 1, No. 1/2, 157-176.

8. **“An Empirical Investigation of Signaling in the Motion Picture Industry,”** Suman Basuroy, Kalpesh K. Desai and Debu Talukdar, (2006), *Journal of Marketing Research*, Vol. 43, No. 2, 287-295.
9. **“Is Silence Golden? An Inquiry Into the Meaning of Silence in Professional Product Evaluations,”** Wagner Kamakura, Suman Basuroy, and Peter Boatwright, (2006), *Quantitative Marketing and Economics*, Vol. 4, No. 2, 119-141.
10. **“Distributors and Film Critics: It Takes Two to Tango?”** S. Abraham Ravid, John K. Wald and Suman Basuroy, (2006), *Journal of Cultural Economics*, Vol. 30, No. 3, 201-218.
11. **“Do Style-goods Retailers’ Demands for Guaranteed Profit Margins Unfairly Exploit Vendors?”** Murali Mantrala, Suman Basuroy and Shailendra Gajanan (2005), *Marketing Letters*, Vol. 16, No. 1, 53-66.
12. **Interactive Influences of Genre Familiarity, Star Power, and Critics’ Reviews In the Cultural Goods Industry: The Case of Motion Pictures,”** Kalpesh K. Desai and Suman Basuroy, (2005), *Psychology and Marketing*, Vol. 22, No. 3, 203-223 [**Lead Article in the Issue**].
13. **“Managerial Objectives, the R-rating Puzzle, and the Production of Violent Films,”** S. Abraham Ravid, and Suman Basuroy, (2004), *Journal of Business*, Vol. 77, No. 2, S155-S192.
14. **“How Critical Are Critical Reviews? The Box Office Effects of Film Critics, Star Power and Budgets,”** Suman Basuroy, Subimal Chatterjee, and S. Abraham Ravid, (2003), *Journal of Marketing*, Vol. 67 (4), 103-117.
15. **“Failing to Suspect Collusion in Price Matching Guarantees: Consumer Limitations in Game Theoretic Reasoning,”** Subimal Chatterjee, Timothy B. Heath, and Suman Basuroy, (2003), *Journal of Consumer Psychology*, Vol. 13, No. 3, 255-267.
16. **“How Effortful Decisions Get Enacted: The Motivating Role of Decision Processes, Desires, and Anticipated Emotions,”** Richard Bagozzi, Utpal Dholakia and Suman Basuroy, (2003), *Journal of Behavioral Decision Making*, Vol. 16, 273-295.
17. **“Auction or agent (or both)? A study of factors moderating the herding bias in digital auctions,”** Utpal Dholakia, Suman Basuroy, and Kerri Soltysinski, (2002), *International Journal of Research in Marketing*, Vol. 19, No. 2 (June), 115-130. [**Lead article in the June 2002 issue**].

18. **“The Impact of Category Management on Retail Prices and Performance: Theory and Evidence,”** Suman Basuroy, Murali Mantrala, and Rockney Walters, (2001), *Journal of Marketing*, Vol. 65, (October), 16 -32. [This article was excerpted in *Marketing, (UK)* on 29th November 2001, by Tim Ambler, and in *Marketing News*, September 10, 2001 issue.]
19. **“From Bricks-and-Mortar to Clicks-and-Mortar: How Traditional Retailers Can Leverage Online Market Opportunities Through Internet Malls,”** Patralli Chatterjee and Suman Basuroy, (2001), *Journal of Shopping Center Research*, (Spring/Summer), Vol. 8, No. 1, 59 - 80.
20. **“Multinomial Logit Market Share Models: Equilibrium Characteristics and Strategic Implications,”** Suman Basuroy and Dung Nguyen, *Management Science*, October 1998, Vol. 44, No. 10. 1396 - 1408.

PUBLICATIONS (Refereed Conference Proceedings)

21. **“How Production Costs Affect Channel Outcomes,”** Ruhai Wu and Suman Basuroy, (2008), *2008 AMA Educator’s Proceedings*, Vol. 19, eds. James R. Brown and Rajiv P. Dant, p. 233.
22. **“When Mixed Information is a Blessing: The Effects of Critical Disagreement on a Film’s Evaluation and Subsequent Box Office Performance,”** Subimal Chatterjee, Timothy B. Heath and Suman Basuroy, (2007), in *Asia Pacific Advances in Consumer Research*, Vol. 7., eds. Gary Gregory, Teresa Davis, and Margaret Craig-Lees, Duluth, MN.
23. **“Globalization and Performance of United States Motion Picture Industry,”** Suman Basuroy and Kunal Banerji, (2006), *Proceedings of the 48th Annual Meeting of the Academy of International Business*, (eds. Mary Ann Von Glinow and Tunga Kiyak), 28.
24. **“Cross-Coupons and Their Effect on Asymmetric Price Competition Between National and Store Brands,”** Subimal Chatterjee, Timothy Heath, and Suman Basuroy, (2000), *Advances in Consumer Research*, Vol. 27, (eds. Stephen Hoch and Robert J. Meyer), 24 - 29.
25. **“Interpreting Unilateral and Competitive Price Signals: The Moderating Role of Need for Cognition,”** Subimal Chatterjee and Suman Basuroy, (1998), *Advances in Consumer Research*, Vol. 25, (eds. Joe Alba and Wesley Hutchinson), 151 - 155.
26. **“Measuring Consumer Reactions to Price-Matching Signals: A Theoretical and Empirical Investigation,”** Subimal Chatterjee and Suman Basuroy, (1997), *Advances in Consumer Research*, Vol. 24, (eds. Merrie Brucks and Debbie MacInnis), 400 - 404.

PUBLICATIONS (Book Review, non-refereed)

27. **“Winning: Continuous Improvement Theory in High-Performance Organizations – Book Review”** Suman Basuroy, (1997), *Journal of Product Innovation and Management*, March, 150-151.

WORK IN PROGRESS

1. “CEO Compensation and Customer Satisfaction,” (2010), with Kimberly Gleason and Yezen Kannan. Target journal: *Journal of Marketing Research*.
2. “Impact of Word-of-Mouth in the Motion Picture Industry,” (2010), with S. Abraham Ravid. Target journal: *Management Science*.
3. “Impact of Media Coverage on Sales,” (2010), with Diego Rinallo. Target journal: *Journal of Marketing Research*.
4. “Management of Sequels,” (2010), with Subimal Chatterjee and Timothy Heath. Target journal: *Journal of Marketing*.
5. “Intellectual Property Contracts: Evidence from Screenplays,” (2010), with Milton Harris and S. Abraham Ravid. Target journal: *Marketing Science*.
6. “Category Captains and Private Labels,” (2010), with Arun Sharma, S. Gajanan and Srinath Beldona. Target journal: *Journal of Marketing*.
7. “Product Assortment with Category Captains,” (2010), with Arun Sharma, S. Gajanan and Srinath Beldona. Target journal: *Journal of Retailing*.
8. “Price Gap and Assortment Imitation of Private Label Products,” (2010), with Hari Sridhar, Elina Tang, Murali Mantrala and Srinath Beldona. Target journal: *Journal of Retailing*.
9. “CEO Compensation and Product Innovation,” (2010), with Paroma Sanyal.
10. “Integrated Communication in the Motion Picture Industry,” (2010).

MEDIA CITATIONS

1. “The Sequel Story...” *Times of India*, July 8, 2008.
2. “Successful Sequel Tricks” *The Telegraph*, June 9, 2008.
3. “Indian researcher’s recipe for box-office success” *DailyIndia.com*, June 6, 2008.
4. “Hollywood hedges its bets with big fund money” *The Australian*, October 10, 2006.
5. “Tinseltown holds peril for hedge funds” *Financial Times*, October 6, 2006.
6. “Academy Awards Insight: Movie Critics Speak Even When They Don’t Utter A Word,” *Duke University News*, February 22, 2006.
7. “Critics Cause Box Office Drama,” *SignalOnline*, November 8, 2005.
8. “How Critical are Critical Reviews?” *Buffalo Reporter*, Spring 2004, p. 18.
9. “CEPA Gallery’s Photography Auction,” Robert Hirsch, *Forever Young*, March 2004, p. 4.
10. “Why Uma Fights,” *Money*, November 2003, p. 28.
11. *Le Montage*, Vol. 5, 2002-2003 Annual Issue, p. 4.
12. “Retail category strategy varies by the store”, *Marketing News*, September 10, 2001, p. 22.
13. “Basuroy’s Bottom Line,” *Buffalo Business*, Spring 2001.

COMPETITIVE RESEARCH GRANTS OBTAINED AND THEIR OUTCOMES

1. **“Is Word-of-Mouth All That It Is Cracked Up To Be?”** (2010). Price College of Business, University of Oklahoma, Competitive Summer Research Grant, **\$5,000**. Duration: 2010. Analysis in progress.
2. **“A Reinforcement-Habituation Model of Sequel Management,”** (2010). Price College of Business, University of Oklahoma, Non-Stipend Research Grant, **\$4,000**. Duration: 2010. Data collection in progress.
3. Fall 2009 Alley-Rayonier Travel Support for International Research (Fall 2009), **\$3,000**. Price College of Business, University of Oklahoma.
4. **“Does Advertising Influence Media Coverage?”** Dean’s Summer Research Grant, Barry Kaye College of Business, Florida Atlantic University, \$10,000. Duration: Summer 2008.
Outcome: (1) *Journal of Marketing*, Vol. 73 (November), 33-46.
(2) A version of this paper was presented in an Invited Presentation at Wayne State University, Detroit, Michigan in April 2008.
5. **“Global Revenue Implications of Sex and Violence in Hollywood Films”** (with Shailendra N. Gajanan). Submitted to the Carl DeSantis Center for Motion Pictures Studies at FAU on April 12, 2006. **\$20,000**. Suman Basuroy is the Principal Investigator (PI). Duration: 2007-2009.
Outcome: Data collection in progress.
6. **“Re-Examining the Importance of Word-of-Mouth: New Insights from the Motion Picture Industry,** Dean’s Summer Research Grant, Barry Kaye College of Business, FAU, \$7,500. Duration: Summer 2007.
Outcome: (1) An early version of this paper was presented at the Ninth Business & Economics Scholars Workshop Summit in Motion Picture Industry Studies, Los Angeles, CA, November 3, 2007.
(2) A version of this paper was presented in an Invited Presentation at the Bocconi University, Milan, Italy in June. 2008.
7. **“The Effects of Critical Disagreements on a Product’s Market Performance,”** Dean’s Summer Research Grant, Barry Kaye College of Business, FAU, \$7,500. Duration: Summer 2006.

Outcome: (1) **“When Mixed Information is a Blessing: The Effects of Critical Disagreement on a Film’s Evaluation and Subsequent Box Office Performance,”** Subimal Chatterjee, Timothy B. Heath and Suman Basuroy, (2007), in *Asia Pacific Advances in Consumer Research*, Vol. 7, eds. Gary Gregory, Teresa Davis, and Margaret Craig-Lees, Duluth, MN.

(2) This paper was presented in an Invited Presentation at the Bocconi University, Milan, Italy

in Nov. 2006.

8. **“Multi-channel Retailing and its Implications on Consumer Shopping Behavior,”** (with S. N. Gajanan). International Council of Shopping Centers Educational Foundation, New York, **\$13,500**. Suman Basuroy is co-Principal Investigator (co-PI). Duration: 2005-2006.

Outcome: (1) **“Multi-Channel Retailing and Its Implications On Consumer Shopping Behavior,”** Shailendra Gajanan and Suman Basuroy, (2007), *Journal of Shopping Center Research*, Vol. 14, No. 2, 1-28. [This is the lead article in this issue].

(2) **“E-Services and the New World of Retailing,”** Shailendra Gajanan and Suman Basuroy, (2007), *Journal of Value Chain Management*, Vol. 1, No. 1/2, 157-176.

9. Summer Research Grant, School of Management (SOM), University at Buffalo, **\$3,000**

10. Small Research Grant, SOM, University at buffalo, **\$1500**

11. Small Research Grant, SOM, University at buffalo, **\$300**

Outcome: **“Interactive Influences of Genre Familiarity, Star Power, and Critics’ Reviews In the Cultural Goods Industry: The Case of Motion Pictures,”** Kalpesh K. Desai and Suman Basuroy, (2005), *Psychology and Marketing*, Vol. 22, No. 3, 203-223 (Lead Article in the Issue).

12. Summer Research Grant, SOM, University at Buffalo, **\$7,000**

Outcome: **“Managerial Objectives, the R-rating Puzzle, and the Production of Violent Films,”** S. Abraham Ravid, and Suman Basuroy, (2004), *Journal of Business*, Vol. 77, No. 2, S155-S192.

13. **“From Brick and Mortar to Click and Mortar: How Traditional Retailers Can Leverage Online Market Opportunities Through Internet Malls”** (with Patralli Chatterjee), International Council of Shopping Centers Educational Foundation, New York, **\$9,100**.

Outcome: **“From Bricks-and-Mortar to Clicks-and-Mortar: How Traditional Retailers Can Leverage Online Market Opportunities Through Internet Malls,”** Patralli Chatterjee and Suman Basuroy, (2001), *Journal of Shopping Center Research*, (Spring/Summer), Vol. 8, No. 1, 59 - 80.

14. **“Multi-Brand Advertising Competition in Market Share Models: Theory and Evidence,”** Research Resources Committee, Faculty of Management, Rutgers University, **\$2,000**

15. “Advertising Competition Among Multi-Brand Firms: Theory and Evidence,” Office of Sponsored Research Programs, Rutgers University, **\$500**

Outcome: The resulting paper was presented at the Weatherhead School of Management, Case Western Reserve University, University at Buffalo, University of Washington at Seattle, University of California at Riverside, World Conference of Econometric Society, Seattle, 2000 and BBDO, New York.

16. “The Impact of Category Management: Theory and Evidence,” Office of Sponsored Research Programs, Rutgers University, **\$1300**

Outcome: “**The Impact of Category Management on Retail Prices and Performance: Theory and Evidence,**” Suman Basuroy, Murali Mantrala, and Rockney Walters, (2001), *Journal of Marketing*, Vol. 65, (October), 16 -32. (This article was excerpted in *Marketing*, (UK) on 29th November 2001, by Tim Ambler, and in *Marketing News*, September 10, 2001 issue). This paper was also presented (June 23, 2003) in an Invited Presentation at the *Roundtable on Antitrust and Category Captains*, National Press Club, Washington D.C. organized by the American Antitrust Institute.

17. “The Strategy of Cross-Promotion: A Model and Analysis,” Research Resources Committee, Faculty of Management, Rutgers University, **\$3000**

Outcome: “**Cross-Coupons and Their Effect on Asymmetric Price Competition Between National and Store Brands,**” Subimal Chatterjee, Timothy Heath, and Suman Basuroy, (2000), *Advances in Consumer Research*, Vol. 27, (eds. Stephen Hoch and Robert J. Meyer), 24 - 29.

18. “Measuring Consumer Reaction to Price-matching Signals: A Theoretical and Empirical Investigation,” Research Resources Committee, Faculty of Management, Rutgers University, **\$3500**

Outcome: This grant resulted in three papers: (1) “**Failing to Suspect Collusion in Price Matching Guarantees: Consumer Limitations in Game Theoretic Reasoning,**” Subimal Chatterjee, Timothy B. Heath, and Suman Basuroy, (2003), *Journal of Consumer Psychology*, Vol. 13, No. 3, 255-267.

(2) “**Interpreting Unilateral and Competitive Price Signals: The Moderating Role of Need for Cognition,**” Subimal Chatterjee and Suman Basuroy, (1998), *Advances in Consumer Research*, Vol. 25, (eds. Joe Alba and Wesley Hutchinson), 151 - 155.

(3) “**Measuring Consumer Reactions to Price-Matching Signals: A Theoretical and Empirical Investigation,**” Subimal Chatterjee and Suman Basuroy, (1997), *Advances in Consumer Research*, Vol. 24, (eds. Merrie Brucks and Debbie MacInnis), 400 - 404.

SERVICE

Service to the Profession

Ad hoc reviewer for

1. *Journal of Marketing*
2. *Journal of Marketing Research*
3. *Marketing Science*
4. *Management Science*
5. *Journal of Retailing*
6. *Journal of the Academy of Marketing Science*
7. *Marketing Letters*
8. *Journal of International Marketing*
9. *Information Systems Review*
10. *Journal of Media Economics*
11. *Journal of Cultural Economics*
12. *IMA Journal of Management Mathematics*
13. *International Journal of Business and Economics*
14. *Applied Economics Letters*
15. *AMA Summer Marketing Educator's Conference*
16. *AMA Winter Marketing Educator's Conference*
17. *University of Missouri Research Board Reviewer*
18. *Research Grants Council of Hong Kong*
19. *EMACS*

Session Chair: University of Oklahoma Inaugural Finance Conference, May 7-8, 2010.

Chair: Special Session on Category Management (1996, sponsored by the Marketing Science SIG of INFORMS)

Service to the University of Oklahoma

1. Undergraduate Curriculum Committee: Member (Fall 2009 - todate)
2. Division Ph.D. Committee: Member (Fall 2009 - todate)
3. Faculty Advisor to Connxions

Dissertation Committees at the University of Oklahoma

Scott Grawe: 2009-todate

Service to Florida Atlantic University

Dissertation Committees at FAU

Framarz Byramjee 2006-2007 (currently Associate professor of Marketing at Indiana University of Pennsylvania)

Desislava Georgieva Budeva 2008-to-date (member of the Ph.D. Committee)

Service to FAU:

1. Dean's Research Advocacy Group: Member (2009)
2. Dean's Summer Research Grant Review Committee: Member (2009)
3. College of Business Committee on Awards for Excellence in Undergraduate Teaching & Advising (2007)
4. MAC Academic Awards Committee, Jupiter Campus (2006-2007)
5. College of Business Representative of the Library Committee at the Jupiter campus (2005-2007)
6. Search Committee Member for Assistant Librarian in Jupiter Campus (2006)
7. Speaker for Discover@FAU, August 2007.
8. Daniel Lieberfarb Scholarship in Motion Picture Industry Studies Award Committee.
9. FAU Representative to the Palm Beach Chamber of Commerce in June.

Service to the University at Buffalo:

UB: Faculty Recruiting Committee, 2002 (recruited Andrei Strijnev from Olin School, Washington University)

UB: Faculty Recruiting Committee, 2001 (recruited Sekar Raju from Ohio State University)

UB: Ph.D. Admission Committee, 2001, 2002 (we currently have 4 Ph.D. students in marketing)

Rutgers University: Departmental Representative to the School of Management Open Houses, 2001, 2002, 2003

Rutgers University: Department Representative to Award Ceremonies and MBA Open Houses, 1995-2000

Rutgers University: Member, Courses of Study Committee, Rutgers University, 1998-1999

Rutgers University: Member, Doctoral Dissertation Committee of Dinesh Malhotra

Service to the Community

Jupiter Community Outreach Center, Jupiter, Fl. (2008 Spring/Summer). Volunteer, two to three hours per week.

Board of Directors, CEPA Gallery (Center for Experimental Photography and Art), a non-profit art organization, Buffalo, New York, (2003-2005). Member of the CEPA Marketing Planning Committee. I served as a Co-Chair of the 2004 Biennial Art Auction Committee. The 2004 Biennial Art Auction, held on May 8, 2004, was the most successful auction in the past fourteen years and raised over \$70,000.

Balzers, USA, Buffalo, New York. Marketing Lecture to the National Sales Force, January, 2002. Advice on selection of a new advertising agency for national campaign. Advice on promotional campaigns, trade shows, etc., 2002-2003.

Straight Path Management, Princeton, NJ. Consulting and analytical modeling help on projects, 1997-1998.

TEACHING INTERESTS

Marketing Management, Sales Force Management, Marketing Strategy, Principles of Marketing, Marketing Research, Marketing Channels, Advertising and Promotion, Quantitative Marketing Models

COURSES TAUGHT AT PRICE COLLEGE, OU:

Undergraduate Level:

MKT 3013: Principles of Marketing (2009-2010)

Ph.D. Level:

Quantitative Models in Marketing (2010)

COURSES TAUGHT AT FAU:

Ph.D. Level:

MARC 7670: Quantitative Methods and Models in Marketing (2006, 2009)

Executive MBA Level:

MAR 6815: Marketing Management in a Global Environment (2008)

MBA Level:

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

Undergraduate Level:

MAR 4803: Marketing Strategy (2006-2008)

MAR 3023: Marketing Management (2006-2008)

MAR 4403: Sales and Sales Management (2005-2009)

COURSES TAUGHT AT UNIVERSITY AT BUFFALO (UB) AND RUTGERS UNIVERSITY:

Marketing Management (Day and Evening MBA at UB)

Marketing Strategy (Day and Evening MBAs and Undergraduates at Rutgers University)

Sales Force Management (Day and Evening MBA at Rutgers University; Undergraduate at UB)

INVITED PRESENTATIONS

1. **“Is Word-of-Mouth What It Is Cracked Up To Be?”** Invited presentation at Bocconi University, Milan, Italy, June 18, 2010.
2. **“How Relevant Is Word-of-Mouth in Affecting the Success of Motion Pictures”** Invited presentation at the Screen Economics Research Group, Faculty of Economics and Business, University of Sydney, Sydney, Australia, July 2, 2010.
3. **“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.
4. **“Has Word-of-Mouth Swamped Critical Reviews?”** Invited presentation at Bocconi University, May 19, 2009.
5. **“The Impact of Word-of-Mouth on Box-Office Performance”** Invited presentation at the Price College of Business, University of Oklahoma, Norman, OK, September 19, 2008.
6. **“Word-of-Mouth and Box-Office Performance”** Invited presentation at the Simmons Corporation, Deerfield Beach, FL, July 25, 2008.
7. **“How Relevant is Word-of-Mouth?”** Invited presentation at Bocconi University, Milan, Italy, June 4, 2008.
8. **“Does Advertising Influence Media Coverage?”** Invited presentation at Wayne State University, Detroit, MI, April 4, 2008.
9. **“In WOM We Trust?”** Invited presentation at the Ninth Business & Economics Scholars Workshop Summit in Motion Picture Industry Studies, Los Angeles, CA, November 3, 2007.
10. **“A Reinforcement-Habituation Model of Movie Sequels”** Invited presentation at the Ninth Business & Economics Scholars Workshop Summit in Motion Picture Industry Studies, Los Angeles, November 3, 2007.
11. **“Paying Not To Go To The Gym”** (with Ruhai Wu) Invited presentation in the Economics Department, Barry Kaye College of Business, Florida Atlantic University, Boca Raton, FL, October 26, 2007.
12. **“Implications of Word-of-Mouth in Motion Pictures?”** Invited presentation at the Florida International University, Miami, Florida, March 28, 2007.
13. **“Implications of Movie Critics for Motion Picture Performance?”** Invited presentation during the Research Week 2007 at Florida Atlantic University, Jupiter, Florida, April 4,

2007.

14. **“The Role of Movie Critics and the Relationship Between Studios and Critics”** Invited presentation at the Rotary Club International-Jupiter-Tequesta, Abacoa Golf Club, Jupiter, FL, January 30, 2007.
15. **“Is Item Reduction: Re-Examination and New Insights?”** Invited presentation at the University of Miami, Miami, FL, September 18, 2006.
16. **“The Effect of Critical Disagreement on Box Office Performance?”** Invited presentation at the University of Bocconi, Milan, Italy, November 24, 2006.
17. **“Reviewing the Reviewers: Assessing the Impact of Individual Film Critics?”** Invited presentation at the Carl DeSantis Center for Motion Pictures Studies, FAU, Fort Lauderdale, FL, November 10, 2006.
18. **“Movie Critics: Does Anyone Listen?”** Invited presentation at Florida Atlantic University, “Coffee With Professor Series,” Jupiter, FL, October 20, 2006.
19. **“Is Silence Golden? An Inquiry Into the Meaning of Silence in Professional Product Evaluations,”** (November 12, 2005). Carl DeSantis Center for Motion Pictures Studies, FAU, Fort Lauderdale, FL.
20. **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.
21. **“Marketing an Educational Institution,”** (January 5, 2004), Gurudas College, Kolkata, India
22. **“The Impact of Film Critics on Box Office Performance of Films,”** (November 27, 2003), Jadavpur University, Department of Economics, Kolkata, India.
23. **“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.
24. **“Beyond Morality and Ethics –Violent Films and Value Maximization,”** S. Abraham Ravid and Suman Basuroy, 2002. Invited presentation at the *4th Business and Economics Scholars Workshop Summit in Motion Picture Industry Studies*, Fort Lauderdale, FL.
25. **“The Role of Film Critics,”** (June 2002), Norwegian Business Institute (NBI), Sandvika, Norway.
26. **“Aspects of Marketing,”** (December 2000), School of Management, Sardar Patel University, Vallabh Vidyanagar, Gujarat, India

27. **“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.
28. **“The Strategy and Tactic of Cross-Promotion,”** (February 1998), Mendel Fygenon and Suman Basuroy. Montclair State University, Montclair, NJ.
29. **“The Strategy of Cross-Promotion: A Model and Analysis,”** (November 1997), Mendel Fygenon and Suman Basuroy. Indiana University at Bloomington, Bloomington, IN.
30. **“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. **“In WOM We Trust?”** Presentation 15th Biennial Conference of the *Association for Cultural Economics International* (2008), Boston, MA on June 12-15.
2. **“How Production Costs Affect Channel Outcomes,”** Ruhai Wu and Suman Basuroy, (2008). *Summer American Marketing Association*, San Diego, CA. August.
3. **“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.
4. **“Globalization and Performance of United States Motion Picture Industry,”** Suman Basuroy and Kunal Banerji, (2006), *Academy of International Business Conference* (2006), Beijing, China.
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