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SAJEEV VARKI

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College of Business Administration
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ACADEMIC POSITIONS HELD

August 2007 onwards: Associate Professor, University of South Florida

June 2005-June 2006: Sabbatical, Visiting Associate Professor, Boston College

July 2002—June 2005: Associate Professor, University of Rhode Island

September 1998-to-July 2002: Assistant Professor, University of Rhode Island

July 1996-to-August 1998: Senior Lecturer, University of Auckland, New Zealand

EDUCATION

Ph.D., Marketing (May 1996)	Owen Graduate School of Management, Vanderbilt University, Nashville, TN.
M.B.A. (May 1986)	Indian Institute of Management, Ahmedabad
B. Tech. (May 1984)	Indian Institute of Technology, Kharagpur

AWARDS AND HONORS

2004 Research Excellence Award (2004) from the College of Business Administration, University of Rhode Island.

2001 Paul Green Award Finalist for best paper award at the Journal of Marketing Research for the paper titled "Modeling Fuzzy Data in Qualitative Marketing Research" that appeared in the Nov. 2000 issue of Journal of Marketing Research. The Paul E. Green award is decided by the JMR editorial board to the paper "that shows or demonstrates the most potential to contribute significantly to the practice of marketing research."

AWARDS AND HONORS (cont'd.)

Winner of the 2001 Don Lehmann Award for the paper titled "Modeling Fuzzy Data in Qualitative Marketing Research" for the best dissertation-based paper to appear in the last two years in the Journal of Marketing and Journal of Marketing Research. The award is decided by the Marketing Research special interest group of the American Marketing Association.

Second Place Winner, 1999 William R. Davidson Award for the best paper published in the Journal of Retailing in 1997. The award is awarded by the Journal of Retailing Editorial Board for the best papers contributing to the theory and practice in retail marketing.

2001 Literati Club Award for Excellence awarded for the paper for 2000 paper titled "Using Service Quality Data for Competitive Marketing Decisions" that appeared in the International Journal of Service Industry Management. The award is voted on by the editorial board of the International Journal of Service Industry Management.

Warren P. Haynes Scholar at Indian Institute of Management, Ahmedabad

Vanderbilt University Graduate Fellowship (1991-96)

AMA Doctoral Consortium Fellow (1995)

ARTICLES IN REFEREED JOURNALS

Varki, Sajeev, Sanjiv Sabherwal, Albert Della Bitta, and Keith Moore (2006), "Price-End Biases in Financial Products," Journal of Product and Brand Management, 15, 6, 394-401.

Varki, Sajeev and Pradeep K. Chintagunta (2004), "The Augmented Latent Class Model: Incorporating Additional Heterogeneity in the Latent Class Model for Panel Data," Journal of Marketing Research, May, 41 (2), 226-237.

Cooil, Bruce and Sajeev Varki (2003), "Using the Conditional Grade of Membership Model to Assess Judgment Accuracy," Psychometrika, 68 (3), September, pp. 453-471.

Varki, Sajeev and Shirley Wong (2003), "Consumer Involvement in Relationship Marketing of Services," Journal of Service Research, August, 6 (1), 83-91.

Roberts, Keith, Sajeev Varki, and Rod Brodie (2003), "Measuring the Quality of Relationships in Consumer Services: An Empirical Study," European Journal of Marketing, 37 (1/2), 169-196.

Varki, Sajeev and Mark Colgate (2001), "Role of Price Perceptions in an Integrated Model of Behavioral Intentions," Journal of Service Research, 3 (3), 232-240.

Varki, Sajeev, Bruce Cooil, and Roland T. Rust (2000), "Modeling Fuzzy Data in Qualitative Marketing Research," Journal of Marketing Research, November, Vol. 37, pp. 480-489.

ARTICLES IN REFEREED JOURNALS (cont'd.)

- Rust, Roland T., Peter Danaher, and Sajeew Varki (2000), "Using Service Quality Data for Competitive Marketing Decisions," International Journal of Service Industry Management, 11 (5), 438-469.
- Oliver, Richard L., Roland T. Rust and Sajeew Varki (1998), "Real Time Marketing," Marketing Management, Fall/Winter, p. 29-37.
- Varki, Sajeew and Roland T. Rust (1998), "Technology and Optimal Segment Size," Marketing Letters, 9 (2), 147-167.
- Oliver, Richard L., Roland T. Rust and Sajeew Varki (1997), "Customer Delight: Foundations, Findings, and Managerial Insight," Journal of Retailing, 73 (3), 311-336.
- Varki, Sajeew, and Roland T. Rust (1997), "Satisfaction is Relative," Marketing Research, 9 (2), 15-19.
- Rust, Roland and Sajeew Varki (1996), "Rising from the Ashes of Advertising," Journal of Business Research, 37 (3), Nov., pp. 173-181. Reprinted in Roland T. Rust, Anthony Zahorik, and Timothy L. Keiningham, Service Marketing, New York: Harper Collins.

BOOK CHAPTERS

- Varki, Sajeew (2002), "Real-Time Marketing in E-Services," in *E-Service*, eds., R. T. Rust and P.K. Kannan, New York: Sharpe Press.

PAPERS IN REVIEW

- Varki, Sajeew, Hwan Chung, and Jim Curran (2007), "Assigning Meaning to Multi-Item Scale Labels," (being revised for resubmission to Marketing Science).
- Varki, Sajeew, Elizabeth Miller, and Syagnik Banerjee (2007), "Moral Judgments in Pricing," (under review at Journal of Academy of Marketing Science).
- Varki, Sajeew, Elizabeth Miller, and Syagnik Banerjee (2006), "Understanding Price Unfairness Amidst Price Decreases," (under review at Journal of Academy of Marketing Science).

WORKING PAPERS

- Dan Sheinin, Sajeew Varki, and Christy Ashley (2007), "Creativity in Advertising: Its Measurement and Impact on Brand Equity," (for Journal of Advertising).
- Varki, Sajeew, Gerald Smith, and Albert Della Bitta (2007), "An Exploring the Cognitive Algebra of Value Perceptions," (being revised for submission to Journal of Marketing Research).

WORKING PAPERS (cont'd)

Bang, Kris, Sajeev Varki, and Tim Ozcan (2007), "Perceived control, Flow, and the Online Experience," (for Journal of Retailing).

Ashley, Christy and Sajeev Varki (2007), "Affective Commitment and Its Role in Consumer Brand Relationships," (for Journal of Academy of Marketing Science).

Ashley, Christy and Sajeev Varki (2007), "The Hidden Benefits of Complaints: Your Loyal Customers May Complain the Most," (for Journal of Service Research).

Varki, Sajeev and Najam Saqib (2007), "Half-full or Half Empty: The Influence of Goals on Status Quo Bias Within a Choice Framework," (for Journal of Marketing Research).

WORK-IN-PROGRESS

Swain, Scott, Rajiv Dant, and Sajeev Varki (2007), "Quantile Differences in Relationship Efficacy," (for Journal of Marketing)

Curran, Jim and Sajeev Varki (2007), "Empirical Validation of the Kunal and Basu framework of Loyalty," (for Journal of Academy of Marketing Science).

Varki, Sajeev and Anne Magi (2007), "Towards a theory of Price Cues," (for Journal of Marketing).

Noel, Mark and Sajeev Varki (2007), "Exploring the nexus between shopping experience and shopping value," (for Marketing Letters).

Rust, Roland, Sajeev Varki, and Mark Cohen (2007), "Understanding the Consumption of Criminal Justice Services," (supported by Department of Justice Grant).

Varki, Sajeev, and Scott Swain (2007), "Simple Solutions to Vexing Issues in Ordinary Survey Research," (for Journal of Marketing Research).

Varki, Sajeev, Scott Swain, and Rod Brodie (2007), "Probabilistic Archetype Analysis and High Dimensional Data Visualization" (for Journal of Marketing Research).

Adam Brasel, Sajeev Varki, and Tim Ozcan (2007), "Deconstructing Flow and the Online Experience," (for Journal of Consumer Research).

Varki, Sajeev, Albert Della Bitta, and Liz Miller (2007), "Quantity Effects on Value Perceptions," (for Journal of Marketing)

CONFERENCE PROCEEDINGS

Cooil, Bruce and Sajeev Varki (1997), "Using the Conditional Grade-of-Membership Model in Nominal Classification Problem." Session on "Economic Forecasting," Business and Economic Statistics Section, Joint Statistical Meetings, Anaheim, August 10.

Rust, Roland and Sajeev Varki (1994), "Making Service Quality Financially Accountable," Proceedings of the 3rd International Research Seminar in Service Management.

CONFERENCE PRESENTATIONS

2007 Conferences

Invited speaker on the topic of "Real-Time Marketing" at the 2007 Frontiers in Services Conference held in October at San Francisco.

Ashley, Christy and Sajeev Varki (2007), "The Hidden Benefits of Complaints: Your Loyal Customers May Complain the Most," Frontiers in Services Conference, San Francisco.

Varki, Sajeev, Elizabeth Miller, and Syagnik Banerjee (2007), "Moral Judgments in Pricing," ACR Symposium on Price Fairness, Association of Consumer Research conference, Memphis, TN.

2006 Conferences

Varki, Sajeev, Gerald Smith, and Albert Della Bitta (2006), "Exploring the Cognitive Algebra of Value Perceptions," Marketing Science conference, Pittsburgh.

Varki, Sajeev, Hwan Chung, and Jim Curran (2006), "Assigning Meaning to Multi-Item Scale Labels," Frontiers in Services Conference, Arizona.

2004 Conferences

Varki, Sajeev and Pradeep K. Chintagunta (2004), "The Augmented Latent Class Model: Incorporating Additional Heterogeneity in the Latent Class Model for Panel Data," AMA 2004, Summer Educators Conference, Boston.

2001 Conferences

Invited speaker on the topic of "Future Directions in Service Research" at the 2001 Frontiers in Services Conference held in October at the University of Maryland, College Park.

2000 Conferences

Varki, Sajeev, Al Della Bitta, and Nir Kshetri (2000), "The Cognitive Algebra of Value Perceptions: An Experimental Investigation," Frontiers in Services Conference, American Marketing Association, Vanderbilt University, October.

2000 Conferences (cont'd)

Roberts, Keith, Sajeev Varki, and Rod Brodie (2000), "Distinguishing Between Service Quality and Relationship Quality," Marketing Science Conference, Syracuse University, Marketing Science Institute, May.

1999 Conferences

Varki, Sajeev and Mark Colgate (1999), "The Role of Price Perceptions in an Integrated Model of Behavioral Intentions," Frontiers in Services Conference, American Marketing Association, Vanderbilt University, October.

1998 Conferences

Varki, S., and Cooil, B. (1998), "Diagnosing Scale Interpretations via the Partial Credit Model," Marketing Science Conference, INSEAD, Fontainebleau, France, July.

1997 Conferences.

Varki, S., Cooil, B., and Rust, R.T. (1997), "Estimating the Relative Importance of Service Attributes in Overall Satisfaction," Frontiers in Services Conference, American Marketing Association, Vanderbilt University, October.

Rust, R.T., Varki, S., and Cooil, B. (1997), "How to Find Latent Structures When the Data Are Fuzzy," Special Pre-Conference Session of the Marketing Research Special Interest Group, Chicago, August.

Cooil, B. and Varki, S. (1997), "Using the Conditional Grade-of-Membership Model (GoM) in the Nominal Classification Problem," Joint Statistical Meetings, Section on Business and Economic Statistics of the American Statistical Association, Anaheim, August.

Varki, S., Cooil, B., and Rust R.T. (1997), "Estimating Judgment Accuracy in Classifications of Fuzzy Data," Marketing Science Conference, Berkeley, March.

PROFESSIONAL SERVICE

Editorial Review Board, Journal of Service Research and Journal of Marketing

Ad hoc reviewer for Journal of Marketing, Journal of Business Research, Academy of Marketing Science, European Journal of Marketing, and Sloan Management Review

Former Treasurer (1999-2000), Marketing Section, American Statistical Association

TEACHING INTERESTS:

Principles of Marketing, Advertising, Marketing Strategy, Marketing Research, Service Marketing

TEACHING EXPERIENCE

Since arriving at URI, I have taught courses in Marketing Fundamentals (MKT 301), Marketing Research (MKT 415), and Advertising (MKT 331, MKT 405, MKT 434) at the undergraduate level and Advanced Research Methods (MKT 697B) at the doctoral level. Previously, at the University of Auckland and Vanderbilt University, I have taught Executive MBA and MBA courses in Consumer Behavior and Marketing Fundamentals. Most recently, I taught the MBA students at Boston College. My student evaluations have averaged about 4.5 out of 5 over the past 5 years, where 5 is the maximum score.

At the University of South Florida, I am teaching Global Marketing (undergrad), Marketing Management (Exec. MBA), and Promotions Management (undergrad).

MANAGERIAL EXPERIENCE

I have 5 years of work experience in the advertising industry. I was an account manager at SSCB: Lintas, India before I quit for an academic career. During my stint in advertising, I handled the advertising for several national brands and was in charge of the new business division of Lintas: Delhi. Also, as manager, I fielded general management responsibilities and oversaw the computerization of the Delhi branch of SSCB: Lintas.

REFERENCES

Professor Roland T. Rust
Robert H. Smith School of
Business
University of Maryland
College Park, MD

Professor Pradeep K. Chintagunta
Graduate School of Business
University of Chicago
1101 East 58th Street
Chicago, Illinois 60637

Professor R. Venkatesh
Katz School of Business
University of Pittsburgh
Pittsburgh, PA