

Dissertation and Graduation Information
and Academic/Private Industry Positions
of Kellogg PhD Students
1997 – 2009

Marketing:

Ursula Alvarado: “Horizontal Distribution Alliances: Their Formation and Success,” 1999; Texas A&M University.

Georgios Bakamitsos: “Mood Effects on Product Evaluations: When and How Does Mood Make a Difference?,” 2000; Dartmouth College.

Tulikaa Bhatia: “An Empirical Analysis of Physician Prescription Behavior,” 2006; Rutgers Business School, New Brunswick.

Fabio Caldieraro: “Essays on Sales Force Management in Marketing Channels,” 2003; Santa Clara University.

Jennifer C. Chang: “Analyzing the Impact of Sales Promotions on the Sources of Category Expansion,” 2003; Simon Fraser University.

Jennifer E. Chang: “Brand Essence in the Household: A Symbolic Interactionist Perspective,” 1998; Penn State University.

Benét DeBerry-Spence: “Transcultural Consumption and Meaning Transfer: African Clothing in the United States,” 2003; University of Illinois, Chicago.

Michaela Draganska: “Product Assortment and Pricing Decisions in a Competitive Environment: A Market Equilibrium Framework,” 2001; Stanford University.

Adam Duhachek: “An Investigation into Consumer Coping Processes,” 2004; Indiana University.

Gary Gebhardt: “Creating the Market-Oriented Firm: A Longitudinal Qualitative Study of Organizational Transformations,” 2004; University of South Florida.

Ryan Hamilton: “Price Image in Retail Management,” 2008; Emory University.

Jiewen Hong: “The Multiple Influences of Mixed Emotions on Consumer Judgment and Choice,” 2008; Hong Kong University of Science and Technology.

Ashlee Humphreys: “Culture and Commerce: The Legitimation of Consumption Practices through Cultural, Normative and Regulative Influence,” 2008; Integrated Marketing Communications, Medill School of Journalism, Northwestern University.

Susan Jung: “Temporal Framing Effects: An Information-Processing Framework,” 2002; University of Colorado, Boulder.

Romana Khan: “Empirical Essays on Price Discrimination and Market Segmentation,” 2004; University of Texas, Austin.

Paul Kraus: “Competitive Brand Differentiation: What Makes Differences Valuable?” 2000; ZS Associates.

Michael Lewis: “Applications of Dynamic Programming to Customer Management,” 2001; University of Florida, Gainesville.

Myungwoo Nam: “The Effects of Different Category Context on Target Brand Evaluations,” 2004; INSEAD Singapore.

Krittinee Nuttavuthisit: “The Varieties of Consumer Aesthetic Experience: A Phenomenology of Retail Atmospherics,” 2003; Sasin Graduate Institute of Business Administration, Chulalongkorn University

James Oakley: “Market Orientation: Bridging the Gap between Employees and Consumers,” 2002; Purdue University.

Sea Bum Park: "Essays on Retrieval Ease-versus Content-Based Judgments," 2004; Korea Advanced Institute of Science and Technology.

Michelle Peterman: "Resource Availability and Allocation in Consideration Set Formation and Comparison Processes," 1997; Wake Forest University.

Breagin Riley: "Trust, Power, and the Relationship Between Trust and Power," 2009; Syracuse University.

Federico Rossi: "Essays on Consumers' and Firms' Forward-Looking Behavior," 2008; University of North Carolina, Chapel Hill.

Jeffrey Shulman: "Essays on Modeling Product Returns and Durable Goods Secondary Markets," 2006; University of Washington.

Siddharth Singh: "Customer Lifetime Value Analysis," 2003; Rice University.

Vishal Singh: "Consumer Behavior and Firm Strategies in a Changing Retail Environment," 2003; Carnegie Mellon University.

Gonca Pinar Soysal: "Dynamics of Demand in Seasonal Goods Industries: An Empirical Analysis," 2008; University of Texas, Dallas.

Jacquelyn Thomas: "Managing the Customer-Firm Relationship," 1997; Stanford University.

Manish Tripathi: "Essays on Offline Entry," 2008; Emory University.

Daniel Turner: "A Model of Consumer Regime Switching in Retail Grocery Expenditures: The Impact of Store Price Image," 2001; University of Washington.

Wen Echo Wan: "A Monitoring Model for Understanding the Regulatory Depletion Effect," 2007; University of Hong Kong.

Jing Wang: "Media Transportation and Advertising," 2005; University of Iowa.

Lei K. Wang: "Empirical Models of Consumer Behavior in Retailing," 2008; Rutgers University.

Tonya Williams-Bradford: "Receiving Assets and Reciprocating Affect: Emotional Budgeting in Consumer Behavior," 2007; University of Notre Dame.

Ying Xie: "Essays on Promotion Mix Management: An Application to Prescription Pharmaceutical Industry," 2004; Rutgers University.

Nara Youn: "Product Assortment: A Dynamic Model of Competition and Cannibalization," 2002; University of Washington, Seattle.

Jie Zhang: "Investigating Dynamic Brand Choice Processes: A Comparison of Online Shopping Environments and Store Shopping Environments," 1999; University of Michigan, Ann Arbor.