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SAJEEV VARKI

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College of Business
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ACADEMIC POSITIONS HELD

August 2007 onwards: Associate Professor (tenured), University of South Florida

July 2007: Promoted to Full Professor, University of Rhode Island

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."

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.

AWARDS AND HONORS (contd.)

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

Ryan Langan, Ali Besharat, Sajeev Varki (2017), "[The effect of review valence and variance on product evaluations: An examination of intrinsic and extrinsic cues](#)," International Journal of Research in Marketing, 34 (2), June, 414-429.

Beharat Ali, Sajeev Varki, Adam W. Craig (2015), "Keeping consumers in the red: Hedonic debt prioritization within multiple debt accounts," Journal of Consumer Psychology, 25 (2), 311-316.

Ali, Besharat and Sajeev Varki (2014), "Examining How Self-Regulation Determines Choice Processing Strategies and Motivations Underlying Attraction Effect," Journal of Marketing Theory and Practice, 22 (4), 421-436

Dan Sheinin, Sajeev Varki, and Christy Ashley (2011), "Creativity in Advertising: Its Measurement and Impact on Brand Equity," Journal of Advertising, 40 (3), 5-17.

Curran, Jim, Sajeev Varki, and Deb Rosen (2010), "Loyalty and its Antecedents: Are the Relationships Static," Journal of Relationship Marketing, (9), 179-199.

Ashley, Christy and Sajeev Varki (2009), "Loyalty and its Influence on Complaining Behavior and Service Recovery Satisfaction," Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior, 22, 21-35.

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.
- Rust, Roland T., Peter Danaher, and Sajeev 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 Sajeev Varki (1998), "Real Time Marketing," Marketing Management, Fall/Winter, p. 29-37.
- Varki, Sajeev and Roland T. Rust (1998), "Technology and Optimal Segment Size," Marketing Letters, 9 (2), 147-167.
- Oliver, Richard L., Roland T. Rust and Sajeev Varki (1997), "Customer Delight: Foundations, Findings, and Managerial Insight," Journal of Retailing, 73 (3), 311-336.
- Varki, Sajeev, and Roland T. Rust (1997), "Satisfaction is Relative," Marketing Research, 9 (2), 15-19.

ARTICLES IN REFEREED JOURNALS (contd.)

- Rust, Roland and Sajeev 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, Sajeev (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

- Kuo, Hsiao-Ching and Sajeev Varki (2017), "KuoHow You Categorize Impacts How Helpful You Are: The Effect of Categorization Mindset on Consumers' Social Decisions," revise and resubmit at *Journal of Consumer Psychology*

- Sharma, Nazuk and Sajeev Varki (2017), "Active White Space in Logo Designs," revise and resubmit at *Journal of Advertising*

WORKING PAPERS

Varki, Sajeev, Elizabeth Miller, and Syagnik Banerjee (2017), "Moral Judgments in Pricing," (for Journal of Marketing).

Varki, Sajeev, Gerald Smith, and Albert Della Bitta (2017), "An Exploring the Cognitive Algebra of Value Perceptions," (being revised for submission to Journal of Marketing Research).

Varki, Sajeev and Najam Saqib (2017), "Half-full or Half Empty: The Influence of Goals on Status Quo Bias Within a Choice Framework," (under second review at Marketing Letters).

Varki, Sajeev, Hwan Chung, and Jim Curran (2017), "Assigning Meaning to Multi-Item Scale Labels," (being revised for resubmission to Marketing Science).

Sajeev Varki, Kris Bang, and Tim Ozcan (2017), "Perceived control, Flow, and the Online Experience," (being revised for Journal of Retailing).

WORK-IN-PROGRESS

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

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

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

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

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

Varki, Sajeev, Wouter Vanhoueche, and Albert Della Bitta, "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.

Besharat, Ali and Sajeev Varki (2010). "The Mediating Role of Choice Processing Strategy in the Effect of Self Regulation on Attraction Effect," in the proceedings of the *American Marketing Association* Summer Marketing Educators' Conference, Boston, MA.

CONFERENCE PRESENTATIONS

2017 Conference

Varki, Sajeev and Dong Liu (2017), "Consumer Preferences for Utilitarian and Hedonic Attributes in Stock-Out," Accepted for American Marketing Association Summer Marketing, San Francisco, CA, August 4-6th, 2017.

2015 Conferences

Langan, Ryan, Ali Besharat, and Sajeev Varki (2015). "The Effect of Online Review Variance on Product Evaluations: Information Diagnosticity Framework, in the proceedings of the American Marketing Association Winter Marketing , San Antonio, TX.

2014 Conferences

Hsiao-Ching, Kuo and Sajeev Varki (2014), "What Makes For Sensitive Information?," 2014 Annual Frontiers in Service Conference, Miami, Florida, June 26-29, 2014.

Hsiao-Ching, Kuo and Sajeev Varki (2012), "What Makes for Sensitive Information: Valence or Type?," Frontiers in Services Conference, June, Washington D.C

Besharat, Ali, Adam Craig, and Sajeev Varki (2014). "Keeping Consumers in the Red: Hedonic Debt Prioritization within Multiple Debt Accounts", in the proceedings of Association for Consumer Research, (ACR) Conference, Baltimore, MD

2013 Conferences

Langan, Ryan, Ali Besharat, and Sajeev Varki (2013). "Exploring the Role of Online Reviews Variance on Consumers' Shopping Behavior", in the proceedings of Academy of Marketing Science (AMS) Conference, Monterey, CA

Besharat, Ali and Sajeev Varki (2013). "Managing the Cost of Multiple Debt Accounts: A Behavioral Perspective", in the proceedings of the Consumer Financial Decision Making Conference, Boulder, CO.

Hsiao-Ching, Kuo and Sajeev Varki (2013), "Are Firms Perceived to Be Safer After a Hack Attack?," 2013 Annual Frontiers in Service Conference, Taipei, Taiwan, July 4-7, 2013.

2012 Conferences

Hsiao-Ching, Kuo and Sajeev Varki (2012), "What Makes for Sensitive Information: Valence or Type?," Frontiers in Services Conference, June, Washington D.C.

2010 Conferences

Besharat, Ali and Sajeev Varki (2010). "The Mediating Role of Choice Processing Strategy in the Effect of Self Regulation on Attraction Effect," Summer Marketing Educators' Conference, Boston, MA.

Ashley, Christy and Sajeew Varki (2010), "Will They Stay or Will They Go? Affective Commitment and Consumer Responses to Negative Information," 2010 AMA Summer Marketing Educators' Conference.

2009 Conferences

Smith, Gerald and Sajeew Varki (2009), "How Do Consumers Form Perceptions of Economic Value?: An Exploratory Study," Winter Educators Conference.

2008 Conferences

Invited panelist for Winter AMA Retailing SIG held Feb 15-18, 2008 at Austin, Texas.

Varki, Sajeew, Wouter Vanhoueche, and Albert Della Bitta (2008), "Quantity and Its Impact on Value Perceptions," (for Journal of Marketing)

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

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

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

2004 Conferences

Varki, Sajeew 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.

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

At USF, I have taught MBA-level courses in Marketing Strategy, Marketing Research, and Global Marketing. At the Executive MBA level I have taught courses in Consumer Behavior and Marketing Management. At the Doctoral level, I have done seminars in Strategy and Research. At the undergraduate level, I have taught courses in Marketing Research, Promotions, and Global Marketing. At the University of Rhode Island, 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.

DISSERTATION COMMITTEES

Dissertation Chair of Ruby Qin, accepted position as Assistant Professor, Roger Williams University.

Dissertation Chair of Kuo-Hsiang, currently Assistant Professor, Washington Jefferson College, PA.

Dissertation Chair of Ali Besharat, currently at University of Denver, Colorado

Dissertation chair of Christy Ashley, currently at University of Rhode Island (first runner up of Mary Kay doctoral dissertation award, Academy of Marketing Science).

Dissertation chair of Tim Ozcan, currently at University of Southern Illinois, Edwardsville

Dissertation chair of Diane Edmonson, currently at MTSU, TN.

Dissertation committee member of Brent Baker, Ivan Lapuka, Jennifer Dapko

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