

JOSEPH PANCRAS

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ACADEMIC WORK EXPERIENCE

Assistant Professor, Marketing Department, University of Connecticut School of Business, August 2005-

EDUCATION

Ph.D., Marketing, August 2005

Leonard N. Stern School of Business, New York University
Dissertation Title: Essays on Consumer Personalization
Co-Chairs: Joel Steckel, K. Sudhir (at Yale)

M. Phil., Marketing, 2003

Stern School of Business, New York University

M.B.A., 1996

Bharathidasan Institute of Management, Trichy, India
(co-majors: Marketing Research and Finance)

B.E., Electronics and Communication Engineering, 1992

PSG College of Technology, Coimbatore, India

HONORS AND AWARDS

Research Awards

- Donald R. Lehmann Award (2008) for the Best Dissertation-Based Article published in the two premier journals Journal of Marketing or Journal of Marketing Research in the years 2006 and 2007
- Direct Marketing Educational Foundation (DMEF) Don Kuhn Lifetime Value and Customer Equity Competition (2008), (Winner, Task1, Phase 1: Predicting Aggregate Customer Equity)
- Runner-Up, University of Connecticut School of Business Best Article Award, 2007

Teaching Awards

- MBA Teacher of the Year (Marketing, 2008-2009), Voted by University of Connecticut Full Time MBA Students

Other Academic

- Chaired the session on ‘Advances in Marketing Models’ at the AMA Doctoral Consortium, 2005
- Faculty Fellow, AMA Doctoral Consortium, 2005
- Taggart Fellowship, 2004-2005, Stern School of Business, New York University
- INFORMS Doctoral Consortium Fellow, June 2003, University of Maryland
- Doctoral Fellowship, 2000-2004, Stern School of Business, New York University
- BMM Conference Graduate Scholarship 2002
- National Merit Scholarship, India 1988-1992
- Governor’s Medal for Outstanding Overall Performance, Tamil Nadu Higher Secondary Exam, India, 1988

PUBLICATIONS

- “Optimal Marketing Strategies for a Customer Data Intermediary” (2007), (with K Sudhir), *Journal of Marketing Research*, November 2007, Vol. 44, No.4, 560-578. Previously titled: "Personalization Services Firms: What to Sell, To Whom to Sell and For How Much".
 - *Donald R. Lehmann Award (2008) for the Best Dissertation-Based Article published in the two premier journals Journal of Marketing or Journal of Marketing Research in the years 2006 and 2007.*
 - *Runner-up, University of Connecticut School of Business Best Article Award, 2007.*
- “Cross-buying in retailing: Drivers and consequences” (2008), (with V Kumar and Morris George), *Journal of Retailing*, April 2008, Vol. 84, No. 1, 15-27.
- “Issues And Perspectives In Global Customer Relationship Management” (2006), (With B. Ramaseshan, D. Bejou, S. Jain and C. Mason), *Journal of Service Research*, Vol. 9, No. 2, 195-207.
- “A Method to Predict Aggregate Customer Equity Using Activeness Thresholds” (2009), *Journal of Interactive Marketing*, August 2009, Vol. 23, No. 3, 276-278.
 - *Winner, 2008 DMEF Customer Lifetime Value Modeling Competition (Task 1).*

WORKING PAPERS

1. The Value of Consumer Consideration Set Information for Firm Pricing Strategies.
2. A Nested Consideration Model For Analyzing Store And Brand Choice.

RESEARCH INTERESTS

- One-to-one Marketing
- Customer relationship management (CRM)
- Cross-category and cross-media marketing
- Empirical analysis of strategic firm behavior
- Competitive Marketing Strategy

INVITED PRESENTATIONS

- Retail Proliferation and Cannibalization
 - University of Massachusetts, Amherst, April 2009
- Predicting Aggregate Customer Equity Using Empirical Distributions and an ‘Activeness’ Threshold
 - LTV and Customer Equity Competition Roundtable, Direct / Interactive Marketing Research Summit , Las Vegas, Oct 12, 2008
- Strategies for Purchase History Data Suppliers: Whom to Sell to, What to Sell and For How Much?
 - State University of New York, Buffalo, September 2004
 - University of Connecticut, October 2004
 - University of Georgia, Athens, October 2004
 - University of Southern California, October 2004
 - University of Texas at Austin, October 2004
 - Washington University at St. Louis, October 2004
 - University of Central Florida, November 2004
 - London Business School, November 2004

CONFERENCE PRESENTATIONS

- Retail Proliferation and Cannibalization, Marketing Science Conference, Ann Arbor, June 2009, INFORMS International Conference On Marketing Science.
- Online Retailer Pricing: Impact of Market Structure and Service Quality, Singapore, June 2007, INFORMS International Conference On Marketing Science.
- Demand Specifications and Firm Profitability, Marketing Science Conference, Pittsburg, June 2006, INFORMS International Conference On Marketing Science.
- The Linkage Between Lapsing From Usage of a Brand and Price-Value Perceptions along a Price Continuum, Mumbai, 1999, Market Research Society of India (MRSI) Conference

PROFESSIONAL SERVICE

Ad Hoc Reviewer:

Marketing Science
Journal of Retailing
Journal of Consumer Psychology
Industrial Marketing Management
International Journal of Forecasting

PROFESSIONAL MEMBERSHIPS

- Member, Institute for Operations Research and Management Science (INFORMS)
- Member, American Marketing Association (AMA)

TEACHING INTERESTS

Marketing Management, Customer Relationship Management, Marketing Research, Brand Management, Advertising, New Product Development, Technology/Online Marketing, Database Marketing

COURSES TAUGHT

- *Customer Relationship Marketing* (MKTG 5220), University of Connecticut School of Business, taught to MBA (elective) students, Fall 2005, Spring 2008, Spring 2009
- *Marketing Research* (MKTG 5250), University of Connecticut School of Business, taught to MBA (elective) students, Fall 2007, Fall 2008
- *Marketing Research* (MKTG 280), University of Connecticut School of Business, taught to undergraduate (elective) students, Fall 2006, Spring 2007
- *Market-Driven Management* (MKTG 315), University of Connecticut School of Business, core marketing course taught to MBA (first year) students, Spring 2006
- *Introduction to Marketing*, Leonard N Stern School of Business, New York University, taught to undergraduates, Summer 2004

DOCTORAL ADVISING

University of Connecticut:

- Morris George, Member, Thesis Committee, (PhD. 2008, placed at Hankamer School of Business, Baylor University)
- Denish Shah, Member, Thesis Committee, (PhD. 2008, placed at J. Mack Robinson College of Business, Georgia State University)
- Anita Man Luo (In Progress, Marketing), Member, Thesis Committee
- Jia Fan (Marketing), Second Year Paper Committee

SERVICE

Member, MBA Program Redesign Committee, Fall 2008

Member, Masters Program Committee, 2008-2009

Member, Undergraduate Programs Committee, 2006-2008

INDUSTRY EXPERIENCE

1998-2000 Senior Research Executive / Associate Project Director/ Project Director, Indian Market Research Bureau, Bangalore, India
1997-1998 Research Executive, Taylor Nelson Sofres MODE, Bangalore, India
1996-1997 Equity Analyst, Dresdner Kleinwort Benson Securities, Madras, India
1992-1994 Service Engineer, India Telecomp Limited, Pune, India