

VITA

GIRISH N. PUNJ

Department of Marketing
School of Business
University of Connecticut
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EDUCATION

- Ph.D. Carnegie-Mellon University, Pittsburgh, PA. (1981)
Major: Marketing Minor: Statistics
- M.S. Carnegie-Mellon University, Pittsburgh, PA. (1976)
Major: Marketing
- M.B.A. Xavier Institute, Jamshedpur, India (1974)
Major: Marketing
- B. S. Regional Engineering College, Rourkela, India (1972)
Major: Mechanical Engineering

ACADEMIC APPOINTMENTS

- Current Professor of Marketing, University of Connecticut,
Storrs, CT.
- 1995 (Summer) Visiting Research Associate, University of Auckland,
Auckland, NZ
- 1994 (Summer) Visiting Research Associate, University of Auckland,
Auckland, NZ
- 1988 (Spring) Visiting Research Associate, University of California,
Irvine, CA.
- 1981-1980 Visiting Assistant Professor of Management, Vanderbilt
University, Nashville, TN.
- 1980-1977 Instructor of Marketing, University of Maine, Orono, ME.

JOURNAL PUBLICATIONS

Punj, Girish and Robert Moore (2008) "Information Search and Consideration Set Formation in a Web-Based Store Environment," Journal of Business Research (forthcoming)

Punj, Girish and Robert Moore (2007) "Smart versus Knowledgeable Online Recommendation Agents," Journal of Interactive Marketing, 21(4), 46-60.

Coulter, Keith and Girish Punj (2007), "Understanding the Role of Idiosyncratic Thinking in Brand Attitude Formation," Journal of Advertising, 36(1), 7-20.

Punj, Girish (2006), "Structural Modeling in Marketing: Some Future Possibilities," Marketing Science, 25(6), 622-24.

Coulter, Keith and Girish Punj (2004), "The Effects of Cognitive Resource Requirements, Availability, and Argument Quality on Brand Attitudes," Journal of Advertising, 33 (4), 53-64.

Punj, Girish and Clayton Hillyer (2004), "A Cognitive Model of Customer-Based Brand Equity for Frequently Purchased Products: Conceptual Framework and Empirical Results," Journal of Consumer Psychology, 14, 124-131.

Fullerton, Ronald and Girish Punj (2004), "Repercussions of Promoting an Ideology of Consumption: Consumer Misbehavior," Journal of Business Research, 57(11), 1239-1249.

Punj, Girish and Richard Brookes (2002), "The Influence of Pre-Decisional Constraints on Subsequent Decision Behavior in New Automobile Purchases," International Journal for Research in Marketing, 19(4), 383-400.

Punj, Girish and Junyeon Moon (2002), "Positioning Options for Achieving Brand Association: A Psychological Categorization Perspective," Journal of Business Research, 55(4), 275-283.

Punj, Girish and Richard Brookes (2001), "Decision Constraints and Consideration Set Formation in Consumer Durables," Psychology and Marketing, 18(8), 843-863.

Hempel, Donald and Girish Punj (1999), "Linking Consumer and Lender Perspectives in Home Buying: A Transaction Price Analysis," Journal of Consumer Affairs, 33(2), 408-435.

Coulter, Keith and Girish Punj (1999), "The Influence of Viewing Context on the Determinants of Attitude Toward the Ad and the Brand," Journal of Business Research, 45(1), 47-58.

Stewart, David W. and Girish Punj (1998), "The Effects of Using a Nonverbal (Musical) Cue on Recall and Recognition of Television Advertising: Implications for Advertising Tracking," Journal of Business Research, 42(1), 39-51.

Fullerton, Ronald and Girish Punj (1997), "The Unintended Consequences of the Culture of Consumption: An Historical-Theoretical Analysis of Consumer Misbehavior," Consumption, Markets & Culture, 1(3), 1-31.

Punj, Girish (1987), "Presearch Decision Making in Consumer Durable Purchases," Journal of Consumer Marketing, 4 (Winter), 71-82

Jain, Subhash C. and Girish Punj (1987), "Developing Marketing Strategy: A Framework," Marketing Intelligence and Planning, 5(1), 34-39.

LaPlaca, Peter and Girish Punj (1987), "The Marketing Challenge: Factors Impacting the Adoption of High Technology Innovations," High Tech Marketing Review, 1 (Spring), 30-43.

Cattin, Philippe and Girish Punj (1984), "Factors Influencing the Selection of Preference Model Form for Continuous Utility Functions in Conjoint Analysis," Marketing Science, 3, 73-82.

Furse, David H., Girish N. Punj and David W. Stewart (1984), "A Typology of Individual Search Strategies Among Purchasers of New Automobiles," Journal of Consumer Research, 10, 417-31.

Punj, Girish N. and David W. Stewart (1983), "An Interaction Framework of Consumer Decision Making," Journal of Consumer Research, 10, 181-196.

Punj, Girish N. and David W. Stewart (1983), "Cluster Analysis in Marketing Research: Review and Suggestions for Application," Journal of Marketing Research, 20, 134-48

Punj, Girish N. and Richard Staelin (1983), "A Model of Consumer Information Search for New Automobiles," Journal of Consumer Research, 9, 366-80.

Punj, Girish N. and Richard Staelin (1978), "The Choice Process for Graduate Business Schools," Journal of Marketing Research, 15, 88-98.

MANUSCRIPTS-IN-PROGRESS

Jiang, Ying and Girish Punj (2008), "The Effects of Attribute Concreteness and Prominence on Selective Information Processing of Attributes and Alternatives," under review at Journal of Consumer Research

Punj, Girish (2007) "Consumer Information Search in Online Settings: An Update of Traditional Modeling Frameworks," under review at Journal of Interactive Marketing

RESEARCH IMPACT

Journal Publications have received 800+ cumulative citations (since 1994) as measured by the Web of Science, Social Sciences Citation Index.

CURRENT RESEARCH INTERESTS

Consumer Information Search and Decision-Making Processes in Traditional and Web-Based Choice Environments; Advertising Effects on Consumers; Structural Equation Modeling; Abnormal Consumer Behavior; Consideration Set Formation and Change

BOOK CHAPTERS

LaPlaca, Peter J. and Girish Punj “The Marketing Challenge: Factors Impacting the Adoption of High Technology Innovations,” in Customer Driven Marketing by Raymond W. Smilor, Lexington, MA: D.C. Heath and Company, 1989, pp. 91-107. (Reprinted from High Tech Marketing Review)

Punj, Girish N. and David W. Stewart (1987), “Cluster Analysis in Marketing Research: Review and Suggestions for Application,” in Multivariate Data Analysis by Joseph F. Hair, Jr., Ralph E. Anderson and Ronald L. Tatham, Macmillan Publishing Company, 1987, pp. 317-337. (Reprinted from Journal of Marketing Research).

ACR & AMA CONFERENCE PUBLICATIONS

Jiang, Ying and Girish Punj (2008), “The Influence of Online Decision Environment Characteristics on Consumer Selective Information Processing and Choice,” Advances in Consumer Research, Vol. XXXV, eds. Angela Y. Lee and Dilip Soman, Association for Consumer Research (extended abstract).

Jiang, Ying and Girish Punj (2007), “The Impact of Information Format on Consumer Search Order and Choice in an Online Setting,” Advances in Consumer Research, Vol. XXXIV, eds. Gavan Fitzsimons and Vicki Morwitz, Association for Consumer Research (extended abstract).

Punj, Girish and Robert Moore (2007) “Information Search and Consideration Set Formation in a Web-Based Store Environment,” Advances in Consumer Research, Vol. XXXIV, eds. Gavan Fitzsimons and Vicki Morwitz, Association for Consumer Research.

Jiang, Ying and Girish Punj (2006), “The Effects of Task and Information Environment Characteristics on the Breadth, Depth, and Sequence of Search in an Online Setting,” AMA Educators’ Proceedings, (Enhancing Knowledge Development in Marketing), eds., Dhruv Grewal, Michael Levy and R. Krishnan, Chicago, IL: American Marketing Association (extended abstract).

George, Morris and Girish Punj (2005), "Identifying Information Search Patterns in a Web-based Environment: Development of a Search Pattern Index," AMA Winter Educators' Conference Proceedings, (Marketing Theory), eds., Kathleen Seiders and Glenn B. Voss, Chicago, IL: American Marketing Association

Moore, Robert and Girish Punj (2001), "An Investigation of Agent Assisted Consumer Information Search: Are Consumers Better Off?," in Advances in Consumer Research, Vol. XXVIII, eds. Mary Gilly and Joan Meyers-Levy, Valdosta, GA: Association for Consumer Research, (abstract), 128.

Moore, Robert and Girish Punj (2000), "Consumer Information Search in a Web-Based Environment: Do Consumers Search More?," in Advances in Consumer Research, Vol. XXVII, eds. Stephen J. Hoch and Robert J. Meyer, Provo, UT: Association for Consumer Research, (abstract), 248.

Moore, Robert and Girish Punj (1999), "Consumer Information Search: A Comparison of Web-Based and Traditional Decision Environments," AMA Winter Educators' Conference Proceedings (Emerging Issues in Marketing and the Academy), eds., Anil Menon and Arun Sharma, Chicago, IL: American Marketing Association, (mp)

Fullerton, Ronald and Girish Punj (1997), "What is Consumer Misbehavior?" in Advances in Consumer Research, Vol. XXIV, eds. Merrie Brucks and Deborah J. MacInnis, Provo, UT: Association for Consumer Research, 336-339.

Fullerton, Ronald and Girish Punj (1997), "Can Consumer Behavior Be Controlled? A Critical Analysis of Two Major Control Techniques," in Advances in Consumer Research, Vol. XXIV, eds. Merrie Brucks and Deborah J. MacInnis, Provo, UT: Association for Consumer Research, 340-344.

Fullerton, Ronald and Girish Punj (1993), "Choosing to Misbehave: A Structural Model of Aberrant Consumer Behavior," in Advances in Consumer Research, Vol. XX, ed., Michael Rothschild, Chicago, IL: Association for Consumer Research, 570-574.

Punj, Girish and Narasimhan Srinivasan (1992), "Influence of Problem Recognition on Search and Other Decision Process Variables: A Framework for Analysis," in Advances in Consumer Research, Vol. XIX, eds., John F. Sherry, Jr. and Brian Sternthal, Chicago, IL: Association for Consumer Research, 491-497.

Kim, Kwangsu and Girish Punj (1991), "Discriminant Validity of Determinants of Brand Attitude in New Brand Commercials," in AMA Educators' Proceedings (Enhancing Knowledge Development in Marketing), eds., Mary Gilly and Robert Dwyer, Chicago, IL: American Marketing Association, 380-389.

Punj, Girish and Narasimhan Srinivasan (1989), "Adoption of New Information/Communication Technologies: Frameworks for Assessing Social Impact,"

in AMA Educators' Proceedings (Marketing Theory and Practice), ed., Terry Childers, Chicago, IL: American Marketing Association, 227-230.

Punj, Girish and Narasimhan Srinivasan (1989), "Influence of Expertise and Purchase Experience on the Formation of Evoked Sets," in Advances in Consumer Research, Vol. XVI, ed., Thomas K. Srull, Chicago, IL: Association for Consumer Research, 507-514.

Shea, Linda J. and Girish Punj (1988), "Methodological Perspectives in Macromarketing: Review and Analysis," in AMA Educators' Proceedings (Marketing: A Return to the Broader Dimensions), ed., Stanley J. Shapiro, Chicago, IL: American Marketing Association, pp. 447-451, (mp)

Punj, Girish and Narasimhan Srinivasan (1988), "Assessing the Impact of New Information/Communication Technologies on the Social Criticisms of Marketing Systems," in AMA Educators' Proceedings (Marketing: A Return to the Broader Dimensions), ed., Stanley J. Shapiro, Chicago, IL: American Marketing Association, pp. 365-369.

Punj, Girish N. and Murphy A. Sewall (1983), "The Adequacy of Structural Modeling for Testing Behavioral Theory," in AMA Educators' Conference Proceedings (Research Methods and Causal Modeling in Marketing), eds., William R. Darden et al., Chicago, IL: American Marketing Association, pp. 102-104.

Cattin, Philippe and Girish Punj (1983), "Identifying the Characteristics of Single Retail (Dealer) Visit New Automobile Buyers," in Advances in Consumer Research, Vol. X, eds., Richard P. Bagozzi and Alice M. Tybout, Chicago, IL: Association for Consumer Research, pp. 383-88.

Stewart, David W. and Girish Punj (1982), "Factors Associated with Changes in Evoked Set Among Purchasers of New Automobiles," in AMA Educators' Conference Proceedings (An Assessment of Marketing Thought and Practice), eds., Bruce J. Walker et al., Chicago, IL: American Marketing Association, pp. 61-65.

Furse, David H., Girish N. Punj and David W. Stewart (1981), "Individual Search Strategies in New Automobile Purchases," in Advances in Consumer Research, Vol. IX, ed., Andrew A. Mitchell, Chicago, IL: Association for Consumer Research, pp. 379-84.
Punj, Girish and Richard Staelin (1976), "A Model of the College Choice Process," in AMA Educators' Conference Proceedings (Marketing: 1776-1976 and Beyond), ed., Kenneth L. Bernhardt, Chicago, IL: American Marketing Association, pp. 342-49.

OTHER CONFERENCE PUBLICATIONS

Jiang, Ying and Girish Punj (2006), "The Influences of Task and Information Environment Characteristics on Consumer Search Behavior in an Online Setting," Society for Consumer Psychology Conference, Miami, FL (abstract).

Punj, Girish, Tom Anderson and Rebecca Gillan (2005), "Mining Text in Guest Satisfaction Surveys: Do Ratings Truly Reveal Intentions to Return?" SPSS Directions Conference Proceedings, Las Vegas, NV (abstract).

Brookes, Richard, Girish Punj and Jacqueline Smart (2004), "What does 'New' Mean? An Investigation of the Appeal of 'New' in Car Purchasing," in Eight International Automotive Marketing Conference Proceedings, ed. David Jamieson, Amsterdam, Netherlands, ESOMAR, 119-140.

Punj, Girish and Adam Rapp (2003), "Influence of Electronic Decision Aids on Consumer Shopping in Online Stores," Proceedings of the 3rd International Conference on Home-Oriented Informatics and Telematics (HOIT), University of California, Irvine, CA.

Fullerton, Ronald and Girish Punj (2003), "Kleptomania: An Intellectual History," Proceedings of the 11th Conference on Historical Analysis & Research in Marketing (CHARM), Michigan State University, East Lansing, MI.

Moore, Robert and Girish Punj (1999), "An Investigation of Web-Based Consumer Information Search: Are Consumers Better Off?" in Advances in Marketing Theory, Practice and Education, eds., Joyce A. Young, Robert D. Green and Faye W. Gilbert, Terre Haute, IN: Society for Marketing Advances, pp. 279-80. (mp)

Punj, Girish and Richard Brookes (1994), "The Role of Prior Decision Constraints: How Much of the Purchase Decision Have Customers Already Made Before They Enter the Dealers's Showroom?" in Third International Automotive Marketing Conference Proceedings, ed. Philip Wade, Amsterdam, Netherlands, ESOMAR, 95-116.

Punj, Girish and Narasimhan Srinivasan (1990), "Toward Defining and Modeling Product Expertise," in European Marketing Academy Proceedings (Advanced Research in Marketing), Vol. I, eds., Hans Muhlbacher and Christoph Jocum, Innsbruck, Austria: European Marketing Academy, 899-906.

Hempel, Donald J. and Girish Punj (1990), "Analysis of Response Rates: A Segmentation Strategy based on Accessibility and Cooperation," in European Marketing Academy Proceedings (Advanced Research in Marketing), Vol. II, eds., Hans Muhlbacher and Christoph Jocum, Innsbruck, Austria: European Marketing Academy, 1093-1110. (mp)

Punj, Girish and Linda J. Shea (1987), "Consumer Purchases of Domestic Versus Foreign Products: A Theoretical Perspective," in European Marketing Academy Proceedings, Toronto, Canada: European Marketing Academy, pp. (mp)

LaPlaca, Peter J., and Girish Punj (1985), "Factors Impacting the Adoption of High Technology Innovations," in European Marketing Academy Proceedings, Bielefeld, West Germany: European Marketing Academy, pp. 2-14.

LaPlaca, Peter J., Girish Punj and Noreen Randazzo (1985), "A Multicultural Model of Consumer Durable Acquisition Patterns," in Proceedings of the Association for Consumer Research International Meeting (Historical Perspective in Consumer Research: National and International Perspectives), eds., Ching Tiong Tan and Jagdish N. Sheth, Singapore: Association for Consumer Research, pp. 125-129.

Cattin, Philippe and Girish Punj (1984), "Identifying the Characteristics of Non-decisionmakers in a Difficult Choice Environment," in European Marketing Academy Proceedings, Nigenrode, The Netherlands: European Marketing Academy, pp. 437-53.

Naor, Jacob and Girish Punj (1984), "Structural Equation Modeling of Export Behavior," in Developments in Marketing Science, Vol. 7, ed., Jay D. Lindquist, Kalamazoo, MI: Academy of Marketing Science, pp. 111-15.

Cattin, Philippe and Girish Punj (1983), "Evaluating Preference Models for Continuous Utility Functions in Conjoint Analysis," in European Marketing Academy Proceedings, Grenoble, France: European Marketing Academy, pp. 369-90.

PROFESSIONAL SERVICE

Editorial Board Member Journal of Business Research, (present-1989)
Metamorphosis, (present-2001)

Ad-Hoc Reviewer (in selected years) Marketing Science,
Journal of Marketing,
Journal of Marketing Research,
Journal of Consumer Research,
Journal of the Academy of Marketing Science,
Journal of Retailing,
Journal of Interactive Marketing
Journal of Consumer Affairs,

Member Academic Steering Committee, SPSS, Inc. Chicago, (2006-04)

Consortium Faculty Member AMA-Sheth Foundation Doctoral Consortium, Storrs, CT. (2006)

Session Chair American Marketing Association Summer Educators' Conference, (2007, 2006, 1991, 1989, 1988, 1987)
 American Marketing Association Winter Educators' Conference, (1992, 1991, 1990, 1987)
 Association for Consumer Research Conference, (1984)
 International Conference on Marketing and Development, (1991, 1988)

Discussant	Association for Consumer Research Conference, (1984) Academy of Marketing Science Conference, (1985)
Reviewer	American Marketing Association Educators' Conference, (2006, 2005, 2004, 1998, 1997, 1993, 1992, 1991, 1989, 1988, 1987, 1986, 1984, 1983) Association for Consumer Research Conference, (2006, 2005, 2004, 2003, 2002, 2001, 2000, 1999, 1997) Academy of Marketing Science Conference, (1998, 1991, 1985) International Conference on Marketing and Development, (1991)
Participant	Annual Meeting of the Association of Directors of Doctoral Programs in Business, (1992)

PROFESSIONAL COURSES COMPLETED

Certificate	Text Mining for Clementine, SPSS Training and Education Services, Chicago, June 9-10, 2005 Advanced Modeling with Clementine, SPSS Training and Education Services, Chicago, July 22-23, 2004 Data Manipulation with Clementine, SPSS Training and Education Services, Chicago, July 21, 2004 Introduction to Clementine, SPSS Training and Education Services, Chicago, July 19-20, 2004
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ADMINISTRATIVE SERVICE (STATE AND UNIVERSITY)

Member	State of Connecticut Department of Higher Education Advisory Comm. on Accreditation, 2006-01 Chancellor's Library Advisory Committee, 1997-95 Social and Behavioral Sciences Area Review Committee, 1991-89 Graduate Faculty Council, 1993-89 Faculty Standards Committee, 2006-05, 1993-89 International Issues Committee, 1993-89 Center for the Study of International Markets, 1987-86
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ADMINISTRATIVE SERVICE (SCHOOL AND DEPARTMENT)

Chair	School Undergraduate Programs Committee, 2005-02 Department of Marketing Ph.D. Program, 2006-2000, 1993-86 Department Faculty Search Committee, 1998-97
Vice-Chair	School MBA Program Committee, 1998-97
Member	School MBA Program Committee, 2000-1999

School Undergraduate Programs Committee, 2002-01, 1997-95
School Teaching and Research Excellence Committee, 2006-2001
School Faculty Development (Research) Committee, 2001-1998
School Technology Development and Util. Committee, 2001-00
School Teaching and Learning Enhancement Comm., 2000-1999
School Ph.D. Admissions and Policy Committee, 2006-2000,
1993-86
School Academic Misconduct Committee, 1995-94
School Research Advisory Committee, 1992, 1985-83
School Library Resources Committee, 1987-1983, 1993-90
CT. Small Business Development Center (Export Unit), 1987-86
Department MBA Program Task Force, 2002-1998, 1997-96
Department Undergraduate Program Task Force, 2004-02, 1998-

96

Department Ph.D. Program Task Force, 2006, 1996-95
Department Ph.D. Program Committee, 2002-1993
Department Faculty Search Committee, 2001-00, 1995-94

Secretary Beta Gamma Sigma Honors Fraternity 1995-94

Liaison Business Resources, University Library, present-1994

COMMUNITY SERVICE (LOCAL)

Member Business Development and Retention Committee,
Mansfield Downtown Partnership, present-2003

TEACHING

Ph.D. Dissertations Chaired:

Ying Jiang (2006), "Consumer Information Search on the Internet: The Impact of Influencing Factors on Cognition, Perception and Affect," Department of Marketing, University of Connecticut, Storrs, CT. (In-Progress)

Robert Moore (1999), "Information Search and Consideration Sets: A Comparison of Web-Based Versus Traditional Decision Environments," Department of Marketing, University of Connecticut, Storrs, CT.

Junyeon Moon (1994), "An Examination of Product Category Representation: Exemplar Versus Summary Representation and Feature Versus Dimension Representation" Department of Marketing, University of Connecticut, Storrs, CT.

Kwangsu Kim (1989), "Validating Cognitive and Affective Constructs as Determinants of Brand Attitude in TV Advertising Models," Department of Communications Science, University of Connecticut, Storrs, CT.

Executive Seminars Offered:

Marketing Research
Pricing Strategy

Doctoral Courses Offered:

Mathematical Models in Marketing
Theory and Practice in Marketing

MBA Courses Offered:

Data Analytics
Data Mining for Marketing Decisions
Identifying and Analyzing Market Opportunities
Marketing Research and Information Systems
New Product and Innovation Management
Pricing Theory and Strategy
Buyer Behavior
Marketing Communications
Marketing Planning and Strategy
Introduction to Marketing Management

Undergraduate Courses Offered:

Marketing Research
Product and Price Policies
Consumer Behavior
Marketing Planning and Strategy
Sales Management
Introduction to Marketing Management

HONORS AND AWARDS

Recipient	School of Business Administration Ackerman Scholar Award, University of Connecticut, 2003, 2002
Winner	School of Business Administration Graduate Teaching Award, University of Connecticut, 2001
Nominee	School of Business Administration Best Article Award, University of Connecticut, 2003, 2002, 2001, 2000, 1999, 1998
Nominee	School of Business Administration Graduate Teaching Award, University of Connecticut, 2000, 1999, 1998, 1997, 1996, 1995
Nominee	School of Business Admin. Undergraduate Teaching Award, University of Connecticut, 2003, 2002, 2001, 2000, 1999

Nominee	School of Business Admin. Innovations in Teaching Award, University of Connecticut, 2003, 2002
Listings	Roster of Experts, International Trade Centre UNCTAD/GATT, Geneva, 1995-98, 1992-95, 1986-88
Finalist	Consumer Research (Ferber) Award Competition, Association for Consumer Research, 1981
Winner	American Marketing Association Doctoral Research Grant Competition, 1977
Fellow	American Marketing Association Doctoral Consortium, 1976

PROFESSIONAL MEMBERSHIPS

American Marketing Association
Association for Consumer Research

RESEARCH AND TEACHING GRANTS

Punj, Girish (2004), "International Travel Grant," funded by CIBER, University of Connecticut (\$1500).

Punj, Girish (2001), "Seminar on Data Mining," funded by AAUP, University of Connecticut (\$600).

Punj, Girish (2000), "Developing Teaching Materials for MKTG 350," funded by the Institute for Teaching and Learning, University of Connecticut (\$450).

Punj, Girish (1998), "Development of Global Technology Module for MKTG 227" funded by CIBER, University of Connecticut (\$2500).

Punj, Girish (1998), "The Effects of Cognitive Resource Availability on Attitude Toward the Ad and Brand Under Alternate Viewing Contexts," funded by University of Connecticut Research Foundation (\$1000).

Punj, Girish (1996), "Development of an Interactive 'Global Classroom' Environment I' for New Product Development," funded by the Institute for Teaching and Learning, University of Connecticut (\$5400).

Punj, Girish (1996), "Expanding Student Resources for Use in New Product Development and Pricing Policy, " funded by the Institute for Teaching and learning, University of Connecticut (\$500).

Punj, Girish (1996), "Developing Instructional Materials for New Product and Product Policy," funded by the Institute for Teaching and learning, University of Connecticut (\$500).

Punj, Girish (1992), " Analyzing the Decision Making Behavior of New Zealand Automobile Buyers," funded by American Brands, Inc. and School of Business Administration, University of Connecticut (\$5000).

Punj, Girish (1992), Identifying the Attitudinal and Behavioral Components of Brand Equity," supported by Faculty Summer Fellowship Program, School of Business Administration, University of Connecticut (\$5000).

Daniel, Harold and Girish Punj (1990), "Consumer Perceptions of Product Category Organization," funded by University of Connecticut Research Foundation (\$750).

Kim, Kwangsu and Girish Punj (1987), "Cross Validation of Cognitive and Affective Measurements in Advertising," funded by University of Connecticut Research Foundation (\$ 743).

Punj, Girish, Susan Spiggle and Richard F. Wendel (1983), "Expert Introspection as a Source of Data for Consumer Decision Making," funded by University of Connecticut Research Foundation (\$750).

Punj, Girish (1983), "Does it Pay to Shop More?" supported by School of Business Administration Corporate Associates, University of Connecticut (\$3000).

Punj, Girish (1979), "Testing a Model of Consumer Search Behavior and Satisfaction," funded by University of Maine (\$5830).

COLLOQUIA AND PRESENTATIONS

"Information Search in Electronic Environments," AMA-Sheth Foundation Doctoral Consortium, Storrs, CT on July 9, 2005.

"Using Text Mining to Predict Customer Satisfaction," Indian Institute of Management, Indore, India on December 19, 2005.

"An Investigation of Agent Assisted Consumer Information Search: Are Consumers Better Off?" (with Robert Moore), MBAA 36th annual meeting, Chicago, IL on March 1, 2000

"Making Up Your Mind: How Consumers Develop Their Choice Sets," Marketing Research Society of New Zealand, Auckland, New Zealand on June 30, 1994.

"Examining the Sequential Nature of Search," (with N. Srinivasan), Association for Consumer Research Conference, Boston, MA. on October 23, 1994.

"Cultural Diversity in the American Marketplace: Opportunities and Challenges," Second Templin Seminar, Templin, Germany on March 25, 1994.

"The Influence of Problem Recognition and Prior Decision Making on Subsequent Decision Behavior in New Automobile Purchases," Department of Marketing, Concordia University, Montreal, Canada on April 16, 1993.

"Analyzing the Consumer Decision Making Behavior for Automobiles that Compete in the World Market," Kwangwoon University/L.G. Advertising Agency, Seoul, S. Korea on January 11, 1993.

"A Framework for Establishing International University Linkages," Bangkok University, Bangkok, Thailand on December 19, 1992.

"The Effect of Prior Decisions in New Automobile Purchases," Department of Marketing, Australian Graduate School of Management, Sydney, Australia on December 10, 1992.

"Doing Thesis Research in Marketing," Department of Marketing and International Business, University of Auckland, Auckland, New Zealand on November 30, 1992.

"Modeling Micro/Macro Consumption Phenomena: Problems and Issues," (with Alladi Venkatesh) American Marketing Association Summer Educators' Conference, San Diego, CA on August 18, 1991.

"Home Buying Research Program," (with Donald J. Hempel) Greater Hartford Association of Realtors, Hartford, CT on February 23, 1989.

"Using Factor Analysis in Marketing Research," Marketing Group, University of California, Irvine, CA on May 3, 1988.

"Modeling the Micro/Macro Interface in Consumption Phenomena," (with Alladi Venkatesh) Marketing Department, University of Southern California, Los Angeles, CA on March 25, 1988.

"Influence of Presearch Decisions on Consumer Purchases," Norwegian Fund for Market and Distribution Research (FMD), Oslo, Norway on July 1, 1987.

"Comparing Psychographic and Demographic Bases for Segmentation," (with Peter J. LaPlaca), The Institute of Management Sciences (TIMS) International Conference, Brisbane, Australia on July 23, 1986.

"Estimating and Adjusting for Marginal Proportion Bias in Consumer Panel and Store Audit Data," (with Philippe Cattin), Marketing Science Conference, Chicago, IL on March 13, 1984.

"The Formulation and Testing of a Structural Model of Export Marketing Behavior I"
(with Jacob Naor), European Academy for Advanced Research in Marketing, Antwerp,
Belgium on April 71 1982.

MEETINGS WITH ACADEMICS AT FOREIGN UNIVERSITIES

India	Indian Institute of Management, Indore, 2005 Xavier Labor Relations Institute, 2004
New Zealand	University of Auckland, 2002-1992 (annually)
Australia	Australian Graduate School of Management, 1992 University of Western Australia, 1994
Brazil	Universidade Federal Fluminense, 1993
Argentina	Universidad del Salvador, 1993 Universidad Austral, 1993
Chile	Universidad de Santiago, 1993
Mauritius	University of Mauritius, 1993
Botswana	University of Botswana, 1995
South Korea	Kwangwoon University, 1993
Thailand	Bangkok University, 1992
Hong Kong	Chinese University of Hong Kong, 1992
Japan	Musashi University, 1992 International University of Japan, 1992

INDUSTRY COLLABORATIONS

Ipsos-ASI
TNS-NFO
Starwood Hotels
Audi of America
General Motors Corporation
Ford Motor Company
Aetna Life Insurance & Casualty Company
Reed/Elsevier Inc.