

Texas Tech University  
Rawls College of Business  
Area of Marketing  
Box 42101  
Lubbock, TX 79409-2101  
U.S.A.

Phone (806) 742 1924  
E-mail [mayukh.dass@ttu.edu](mailto:mayukh.dass@ttu.edu)  
<http://www.mdass.com>

# MAYUKH DASS

## I. POSITIONS

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### Fall 2008 - Current

Assistant Professor of Marketing, Rawls College of Business, Texas Tech University, Lubbock, Texas, U.S.A. (Appointed September 2008)

### Summer 2008

Instructor, Masters of Marketing Research Programs, Terry College of Business, University of Georgia, Athens, Georgia, U.S.A.

## II. EDUCATION

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Ph.D., University of Georgia, May 2008, Major: Marketing,  
Dissertation: "Two Essays on Bidder Behavior in Simultaneous Online Auctions" under Professor Srinivas K. Reddy

M.S. University of Georgia, August 2007, Major: Statistics,  
Thesis: "Exploring Bidder Characteristics in Online Auctions: An Application of Bilinear Mixed Model to Study Overbidders" under Professor Lynne Seymour.

M.S. University of Georgia, August 2003, Major: Artificial Intelligence,  
Thesis: "LIDS: A Learning Intrusion Detection System " under Professor Walter D. Potter.

B.E., Nagpur University, India, May 2000, Major: Electronics and Electrical Engineering.

## III. HONORS AND AWARDS

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### • Honorary Awards

- Tech Alumni New Faculty Award, Texas Tech University, 2011.
- Graduate Degree Holders Making a Difference: University of Georgia, June 15 2009
- T.A. Mentor Award, University of Georgia, 2007.
- USDA Merit Award – 2003

### • Teaching Awards

- Nominated for the Hemphill Wells New Professor Excellence in Teaching Award, Texas Tech University 2010.
- Nominated for University-wide Excellence in Teaching Award, University of Georgia, 2007, 2008

- University-wide Outstanding Graduate Teaching Assistant Award, University of Georgia, 2006
- University-wide Teaching Portfolio Certification, University of Georgia 2006
- **Fellowships Awards**
  - Fellow, at 2007 AMA Sheth Foundation Doctoral Consortium, Arizona State University.
  - Fellow, at 2006 ISMS Doctoral Consortium, University of Pittsburgh.
  - Fellow, at the Product Development and Management Association International Conference 2006 (Atlanta).
  - Fellow, at the Product Development and Management Association International Conference 2005 (San Diego).
- **Scholarship Awards**
  - University-wide Dissertation Completion Award, University of Georgia - 2007
  - E.T. Comer Scholarship for Outstanding Terry PhD student, University of Georgia – 2003, 2005, 2006, 2007
  - Terry College Summer Research Award, University of Georgia – Summer 2005, 2006, 2007
  - Knox Scholarship Award, Terry College, University of Georgia – 2005
  - Murray Scholarship Award, Terry College, University of Georgia – 2004
  - Graduate Assistantship, Marketing Department, University of Georgia 2003-2007
  - Research Assistantship, Artificial Intelligence Center, University of Georgia 2001-2003

#### **IV. RESEARCH**

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##### JOURNAL MANUSCRIPTS PUBLISHED/ ACCEPTED

Dass, Mayukh and Piyush Kumar (2011), "Assessing Category Vulnerability Across Retail Product Assortments," forthcoming in *International Journal of Retail and Distribution Management*

Dass, Mayukh, Piyush Kumar, and Plamen P Peev (2011), "Brand Vulnerability to Product Assortments and Prices," forthcoming in *Journal of Marketing Management*

Dass, Mayukh and Fox, Gavin L. (2011), "A Holistic Network Model for Supply Chain Analysis," *International Journal of Production Economics*, Vol. 131 (2) , 587-594.

Dass, Mayukh, Wolfgang Jank, and Galit Shmueli (2011), " Maximizing Bidder Surplus in Simultaneous Online Art Auctions via Dynamic Forecasting," *International Journal of Forecasting*, doi:10.1016/j.ijforecast.2011.01.003 (in press)

Dass, Mayukh, Piyush Kumar, Shyam Kapur, and Omer Topaloglu (2011), "An agent-based system for analyzing microblog dynamics," *International Journal of Computational Intelligence Research*, 7(2), 143-158.

Dass, Mayukh (2011), "An Investigation of Willingness to Spend Dynamics in Simultaneous Online Auctions," *Journal of Electronic Commerce Research*, 12(1), 44-60.

Kumar, Piyush, Mayukh Dass and Omer Topaloglu (2011), "Exploring Satisfaction in Business-to-Business Services: A Path-Analytic Approach," *Services Business: An International Journal*, 5, 13-27.

Dass, Mayukh and Piyush Kumar (2011), "The Impact of Economic and Social Orientation on Trust within Teams," *Journal of Business & Economic Research*, 9(2), 1-16. (lead article)

Gilliam, John, Mayukh Dass, Dottie Bagwell Durband and Vickie Hampton (2010), "Does Assertiveness Impact Couple's Risk Tolerance? An Investigation into the Role of Assertiveness on Financial Risk Tolerance and Portfolio Risk," *Journal of Financial Counseling and Planning*, 21(1), 55-69.

Dass, Mayukh, Lynne Seymour and Srinivas K. Reddy (2010), "An Investigation of Value Updating Bidders in Simultaneous Online Art Auctions," *Journal of Probability and Statistics*, Vol. 2010, Article ID 539763, 18 pages, 2010. doi:10.1155/2010/539763.

Jank W, Shmueli G, Dass M, Yahav, I and Zhang S (2008) "Statistical Challenges in eCommerce: Modeling Dynamic and Networked Data." *INFORMS Tutorials in Operations Research*, 2008 edition, 31-54.

Reddy, Srinivas K. and Mayukh Dass (2006), "Modeling Online Art Auction Dynamics Using Functional Data Analysis," *Statistical Science*, 21(2), 179-193.

Nute, D., Walter D. Potter, Zhiyuan Cheng, Mayukh Dass, Astrid Glende, Frederick Maier, Cy Routh, Hajime Uchiyama, Jin Wang, Sarah Witzig, Mark Twery, Peter Knopp, Scott Thomasma and H. Michael Rauscher (2005), "A Method for Integrating Multiple Components in a Decision Support System." *Computers and Electronics in Agriculture*, 49 (2005): pp. 44-59.

Twery, M.J., Peter D. Knopp, Scott A. Thomasma, H. Michael Rauscher, Donald E. Nute, Walter D. Potter, Frederick Maier, Jin Wang, Mayukh Dass, Hajime Uchiyama, Astrid Glende and Robin E. Hoffman (2005), "NED-2: A Decision Support System for Integrated Forest Ecosystem Management." *Computers and Electronics in Agriculture*, 49 (2005): pp. 24-43.

Nute, D., Walter D. Potter, Frederick Maier, Jin Wang, Mark Twery, H. Michael Rauscher, Peter Knopp, Scott Thomasma, Mayukh Dass, Hajime Uchiyama, and Astrid Glende (2004), "NED-2: An Agent-Based Decision Support System for Forest Ecosystem Management." *Environmental Modeling and Software*, 19 (2004): pp. 831-843.

#### BOOK CHAPTER PUBLISHED

Dass, Mayukh (2010), "Short Notes on Frequency Distribution, Cross Tabulations,

Repeated Measures ANOVA and Nonparametric Tests," in Jagdish Sheth and Naresh K. Malhotra(Eds.) *Wiley International Encyclopedia of Marketing*, Publisher: Wiley

Dass, Mayukh, Wolfgang Jank, Galit Shmueli (2010), "Price Forecasting In Art Auctions," In Casillas and Martnez-Lopez (Eds.) *Marketing Intelligent Systems using Soft Computing*, Springer, NY. pp. 417-445.

Dass, Mayukh and Srinivas K. Reddy (2008), "Bidder Networks and Price Dynamics in Online Auctions," in Wolfgang Jank and Galit Shmueli (Eds.) *Statistical Methods in eCommerce Research*. Publisher: Wiley. pp. 105-129.

#### BOOK REVIEW PUBLISHED

Dass, Mayukh (2011)," Choice-Based Conjoint Analysis: Models and Designs by Damaraju Raghavarao, James B. Wiley and Pallavi Chitturi," *American Statistician*, forthcoming (invited)

#### CONFERENCE PAPERS & PROCEEDINGS

Sood, Ashish, Mayukh Dass, Wolfgang Jank and Yue Tian, "Power of Customer Voice: Shape Analysis of Online Product Reviews to Predict Diffusion in Sequential Channels" In *2011 INFORMS Marketing Science Conference*, University of Houston, U.S. (June 9-11, 2011)

Topaloglu, Omer, Mayukh Dass, Piyush Kumar, and Dennis Arnett (2011), "Impact of Corporate Announcements on the Evolution of Online Word-of-Mouth," In *2011 INFORMS Marketing Science Conference*, University of Houston, U.S. (June 9-11, 2011)

Derby, Joseph and Mayukh Dass (2011), "An investigation of market learning and its implications for an IP Auction House," In *2011 INFORMS Marketing Science Conference*, University of Houston, U.S. (June 9-11, 2011)

Dass, Mayukh, Srinivas K. Reddy and Piyush Kumar (2010), " From Birth through Maturity: An Investigation of a Market Evolution and its Dynamics," In *2010 INFORMS Marketing Science Conference*, University of Cologne, Germany (June 16-19, 2010)

Dass, Mayukh (2010), "An Examination of Price Evolution of a New Product During its Diffusion: A Case with Fine Arts," in *Academy of Marketing Science 2010 Annual Conference*, Portland, OR (May 27, 2010)

Dass, Mayukh and Srinivas K. Reddy (2009), " Loser's Curse? Effects of Losing an Auction on Bidding Behavior in Subsequent Auctions," In *2009 INFORMS Marketing Science Conference*, University of Michigan, Ann Arbor, MI (June 06, 2009)

Dass, Mayukh, Wolfgang Jank, and Galit Shmueli (2008), " Dynamic Price Forecasting In Simultaneous Online Art Auctions," In *3rd INFORMS Workshop on Data Mining and Health*

*Informatics*, Washington D.C. (October 11, 2008) – Invited Speaker

Dass, Mayukh, Wolfgang Jank, Srinivas K. Reddy, Galit Shmueli and Shanshan Wang (2007), "Dynamic Price Forecasts in Online Art Auctions," In *2007 INFORMS Marketing Science Conference*, Singapore Management University, Singapore (June 28-30, 2007)

Dass, Mayukh, Srinivas K. Reddy and Robert Zeithammer (2007), "Exploring Market Structure of Heterogeneous Products Using Bidder Behavior in Online Auctions," in *2007 INFORMS Marketing Science Conference*, Singapore Management University, Singapore (June 28-30, 2007)

Dass, Mayukh, Wolfgang Jank, Srinivas K. Reddy, Galit Shmueli and Shanshan Wang (2007), "Dynamic Price Forecasts in Online Auctions: An Application to Indian Art Auctions of Heterogeneous Products," In *3rd Statistical Challenges in ECommerce*, University of Connecticut, Stamford, CT (May 19-20, 2007)

Dass, Mayukh and Srinivas K. Reddy (2006), "Bidder Networks and Bidder Strategies in Online Auctions of Modern Indian Art," *Proceedings of International Symposium of Information Systems*, Indian School of Business, Hyderabad, India (December 16-18, 2006)

Dass, Mayukh and Srinivas K. Reddy (2006), "Bidder Behavior and Bidder Networks in Online Auctions," In *2006 INFORMS Marketing Science Conference*, University of Pittsburgh, Pittsburgh (June 8-10, 2006)

Reddy, Srinivas K. and Mayukh Dass (2006), "Modeling Online Art Auction Dynamics Using Functional Data Analysis," In *2006 INFORMS Marketing Science Conference*, University of Pittsburgh, Pittsburgh (June 8-10, 2006)

Dass, Mayukh and Srinivas K. Reddy (2006), "Dynamics and Evolution of Bidder Networks in Online Auctions," In *2nd Statistical Challenges in ECommerce*, University of Minnesota, Twin City (May 22-23, 2006)

Reddy, Srinivas K., Mayukh Dass and Umesh Gaur (2005), "Diffusion of Art: An Investigation of the Evolution of Modern Indian Art and Artists," in *2005 INFORMS Marketing Science Conference*, Emory University, Atlanta, Georgia (June 16-18, 2005)

Reddy, Srinivas K. and Mayukh Dass (2006), "Online Auction Dynamics of Heterogeneous Products: A Case of Modern Indian Art," In *1st Statistical Challenges in ECommerce*, University of Maryland, College Park, Maryland (May 22-23, 2005)

Dass, Mayukh and Moutushi Maity (2004), "Impact of Smart Agents on Consumer Decision Making," *Proceedings of the 2004 AMA Summer Educators Conference*, Boston, August 6-9, 2004, pp. 236-237.

Dass, Mayukh, James Cannady and Walter D. Potter (2003), "A Blackboard-based Learning Intrusion Detection System: A New Approach," *Proceedings of the 16th International*

*Conference on Industrial & Engineering Applications of Artificial Intelligence & Expert Systems*, Loughborough, UK, 2003, "Developments in Applied Artificial Intelligence" LNAI 2718. pp. 385- 390. ISBN 0302-9743.

Maier, F., D. Nute, W. Potter, J. Wang, M. Twery, M. Rauscher, P. Knopp, S. Thomasma, M. Dass, and H. Uchiyama (2003), "Efficient Integration of PROLOG and Relational Databases in the NED Intelligent Information System," *Proceedings of the 2003 International Conference on Information and Knowledge Engineering (IKE'03)*, pp. 364-369, June 23-26, 2003, Las Vegas, Nevada, USA.

Dass, Mayukh, J. Cannady and Walter D. Potter (2003), " LIDS: Learning Intrusion Detection System," *Proceedings of the 16th International FLAIRS Conference*, St. Augustine, Florida, May 2003. pp. 12-16. ISBN 1-57735-177-0.

Dass, Mayukh, James Cannady and Walter D. Potter (2003), "A GA-based Intrusion Sub-Classifer Filter," *Digital Proceedings of the 41st ACM Southeast Conference*, Savannah, March 7 - 8, 2003.

Twery, H.M. Rauscher, P.D. Knopp, S.A. Thomasma, D. Nute, W.D. Potter, M. Dass ,F. Maier, J. Wang, H. Uchiyama, and Astrid Glende (2003), "NED-2: An Integrated Forest Ecosystem Management Decision Support System," *Proceedings of the 2003 IUFRO International Conference on Decision Support for Multiple Purpose Forestry*, Vienna, Austria, April,2003.

Nute, D., W.D. Potter, F. Maier, J. Wang, M. Dass, M. Twery, H.M. Rauscher, P.D. Knopp, S.A. Thomasma, H. Uchiyama, and Astrid Glende (2003), "An Agent Architecture for an Integrated Forest Ecosystem Management Decision Support System," *Proceedings of the 2003 IUFRO International Conference on Decision Support for Multiple Purpose Forestry*, Vienna, Austria, April, 2003.

Maier, F., D. Nute, W. Potter, J. Wang, M. Dass, M. Twery, M. Rauscher, P. Knopp, S. Thomasma and H. Uchiyama (2002), "PROLOG/RDBMS Integration in the NED Intelligent Information System," *Proceedings of the 10th International Conference on Cooperative Information Systems*, Irvine, California, October, 2002.

Potter, W. D., D. Nute, J. Wang, F. Maier, M. Twery, M. Rauscher, P. Knopp, S. Thomasma, M. Dass, and H. Uchiyama "The NED IIS Project - Forest Ecosystem Management," in the *Proceedings of the IFIP World Computer Congress WCC2002 - Intelligent Information Processing (IIP-2002)*, in Montreal, Canada, August 25-30, 2002.

Nute, D., W.D. Potter, F. Maier, J. Wang, M. Twery, H.M. Rauscher, P. Knopp, S.Thomasma, M. Dass, and H. Uchiyama (2002), "Intelligent Model Management in a Forest Ecosystem Management Decision Support System," in *Integrated Assessment and Decision Support Proceedings of the First Biennial Meeting on the International Environment Modeling and Software Society*, IEMSS, A.E. Rizzoli and A.J. Jakeman (eds), Vol. 3: 396-401, Lugano,

Switzerland, June 24-27, 2002.

## V. RESEARCH FUNDING

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Rawls College of Business	\$500	Fall 2009
Rawls College of Business	\$2,575	Spring 2009
Rawls College of Business	\$3,755	Fall 2008
Rawls College of Business	\$500	Fall 2008

## VI. EXTERNAL RESEARCH FUNDING

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John Simon Guggenheim Memorial Foundation Fellowship Competition Applied in 2011

## VII. COURSES TAUGHT

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- **Texas Tech University**
  - *Marketing Research* – Fall 2008 (Teaching Rating: Section 1-**4.50/5**; Section 2-**4.19/5**), Spring 2009 (Teaching Rating: Section 1-**4.53/5**), Fall 2009 (Section 1: **4.84/5**; Section 2- **4.80/5**)
  - *Intro to Marketing* – Spring 2010 (Teaching Rating: Section 1-**4.56/5**; Section 2-**4.66/5**), Fall 2010 (Teaching Rating: **4.69/5**)
  - *Personal Selling* – Fall 2010 (Teaching Rating: **4.65/5**), Fall 2011.
  - *Marketing Concepts and Strategies* (Graduate-level course) – Spring 2011 (Teaching Rating: Section 1- **4.83/5**, Section 2-**5.00/5**)
  - International Marketing - Fall 2011.
- **University of Georgia**
  - *Marketing Research* – Summer 2005 (Teaching Rating: **4.18/5**), Summer 2006 (Teaching Rating: **4.85/5**), Summer 2007 (Teaching Rating: **4.73/5**)
  - *Marketing Strategy* – Summer 2004 (Teaching Rating: **4.5/5**)
  - *Professional Selling and Account Management* – Spring 2005 (Teaching Rating: **4.5/5**), Fall 2006 (Teaching Rating: **4.35/5**), Spring 2007 (Teaching Rating: **4.44/5**)
  - *Consumer and Organizational Buyer Behavior* – Spring 2006 (Teaching Rating: **4.19/5**)
  - *Introduction to Statistics Methods* (Graduate-level course) – Summer 2008

## VIII. INSTITUTIONAL SERVICES

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- Faculty advisor, BBA programs, Rawls College of Business, Fall 2010 - present.
- Faculty advisor, Tech Marketing Association, Fall 2010-present
- BA Undergraduate Committee member, Rawls College of Business, Fall 2010-present
- BA IT Committee member, Rawls College of Business, Fall 2009-Spring 2010.

- Marketing Area Faculty Search Committee member, 2010.
- Marketing Area Scholarship and Awards Committee member, 2009 - present.
- Participated in Graduation Ceremony – Spring 2009 (U), Fall 2009 (U), Spring 2010 (U), Spring 2011 (U & G).
- Texas Tech University Blackboard Pilot Study participant, Spring 2009.
- Faculty supervisor, Joint research project between TTU MBA and University of Hertfordshire MBA with IBM, Fall 2010 - present.
- Faculty Supervisor, Undergraduate internships at X-Fab Inc., Lubbock, Spring 2010.
- Advisor for Independent Studies
  1. (Ph.D. ) Joseph Derby, Han-mo Oh, Omer Topaloglu - Spring 2011, Summer 2011
  2. (M.B.A.) Angela Augustin, Federico Filippone, Naveen Kumar, Amanda Mock and Spencer Patterson - Spring 2011
  3. (Undergraduate) Josh Borunda and Trey Braddock - Spring 2010
- Ph.D. Dissertation Committee Member: Sunhee Choi (Expected Graduation 2012)

## **IX. PROFESSIONAL SERVICES**

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- Journal Reviewer
  - Decision Sciences – 2011 - present
  - The Journal of Retailing and Consumer Services - 2011 - present
  - Journal of Economics and Management Strategy - 2010 - present
  - Journal of Electronic Commerce Research – 2010 - present
  - Journal of Cultural Economics– 2010
  - Journal of the American Statistical Association–2009 - present
  - Journal of Academy of Marketing Science – 2004-2006.
- Track Chair
  - 2010 Academy of Marketing Science Conference for Pricing and Revenue Management
- Session Chair
  - 2010 Academy of Marketing Science
  - 2009 INFORMS Marketing Science Conference
- Conference Reviewer
  - 2010 AMS Conference Reviewer for The Value Chain: Supply Chain, Channels & Retail track
  - 2009 SMA Conference Reviewer for the Brand & Product Management Track
- Program Committee Member
  - 2004, 17th International FLAIRS Conference
- Judge
  - 2006 Sales Competition organized by Phi Sigma Epsilon.
  - 2005 Sales Competition organized by Phi Sigma Epsilon.
  - 2004 Sales Competition organized by Phi Sigma Epsilon.
- TA Mentor Program

Center for Teaching and Learning, Graduate School, University of Georgia. (2006 – 2007)

#### **X. PERSONAL DEVELOPMENT**

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- Attended 8<sup>th</sup> Annual John M. Burns Conference on the Scholarship of Teaching and Learning on October 16, 2009.
- Attended 5<sup>th</sup> Annual Advancing Teaching and Learning Conference on March 6, 2009.
- Attended Texas Tech University Assessment Symposium on December 11<sup>th</sup> 2008.
- Attended Budget Basics training session on October 10, 2008 organized by the Office of Research Services, Texas Tech University

#### **XI. PRESS/ MAGAZINE COVERAGE**

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- “Professor analyzes reaction to Super Bowl ads,” by Chois Woodman, The Daily Toreador, February 9, 2011.
- “Website could be future of market research” by Nicole Garza, Fox News, February 7, 2011.
- “Marketing Professor Using Twitter Data to Measure Super Bowl Ad Buzz,” by Leslie Cranford, February 4, 2011.
- “Groupon phenomenon makes way to Lubbock, offers local discounts,” by Brittany Hoover, The Daily Toreador, December 7, 2010.
- “On the Path to Prominence: Cultivating the Landscape for Contemporary Indian Art,” by Chitra Prasad Patel, Vol. 38 (5), June 2007, 85-86.

#### **XII. PROFESSIONAL AFFILIATIONS**

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- Member of Institute for Operations Research and the Management Sciences (INFORMS).
- Member of American Economic Association (AEA)
- Member of Academy of Marketing Science. (AMS)

Updated: August 1, 2011