

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
<http://www.mdass.com>

MAYUKH DASS

I. POSITIONS

Fall 2008 - Current

Assistant Professor of Marketing
Rawls College of Business
Texas Tech University
Lubbock, Texas, U.S.A.

Summer 2008

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

II. EDUCATION

Ph.D., Marketing, 2008.
Terry College of Business, University of Georgia, Athens, Georgia.

M.S., Statistics, 2007.
College of Arts and Sciences, University of Georgia, Athens, Georgia.

M.S., Artificial Intelligence, 2003.
College of Arts and Sciences, University of Georgia, Athens, Georgia.

Bachelor of Engineering, Electronics and Power Engineering, 2000.
Nagpur University, Nagpur, India.

III. HONORS AND AWARDS

• **Research Grants**

- Spring 2009 Large Research Grant from Rawls College of Business, Texas Tech University - Project "Impact of Smart Agents on Consumer Decision Making"
- Fall 2008 Large Research Grant from Rawls College of Business, Texas Tech University - Project "Waiting after Purchase: A Study on Post-Purchase Forced Consumption Delay on Product Evaluation and Service Experience"
- Fall 2008 Small Research Grant from Rawls College of Business, Texas Tech University- Project "Exploring Market Structure of Heterogeneous Products Using Bidder Behavior in Online Auctions"

- **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).
- **Teaching Awards**
 - Nominated for University-wide Excellence in Teaching Award in 2007, 2008
 - University-wide Outstanding Graduate Teaching Assistant Award for 2006
 - University-wide Teaching Portfolio Certification in 2006
- **Scholarship Awards**
 - University-wide Dissertation Completion Award - 2007
 - E.T. Comer Scholarship for Outstanding Terry PhD student – 2003, 2005, 2006, 2007
 - Terry College Summer Research Award – Summer 2005, 2006, 2007
 - Knox Scholarship Award, Terry College – 2005
 - Murray Scholarship Award, Terry College – 2004
 - Graduate Assistantship, Marketing Department, University of Georgia 2003-2007
 - Research Assistantship, Artificial Intelligence Center, University of Georgia 2001-2003
- **Honorary Awards**
 - Graduate Degree Holders Making a Difference: University of Georgia, June 15 2009
 - T.A. Mentor Award 2007
 - USDA Merit Award – 2003

IV. RESEARCH

MANUSCRIPTS PUBLISHED

MARKETING

Dass, Mayukh (2009), "Short Notes on Frequency Distribution, Cross Tabulations, Repeated Measures ANOVA and Nonparametric Tests," in **Wiley International Encyclopedia of Marketing**, (Eds.:Jagdish Sheth and Naresh K. Malhotra) (forthcoming).

Dass, Mayukh, Wolfgang Jank, Galit Shmueli (2009), "Price Forecasting In Art Auctions," in **Marketing Intelligent Systems using Soft Computing**; (Eds.:Jorge Casillas and Francisco J. Martinez-Lopez) (forthcoming).

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

Dass, Mayukh and Srinivas K. Reddy (2008), "Bidder Networks and Price Dynamics in Online Auctions," in ***Statistical Methods in eCommerce Research***. Editors: Wolfgang Jank and Galit Shmueli. University of Maryland. Publisher: Wiley

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

MANUSCRIPTS UNDER REVIEW

Gilliam, John, Mayukh Dass and Dottie Durband (2009), "Does Assertiveness Impact Couple's Risk Tolerance? An Investigation into the Role of Assertiveness on Financial Risk Tolerance and Portfolio Risk," under second review in ***Journal of Financial Counseling and Planning***

Maity, Moutushi and Mayukh Dass (2009), "The Role of Moderators in Consumer Information Search: A Meta Analytic Review," under second round of revision in ***Journal of the Academy of Marketing Science***

Dass, Mayukh, Lynne Seymour and Srinivas K. Reddy (2009), "An Investigation of Value Updating Bidders in Simultaneous Online Art Auctions," under second round of revision in ***Journal of Probability and Statistics***

OTHER MANUSCRIPTS PUBLISHED

ARTIFICIAL INTELLIGENCE

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.

CONFERENCE PROCEEDINGS AND PRESENTATIONS

MARKETING

- 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
- 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. 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)
- 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)
- 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.

ARTIFICIAL INTELLIGENCE

- 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. COURSES TAUGHT

- **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

- **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**)

VI. SERVICES AND PERSONAL DEVELOPMENT

- Member of the Marketing Department Scholarship and Awards Committee – Spring 2009.
- Participating in the Blackboard Pilot Study for Spring 2009.
- Attended Texas Tech University Assessment Symposium on December 11th 2008.
- Attended Budget Basics training session on October 10, 2008 organized by the Office of Research Services, Texas Tech University

VII. PROFESSIONAL ACTIVITIES

- Journal of the American Statistical Association– Ad hoc Reviewer
- Journal of Cultural Economics– Ad hoc Reviewer
- Journal of Academy of Marketing Science – Ad hoc Reviewer
- 2009 SMA Conference Brand & Product Management Track - Reviewer
- Judge at the Sales Competition organized by Phi Sigma Epsilon. (2004 – 2006)
- 17th International FLAIRS Conference, 2004 - Program Committee Member. (2004)
- TA Mentor Program, Center for Teaching and Learning, Graduate School, University of Georgia. (2006 – 2007)

VIII. PROFESSIONAL AFFILIATIONS

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