

# ANJALA S. KRISHEN

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## FACULTY POSITION

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University of Nevada, Las Vegas  
Director, MBA Programs, January 2020 - Present  
Professor of Marketing & International Business, July 2019 – Present  
Special Advisor to the Dean for Research, July 2018 – December 2019  
Associate Professor of Marketing & International Business, July 2013 – June 2019  
Assistant Professor of Marketing, August 2007 – June 2013

## EDUCATION

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Virginia Polytechnic Institute, Blacksburg, VA  
Ph.D. in Marketing, May 2007  
Master of Science, major in Marketing, 2004  
Master of Business Administration, major in Marketing, 1996  
Rice University, Houston, TX  
Bachelor of Science in Electrical Engineering, 1990  
Bachelor of Arts in Anthropology, requirements completed, 1990

## ACADEMIC HONORS, AWARDS & GRANTS<sup>1</sup>

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<b>2019</b>	<b>Outstanding Faculty Honoree, UNLV Alumni Association</b>
2019	Fellow, Direct Selling Education Foundation (DSEF)
<b>2018-2019</b>	<b>Provost's Leadership Development Academy, UNLV</b>
<b>2018</b>	<b>Honorary Member, Golden Key International Honour Society</b>
2016-2019	Research excellence awardee, Department of MIB for LEE, UNLV
2011-2014	Research excellence awardee, Department of MIB for LEE, UNLV
2017	UNLV Business Spanish Experience Grant Award, \$8000
2016	<b>Harold &amp; Muriel Berkman Research Grant Award, \$3000</b>
2016	Faculty Opportunity Award with Dr. Andrew Spivak and Dr. Olesya Venger \$8,990
2016	<b>UNLV Barrick Scholar Award</b>
2015	Service excellence awardee, Department of MIB for LEE, UNLV
2015	Nomination for U.S. Professors of the Year Award
2015	<b>UNLV Foundation Distinguished Teaching Award</b>
2012, 2014	Best Pedagogical Paper at the Marketing EDGE Research Summit
2014	Faculty Opportunity Award Mentor with Dr. Han-Fen Hu, \$10,000
2011, 2013-2014	Summer Research Fellowship Award
<b>2013</b>	<b>CSUN Faculty Excellence Award for LEE</b>
2012	<b>Outstanding Reviewer, Emerald Literati Network Awards for Excellence, <i>EJM</i></b>
2012	LEE and International Education (BIE) grant
2010	Teaching excellence awardee, Department of Marketing for LEE, UNLV
2009	NDOT "VMT Fee Study" Grant (w/ Dr. R. Raschke and Dr. P. Kachroo) \$30,000
2008	UNLV College of Business Entrepreneurship Grant (w/ Dr. A. Hardin) \$10,000
2007	Virginia Tech, Pamplin College Graduate Teaching Award

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<sup>1</sup> Note: Bold indicates university-wide or internationally recognized awards or honors.

ACADEMIC & PROFESSIONAL OUTREACH (SELECTED)

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- 2020 Webinar: [Setting the Future of Digital and Social Media Marketing Research](#), 08/10/20
  - 2020 [Going with the Flow](#): Lessons in Flexibility in the Classroom, 07/20/20
  - 2020 [Keynote Speaker](#), Leading RE Martech Conference, 03/11/20
  - 2019 [Tips to avoid drowning in data](#), CRM Magazine 11/26/19
  - 2019 LEE Business of Research Panel (2<sup>nd</sup> Annual), moderator 10/17/19
  - 2019 [Are online reviews going too far?](#), NPR State of Nevada 8/14/19
  - 2019 LEE Research in a Flash Event creator and speaker, 4/26/19
  - 2019 [Mother/Daughter Dialogues](#) Panel member, The Intersection, 3/27/19
  - 2018 LEE Business of Research Panel creator and moderator, 10/11/18
  - 2018 AAF Speak & Speakeasy Panel speaker, “The future is female,” 5/22/18
  - 2017 Seminar, GPSA UNLV, “Presenting research in a non-academic setting,” 11/6/17
  - 2017 Speaker, Oracle Modern CX conference, “[Liking to Loyalty](#),” 4/27/17
  - 2017 Keynote Speaker, Cairo University Int’l Conf. on Business Sciences – CUCBS, 4/24/17
  - 2016 UNLV Creates: “[Consuming to Creating, Watching to Doing, Seeing to Being](#),” 8/26/16
  - 2016 TEDx Talk at UNR: “[Opposition: The light outside of the dark box](#),” 1/23/16.
  - 2015 Seminar, GPSA UNLV, “[Experience and Research with Groups](#),” (at 17:16), 11/13/15

JOURNAL PUBLICATIONS<sup>2</sup>

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1. **Krishen, A.S., O. Berezan, S. Agarwal, P. Kachroo, and R. Raschke (2021), “The digital self and virtual satisfaction: A cross-cultural perspective,” *Journal of Business Research*, 124 (1), 254-263. (LBS List A; h5-index: 108)**
  2. **Kachen, S. and A.S. Krishen (2020), “Exploring online comments from a strategic marketing stance to reduce wildlife crime,” *Psychology & Marketing*, 37 (12), 1771-1780. (LBS List A; h5-index: 41)**
  3. **Krishen, A., O. Berezan, S. Agarwal, and B. Robison (2020), “Harnessing the waiting experience: Anticipation, expectations and WOM,” *Journal of Services Marketing*, 34 (7), 1013-1024. (LBS List A; h5-index: 42)**
  4. **Berezan, O., A.S. Krishen, A. Agarwal, and P. Kachroo (2020), “Exploring loneliness and social networking: Recipes for hedonic well-being on Facebook,” *Journal of Business Research*, 115 (1), 258-265. (LBS List A; h5-index: 108)**
  5. **Korgaonkar, P., J.T. Gironda, M. Petrescu, A.S. Krishen, and T. Mangleburg (2020), “Preventing shoplifting: Exploring online comments to propose a model,” *Psychology & Marketing*, 37 (1), 141-153. (LBS List A; h5-index: 41)**
  6. Krishen, A.S., M. Lee, and R. Raschke (2020), “The story only few can tell: Exploring the disproportionately gendered professoriate in business schools,” *Journal of Marketing Education*, 42 (1), 7-22. (LBS List B-)  
*Media Mention:* “[Covid-19 offers the opportunity for business schools to think creatively](#),” Forbes, July 23, 2020.

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<sup>2</sup> Notes: (1) A and A- level business publications are **bolded**, (2) h5-index information is available from [https://scholar.google.com/citations?view\\_op=top\\_venues&hl=en](https://scholar.google.com/citations?view_op=top_venues&hl=en) and up to date as of 12/05/20.

7. Petrescu, M., A.S. Krishen, and M. Bui (2020), "The internet of everything: implications of marketing analytics from a consumer policy perspective," *Journal of Consumer Marketing*, 37 (6), 675-686. (LBS List B; h5-index: 29)
8. Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., . . . Krishen, A. S. (2020), "Setting the future of digital and social media marketing research: Perspectives and research propositions," *International Journal of Information Management*, 102168. (LBS List B; h5-index: 83)
9. **Hu, H-f., and A.S. Krishen (2019), "When is enough, enough? Investigating product reviews and information overload from a consumer empowerment perspective," *Journal of Business Research*, 100 (1), 27-37. (LBS List A, h5-index: 108)**
10. **Krishen, A.S., O. Berezan, and C. Raab (2019), "Feelings and functionality in social networking communities: A regulatory focus perspective," *Psychology & Marketing*, 36(7), 675-686. (LBS List A-; h5-index: 41)**
11. **Krishen, A.S., M. Leenders, S. Muthaly, M. Ziółkowska, and M. LaTour (2019), "Social networking from a social capital perspective: a cross-cultural analysis," *European Journal of Marketing*, 53 (6), 1234-1253. (LBS List A-; h5-index: 41)**
12. Iacobucci, D., M. Petrescu, A.S. Krishen, and M. Bendixen (2019), "The state of marketing analytics in research and practice," *Journal of Marketing Analytics*, 7(3), 152-181.
13. **Krishen, A.S., O. Berezan, S. Agarwal, and P. Kachroo (2019), "Social media networking satisfaction in the US and Vietnam: Content versus connection," *Journal of Business Research*, 101, 93-103. (LBS List A; h5-index: 108)**
14. Yoo, M.M., O. Berezan, and A.S. Krishen (2018), "Do members want the bells and whistles? Understanding the effect of direct and partner benefits in hotel loyalty programs," *Journal of Travel & Tourism Marketing*, 35 (8), 1058-1070. (LBS List B; h5-index: 40)
15. **Krishen, A.S. and H-f. Hu (2018), "Will they pitch or will they switch? Comparing Chinese and American Consumers," *Psychology & Marketing*, 35 (3), 210-219. (LBS List A-; h5-index: 41)**
16. **Berezan, O., A.S. Krishen, S. Agarwal, and P. Kachroo (2018), "The pursuit of virtual happiness: Exploring the social media experience across generations," *Journal of Business Research*, 89 (1), 455-461. (LBS List A; h5-index: 94)**
17. **Krishen, A.S., R. Raschke, A. Close, and P. Kachroo (2017), "A power-responsibility equilibrium framework for fairness: Understanding consumers' implicit privacy concerns for location-based services," *Journal of Business Research*, 73 (4), 20-29. (LBS List A; h5-index: 108)**
18. **Berezan, O., A.S. Krishen, S. Tanford, and C. Raab (2017), "Style before substance? Building loyalty through marketing communication congruity," *European Journal of Marketing*, 51 (7/8), 1332-1352. (LBS List A-; h5-index: 41)**

19. Verma, P., S. Agarwal, P. Kachroo, and A.S. Krishen (2017), "Declining transportation funding and need for analytical solutions: Dynamics and control of VMT tax," *Journal of Marketing Analytics*, 5 (3-4), 131-140.
20. Kemp, E.A., M. Bui, A.S. Krishen, P.M. Homer, and M. LaTour (2017), "Understanding the power of hope and empathy in healthcare marketing," *Journal of Consumer Marketing*, 34 (2), 85-95. (LBS List B; h5-index: 29)
21. **Krishen, A.S., O. Berezan, S. Agarwal, and P. Kachroo (2016), "The generation of virtual needs: Recipes for satisfaction in social media networks," *Journal of Business Research*, 69 (11), 5248-5258. (LBS List A; h5-index: 108)**
22. **Krishen, A.S., S. Agarwal, and P. Kachroo (2016), "Is having accurate knowledge necessary for implementing safe practices? A consumer folk theories-of-mind perspective on the impact of price," *European Journal of Marketing*, 50 (5/6), 1073-1093. (LBS List A-; h5-index: 41)**
23. Kachroo, P., A.S. Krishen, and S. Agarwal (2016), "Fuzzy logic programming based knowledge analysis for qualitative comparative analysis," *Quality & Quantity*, 1-13. (h5-index: 37)
24. Krishen, A.S., S. Kachen, M. Kraussman, and Z. Haniff (2016), "Do consumers dig it all? The interplay of digital and print formats in media," *Journal of Consumer Marketing*, 33 (7), 489-497. (LBS List B; h5-index: 29).
25. **Wu, K., C. Raab, W. Chang, and A.S. Krishen (2016), "Understanding Chinese Tourists' Food Consumption in the United States," *Journal of Business Research*, 69 (10), 4706-4713. (LBS List A; h5-index: 108)**
26. **Krishen, A.S., S. Agarwal, P. Kachroo, and R. Raschke (2016), "Framing the value and valuing the frame? Algorithms for child safety seat use," *Journal of Business Research*, 69 (4), 1503-1509. (LBS List A; h5-index: 108)**
27. Raab, C., O. Berezan, A.S. Krishen, and S. Tanford (2016), "What's in a word? Building program loyalty through social media communication," *Cornell Hospitality Quarterly*, 57 (2), 138-149. (h5-index: 29)
28. Krishen, A.S. and M.J. Sirgy (2016), "Identifying with the Brand Placed in Music Videos Makes Me Like the Brand," *Journal of Current Issues and Research in Advertising*, 37 (1), 45-58. (LBS 2014 List: Tier 2)
29. **Pomirleanu, N., P.R. Chennamaneni, and A.S. Krishen (2016), "Easy to please or hard to impress: Elucidating consumers' innate satisfaction," *Journal of Business Research*, 69 (5), 1914-1918. (LBS List A; h5-index: 108)**
30. Krishen, A.S. and A. Kirkendall (2016), "Teaching outside the rubric: Qualitative student insights about creativity," *Journal of Strategic Management Education*, 11, 1-16.
31. **Bui, M. and A.S. Krishen (2015), "So close yet so far away: The moderating effect of regulatory focus orientation on health behavioral intentions," *Psychology & Marketing*, 32 (5), 522-531 (Equal authors). (LBS 2015 List A-; h5-index: 38)**

32. Berezan, O., C. Raab, A.S. Krishen, and C. Love (2015), "Loyalty runs deeper than thread count: An exploratory study of gay guest preferences and hotelier perceptions," *Journal of Travel & Tourism Marketing*, 32 (8), 1034-1050. (LBS List B; h5-index: 40)
33. Krishen, A.S., L. Trembath, and S. Muthaly (2015), "From liking to loyalty: The impact of network affinity in the social media digital space," *The DATA BASE for Advances in Information Systems*, 46 (2), 30-42. (LBS 2014 List: Tier 2; h5-index: 15)
34. Krishen, A.S. and M. Bui (2015), "Fear Advertisements: Influencing Consumers to Make Better Health Decisions," *International Journal of Advertising*, 34 (3), 533-548 (Equal authors). (LBS List B; h5-index: 35)
35. Krishen, A.S., P. Kachroo, S. Agarwal, S. Sastry, and M. Wilson (2015), "Safety culture from an interdisciplinary perspective: Conceptualizing a hierarchical feedback-based transportation framework," *Transportation Journal*, 54 (4), 516-534. (LBS 2014 List: Tier 2)
36. **Krishen, A.S., R. Raschke, P. Kachroo, M. LaTour and P. Verma (2014), "Promote me or protect us? The framing of policy for collective good," *European Journal of Marketing*, 48 (3/4), 742-760. (LBS List A-; h5-index: 41)**
37. Krishen, A.S. and H. Hu (2014), "How imperfect practice leads to imperfection: A hierarchical linear modeling approach to frustration during an iterative decision," *Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior*, 27, 90-101.
38. **Raschke, R., A. S. Krishen, and P. Kachroo (2014), "Understanding the components of information privacy threats for location-based services," *Journal of Information Systems*, 28 (1), 227-242. (LBS List A-; h5-index: 25)**
39. Krishen, A.S., M. LaTour, and E. Alishah (2014), "Asian Females in an Advertising Context: Defining Skin Tone Tension," *Journal of Current Issues and Research in Advertising*, 35(1), 71-85. (LBS 2014 List: Tier 2)
40. Nicholson, J., D. Nicholson, P. Coyle, A. Hardin, and A. Krishen (2014), "Exploring the Use of Virtual World Technology for Idea-Generation Tasks," *International Journal of e-Collaboration*, 10(3), 44-62.
41. Kirkendall, A. and A.S. Krishen (2015), "Encouraging Creativity in the Social Work Classroom: Insights from a Qualitative Exploration," *Social Work Education*, 34(3), 341-354. (h5-index: 22)
42. Brown, J., A.S. Krishen, and C. Dev (2014), "The Role of Ownership in Managing Interfirm Opportunism: A Dyadic Study," *Journal of Marketing Channels*, 21(1), 31-42. (h5-index: 14)
43. Krishen, A.S., R. Raschke, P. Kachroo, M. Mejza, and A. Khan (2014), "Interpretation of Public Feedback to Transportation Policy: A Qualitative Perspective," (first two authors are equal), *Transportation Journal*, 53(1), 26-43. (LBS 2014 List: Tier 2)
44. Zahay, D., J. Peltier, A.S. Krishen, and D. Schultz (2014), "Organizational Processes for B2B Services IMC Data Quality," *Journal of Business and Industrial Marketing*, 29(1), 63-74. (h5-index: 36)

45. Krishen, A.S. (2013), "Catch it if you can: How contagious motivation improves group projects and course satisfaction," *Journal of Marketing Education*, 35 (3), 220-230. (LBS List B-)
46. Peltier, J., Zahay, D., and A.S. Krishen (2013), "A Hierarchical IMC Data Integration Framework and its Impact on CRM System Quality and Customer Performance," *Journal of Marketing Analytics*, 1 (1), 32-48. (First ever issue of this journal).
47. **Raschke, R., A. Krishen, P. Kachroo, and P. Maheshwari (2013), "A Combinatorial Optimization Based Sample Identification and Selection Method for Targeted Group Comparisons," *Journal of Business Research*, 66 (9), 1267-1271. (LBS List A; h5-index: 108)**
48. Krishen, A. (2013), "First impressions count! Exploring the importance of website categorization," *International Journal of Computer Applications in Technology*, 47 (1), 32-43. (h5-index: 13)
49. Krishen, A., A. Hardin, and M. LaTour (2013), "Virtual World Experiential Promotion," *Journal of Current Issues and Research in Advertising*, 34, 263-281. (LBS 2014 List: Tier 2)
50. **Krishen, A., and P. Homer (2012), "Do Opposites Attract? Understanding Opposition in Promotion," *Journal of Business Research*, 65 (8), 1144-1151. (LBS List A; h5-index: 108)**
51. **Bui, M., A. Krishen, and M. LaTour (2012), "When kiosk retailing intimidates shoppers: How gender-focused advertising can mitigate the perceived risks of the unfamiliar," *Journal of Advertising Research*, 52 (3), 1-18. (LBS List A-; h5-index: 26)**
52. Zahay, D., J. Peltier, and A. Krishen (2012), "Building the Foundation for Customer Data Quality in CRM Systems for Financial Services Firms," *Journal of Database Marketing & Customer Strategy Management*, 19 (1), 5-16.
53. **Bui, M., A. Krishen and K. Bates (2011), "Modeling Regret Effects on Consumer Post-Purchase Decisions," *European Journal of Marketing*, 45 (7/8), 1068-1090. (LBS List A-; h5-index: 41)**
54. **Krishen, A., R. Raschke, and P. Kachroo (2011), "A Feedback Control Approach to Maintain Consumer Information Load in Online Shopping Environments," *Information & Management*, 48 (8), 344-352. (LBS List A-; h5-index: 64)**
55. Krishen, A., and D. Worthen (2011), "Body image dissatisfaction and self-esteem: A consumer-centric exploration and proposed research agenda," *Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior*, 24, 90-106.
56. Labrecque, L., A. Krishen and S. Grzeskowiak (2011), "Exploring Social Motivations for Brand Loyalty: Conformity versus Escapism," *Journal of Brand Management*, 18 (7), 457-472. (LBS List B; h5-index: 28)

57. Krishen, A., R. Raschke, and M. Mejza (2010), "Guidelines for Shaping Perceptions of Fairness of Transportation Infrastructure Policies: The Case of the Vehicle Mileage Tax," *Transportation Journal*, 49 (3), 24-38. (LBS 2014 List: Tier 2)
58. Sirgy, M. J., D. Lee, S. Grzeskowiak, G. Yu, D. Webb, K. El-Hassan, J. Vega, A. Ekici, J. Johar, A. Krishen, A. Kangal, B. Swoboda, C. Claiborne, F. Maggino, D. Rahtz, A. Canton, and A. Kuruuzum (2010) "Quality of College Life (QCL) of Students: Further Validation of a Measure of Well-being," *Social Indicators Research*, 99 (3), 375-390. (h5-index: 52)
59. Krishen, A., M. Bui and P. Peter (2010), "Retail kiosks: How regret and variety influence consumption," *International Journal of Retail & Distribution Management*, 38(3), 173-189. (LBS List B; h5-index: 38)
60. **Close, A., A. Krishen, and M. LaTour (2009), "This Event is Me!: How Consumer-Event Congruity Leverages Sponsorship," *Journal of Advertising Research*, 49(3), 271-284. (First two authors contributed equally). (LBS List A-; h5-index: 26)**
61. Krishen, A. S., and K. Nakamoto (2009), "Improving Consumer Quality-Efficiency by Using Simple Adaptive Feedback in a Choice Setting," *International Journal of Computer Applications in Technology*, 34(3), 155-164. (h5-index: 13)
62. Kheirandish, R., A. Krishen, and P. Kachroo (2009), "Application of Optimal Control Theory in Marketing: What is the Optimal Number of Choices on a Shopping Platform/Website?" *International Journal of Computer Applications in Technology*, 34(3), 207-215. (h5-index: 13)
63. Krishen, A. and K. Kamra (2008), "Perceived Versus Actual Complexity for Websites: Their Relationship to Consumer Satisfaction," *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 21, 104-123.
64. Belanger, F., J. Everhart, W. Fan, A. Krishen, K. Nakamoto, D. Poteet, and C. Schaupp (2006), "Website Success Metrics: Addressing the Duality of Goals," *Communications of the ACM*, 49(12), 114 – 116. (LBS 2011 List: Tier 2; h5-index: 67)

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FORTHCOMING JOURNAL PUBLICATIONS

65. **Krishen, A.S., H. Hu, A. Spivak, and O. Venger, "The danger of flavor: E-cigarettes, social media, and the interplay of generations," *Journal of Business Research*, accepted in November 2020. (LBS List A; h5-index: 108)**
66. **Kachen, A., A.S. Krishen, M. Petrescu, R. Gill, and P. Peter, "#MeToo, #MeThree, #MeFour: Twitter as community building across academic and corporate institutions," *Psychology & Marketing*, accepted in December 2020. (LBS List A-; h5-index: 41)**

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EDITORIALS

1. Petrescu, M. and A.S. Krishen (2020), "The dilemma of social media algorithms and analytics," *Journal of Marketing Analytics*, 1-2.
2. Petrescu, M. and A.S. Krishen (2020), "The importance of high-quality data and analytics during the pandemic," *Journal of Marketing Analytics*, 8, 43-44.

3. Petrescu, M. and A.S. Krishen (2019), "Strength in diversity: methods and analytics," *Journal of Marketing Analytics*, 7(4), 203-204.
4. Petrescu, M. and A.S. Krishen (2019), "Software and data in analytics: lending theory to practice," *Journal of Marketing Analytics*, 7(3), 125-128.
5. Krishen, A. and M. Petrescu (2019), "Data-driven decision making: implementing analytics to transform academic culture," *Journal of Marketing Analytics*, 7(2), 51-53.
6. Krishen, A. and M. Petrescu (2018), "Marketing analytics: delineating the field while welcoming crossover," *Journal of Marketing Analytics*, 6(4), 117-119.
7. Petrescu, M. and A.S. Krishen (2018), "Novel retail technologies and marketing analytics," *Journal of Marketing Analytics*, 6(3), 69-71.
8. Petrescu, M. and A.S. Krishen (2018), "Analyzing the analytics: Data privacy concerns," *Journal of Marketing Analytics*, 6(2), 41-43.
9. Krishen, A. and M. Petrescu (2018), "Analytics from our scholarly closets: the connections between data, information, and knowledge," *Journal of Marketing Analytics*, 6(1), 1-5.
10. Petrescu, M. and A.S. Krishen (2017), "Marketing analytics: from practice to academia," *Journal of Marketing Analytics*, 5(1), 45-46.
11. Krishen, A.S. and M. Petrescu (2017), "The world of analytics: interdisciplinary, inclusive, insightful, and influential," *Journal of Marketing Analytics*, 5(1), 1-4.

#### BOOKS & BOOK CHAPTERS

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1. Krishen, A. S., & Berezan, O. (Eds.). (2019). *Marketing and Humanity: Discourses in the Real World*. Newcastle upon Tyne: Cambridge Scholars Publishing.
2. Berezan, O., Krishen, A. S., & Jenveja, A. (2019). Loneliness and social media: the interplay of physical and virtual social space. In A. S. Krishen & O. Berezan (Eds.), *Marketing and Humanity: Discourses in the Real World* (pp. 49-68). Newcastle upon Tyne: Cambridge Scholars Publishing.
3. Krishen, A. S., Robleto, E. A., Meza, J., & Santana, J. (2019). From Homophily to Reality: Proposing the Intersectional, Diverse, and Inclusive Knowledge Creation Framework. In A. S. Krishen & O. Berezan (Eds.), *Marketing and Humanity: Discourses in the Real World* (pp. 98-117). Newcastle upon Tyne: Cambridge Scholars Publishing.
4. Wong, N., & Krishen, A. S. (2019). Skin Lightening and Social Capital: The Cultural Conceptions of Agency. In A. S. Krishen & O. Berezan (Eds.), *Marketing and Humanity: Discourses in the Real World* (pp. 118-145). Newcastle upon Tyne: Cambridge Scholars Publishing.
5. Hu, H., & Krishen, A. S. (2019). Information overload in the digital age. In A. S. Krishen & O. Berezan (Eds.), *Marketing and Humanity: Discourses in the Real World* (pp. 185-203). Newcastle upon Tyne: Cambridge Scholars Publishing.



6. Scheinbaum, A. C., A.S. Krishen, A. Kachen, A. Mabry-Flynn, & N. Ridgway (2017). Mommy Blogs and Online Communities. In A. C. Scheinbaum (Ed.), *The Dark Side of Social Media: A Consumer Psychology Perspective* (1st ed.): Routledge.
7. Krishen, A., K. Nakamoto and P. Herr (2008), *The Dichotomy Heuristic in Choice: How Contrast Makes Decisions Easier*, VDM-Verlag.

CONFERENCE PAPERS & PRESENTATIONS (2008 TO PRESENT, SELECTED)

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- Sinkey, A. & A. Krishen (equal) (2020), "Promoting Diversity, Inclusion, and Belonging in Remote Work Environments," *December 2020 AACSB Global Diversity and Inclusion Summit*, Virtual.
- Wang, B., A. Scheinbaum, S. Li, and A. Krishen (2020), "The moderating roles of time pressure and individualism for retail event sponsorship," *December 2020 Academy of Marketing Science Conference*, Virtual.
- Krishen, A., O. Berezan, S. Agarwal, P. Kachroo, and R. Raschke (2020), "The digital self and short-term satisfaction: A cross-cultural perspective," *June 2020 ACIEK Conference*, Virtual.
- Krishen, A., H. Hu, and J. Barnes (2020), "Untapped education: Exploring the relationship of political ideology and water reuse," *May 2020 AMA Marketing & Public Policy Conference*, Virtual. \*Runner-up to Best Conference Paper.
- Berezan, O., A.S. Krishen, A. Agarwal, and P. Kachroo (2019), "Exploring loneliness and social networking," *June 2019 INEKA Conference*, Verona, Italy.
- Krishen, A.S. and N. Wong (2018), "Skin whitening and agency: Understanding the consumer quest," *October 2018 Society for Marketing Advances Conference*, West Palm Beach, FL.
- Scheinbaum, A.C., A.S. Krishen, A. Kachen, A. Mabry-Flynn, and N. Ridgway (2017), "Thankfulness and hope as the driving emotions in mommy blogs," *May 2017 Academy of Marketing Science*, San Diego, CA.
- Krishen, A.S., M. Yoo, and O. Berezan (2016), "Can brand affairs result in commitment? Evaluating the impact of strategic partnerships on reward program member loyalty," *October 2016 Marketing EDGE Research Summit*, Los Angeles, CA.
- Krishen, A.S., O. Berezan, A. Agarwal, and P. Kachroo (2016), "The Generation of Virtual Needs: Recipes for Satisfaction in Social Media Networks," *March 2016 GIKA Conference*, Valencia, Spain. \*Winner of Best paper GIKA (Global Innovation and Knowledge Academy) award for USA authors.
- Wu, K., L. Martinez, A.S. Krishen, and G. Moody (2016), "Is an LGBT-Friendly Cue Always Good? Exploring the Impact of LGBT-Friendly Cues on the Heterosexual Market," *February 2016 Winter AMA Conference*, Las Vegas, NV.
- Krishen, A.S. (2015), "Are brands best described as institutional facts?" *October 2015 Marketing EDGE Research Summit*, Boston, MA.

- Krishen, A., P. Kachroo, and S. Agarwal (2015), "Paving the way to a safety culture: Introducing a hierarchical feedback-based framework," *May 2015 Academy of Marketing Science*, Denver, CO.
- Krishen, A.S. and A. Kirkendall (2014), "Thinking outside the rubric: Qualitative insights about creativity," *October 2014 Marketing EDGE Conference*, San Diego, CA. (Best Pedagogical Paper)
- Hu, Han-Fen and A.S. Krishen (2014), "Online Reviews and Users' Perception and Behavior: The Mediating Effects of Cognitive Load and Task Complexity," *October 2014 Marketing EDGE Conference*, San Diego, CA.
- Berezan, O., A.S. Krishen, and C. Raab, "A little bit goes a long way: How hotels increase loyalty from social media communication." *May 2014 Academy of Marketing Science*, Indianapolis, IN.
- Close, A.G., A.S. Krishen, and N.L. Lough, "Communicating lifestyle through sports marketing." *October 2013 Sport Marketing Association Conference*, Albuquerque, NM.
- Krishen, A.S., M. Leenders, and S. Muthaly, "The Role of Social Capital in the Creation of Communities through Social Media: Lessons from Poland and the U.S." *October 2013 DMEF Marketing EDGE Conference*, Chicago, IL.
- Close, A.G., A.S. Krishen, and N.L. Lough, "What causes event attendees to share word of mouth? A fan identification model." *August 2013 American Marketing Association Conference*, Boston, MA.
- Krishen, A., S. Kachen and Z. Haniff, "Are we locked in print? Exploring consumer perceptions of digital versus print magazines." *May 2013 Academy of Marketing Science Conference*, Monterey, CA.
- Krishen, A., "Contagious motivation: Can seeking help improve group project experiences?" *October 2012 DMEF Conference*, Las Vegas, NV. *Winner: Best Pedagogical Paper.*
- Krishen, A., "Decisions, decisions: How bad ones keep worsening over time," *October 2012 Society for Marketing Advances Conference*, Orlando, FL.
- Krishen, A. and M. Bui (equal authors), "Preventing unintended unhealthiness: The mediating role of regulatory focus on goal progress and intention to indulge," *Society for Consumer Psychology, 2012 Winter Conference*, Las Vegas, NV.
- Krishen, A. and M. Tillett, "Social Media: Exploring the Age Gap," *2011 DMEF Conference*, Boston, MA.
- Krishen, A., "Bridging the Academic-Practitioner Gap through Outside Competitions," *2011 DMEF Conference*, Boston, MA.
- Bui, M. and A. S. Krishen, "Kiosk Retailing Promotions: The Gender Impact," *Society for Consumer Psychology, 2011 Winter Conference (February)*, Atlanta, GA.
- Labreque L., A. Krishen and S. Grzeskowiak, "Social Motivations for Brand Loyalty: Conformity versus Escapism," *2010 DMEF Conference*, San Francisco, CA.
- Raschke, R., A. Krishen, P. Kachroo, and P. Maheshwari, "Sample Identification and Selection: A Combinatorial Optimization Based Approach," *2010 Global Marketing Conference, Sept. 12, 2010*, Tokyo, Japan.

Peter, P., A. Krishen, and D. Brinberg, "Emotional Intelligence: A Moderator of Health Performance," *2010 Marketing & Public Policy Conference, May 20-22, 2010, Denver, CO.*

Krishen, A., R. Raschke, and P. Kachroo, "How Negative Framing Impacts the Valence of Attitudes to Increase Support of Vehicle Miles Traveled Taxation," *TRB 89th Annual Conference Jan. 10-14, 2010.*

Krishen, Anjala S., "When Imperfect Practice Makes Imperfection: An Application of Hierarchical Linear Modeling to Decisional Commitment," working paper presented at the *DMEF Research Summit, San Diego California, Oct 17-18, 2009.*

Krishen, Anjala S., and Pamela Miles Homer, "Do Opposites Attract? Understanding How Oppositional Advertisements Work," working paper presented at the *2009 North American Conference of the Association for Consumer Research, Pittsburg, PA, October 2009.*

Krishen, A. P. Kachroo and K. Nakamoto (2008), "Dynamic Choice Sets Using Feedback Control Design," *Society for Consumer Psychology 2008 Winter Conference (February), New Orleans, LA.*

#### RESEARCH FOCUS

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Being of an interdisciplinary background (Electrical Engineering undergraduate, 13 years of working full-time, an MBA part-time, and then an M.S. and Ph.D. in Marketing full-time), I am able to apply marketing concepts across disciplines. My three areas of research are: (1) decision making and information processing; (2) advertising and retailing; and (3) interactive and e-marketing.

#### SERVICE

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##### UNLV Committees (Selected)

Member, Leadership & Professional Development Academy Comm., Spring 2020 to present

Member, Graduate Council, Spring 2020 to present

Member, GC Diversity Equity Inclusion & Justice Advisory Board, Fall 2020 to present

Member, Diversity and Inclusion Task Force, Women's Council, Fall 2019-present

Member, Associate Deans for Research Committee, Fall 2018-Fall 2019

Chair, LEE Research committee, Fall 2018-Fall 2019

Member, LEE Executive & Extended Executive Committees, Fall 2018-Fall 2019

Member, Hiring-Retention-Assessment Task Force, Women's Council, 2018-2019

Member, UNLV Foundation Distinguished Teaching Awards committee, Fall 2018, 2019

Member, MIB Recruiting Committee, Fall 2017 and 2018

Member, Research and Creativity Infrastructure Committee, Fall 2017-Fall 2018

Co-chair, Top Tier Infrastructure and Shared Governance Committee, Fall 2016-Spring 2018

Member, UNLV Research Council, Fall 2014-Spring 2018

Member, Selection Committee, UNLV Best Teaching Practices Expo, Fall 2016, 2017, 2018

Member, Selection Committee, Barrick Scholar Awards for 2017, Fall 2016

Member, Faculty Senate, Fall 2013-Fall 2017

Member, Senior Senator for Faculty Senate, Fall 2015-Fall 2017

Member, VP for Philanthropy and Alumni Relations Search Committee, Summer 2016

Member, Top Tier Teaching Awards Committee, Fall 2015

Member, UNLV Top Tier Committee for Graduate College, Fall 2015-Spring 2016

Member, Strategic Diversity Project Steering Committee, Fall 2015-present

Member, Graduate College Executive Committee, Fall 2014-Spring 2015

Chair, Ad-Hoc Diversity & Inclusivity Committee, Graduate College, Fall 2014-Spring 2015  
 Member, Strategic Planning Committee for LEE, 2014  
 Member, Doctoral Graduate Research Assistantships Committee, Spring 2014  
 Member, LEE Merit Committee, 2013-2015  
 Ad Hoc Committee Member, Digital Measures, 2013  
 Faculty Advisor, Best Buddies International UNLV, 2013-2015  
 Member, Full Participation Committee, 2013-2014  
 Chair, Departmental Peer Review Committee, 2013-2015  
 Member, Faculty Mentoring Program, Mentee: Dr. Han-Fen Hu, 2012-2018  
 Chair, MIB Chair Election Committee, Spring 2012  
 Member, MIB Recruiting Committee for Fall 2013  
 Member, EMBA Advisory Committee, 2012-2014, 2015-2016  
 Member, UNLV Vice Presidential Commission on Diversity and Inclusion, 2008-2010  
 Member, UNLV Gender Subcommittee, 2008-2010

UNLV Graduate Committee Membership

Xinru (Ruby) Chen, M.S. in Hospitality and Tourism, In Progress: 2020  
 Sungeun Kim, Ph.D. in Hospitality and Tourism, In Progress: 2020  
 Matthew Ryan, Ph.D. in Hospitality and Tourism, In Progress: 2020  
 Michael Bertetto, M.S. in Hospitality and Tourism, In Progress: 2020  
 Esra Topcuoglu, Ph.D. in Hospitality and Tourism, Completed: 2020  
 Esther Kim, Ph.D. in Hospitality and Tourism, Completed: 2019  
 Yang Su, Ph.D. in Hospitality and Tourism, Completed: 2017  
 Jason, Kreitz, Honors College Research & Creative Honors Thesis, 2016  
 Antonina Capurro, MBA 751 Research Project, Completed: 2016  
 Emi Sakevich, M.S. in Hospitality and Tourism, 2016  
 Shaurya Agarwal, M.S. in Mathematical Sciences, Completed: 2015  
 Melissa Redona, M.A. in Economics, Completed: 2015  
 Romesh Khaddar, M. S. in Mathematics, Completed: 2014  
 Yun Ying (Susan) Zhong, Ph.D. in Hospitality and Tourism, Completed: 2015  
 Lan Jiang, Ph.D. in Hospitality and Tourism, Completed 2014  
 Merrick McKeig, Ph.D. in Hospitality and Tourism, ABD 2014  
 James Drake, Ph.D. in Hospitality and Tourism, Completed: 2015  
 Kristin Malek, Ph.D. in Hospitality and Tourism, Completed: 2015  
 Kaiyang Wu, M.S. in Hospitality and Tourism, Completed: 2014  
 Joshua Bielinski, M.A. in Economics, Completed: 2013  
 Safak Sahin, Ph.D. in Hospitality and Tourism, Completed: May, 2013  
 Zeenath Haniff, M.A. in Journalism and Media Studies, Completed: May, 2012

Academic Service

Track co-chair, American Marketing Association Winter 2021 Conference  
 Committee Member, Ramendra Pratap Singh Ph.D. at NIT, Durgapur, Completed: 2018  
 Editor (with Dr. Maria Petrescu), *Journal of Marketing Analytics*, 2017-present  
 Legate, *Global Innovation and Knowledge Academy (GIKA)*, 2016-2019  
 Editorial Review Board, *European Journal of Marketing*, 2016-present  
 Associate Editor, *Journal of Business Research*, 2016-present  
 Editorial Review Board, *Cornell Hospitality Quarterly*, 2015-present  
 Editorial Review Board, *Journal of Consumer Marketing*, 2019-present  
 Track co-chair, Academy of Marketing Science Conference, May 2011, 2014, 2015, 2016  
 Co-chair, Marketing EDGE Conference, October 2013, 2014

Rice Alumni Volunteers for Admission, Rice University, 2009-present

Reviewer

Reviewer for *Journal of Macromarketing*, 2020-present  
 Reviewer for *Information & Management*, 2019-present  
 Reviewer for *Journal of Services Marketing*, 2020-present  
 Reviewer for *Journal of Interactive Advertising*, 2018-present  
 Reviewer for *Journal of Travel and Tourism Marketing*, 2015-present  
 Reviewer, *Journal of Consumer Affairs*, 2016-present  
 Reviewer for *Academy of Marketing Science Annual Conference*, 2008-present  
 Reviewer (Ad-Hoc), *Journal of Retailing*, 2008-present  
 Reviewer, *European Journal of Marketing*, 2009-present  
 Reviewer, *Journal of Marketing Management*, 2010-present  
 Reviewer (Ad-Hoc), *Journal of Applied Social Psychology*, 2009-present  
 Reviewer, *Journal of Business Research*, 2013-present  
 Reviewer, *Journal of Marketing Education*, 2013-present  
 Reviewer, *International Journal of Retail & Distribution Management*, 2012-present  
 Reviewer, *Decision Sciences*, 2013-present  
 Reviewer, *Cornell Hospitality Quarterly*, 2013-present  
 Reviewer, *Journal of Marketing Communication*, 2012-present  
 Reviewer, *Asia Pacific Journal of Tourism Research*, 2014-present  
 Reviewer, *International Journal of Hospitality Management*, 2014-present

PROFESSIONAL EXPERIENCE (13 YEARS FULL TIME)

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2001-2003	Datapult & Enerwise Global Technologies, Roanoke, VA Manager, Production & Corporate Systems
2000-2001	Installation Included, Blacksburg, VA Director, Production Systems
1998-2000	American Electric Power, Roanoke, VA Senior Database Analyst
1994-1998	Virginia Polytechnic Institute, Blacksburg, VA Director of Information Systems, MPRG Manager & Oracle Database Administrator
1993-1994	Oracle Corporation, Cleveland, OH Consultant, Direct Marketing Division
1992-1993	Lincoln Electric Company, Cleveland, OH Engineer
1991-1992	Information Dimensions, Inc., San Francisco, CA Technical Consultant
1990-1992	Oracle Corporation, Belmont, CA Sales Consultant, Direct Marketing Division