

## **PROMOTION RECOMMENDATION**

**The University of Michigan-Dearborn  
School of Management  
Department of Management Studies**

Approved by the Regents

May 15, 2008

Aaron Ahuvia, associate professor of management studies, with tenure, Department of Management Studies, School of Management, University of Michigan-Dearborn and associate professor of art, without tenure, School of Art and Design, University of Michigan-Ann Arbor is recommended for promotion to professor of management studies, with tenure, Department of Management Studies, School of Management, University of Michigan-Dearborn and professor of art and design, without tenure, School of Art and Design, University of Michigan-Ann Arbor.

### Academic Degrees:

Ph.D. 1993	Northwestern University
B.A. 1985	University of Michigan

### Professional Record:

2001 - present	Associate Professor, University of Michigan-Dearborn
2002 - 2007	Director of International Programming for Europe and Emerging Markets, University of Michigan-Dearborn School of Management
1999 - 2001	Assistant Professor of Marketing, University of Michigan-Dearborn
1993 - 1999	Assistant Professor of Marketing, University of Michigan-Ann Arbor
1992 - 1993	Lecturer in Marketing, University of Michigan-Ann Arbor

### Summary of Evaluation:

Teaching: Professor Aaron Ahuvia is rated as an excellent teacher. Department senior faculty commented that teaching was a clear strength of his application. He has taught nine different courses in marketing, both at the graduate and undergraduate levels. His student evaluations were 4.21 or higher on a scale of 5.00, with his highest evaluation being 4.98. Students have consistently evaluated him as extremely thorough and commend him for providing real-life cases which relate to course material.

Research: Professor Aaron Ahuvia's research is rated as significantly capable. His publication record as an associate professor includes 11 journal publications, two book chapters, and eight refereed proceedings. Based on the School of Management's internal rankings of scholarly journals, three of the 11 journals classify as very good and one as superior. Regarding contributions to the 11 journal publications, he is solo author for three; first author for four; second author for three; and third author for one. In 2007, he was recognized with the University of Michigan-Dearborn Distinguished Faculty Research Award.

### Recent and Significant Publications:

Ahuvia, A. C., "Status- and control-based pet consumption: A reinterpretation of the data," forthcoming in the *Journal of Business Research*. (2007)

- Yang, Y., Ahuvia, A. C., and Carroll, B., "A comparison of postmodernism and traditional lifestyle research," forthcoming in *Business Economics and Administration*. (2007)
- Ahuvia, A. C. and Yang, Y., "A literature of lifestyle from a consumer behavior perspective," *Commercial and Trading Economics*, Vol. 11. This is a reprinting of the article by the same title published in *Business Economics and Administration*. Both are Chinese journals. This issue of reprints selected articles from the past year that they consider to be the most significant publications in Chinese published in that year. (2006)
- Carroll, B. A. and Ahuvia, A. C., "Some antecedents and outcomes of brand love," *Marketing Letters*, 17(2), 79-89. (2006)
- Ahuvia, A. C., Carroll, B.A. and Yang, Y., "Consumer culture theory and lifestyle segmentation," *Innovative Marketing*, 2(4), 33-43. (2006)
- Ahuvia, A. C. and Yang, Y., "A literature review of lifestyle from a consumer behavior perspective," *Business Economics and Administration*, Vol. 8. (2005)
- Ahuvia, A. C., "Beyond the extended self: loved objects and consumers' identity narratives," *Journal of Consumer Research*, 32 (1), 171-184. (2005)
- Grouzet, F. M. E., Kasser, T., Ahuvia, A., Dols, J. M. F., Kim, Y., Lau, S., Ryan, R. M., Saunders, S., Schmuck, P. and Sheldon, K. M., "The structure of goal contents across 15 cultures," *Journal of Personality and Social Psychology*, 89(5), 800-816. (2005)

Service: Professor Aaron Ahuvia's service is rated as significantly capable. His service activities include services to the campus, to his professional field, and to the wider community. He has worked on such campus wide committees as the International Programming Committee, the Interdisciplinary Innovation Initiative and the International Programming Financing Subcommittee. Some of his School of Management contributions have been to serve on the Strategic Planning Steering Committee and on strategic planning for international programming at the School. He also served as associate editor for the *Journal of Economic Psychology* from 1999-2003 and was on the Editorial Review Board for the *Journal of Marriage and the Family* from 2000-2003.

#### External Reviewers:

Reviewer A: "His concept of brand love will likely be used to unpack much of the activity occurring in brand communities that is of escalating interest to marketing audiences. I think he'll be able to extend this work productively."

Reviewer B: "Since his last promotion Professor Ahuvia has continued to publish in some top journals and some more specialized ones. The works' theoretical foundations are sound and precise, well argued, and demonstrate a very strong grasp of primary literatures often overlooked by those in applied field's such as marketing."

Reviewer C: "...consummate teacher/scholar who has made significant contributions to the CCT (Consumer Culture Theory) and Interpretive Consumer Research communities in marketing and consumer research. ...Ahuvia joins a very small group of consumer researchers who have been successful at making key contributions."

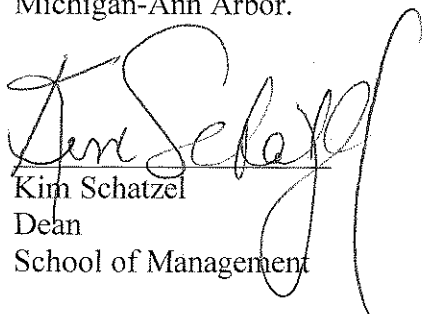
Reviewer D: "...he has been able to enrich areas of study by bringing his product love concepts to bear on them. ...he has had more hits in quality journals than the majority of those who have been in marketing academia a similar period of time."

Reviewer E: "I find that Dr. Ahuvia's research is innovative and impactful. ...further demonstrate the high quality of his research and indicate a propensity to tackle important and relevant research topics. It is noteworthy, too, that Dr. Ahuvia's most significant work is sole-authored."

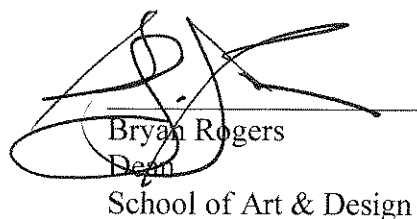
Reviewer F: "...he has published at least twenty-five highly worthwhile articles in excellent journals – representing a sustained level of research productivity at a very high level. ...sustained record of research productivity augurs well for the success of his future research efforts."

Summary of Recommendation:

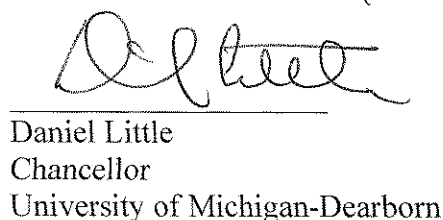
Aaron Ahuvia is rated as an excellent teacher and his research has been rated as significantly capable. We are very pleased to recommend Aaron Ahuvia for promotion to professor of management studies, with tenure, Department of Management Studies, School of Management, University of Michigan-Dearborn and professor of art and design, without tenure, School of Art and Design, University of Michigan-Ann Arbor.



Kim Schatzel  
Dean  
School of Management



Bryan Rogers  
Dean  
School of Art & Design



Daniel Little  
Chancellor  
University of Michigan-Dearborn

May 2008