

PROMOTION RECOMMENDATION  
The University of Michigan  
Stephen M. Ross School of Business

Anocha Aribarg, assistant professor of marketing, Stephen M. Ross School of Business, is recommended for promotion to associate professor of marketing, with tenure, Stephen M. Ross School of Business.

Academic Degrees

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| PhD | 2004 | Marketing, minor in Statistics, University of Wisconsin, Madison                 |
| MBA | 1998 | Marketing, University of Wisconsin, Madison                                      |
| BS  | 1994 | Statistics, minor Actuarial Science, Chulalongkorn University, Bangkok, Thailand |

Professional Record:

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| 2004-Present | University of Michigan, Stephen M. Ross School of Business<br>Assistant Professor of Marketing                        |
| 2009-2010    | University of Michigan, Stephen M. Ross School of Business, The Sanford R. Robertson Assistant Professor of Marketing |

Summary of Evaluation:

Teaching: Professor Aribarg's teaching contributions have been outstanding and are likely to remain so in the future and she has demonstrated the ability to teach at different levels (undergraduate, graduate and doctoral). She has also shown the ability to adapt and/or develop course material. Professor Aribarg initially taught MKT 618 as a sequence of two half-semester courses (MKT 619/MKT 620), but then consolidated it into a one-semester course. She developed all the materials for this version of the course (MKT 618). A notable feature of this course is the use of "live" projects as a pedagogical tool. The doctoral seminar (on Hierarchical Bayesian methods) was developed entirely on her own.

Research: Professor Aribarg's research areas are central to the domain of marketing. Her research output is cohesive, rigorous, of high quality and published in the best journals. In terms of numbers, her productivity is virtually at the top of her peer group. We are also convinced that she has established herself as an independent scholar. In terms of impact, her work is well recognized with citation counts that are in line with her publication record.

In 2009, Professor Aribarg was selected to be part of the Marketing Science Institute's biennial Young Scholar Program. This program brings together some of the most promising scholars in marketing and closely related fields, typically individuals whose work suggests they are potential leaders of the "next generation of marketing academics." In 2008, she was invited as a faculty speaker to the American Marketing Association's Sheth Doctoral Consortium (an honor usually not accorded to junior faculty). Professor Aribarg has been regularly invited to speak at the American Marketing Association's *Advanced Research Techniques Forum* (an annual meeting that brings together academics and practitioners). She has been invited five times – a very large number – and was asked to be on the program committee in 2008, an honor for someone at her career stage. Professor Aribarg is a very active referee for all the top journals in her areas of research. While objective data is hard to come by, our impression is that her refereeing load is much higher than for other faculty at similar stages in their career, reflecting the field's opinion of her as a thoughtful and respected researcher.

Finally, Professor Aribarg has been very successful at building relationships, including generating grants, with corporate entities (such as Ford Motor Company and Domino's Pizza) to further her research agenda. For example, her recent working paper (with Gonzalez and Liu) uses grant money obtained from a very competitive University wide call for grant proposals from the Ford Motor Company-University of Michigan Innovation Alliance.

All of this taken together leads to a judgment that Professor Aribarg's research record is excellent meeting the requirements for promotion at the Ross School of Business. The external letter writers confirm our view that her research is of high quality and that her productivity is at the top of her cohort.

Recent and Significant Publications:

Wang, Jing, Anocha Aribarg and Yves Atchade (2010), "Modeling Choice Interdependence in a Social Network," under review at *Marketing Science*.

Aribarg, Anocha, Rik Pieters and Michel Wedel (2010), "Raising the BAR: Bias Adjustment of Recognition Tests in Advertising," *Journal of Marketing Research*, 47 (June), 387-400. (lead article)

Aribarg, Anocha, Neeraj Arora and Moon Young Kang (2010), "Predicting Joint Choice Using Individual Data," *Marketing Science*, 29 (1), 139-157.

Aribarg, Anocha and Natasha Zhang Foutz (2009), "Category-based Screening in Choice of Complementary Products," *Journal of Marketing Research*, 46 (August), 518-530.

Aribarg, Anocha and Neeraj Arora (2008), "Brand Portfolio Promotions," *Journal of Marketing Research*, 45 (August), 391-402. (lead article)

Service: In terms of service, Professor Aribarg has been outstanding in terms of service to the Marketing Area. Most notably, she has been a member of the doctoral committee from shortly after her arrival. During that time, she has taken on a number of large-scale tasks – in particular, coordinating the preliminary exams. This is a lengthy and complex process that she has managed superbly. Professor Aribarg is very involved with intellectual life of the area – she has already been a member of three dissertation committees, including being a co-chair for Thales Teixeira (2009 graduate), who was placed at Harvard Business School. She works actively with a number of other PhD students, as well as being the "go to" faculty member for issues in Bayesian analysis. She has coordinated the outside speaker seminar series multiple times and is currently a member of the area's faculty recruiting committee.

External Reviewers:

Reviewer A: "Anocha has gained respect in the field by being named an MSI Young Scholar, and she was an Alden Clayton Dissertation finalist. Both of these are only given to scholars based on productivity and excellent doctoral work respectively. ...Anocha has a broad array of teaching skills with high ratings. ...Anoch is strong on the service dimension... In Anocha's case, what I can say is that a strong case can easily be made for tenure. "

Reviewer B: "...she has been very productive during her years at Michigan. Her publications have appeared exclusively at the top journals... ..while she is fundamentally an empirical researcher, her work is unique... ..these are very important characteristics of her record that I believe can form the basis for a strong tenure case. "

Reviewer C: "Marketing field has spent a lot of time to understand and model consumer choices at an individual level. Anocha's work takes an important step to move this area forward. In sum, I think Anocha's case is a good case and worthy of promotion."

Reviewer D: "In my view tenure is an easy decision. ...she is clearly a good teacher and citizen. Further, the fact that her papers break both methodological and theoretical ground predicts that her influence will grow strongly with time."

Reviewer E: "...I would say she is already on her way towards a leadership position in an important area in our field. ...I do not hesitate in supporting Anocha's tenure and promotion to Associate Professor at Michigan."

Reviewer F: "Anocha works on important problems, and her research is high quality with potential for significant impact. Given this and her record of publication, I strongly recommend a positive tenure decision."

Reviewer G: "I very much recommend Anocha for the promotion to the rank of Associate Professor of Marketing with tenure. I hold Anocha's research in high regard. The insights in her papers are new, thoughtful, and interesting."

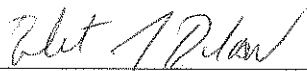
Reviewer H: "Overall, Professor Aribarg has developed a good research record. Professor Aribarg has demonstrated technical skill and the ability to publish in top journals... The work in progress also looks promising and substantial."

Reviewer I: "Anocha is an excellent statistical modeler who has made significant contributions and clearly will continue to do so. Her work is interesting, rigorous, and creative. She is a model-builder in the best sense of the term... ...I would support a positive tenure decision."

Reviewer J: "Overall, there are a number of positive aspects of her case... Anocha has worked on a number of different problems...and tackles them in an original way. In addition, the problems are important from both academic and practitioner perspectives. Most importantly, she has been able to publish her work in the top journals in the field. I would see her continuing to publish in the top journals as the quality of her work is very high."

Summary of Recommendation:

Professor Aribarg has been a valuable and important member of the marketing area since she started here, and we have every belief that she will continue to be so in the future. With this in mind, the Executive Committee and I strongly recommend Anocha Aribarg for promotion to associate professor of marketing, with tenure, Stephen M. Ross School of Business.



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Robert J. Dolan  
Edward J. Frey Dean of Business  
Stephen M. Ross Professor of Business  
Stephen M. Ross School of Business

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