

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

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

Academic Degrees:

Ph.D.	2004	University of Wisconsin-Madison, Marketing, Minor in Statistics, Madison, WI
MBA	1998	University of Wisconsin-Milwaukee, Marketing Milwaukee, WI
B.S.	1994	Chulalongkorn University, Statistics, Bangkok, Thailand

Professional Record:

2015 – 2018	Michael R. and Mary Kay Hallman Fellow, University of Michigan, Stephen M. Ross School of Business, Ann Arbor, MI
2011 – Present	Associate Professor of Marketing, University of Michigan, Stephen M. Ross School of Business, Ann Arbor, MI
2009 – 2011	Sanford R. Robertson Assistant Professor of Business Administration, University of Michigan, Stephen M. Ross School of Business, Ann Arbor, MI
2004 – 2011	Assistant Professor of Marketing, University of Michigan, Stephen M. Ross School of Business, Ann Arbor, MI

Summary of Evaluation:

Teaching: Professor Aribarg's teaching is viewed as very good to excellent, she has achieved consistently high ratings in nearly all her classes – in the six sections she has taught in the last two years, her lowest rating was 4.7/5 – and she has also done very well in doctoral seminars. However, it is also noted that her teaching portfolio has been relatively slim: Marketing Research and Analytics (MKT 418/618) from 2007 onward. Professor Aribarg has continually refined and expanded the course over that time frame. Notably, she has agreed to develop a new course for the “MBAn” program, a substantial time investment that strengthens Ross' ongoing teaching mission. Professor Aribarg has done a strong job across programs: BBA, MBA, MAP, MBAn, Online MBA. It was similarly noted that she reformatted her course and adapted to the BBA program, doing quite well with it from the outset.

Research: Professor Aribarg's work lies in several topic areas within quantitative marketing, with the distinction of trying to weave in and formally test theories from psychology and consumer behavior directly into model construction. The area she is likely best known for is the subject of her early work: the interdependence and interplay between individual and group decision-making. Recently, she has focused more broadly on classic marketing topics like branding (her article on private labels), advertising (her “native advertising” article with Schwartz), pricing (product search article with Jindal), as well as incorporating elements of

decision theory into choice models (e.g., article on discriminability with Burson & Larrick and her two Choice Symposium papers on non-compensatory and attention-based processing). These latter topics are well-aligned with both contemporary quantitative marketing, the group's portfolio of capabilities, and Professor Aribarg's teaching. Since tenure in 2010, Professor Aribarg has had five papers in journals on the school's "A" list accepted or published, two manuscript papers under initial or advanced review at top journals and five ongoing projects in the pipeline.

#### Recent and Significant Publications:

- "The Moral Significance of Aesthetics in Nature Imagery" with Eunsoo Kim and Julia Lee, invited for the first round revision at *Psychological Science*. Working Paper.
- Jindal Pranav and Anocha Aribarg (2021), "The Importance of Price Beliefs in Product Search," *Journal of Marketing Research*, 58 (2), 321-342.
- Aribarg, Anocha and Eric M. Schwartz (2020), "Native Advertising in Online News: Tradeoffs among Clicks, Brand Recognition and Web Trustworthiness," *Journal of Marketing Research*, 57 (1), 20-34.
- Aribarg, Anocha, Katherine Burson and Rick P. Larrick (2017), "Tipping the Scale: Discriminability Effect on Derived Attribute Importance," *Journal of Marketing Research*, 54 (April), 279-292.
- Wang, Jing, Anocha Aribarg and Yves Atchade (2013), "Modeling Choice Interdependence in a Social Network," *Marketing Science*, 32 (6), 977-997.

Service: Professor Aribarg is a consistent contributor to the marketing area, to Ross, and to the profession-at-large. For the group and Ross, she has excelled in an array of roles during her years here, especially post-tenure, most particularly in her running the doctoral program for four years and, with Professor Katherine Burson, conducting a full-scale review of all courses in the marketing area. Other notable service roles include the One Year Master's Council and the MBAn Task Force. Professor Aribarg has a consistent attendance/participation in seminars, faculty meetings, and recruiting activities; working productively with doctoral students and pre-tenure faculty; and agreeing to develop an MBAn elective. All of this she has done at her own initiative with enthusiasm, and in a decidedly constructive manner. Externally, Professor Aribarg is now an associate editor at a premier journal in the marketing area, *Marketing Science*, and is among the relatively few in our field who is AE or on the editorial board of all three "A" outlets in the quantitative marketing (i.e., also *Journal of Marketing Research*, *Marketing Science* and *Journal of Marketing*) attesting to the breadth of her scholarship and that she is a judicious evaluator of novel research.

#### External Reviewers:

Reviewer A: "Anocha is a thoughtful researcher and in her research statement she weaves together a story of how her publications are related to interdependence... Some of the papers, especially those on joint decision making are excellent..."

Reviewer B: "I would vote for her promotion to full professorship at my institution... I also see a number of papers in the pipeline that look promising. In my opinion, this clearly meets the expectations for the promotion to full."

Reviewer C: “The two post-tenure papers that were included in her packet and that I am familiar with are good examples of the high quality of her work... Anocha is serving also as an Area Editor at top journals and she regularly presents at conferences. Thus, she is a visible member of the quantitative marketing & marketing science community.”

Reviewer D: “...she is continuing to produce the type of work you tenured her for and has therefore achieved the recognition expected of the title of Full Professor... I am at a loss to find any reason why Anocha would not be promoted to full professor.”

Reviewer E: “I personally put a large weight for how much Anocha cares about the doctoral program in my support of her case for promotion... I have come to regard Anocha as a serious scholar, who cares deeply about her work and its impact on the broader marketing community.”

Reviewer F: “Overall, she has established herself as a significant scholar in the field and is likely to continue to make important contributions to the field through her research, journal service and mentorship of doctoral students.”

Reviewer G: “Anocha’s research has branched out into different topics over the years and while this makes it harder to associate with a specific research contribution, I see her work across different areas as continuously noteworthy and useful to the community of quantitative marketers both in academia and industry.”

Summary Recommendation: Professor Aribarg’s research program is programmatic and carried out at an admirable scholarly level. Her teaching has been consistently strong in the courses she has taught for many years at Ross, and she is an asset in her willingness to branch out to the Masters in Business Analytics program. Similarly, her service is very much in line with what is typical at her career stage. With the support of the Executive Committee, I am pleased to recommend the promotion of Anocha Aribarg to professor of marketing, with tenure, Stephen M. Ross School of Business.



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Francine Lafontaine  
Interim Dean  
Stephen M. Ross School of Business

May 2022