

Ashok Bhattarai

Assistant Professor of Marketing, New Mexico State University

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WORK EXPERIENCE

Assistant Professor of Marketing, Midwestern State University 2022-2024

EDUCATION

Ph.D., Marketing; *Southern Illinois University - Carbondale* 2022

MBA, Concentration in Finance; *University of Northern Iowa* 2017

BBA, Finance; *Bangalore University (India)* 2014

TEACHING INTERESTS

Digital Marketing, Consumer Behavior, International Marketing

RESEARCH INTERESTS

Services Marketing, Digital Marketing, Marketing Strategy, Consumer Behavior

RESEARCH

PUBLICATIONS

Rawal, M., Saavedra Torres, J.L., Bagherzadeh, R., **Bhattarai, A.**, Farhang, M. "Do Not Buy This! Strategic Self-Anticonformity as an Advertising Tool to Increase Attention and Boost Purchase Intention" (Forthcoming at *Journal of Global Scholars of Marketing Science*; ABDC: **B**)

Bhattarai, A., Farhang, M., Adjei, M., Saavedra Torres, J.L., & Zadeh, A.H., "The Dark Side of Surge Pricing and the Mitigating Role of Information Disclosure." (*Journal of Global Scholars of Marketing Science*; ABDC: **B**) <https://doi.org/10.1080/21639159.2023.2243483>

Saavedra Torres, J.L., **Bhattarai A.**, Rawal, M., Dang, A. "Do You want to be roasted? The boundaries of using Humor as a Brand-to-Brand Communication Strategy." (*Journal of Research in Interactive Marketing*; ABDC: **B**) <https://doi.org/10.1108/JRIM-12-2022-0370>

Kamran-Disfani, O., Bagherzadeh, R., **Bhattarai, A.**, Farhang, M., & Scheer L. K. "Constructive Resistance in the Frontlines: How Frontline Employees' Resistance to Customer Incivility Affect Customer Observers?" (*Journal of Service Research*; ABDC: **A***) <https://doi.org/10.1177/10946705221141923>

Aghaie, S., Kamran-Disfani, O., Farhang, M., & **Bhattarai, A.** "Incumbent Defense Strategies and New Entrant Market Exit: The Moderating Role of Relational Market-Based Assets." (*European Journal of Marketing*; ABDC: **A***) <https://doi.org/10.1108/EJM-02-2021-0087>

Adjei, M., Zhang, N., Bagherzadeh, R., Farhang, M., & **Bhattarai, A.** “Enhancing Consumer Online Reviews: The Role of Moral Identity.” (*Journal of Research in Interactive Marketing; ABDC: B*) <https://doi.org/10.1108/JRIM-11-2020-0248>

Anaza, NA., Rutherford, W., Wu, GJ., & **Bhattarai, A.** “Single versus Multiple Salesforce Go-to-Market Strategy: The Impact of Sales Orientation on Conflict, Salesperson-Owned Loyalty and Buyer-Exit Propensity.” (*Journal of Business & Industrial Marketing; ABDC: B*) <https://doi.org/10.1108/JBIM-03-2021-0139>

Saavedra Torres, L.L., **Bhattarai A.**, Rawal, M., & Upadhyaya Subedi, B. “The role of Perceived Quality and Customer self-incongruence on customer brand disidentification.” (*Management Letters; ABDC: NA*) <http://hdl.handle.net/10810/61305>

MANUSCRIPTS IN THE REVIEW PROCESS

Dang, A., **Bhattarai, A.**, Saavedra Torres, L.L. “The Effects of Roasting Versus Toasting Brand-To-Brand Communications on Consumer Perceptions.” (Invited for 4th round submission at *European Journal of Marketing*)

Lawrence, J., Kamran Disfani, O., Crecelius, A.T., & **Bhattarai, A.**, “The Impact of Price Consistency on Retailer–Supplier Relationships” (Reject and Resubmit at *Journal of Marketing Research*)

Upadhyaya Subedi B., Saavedra Torres, L.L., **Bhattarai A.**, Nouhzadehmalekshah, N., Zhang, H. “The Effects of Customer Engagement, Perceived Brand Equity, Cultural Dimensions on PWOM and Repurchase Intentions: A Moderated Mediation Analysis.” (Under 2nd round review at *Journal of Marketing Theory and Practice*) (minor revisions)

Saavedra Torres, L.L., Dang, A., **Bhattarai, A.**, “Do I know you? The role of Brand Identification on Brand-to-Brand Communication” (Under 1st round review at *Journal of Brand Management*)

SELECTED WORKING PAPERS

Bhattarai, A., Anaza NA, & Upadhyaya Subedi B. “Why do we share? Analyzing the Determinants of Sharing Economy Participation: Evidence from Six Continents.”

- This Manuscript includes a through literature review of sharing economy research from 2008 to 2021 (Targeted Journal: *Journal of International Marketing*)

Saavedra Torres, J.L., **Bhattarai, A.**, Bagherzadeh, R., Rawal, M., Jarvis, C. “Hello @Buddy: Strategies to Increase Brand Authenticity in Digital Interbrand Interactions.”

- Targeted for publication at: *Journal of Business Research*

Bhattarai, A., Farhang, M., Saavedra Torres, J.L., Bagherzadeh, R., & Rawal, M. “Self-Construal and Willingness to Participate in Sharing Economy.”

- This manuscript includes 4 experiments (Targeted Journal: *Journal of Retailing and Consumer Services*; Presented at AMS 2021)

Bhattacharai, A., Chou, S.Y., Jang, E. “Customer Voice in Frontline: How Customer’s Self-vs Other-Focused Voice of Service Failure Affects Observer’s Reactions?”

- Targeted for publication at: *Journal of Service Research*

CONFERENCE PRESENTATIONS

*Upadhyaya Subedi B., Saavedra Torres, L.L., **Bhattacharai A.**, Nouhzadehmalekshah, N., Zhang, H. (2022) “The Effects of Customer Engagement, Perceived Brand Equity, Cultural Dimensions on PWOM and Repurchase Intentions: A Moderated Mediation Analysis” American Marketing Association (AMA), Nashville, TN

Saavedra Torres, L.L., **Bhattacharai A.**, Rawal, M., & *Upadhyaya Subedi, B (2021) “The role of Perceived Quality and Customer self-incongruence on customer brand disidentification” Society for Marketing Advances (SMA) Conference, Orlando, FL

Aghaie, S., Kamran-Disfani, O., *Farhang, M., & **Bhattacharai, A.** (2021), “Incumbent Defense Strategies and New Entrant Market Exit: The Moderating Role of Relational Market-Based Assets”, American Marketing Association (AMA) Virtual Conference

***Bhattacharai, A.**, Farhang, M., Saavedra, J.L., Bagherzadeh, R., & Rawal, M. (2020), “Self-Construal and Willingness to Participation in Sharing Economy”, Academy of Marketing Science (AMS) Virtual Conference

*Farhang, M., **Bhattacharai, A.**, Saavedra, J.L., Bagherzadeh, R., & Rawal, M. (2020), “The Moderating Effect of Failure Severity, Failure Stability and Self-Construal in Perceptions of Group versus Individual Service Failure and Their Effects on Outcomes”, Academy of Marketing Science (AMS) Virtual Conference

***Bhattacharai, A.**, Farhang, M., & Saavedra, J.L. (2019), “Perceived Fairness of Surge Pricing and Moderating Role of Framing and Familiarity”, Society for Marketing Advances (SMA) Conference, New Orleans, LA

*Farhang, M., **Bhattacharai, A.**, & Saavedra, J.L. (2019), “Online Behavioral Advertising: The Moderating Role of Temporal Proximity”, Society for Marketing Advances (SMA) Conference, New Orleans, LA

Rawal, M., Saavedra, J.L., Bagherzadeh, R., *Farhang, M., & **Bhattacharai, A.*.** (2019), “Inverse Marketing: A New Marketing Communication Tool”, American Marketing Association (AMA) Conference, Chicago, IL

*Presenter

TEACHING EXPERIENCE (as primary instructor)

Course	Student Evaluation
*Grad Seminar in Marketing (<i>Summer 2023</i>)	Forthcoming
*Grad Seminar in Marketing (<i>Spring 2023</i>)	4.65
Marketing Strategy (<i>Spring 2023</i>)	4.89
Marketing Research (<i>Spring 2023</i>)	4.71
*Grad Seminar in Marketing (<i>Fall 2022</i>)	4.96
Marketing Strategy (<i>Fall 2022</i>)	4.5/5
Marketing Research (<i>Fall 2022</i>)	4.7/5
Marketing Channels & Logistics (<i>Spring 2022</i>)	4.2/5
Brand Management (<i>Fall 2021</i>)	4.9/5
Digital Marketing; (<i>Fall 2020</i>)	4.3/5
Marketing Research and Analytics; (<i>Spring 2020</i>)	No Evaluation**
International Marketing; (<i>Fall 2019</i>)	4.7/5

*Graduate level course

**Due to COVID 19

ADVISING EXPERIENCE

- Fall 2023 (15 Advisees)
- Spring 2023 (4 Advisees)
- Fall 2022 (4 Advisees)

TEACHING EXPERIENCE (as teaching assistant)

Principles of Marketing (Fall 2017, Spring 2018)
Marketing Management (MBA) (Fall 2017)
Professional Selling & Sales Management (Spring 2021)
Marketing Channels (Spring 2020)
Consumer Behavior (Fall 2019)
Marketing Strategy (Fall 2021)

PROFESSIONAL EXPERIENCE

Market Opportunity Analysis for Kay Park Recreation Corp

- Consultant for Kay Park Recreation to help them achieve 10% revenue growth goal over the next three years
- Product mix and Market mix evaluation
- Marketing and Industrial research

- Identified and recommended new products, market and channel to enter the new market for them to achieve their growth goal

Equity Research Analyst

University of Northern Iowa

01/2017 - 05/2017

- Team working as analysts for a \$200,000 student-led university investment portfolio
- Leveraged fundamental valuation methods and financial modeling to create comprehensive investment decision reports

SERVICE

Member: University Branding Task Force	Present
Member: Faculty Search Committee (Marketing)	Spring 2023
Faculty Advisor: Nepalese Student Society	Present
Member: International Students Committee	Present
Speaker: Honours Introductory Seminar on Research in Business	2022
SIU School of Management and Marketing Social Media Strategist	2020-2022
Member of the Doctoral Program Committee responsible for setting policies and procedures for the Doctor of Philosophy in Business Administration	2020-2021
Presenter at Business -101, an introductory session about marketing in general and SIU's marketing department to high school seniors	2019, 2021

Ad-Hoc REVIEWER

Psychology & Marketing	2022-Present
Journal of Business & Industrial Marketing	2022-Present
Journal of Retailing and Consumer Services	2020 - Present
AMA Summer and Winter Conferences	2019 - Present
AMS Annual Conference	2020- Present
SMA Annual Conference	2019 - Present

HONORS AND AWARDS

Society for Marketing Advances Doctoral Consortium Fellow	2019
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PROFESSIONAL AFFILIATIONS

American Marketing Association
Academy of Marketing Science

2020-Present
2020-Present

COMPUTER SKILLS

STATA, SPSS, AMOS, PROCESS, R, SAS, PYTHON, MS OFFICE, M-PLUS