

# Ashok Bhattarai

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## 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, Marketing Research & Analytics, Marketing Strategy

## RESEARCH INTERESTS

Services Marketing, Digital Marketing, B2B Marketing, Marketing Strategy

## RESEARCH

## PUBLICATIONS

**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, L.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., **Bhattacharai 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., **Bhattacharai, A.**, Saavedra Torres, L.L. “The Effects of Roasting Versus Toasting Brand-To-Brand Communications on Consumer Perceptions.” (Under 2<sup>nd</sup> round review at *European Journal of Marketing*)

Upadhyaya Subedi B., Saavedra Torres, L.L., **Bhattacharai 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 2<sup>nd</sup> round review at *Journal of Marketing Theory and Practice*) (minor revisions)

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

### **SELECTED WORKING PAPERS**

*Dissertation paper:* **Bhattacharai, A.**, Kamran Disfani, O., & Lawrence, J. “Stable Prices in B2B Relationships: How Resellers React to Longer-term Pricing Policy from Distributors?”

- Targeted for publication at *Journal of the Academy of Marketing Science* (Preparing to submit by the end of September 2023)

**Bhattacharai, 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., **Bhattacharai, 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*

**Bhattacharai, A.**, Farhang, M., Saavedra Torres, J.L., Bagherzadeh, R., & Rawal, M. “Self-Constraint 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., **Bhattarai 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., **Bhattarai 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., & **Bhattarai, A.** (2021), “Incumbent Defense Strategies and New Entrant Market Exit: The Moderating Role of Relational Market-Based Assets”, American Marketing Association (AMA) Virtual Conference

\***Bhattarai, 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., **Bhattarai, 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

\***Bhattarai, 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., **Bhattarai, 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., & **Bhattarai, 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> )	<b>Forthcoming</b>
*Grad Seminar in Marketing ( <i>Spring 2023</i> )	<b>4.65</b>
Marketing Strategy ( <i>Spring 2023</i> )	<b>4.89</b>
Marketing Research ( <i>Spring 2023</i> )	<b>4.71</b>

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

\*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	2020-Present
Academy of Marketing Science	2020-Present

## **COMPUTER SKILLS**

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