



Marketer | Author | Professor | Consultant | Listener
 Branding . Consumer Insights . Strategy . Happiness

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Dear Reader:

I have been a curious observer of the marketing scene for a quarter century. With an MBA and a Ph.D. in Marketing/Psychology, I observe, contemplate, and build connections between the scientific body of knowledge and the practice of creative marketing. Every day.

I love to research, contemplate, write, speak, and teach about consumer happenings and how marketing must create value instead of noise. In my research I have talked to hundreds of consumers to understand their consumption psyche. Lately, my interests have broadened to include consumer well-being, human happiness, purpose of life, mindfulness, the role of consumption in the health of our planet and health of our bodies, and how to energize consumers to modify that behavior toward greater well-being. In 2020, I traveled to 35 cities across the USA, talking to 500+ total strangers about their lives and their understanding of the role of money, work, and purpose. In 2023, I traveled to 15 cities in India and 3 cities in Uzbekistan, observing and understanding how people make sense of their lives.

I have shared some of my findings and my perspective in my recent books, and I am happy to share my musings with you. Even more important, I am eager to listen to your story. More than anything else, I want to be a good listener.

Sincerely

Ban Mittal

Banwari ('Ban') Mittal, Ph.D.



EDUCATION

Ph.D.	1982	University of Pittsburgh, USA	Marketing & Psychology/ Sociology
MBA	1971	Indian Institute of Management, Ahmedabad	Business Administration
BE	1969	Birla Institute of Technology & Science, Pilani, India	Mechanical Engineering



PROFESSIONAL POSITIONS

Academic:

- . Professor, Northern Kentucky University. (1989-Present)
- . Visiting Academic, University of New South Wales; Australia. (2004)
- . Visiting Associate Professor, University of Miami; Miami, FL. (1993-1994)
- . Assistant Professor, SUNY, Buffalo, NY. (1982-1987)

Entrepreneur/Founder/Consultant

- . ValueSpace, LLC (Business strategy; Services marketing; Business innovations)
- . Innovations in Marketing (Marketing, Branding, Communications)
- . Ban Mittal, Inc. (<https://BanMittal.com>)

Author (Books)

- . Customer Value: McGraw Hill, 2000-2001
- . Customer Behavior: Harcourt, 1996-2000
- . Consumer Behavior: Thomson Learning, 2000-2006
- . Consumer Psychology: Open Mentis, 2006-present

General Studies and Popular Literature:

- . 50 Faces of Happy (2020)
- . My Uber Story (2020)
- . Voices from Behind the Mask (2021)

Subjects for Teaching

- . Consumer Behavior
- . Marketing Communications
- . Branding
- . Marketing Strategy
- . Delivering and Communicating Value
- . Social Media
- . Marketing of Services
- . e-Marketing
- . Mindful living
- . Purposeful life

Topics for Executive Seminars

- . Creating Customer Value
- . Branding and Communication
- . Marketing and Business Strategy
- . Employee enthusiasm
- . Purpose of Business
- . Pursuit of Happiness
- . Mindfulness

Topics for Research

- . Brand Communities
- . Consumer Decision Making
- . Customer Loyalty
- . Consumer Identity
- . Entrepreneurship
- . Business Values

SPEAKING and PUBLIC ENGAGEMENT

- . Keynote Inaugural Address: Indian Institute of Management, Bodh Gaya (India), Conference on Consumer Research Trends in the Digital Era, April 14, 2023 (Guest of Honor) (<https://tinyurl.com/consumer-trends-iimbg-bm23>)
- . Keynote Speaker, IPAM, Portugal, 2008.
- . Featured Speaker, Australian Institute of Management, Sydney, 2006.
- . Featured Speaker, Australian Management Institute, Melbourne, 2006.
- . Invited Speaker, Hong Kong Management Association, (Ph.D. in Marketing Class for Senior Managers. 2006

Selected Scholarship

- B. Mittal (2023). The psychology of online shopping cart abandonment: Building an improved model of the online shopper journey. *Electronic Commerce Research*, 231-249. <https://doi.org/10.1007/s10660-022-09667-0>
- B. Mittal, AG Woodside (2022), Post-Covid-19 Consumers' Cautious and Virtuous Mindsets: New Marketing Opportunities for Positive Social Change, *Journal of Macromarketing* 42(4), 533-553. <https://doi.org/10.1177/02761467221131943>
- B. Mittal, AG Woodside (2022), Nurturing urban innovation and knowledge in the ongoing COVID-19 world, *Journal of Innovation & Knowledge* 7 (3), 100217. <https://doi.org/10.1016/j.jik.2022.100217>
- B. Mittal (2017), Facing the shelf: Four consumer decision-making styles, *Journal of International Consumer Marketing* 29 (5), 303-318. <https://doi.org/10.1080/08961530.2017.1318732>
- B. Mittal (2016), "Psychographics of comparison shoppers", *Journal of Consumer Marketing*, Vol. 33 No. 1, pp. 20-31. <https://doi.org/10.1108/JCM-12-2014-1268>
- B. Mittal (2006), "I, Me, and Mine: How Products Becomes Our Extended Selves," *Journal of Consumer Behaviour*, Vol. 5, Issue 6, 2006, 550 – 562. <https://doi.org/10.1002/cb.202>
- B. Mittal (1999), "Determinants of Vendor-Patronage in Business Service Markets: An Integrated Model," *Journal of Business-to-Business Marketing*, Vol. 6, No. 4, 1-32. https://doi.org/10.1300/J033v06n04_01
- Sheth, J. N., and Mittal, B. (1996) "A Framework for Managing Customer Expectations," *Journal of Market-Focused Management*, 1(2), 137-158. <https://doi.org/10.1007/BF00128687>
- Pollay, R. W., and Mittal, B. (1993), "Here is the Beef: Factors, Determinants, and Segments in Consumer Criticism of Advertising in America," *Journal of Marketing*, 57(July), 99-114. <https://doi.org/10.1177/002224299305700307>

Full list on Google Scholar



Google Scholar

Online

Brand-building core-concepts-to-manage-branding-for-all-brands workhorse-to-iconic (pp. 35). Slide Share. 2012. <https://www.slideshare.net/BanMittal/brand-building-core-concepts-to-manage-branding-for-all-brands-workhorse-to-iconic>

Understanding-consumer-behavior-as-a-foundation-for-your-marketing-craft. Online: Slide Share. 2012
<http://www.slideshare.net/BanMittal/understanding-consumer-behavior-as-a-foundation-for-your-marketing-craft>

Professional Service

- . Editorial Board, *Journal of the Academy of Marketing Science*. (2001 - 2004).
- . Associate Editor (Buyer Behavior), *Journal of Business Research*. (2000 - 2003).
- . Editorial Board, *Psychology & Marketing* (1990-2010)

Personal Interests: Poetry, Arts, Music, Films, Travel, Exploration, Talking to Strangers, Long interviews, Public speaking, Listening, Meditation

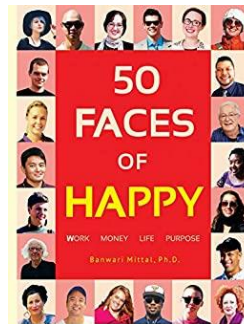
My Books and Writings

Professional Reading

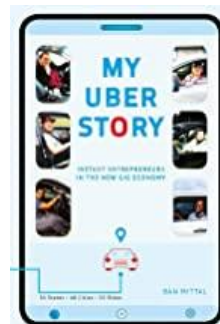
Executive Reading
+
General Studies



<https://tinyurl.com/vs-amazon>



<https://tinyurl.com/happy-amazon>



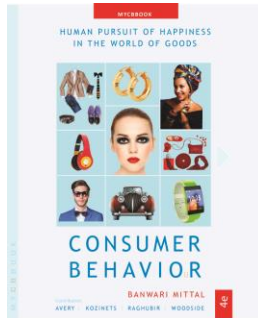
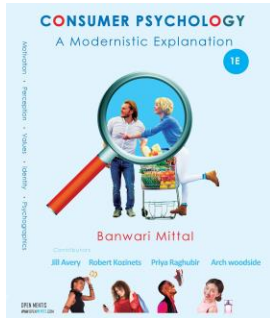
<https://tinyurl.com/myuber-story-amazon>



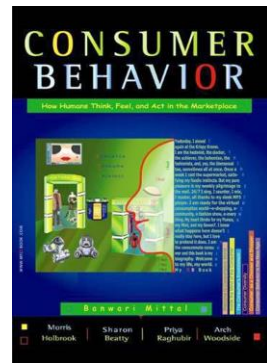
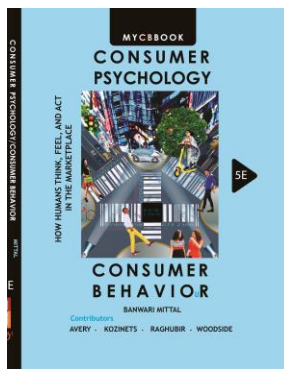
<https://tinyurl.com/voices19-amazon>

My Books and Writings (for Higher Education)

Textbooks



<https://openments.com>
<https://mycbbook.com>



A slide presentation (unnarrated)

https://www.slideshare.net/BanMittal/brand-building-core-concepts-to-manage-branding-for-all-brands-workhorse-to-ionic?from_search=2

tinyurl.com/create-consumer-needs-amazon

TEDx Talk (NKU, 2016)

Four Habits of Respect



My Keynote Speech 2023

Indian Institute of Management, Bodh Gaya
 (April 14, 2023)



Six Topics for Research+Action

In this presentation, you will likely find some ideas dear to you if – you are a:

- Consumer and market researcher
- Sustainability researcher
- Tech innovator
- Marketer
- Social scientist or thought leader
- Public policymaker/(an) agency

A Keynote Speech to an International Conference
April 14, 2023.

<https://tinyurl.com/Ideas-for-change-IIMBg-BM2023>

My Media Interviews

National Public Radio

January 23, 2020



NKU Professor Travels Country to Find Meaning of Happiness from Strangers

91.7 WVXU

By Michael Monks

<https://www.wvxu.org/books/2020-01-23/nku-professor-travels-country-to-find-meaning-of-happiness-from-strangers#stream/0>

TV 12

October 13, 2021



Respectfully disagree: Learning how to navigate differing pandemic opinions

The pandemic has amplified our partisan divide here in the United States. A Northern Kentucky University professor got to the heart of the issue and is offering ways to dial things back. (WKRC)

<https://local12.com/news/local/respectfully-disagree-learning-how-to-navigate-differing-pandemic-opinions>

LINK NKY (Feb. 15, 2022)

I was fortunate to share the dais with congressional candidate Matt Lehman. (Audio: 25 minutes)
And then, I come in. (00:25 to 00:41).

<https://lnkd.in/eSPUDrDK>

<https://linknky.com/podcasts/2022/02/15/the-kentucky-side-with-michael-monks-episode-1/>

Voices from Behind the Mask



My Demo Reels (Short)

Four Types of Happiness (1:09)



<https://www.youtube.com/watch?v=7ZCscQZ55FA>

Happiness & Money (1:00)



<https://www.youtube.com/watch?v=5GJMUoVsrSY>

Time Management & Happiness (1:16)



https://www.youtube.com/watch?v=6FmuMpe_4PI

50 Faces of Happy (2:56)



<https://www.youtube.com/watch?v=G3YtfACQHH0>

There are three ingredients to good life: learning, earning, and yearning.
—Christopher Morley