

## Thomas P. Novak

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### Education

- Ph.D. L.L. Thurstone Psychometric Laboratory, University of North Carolina, Chapel Hill, N.C., 1984 (Quantitative Psychology with Minor in Biostatistics from the School of Public Health)
- M.A. L.L. Thurstone Psychometric Laboratory, University of North Carolina, Chapel Hill, N.C., 1980 (Quantitative Psychology)
- A.B. Oberlin College, Oberlin, Ohio, 1977 (Psychology)

### Academic Appointments

#### *University of California, Riverside*

- 2006-present Albert O. Steffey Professor of Marketing  
2006-present Co-Director, UCR Sloan Center for Internet Retailing  
2007-present Cooperating Faculty, Department of Psychology  
2006-2007 Associate Dean for Research, A. Gary Anderson Graduate School of Management

#### *University of Southern California*

- Fall 2010 Visiting Scholar, Annenberg School of Communication

#### *Vanderbilt University*

- 2000-2006 Professor of Marketing, Vanderbilt University.  
2003-2006 Co-Director, Vanderbilt University Sloan Center for Internet Retailing  
2000-2003 Director, Electronic Commerce Emphasis  
1994-2006 Co-Director, eLab Research Laboratory  
1993-2000 Associate Professor of Marketing

#### *Southern Methodist University*

- 1991-1993 Assistant Professor of Marketing

#### *Columbia University*

- 1989-1991 Visiting Assistant Professor of Marketing

#### *New York University*

- 1988-1989 Visiting Assistant Professor of Marketing

## Summer Visiting Academic Appointments

### *Stanford University*

2000 Visiting Scholar, Center for Electronic Business and Commerce  
1997 Visiting Scholar, Department of Marketing

### *UCLA*

1989 Visiting Assistant Professor, Anderson Graduate School of Management

## Professional Experience

### *Interval Research Corporation, Palo Alto, CA*

1995-1999 Visiting Scholar (summer)

### *Young & Rubicam, New York*

1986-1988 Associate Research Director  
1983-1986 Consumer Research Supervisor

### *Carolina Population Center, Chapel Hill, N.C.*

1981-1982 Research Associate

### *Research Triangle Institute, N.C.*

1980 -1981 Social Science Analyst

### *National Institutes for Mental Health, Washington, D.C.*

1977-1978 Research Psychologist, St. Elizabeths Hospital

## Academic Honors and Awards

- 2012 Marketing Science Institute Ideas Challenge Winner for proposal "Idea Wars: Developing a Collaborative Research Agenda for the Gamification of Marketing" (\$10,000)
- 2012 Finalist, Paul D. Converse Award for Outstanding Contributions to the Science of Marketing.
- 2011 National Science Foundation Grant # IIS-1114828, "Motivations, Expectations and Goal Pursuit in Social Media," Co-PI (\$413,756 for two years)
- 2011 Marketing Science Institute "Challenges of Communications and Branding in a Digital Era" research proposal competition winner (\$8,750)
- 2011 Robert D. Buzzell MSI Best Paper Award Honorable Mention for the "Right" Consumers for the Best Concepts: Identifying and Using Emergent Consumers in Developing New Products (Hoffman, Kopalle and Novak)
- 2009 Thomson Reuters' Essential Science Indicators cited Professors Donna Hoffman and Tom Novak's *Journal of Interactive Marketing* (2009) article as a "Fast Breaking Paper" (one of the most cited in the past two years) in the entire field of Economics and Business, November 2009.

- 2009 Google and WPP Marketing Research Awards Program, "Are Brand Attitudes Contagious? Consumer Response to Organic Search Trends," \$55,000 (with Donna L. Hoffman).
- 2008 Marketing Science Institute Research Award, "The 'Right' Consumers for the Best Concepts: A Methodology for Identifying Emergent Consumers for New Product Development," \$6,750 (with Donna L. Hoffman and Praveen Kopalle).
- 2008 Marketing Science Institute Research Award, "Consumer Research in Virtual Worlds: The Role of Context and Content on Response Accuracy," \$10,000 (with Francesco Massara).
- 2008 Marketing Science Institute Visiting Scholar Sponsorship Award, \$12,500 (sponsoring Professor Francesco Massara, Università IULM, Milan, Italy).
- 2008 National Science Foundation, Global Environment for Network Innovations (GENI) End-User Opt-In Initiative.
- 2005 Sheth Foundation/Journal of Marketing Award for the article, "Marketing in Computer-Mediated Environments: Conceptual Foundations," *Journal of Marketing* 1996. This award is for long-term contributions to the discipline of marketing.
- 2005 Stellner Distinguished Scholar for 2005-2006, University of Illinois at Urbana-Champaign
- 2005 MERLOT (Multimedia Educational Resource for Learning and Online Teaching) Business Classics Award for development of noncommercial learning resources.
- 2004 Member of Marketing Department ranked number two by Academic Assessment Services (AAA) in research impact per faculty member (based on median citation rates) among the top 46 business schools in the United States.
- 2003 ISI Essential Science Indicators cited Professors Tom Novak and Donna Hoffman's *Marketing Science* (2000) article as "Emerging Research Front" in the entire field of Economics and Business, December 2003.
- 2003 ISI Essential Science Indicators cited Professors Tom Novak and Donna Hoffman for the highest percentage increase in total citations in the entire field of Economics and Business, July 2003.
- 2002 University of North Carolina Distinguished Graduate Alumni ([http://gradschool.unc.edu/centennial/distinguished\\_graduate.html](http://gradschool.unc.edu/centennial/distinguished_graduate.html))
- 1999 EDSF Excellence in Education Award for Innovation in Higher Education (sponsored by Xerox)
- 1999 With Professor Donna Hoffman, voted as one of the top two Internet scientists by over 600 U.S. and European scientists and marketing managers in a survey conducted by the ProfNet Institute for Internet Marketing in Dortmund, Germany.
- 1996 TLS/SIRS Freedom of Information Award ([www.sirs.com/freedom/tenn.htm](http://www.sirs.com/freedom/tenn.htm))
- 1993 Honorable Mention, Marketing Science Institute Proposal Competition for Using Marketing to Serve Society.

## Research Impact

- **3,050 citations** in ISI Web of Knowledge (as of April 2012).
- **Nearly 12,000 citations** in Google Scholar (as of April 2012). For current citations see: [http://scholar.google.com/citations?hl=en&user=IK6\\_rNQAAAAJ](http://scholar.google.com/citations?hl=en&user=IK6_rNQAAAAJ)

ISI Citations	Google Scholar Citations	
884	3252	Hoffman and Novak ( <i>Journal of Marketing</i> 1996) "Marketing in Hypermedia Computer-Mediated Environments"
476	1379	Novak, Hoffman, and Yung ( <i>Marketing Science</i> 2000) "Measuring the Customer Experience in Online Environments"
424	1419	Hoffman, Novak, and Peralta ( <i>Communications of the ACM</i> 1999) "Building Consumer Trust Online"
176	827	Hoffman, Novak, and Chatterjee ( <i>JCMC</i> 1995) "Commercial Scenarios for the Web: Opportunities and Challenges"
140	472	Hoffman and Novak ( <i>Science</i> 1998) "Bridging the Racial Divide on the Internet"
119	262	Hoffman, Kalsbeek and Novak ( <i>Communications of the ACM</i> 1996) "Internet and Web Use in the United States"
105	573	Hoffman and Novak ( <i>The Information Society</i> 1997) "A New Marketing Paradigm for Electronic Commerce"
86	281	Novak, Hoffman, and Duhachek ( <i>Journal of Consumer Psychology</i> 2003) "The Influence of Goal-Directed and Experiential Activities on Flow"
59	273	Hoffman and Novak ( <i>Harvard Business Review</i> 2000) "How to Acquire Customers on the Web"
61	270	Kamakura and Novak ( <i>Journal of Consumer Research</i> 1992) "Value-System Segmentation: Exploring the Meaning of LOV"
62	166	Hoffman, Novak and Schlosser ( <i>JCMC</i> 2000) "The Evolution of the Digital Divide"
64	251	Chatterjee, Hoffman and Novak ( <i>Marketing Science</i> 2003) "Modeling the Clickstream"
52	186	Hoffman, Novak and Venkatesh ( <i>Communications of the ACM</i> 2004) "Has the Internet Become Indispensable?"
47	188	Novak and Hoffman ( <i>World Wide Web Journal</i> 1997) "New Metrics for New Media"
47	156	Hoffman, Novak and Peralta ( <i>The Information Society</i> 1999) "Information Privacy in the Marketplace"
31	136	Novak and MacEvoy ( <i>Journal of Consumer Research</i> 1990) "On Comparing Alternative Segmentation Schemes"
217	1833	All other citations
<b>3050</b>	<b>11924</b>	<b>TOTAL</b>

## Research Interests

- Consumer motivations for using social media and virtual worlds.
- Impact of the social web and virtual worlds on consumer well-being; consumer welfare implications of technology indispensability.
- Analysis of multilevel social data.
- Post-social media marketing including the gamification of marketing, friendly devices, augmented reality and ambient experience.

## Journal Publications

1. Hoffman, D.L. and T.P. Novak (forthcoming), "Toward a Deeper Understanding of Social Media," *Journal of Interactive Marketing*. (Editorial, Co-Editor, Special Issue on "Social Media")
2. Giebelhausen, M. and T.P. Novak (2011), "Traffic vs. Trust: Does Sexual Content Sell on eBay?" *Journal of Business Research*, (available online 5 February, 2011).
3. Hoffman, D.L. and Novak, T.P. (2011), "Marketing Communication in a Digital Era," *Marketing Management*, Fall, 20(3), 37-42, American Marketing Association. **Cover article.** (Invited article to commemorate the 50<sup>th</sup> Anniversary of the Marketing Science Institute.)
4. Hoffman, D., Kopalle, P., Novak, T. (2010) The "Right" Consumers for Better Concepts: Identifying Consumers High in Emergent Nature to Develop New Product Concepts," *Journal of Marketing Research*, 47 (October).

**Finalist: 2011 Robert D. Buzzell MSI Best Paper Award for significant contribution to marketing practice and thought.**

5. Novak, Thomas P. (2010), "eLab City: A Platform for Academic Research on Virtual Worlds," *Journal of Virtual Worlds Research*.
6. Neslin, S.A., T.P. Novak, K.R. Baker, and D.L. Hoffman (2009), "An Optimal Contact Model for Maximizing Online Panel Response Rates," *Management Science*, 55 (May), 727-737.
7. Hoffman, D.L. and T.P. Novak (2009) "Flow Online: Lessons Learned and Future Prospects," *Journal of Interactive Marketing*, 23(1), 23-34.
8. Novak, T.P. and D.L. Hoffman (2009), "The Fit of Thinking Style and Situation: New Measures of Situation-Specific Experiential and Rational Cognition," *Journal of Consumer Research*, 36 (June), 56-72.
9. Hoffman, Donna and Thomas P. Novak (2005), "A Conceptual Framework for Considering Web-Based Business Models and Potential Revenue Streams," *International Journal of Marketing Education*, 1 (1).

10. Hoffman, Donna L., Thomas P. Novak, and Alladi Venkatesh (2004), "Has the Internet Become Indispensable?" *Communications of the ACM*, July, 47(7), 37-42.
11. Chatterjee, P., D.L. Hoffman and T.P. Novak (2003), "Modeling the Clickstream: Implications for Web-Based Advertising Efforts," *Marketing Science*, 22(4), 520-541.
12. Novak, T.P., D.L. Hoffman, and A. Duhachek (2003), "The Influence of Goal-Directed and Experiential Activities on Online Flow Experiences," *Journal of Consumer Psychology*, 13(1&2), 3-16 (lead article).
13. Hoffman, Novak and Schlosser (2003), "Consumer Attitudes Toward Software Filters and Online Content Ratings: A Policy Analysis," *Journal of Public Policy and Marketing*, 22(1), 41-57.
14. Novak, T.P., D.L. Hoffman, and Y.F. Yung (2000), "Measuring the Customer Experience in Online Environments: A Structural Modeling Approach," *Marketing Science*, Winter, 19(1), 22-44.
15. Hoffman, D.L., T.P. Novak and A. Schlosser (2000), "The Evolution of the Digital Divide: How Gaps in Internet Access May Impact Electronic Commerce," *Journal of Computer-Mediated Communication*, 5(3), <http://www.ascusc.org/jcmc/vol5/issue3/hoffman.html>.  
  
Reprinted in: Hoffman, Donna, Thomas P. Novak and Ann Schlosser (2003), "The Evolution of the Digital Divide: How Gaps in Internet Access May Impact Electronic Commerce," in Charles Steinfield (ed.) *New Directions in Research on E-Commerce*. Chapter 12, Purdue University Press, 245-292.
16. Hoffman, D.L. and T.P. Novak (2000), "How to Acquire Customers on the Web," May/June, *Harvard Business Review*, 179-188.
17. Hoffman, D.L., T.P. Novak, and M.A. Peralta (1999), "Information Privacy in the Marketspace: Implications for the Commercial Uses of Anonymity on the Web," *The Information Society*, Volume 15, Number 2, April-June, 129-140..
18. Hoffman, D.L., T.P. Novak, and M.A. Peralta (1999) "Building Consumer Trust Online," April, *Communications of the ACM*, Volume 42, Number 4, April, 80-85.
19. Hoffman, D.L. and T.P. Novak (1998), "Bridging the Racial Divide on the Internet," *Science*, 280 (April 17), 390-391.
20. Hoffman, D.L. and T.P. Novak (1998), "Division on the Internet?" *Science*, 281 (August 14), (response to letters regarding "Bridging the Racial Divide on the Internet").
21. Hoffman, D.L. and T.P. Novak (1997), "A New Marketing Paradigm for Electronic Commerce," *The Information Society*, Special Issue on Electronic Commerce, 13 (Jan-Mar.), 43-54.

German translation reprinted in: *THEXIS*, special issue on "Online Marketing," (1997), Jan, 39-43.

22. Novak, T.P. and D.L. Hoffman (1997), "New Metrics for New Media: Toward the Development of Web Measurement Standards," *World Wide Web Journal*, Winter, 2(1), 213-246.

Russian translation reprinted in: *Research on the Internet, Humanitarian and Social Aspects*, A. Voiskounsky, ed.. 2000.

23. Hoffman, D.L. and T.P. Novak (1996), "Marketing in Hypermedia Computer-Mediated Environments: Conceptual Foundations," *Journal of Marketing*, 60 (July), 50-68.

**Winner of the 2005 AMA Sheth Foundation/Journal of Marketing Award for long-term contributions to the marketing discipline.**

Reprinted in: *Marketing Communication Classics*, (2000), Maureen Fitzgerald and David Arnott, eds. London: Business Press, pp. 261-290.

24. Hoffman, D.L., W.D. Kalsbeek and T.P. Novak (1996), "Internet and Web Use in the United States: Baselines for Commercial Development," Special Section on "Internet in the Home," *Communications of the ACM*, 39 (December), 36-46.

25. Hoffman, D.L. and T.P. Novak (1996), "Perspectives: The Future of Interactive Marketing" *Harvard Business Review*, 74 (November-December), 161.

26. Hoffman, D.L., T.P. Novak, and P. Chatterjee. (1995), "Commercial Scenarios for the Web: Opportunities and Challenges," *Journal of Computer-Mediated Communication*, Special Issue on Electronic Commerce, 1(3), [lead article].

Reprinted in:

*Electronic Commerce: Profiting from Business On-line*, (1996) Layna Fischer, ed., Lighthouse Point FL: Future Strategies Inc., Book Division, pp. 107-136.

*Readings in Electronic Commerce* (1997), Ravi Kalakota and Andrew Whinston, eds., Reading, MA: Addison-Wesley, pp. 29-53.

*Web Marketing Insider* (1996). [[www.ideacentral.com/wmi/hoffman1.html](http://www.ideacentral.com/wmi/hoffman1.html)]

27. Novak, T.P. (1995), "MANOVAMAP: Graphical Representation of MANOVA in Marketing Research," *Journal of Marketing Research*, 32(3), 357-374.

28. Kamakura, W.A., T.P. Novak, J.E.B.M. Steenkamp, & T.M.M. Verhallen (1994), "Identifying Pan-European Value Systems with a Clusterwise Rank-Logit Model," *Recherche et Applications en Marketing*, 8(4), 29-55.

29. Ben-Akiva, M., M. Bradley, T. Morikawa, J. Benjamin, T. Novak, H. Oppewal, & V. Rao (1994) "Combining Choice Data with Survey Data," *Marketing Letters*, 5(4), 335-350.

30. Novak, T.P. (1993), "Log-Linear Trees: Models of Market Structure in Brand Switching Data," *Journal of Marketing Research*, 30 (Aug.), 267-287. [lead article]

31. Steenkamp, J.E.B.M., T.M.M. Verhallen, J.H. Gouda, W.A. Kamakura, and T.P. Novak (1993), "De Zoektoch naar de Europese Consument: Heilige Graal of het Begin van een Kansrijke Missie? (The Quest for the Euroconsumer: Holy Grail or the Beginning of a Fruitful Mission?)", *Tijdschrift voor Marketing*, 27 (September), 17-23.
32. Novak, T.P., J. de Leeuw, & B. MacEvoy (1992), "Richness Curves for Evaluating Market Segmentation," *Journal of Marketing Research*, 29 (May), 254-267.
33. Kamakura, W.A. & T.P. Novak (1992), "Value-System Segmentation: Exploring the Meaning of LOV," *Journal of Consumer Research*, 19 (June), 119-132.
34. Novak, T.P. & B. MacEvoy (1990). "On Comparing Alternative Segmentation Schemes: The List of Values (LOV) and Values and Life Styles (VALS)", *Journal of Consumer Research*, 17, (June), 105-109.
35. Novak, T.P. & Hoffman, D.L. (1990), "Residual Scaling: An Alternative to Correspondence Analysis for the Graphical Representation of Residuals from Log-Linear Models," *Multivariate Behavioral Research*, 25 (July), 351-370.
36. Hoffman, D.L. and T.P. Novak (1988), "A Short SAS Macro for Performing the Basic Equations of Correspondence Analysis," *Computer Corner, TrAC*, 7(3),93-4.
37. Novak, T.P. & Stangor, C. (1987), "Testing Competitive Market Structures: An Application of Weighted Least Squares Methodology to Brand Switching Data," *Marketing Science*, 6, 1 (Winter), 82-97.

### **Papers Under Review and Work in Progress**

1. Hoffman, D.L. and T.P. Novak. "How Motivational Orientation and Identification with Social Media Groups Influences Need Satisfaction During Social Media Goal Pursuit," under review, *Journal of Marketing Research*
2. Hoffman, D.L., T. P. Novak, and R. Stein. "Flourishing Independents or Languishing Interdependents: Two Paths from Self-Construal to Identification with Social Media," under review, *Journal of Experimental Social Psychology*.
3. Hoffman, D.L. and T.P. Novak, "Why Do People Use Social Media: Toward a Theoretical Framework for Social Media Goal Pursuit," under review, *Journal of Computer-Mediated Communication*.
4. White, T., T. P. Novak and D. L. Hoffman "No Strings Attached: When Giving It Away Versus Making Them Pay Leads to Negative Net Benefit Perceptions in Consumer-Retailer Exchanges," under review, *Journal of Interactive Marketing*. (1<sup>st</sup> round revision in progress)
5. Hoffman, D.L. and T.P. Novak, "Are Brand Attitudes Contagious?: Consumer Response to Organic Search Trends," in preparation for submission. Target: *Journal of Marketing Research*.

6. Massara, F., and T.P. Novak, "The Impact of Elaboration and Content-Context Dynamics on the Processing of Pictures versus Words: A Comparison of Virtual Worlds and the Web," in preparation for submission. Target: *Psychological Science*.
7. Hoffman, D.L. and T.P. Novak. "Beyond Facebook: The Implications of Friendly Devices," in preparation for submission. Target: *Communications of the ACM*.
8. Hoffman, D.L. and T. P. Novak. "A Scale of Internet Indispensability," data analysis in progress. Target: *Journal of Consumer Research*.
9. Novak, T.P. and D.L. Hoffman, "Motivations to use Virtual Worlds," data analysis in progress.
10. Hoffman, D.L. and T.P. Novak, "Motivations, Expectations and Goal Pursuit in Social Media," funded by the National Science Foundation Grant # IIS-1114828, data collection in progress.
11. Hoffman, D.L., T.P. Novak, R. Stein, and Y. Li, "Determinants of Identification with Social Media in Tight and Loose Cultures," data collection in progress.
12. Novak, T.P. "A Typology of the Ambient," conceptual development in progress.
13. Hoffman, D.L., Novak, T.P. and A. Schlosser, "Need for person and machine interactivity: Antecedents of customer experience," conceptual development in progress.
14. Hoffman, D.L., Novak, T.P. and Stein, R. "Mentalistic vs. Mechanistic Thinking: Scales to Capture New Dimensions of Mindset," conceptual development in progress.

## Edited Books

Hoffman, D.L. and T.P. Novak, eds. (2005), "Beyond the Basics: Research-Based Rules for Internet Retailing Advantage," eLab Press, Vanderbilt University.

## Refereed Chapters in Books

1. Hoffman, D.L. and T.P. Novak (forthcoming), "Social Media Strategy," Chapter to appear in *Handbook on Marketing Strategy*, eds., Venkatesh Shankar and Gregory S. Carpenter, Edward Elgar Publishing, Ltd.
2. Hoffman, D.L., Novak, TP., Stein. R (forthcoming), "Social Media," Chapter to appear in *The Digital Consumer*, Russell Belk and Rosa Llana, Eds.
3. Novak, Thomas P. (2012), "Quality of Virtual Life (QOVL)" in *Transformative Consumer Research for Personal and Collective Well Being*, Mick, D., Pettigrew, S., Pechmann C., and Ozanne, J. eds, New York: Taylor and Francis.

4. Hoffman, D.L. and T.P. Novak (2003), 'A Detailed Analysis of the Conceptual, Logical and Methodological Flaws in the Article: "Marketing Pornography on the Information Superhighway,"' in *Cyberspace Crime*, D.S. Wall, ed., Ashgate Publishing Limited.
5. Hoffman, D.L. and T.P. Novak (2000), "The Growing Digital Divide: Implications for an Open Research Agenda," in "Understanding the Digital Economy: Data, Tools and Research," B. Kahin and E. Brynjolffson, eds. Cambridge: MIT Press. (editorial review)
6. Novak, T.P. and D.L. Hoffman (2000) "Advertising and Pricing Models for the Web," in *Internet Publishing and Beyond: The Economics of Digital Information and Intellectual Property*, Deborah Hurley, Brian Kahin and Hal Varian, eds. Cambridge: MIT Press (editorial review).
7. Novak, T.P., D.L. Hoffman, and A. Venkatesh (1998), "Diversity On The Internet: The Relationship Of Race To Access And Usage," In *Investing in Diversity: Advancing Opportunities for Minorities and the Media*, Amy Garmer, Ed. Washington, D.C., The Aspen Institute.

## Letters, Comments and Reviews

Hoffman, D.L., Novak, T.P. & M. Peralta (1999), "Con Game?" *Information Impact Magazine*, April 1999.

Hoffman, D.L. & Novak, T.P. (1998), "Trustbuilders vs. Trustbusters," *The Industry Standard*, May 11

Hoffman, D.L. & Novak, T.P. (1997), "Pushing Passive Eyeballs," *Wired*, 5.3, March.

Hoffman, D.L. & Novak, T.P. (1995), "Panning for Business Models in a Digital Gold Rush," *HotWired*, April 22.

Hoffman, D.L. & Novak, T.P. (1994), "Commercializing the Information Super Highway: Are We In for a Smooth Ride?" *The Owen Manager*, 15(2), 2-7

Hoffman, D.L. & Novak, T.P. (1994), "How Big is the Internet," *HotWired*, Aug. 18.

Hoffman, D.L. & Novak, T.P. (1994), "Wanted: Net.census," *Wired*, 2.11, November.

Hoffman, D.L. & Novak, T.P. (1994), "The Challenges of Electronic Commerce," *HotWired* (Intelligent Agent Section), December 29.

## Conference Proceedings (Refereed)

- Hoffman, D.L. and T.P. Novak (2010), "Retweet: A Digital Meditation On The Power Of Twitter", in *Advances in Consumer Research Volume 38*, eds. Darren Dahl and Gita V. Johar and Stijn van Osselaer, Duluth, MN : Association for Consumer Research.
- Donna Hoffman, Praveen Kopalle, Thomas Novak (2009), "The "Right" Consumers For The Best Concepts: A Methodology For Identifying Emergent Consumers For New Product Development", in *Advances in Consumer Research Volume 36*, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN : Association for Consumer Research, Pages: 571-572.
- Thomas P. Novak, Donna L. Hoffman (2007), "New Measures Of Task-Specific Experiential And Rational Cognition", in *Advances in Consumer Research Volume 34*, eds. Gavan Fitzsimons and Vicki Morwitz, Duluth, MN : Association for Consumer Research, Pages: 657-660.
- Novak, T.P. (1991), "Additive Tree Representations of Market Structure in Brand Switching Data," Proceedings of the *American Marketing Association's* Advanced Research Techniques Forum, Beaver Creek, Colorado, June 16-19.
- Novak, T.P. & Cramer, E.M. (1987), "Graphical Representation of MANOVA," Proceedings of the Statistical Graphics Section, American Statistical Association Annual Meeting, San Francisco, August 17-20.

## Unpublished Working Papers and Technical Reports

- Novak, T.P. (1980), "The Use of Log-Linear Models to Examine the Interaction of Race and Distractor Selection in a Multiple Choice Test." Master's thesis, University of North Carolina at Chapel Hill.
- Wisembaker, J., West, D. & Novak, T.P. (1981), "Impact of the ESEA Title I Migrant Education Program on the Reading and Mathematics Achievement of Participating Students in the Second, Fourth, and Sixth Grades: Final Technical Report." Research Triangle Institute.
- Burkheimer, G. & Novak, T.P. (1981), "A Capsule Description of Young Adults Seven and One-Half Years After High School." (National Center for Education Statistics Sponsored Report Series) Washington, D.C.: U.S. Government Printing Office.
- Novak, T.P. & Udry, J.R. (1983), "Skin Color and Quality of Life in Egypt and Thailand."
- Novak, T.P. (1984), "Graphical Representations of Effects in the Multivariate Analysis of Variance." Doctoral dissertation, University of North Carolina at Chapel Hill.
- Novak, T.P. (1986), "The Use of the `Search Space' to Represent Chaining in Single and Complete Linkage Hierarchical Cluster Analysis."
- Novak, T.P. & G.G. Koch. (1988), "Log-Linear Analysis of Brand Switching Matrices"

- Novak, T.P. (1989), "Comparing Market Segmentation Schemes on Multiple Behavioral Criterion Variables," Columbia University, Research Working Paper No. AV-89-12.
- Novak, T.P. (1990), "A Framework for Consideration Set Formation."
- Novak, T.P. (1991), "Factorial Tree Models of Brand Switching Data" (to be included in the *MSI* Report on the "car challenge" prepared by Andrew Ehrenberg and Richard Colombo).
- Hoffman, D.L. and T.P. Novak (1995), "A Detailed Critique of the *TIME* Article: "On a Screen Near You: Cyberporn (DeWitt, 7/3/95)," July 1. [[www2000.ogsm.vanderbilt.edu/dewitt.cgi](http://www2000.ogsm.vanderbilt.edu/dewitt.cgi)]
- Hoffman, D.L. and T.P. Novak (1995), 'A Detailed Analysis of the Conceptual, Logical and Methodological Flaws in the Article: "Marketing Pornography on the Information Superhighway," July 2. (20,500 accesses as of October 29, 1996) [[www2000.ogsm.vanderbilt.edu/rimm.cgi](http://www2000.ogsm.vanderbilt.edu/rimm.cgi)]
- Hoffman, D.L. and T.P. Novak (1995), "The CommerceNet/Nielsen Internet Demographics Survey: Is It Representative?" December 12. [[www2000.ogsm.vanderbilt.edu/surveys/cn.questions.html](http://www2000.ogsm.vanderbilt.edu/surveys/cn.questions.html)]
- Kamakura, W.A. and T.P. Novak (1996), "Hazard Models for the Impact of Consumer and Marketing Variables on Smoking Onset and Cessation," working paper prepared for the Marketing Science Institute, March.
- Hoffman, D.L., W.D Kalsbeek, and T.P. Novak (1996), "Internet Use in the United States: 1995 Baseline Estimates and Preliminary Market Segments, April [[www2000.ogsm.vanderbilt.edu/baseline/1995.Internet.estimated.html](http://www2000.ogsm.vanderbilt.edu/baseline/1995.Internet.estimated.html)]
- Massara, F., and T.P. Novak (2011), "The Role of Context and Content on Recognition Accuracy: Differences Between Virtual Worlds and Traditional Web Environments," Marketing Science Institute Working Paper, August 2011.

## Research Conference Presentations

1. D.L. Hoffman, T.P. Novak and R. Stein (2012), "Predicting Identification with Social Media Groups: Flourishing Independents or Languishing Interdependents," ISMS Marketing Science Conference, Boston, MA, June 7-9.
2. T.P. Novak and D.L. Hoffman (2012), "Relatedness Need Satisfaction During Social Media Goal Pursuit: The Influence of Online Social Identity and Motivations," Conference of the International Communication Association, Phoenix, AZ, May 24-28.
3. D.L. Hoffman and T.P. Novak (2012), "Need Satisfaction from Interacting with People Versus Content: The Roles of Motivational Orientation and Identification with Social Media Groups," Society for Consumer Psychology Annual Conference, Las Vegas, NV, Feb 16-18.
4. D.L. Hoffman, T.P. Novak, and R. Stein (2012), "The Determinants of Online Social Identity," Society for Consumer Psychology Annual Conference, Las Vegas, NV, Feb 16-18.

5. D.L. Hoffman and T.P. Novak (2012), "Need Satisfaction During Social Media Goal Pursuit: The Role of Motivational Orientation and Identification with Online Social Groups," Annual Meeting of the Society for Personality and Social Psychology, San Diego, CA, January 26-28.
6. D.L. Hoffman and T.P. Novak (2011), "Beyond Facebook: Emerging Trends for a Post-Social Media World," Marketing Science Institute Conference: Marketing in the Digital Age," Claremont, CA, October 5.
7. D.L. Hoffman and T.P. Novak (2011), "Why People Use Social Media: How Online Social Identity and Motivations Influence the Experience of Being Connected." Marketing Science 2011, Houston, Texas, June 9-11.
8. T.P. Novak and F. Massara (2010), "Recognition Accuracy: Content vs. Context Effects in Visual and Text-Based Environments." ACR North American Conference, Jacksonville, FL., October 7-10.
9. Hoffman, D.L. and T.P. Novak (2010), "Retweet: A Digital Meditation on the Power of Twitter," Video Essay, ACR North American Conference, Jacksonville, FL., October 7-10.
10. D.L. Hoffman and T.P. Novak (2010), "Roles and Goals: Consumer Motivations to Use the Social Web," Marketing Science 2010, Cologne, Germany, June 16-19.
11. D.L. Hoffman and T.P. Novak (2010), "Are Brand Attitudes Contagious? Consumer Response to Organic Search Trends," Marketing Science 2010, Cologne, Germany, June 16-19.
12. D.L. Hoffman, T.P. Novak and J. Silva-Risso (2010), "Validating Brand Tracking Data against Organic Brand Search Trends," Marketing Science 2010, Cologne, Germany, June 16-19.
13. F. Massara and T.P. Novak (2010), "Context-specific Information Processing: Investigating Circumstances that Improve the Retention of Message Content," Marketing Science 2010, Cologne, Germany, June 16-19.
14. D.L. Hoffman and T.P. Novak (2009), "Are Brand Attitudes Contagious? Consumer Response to Organic Search Trends," Google and WPP Marketing Research Awards Conference 09, New York City, November 3.
15. Massara, F. and T.P. Novak (2008), "Factors Affecting Response Accuracy in Virtual Worlds," The Association for Consumer Research Annual North American Conference, San Francisco, CA, October 24.
16. Hoffman, D.L., P. Kopalle, and T.P. Novak (2008), "The 'Right' Consumers for the Best Concepts: A Methodology for Identifying Emergent Consumers for New Product Development," The Association for Consumer Research Annual North American Conference, San Francisco, CA, October 24.

17. Novak, T.P. (2008), "The Social Web," Marketing Science Institute Immersion Conference, Boston MA, October 14-15.
18. Hoffman, D.L., P. Kopalle, and T.P. Novak (2008), "The 'Right' Consumers for Concept Development: Development and Validation of a Scale to Measure Emergent Nature," UC/USC Marketing Colloquium, University of California, Irvine, April 4.
19. Novak, T.P. (2008), "eLab City: A Platform for Consumer Behavior Research in Virtual Worlds," Conference on Leveraging Online Media and Online Marketing, Marketing Science Institute, Palm Springs, CA, February 6-8.
20. Novak, T.P. (2007), "Consumer Behavior Research in Second Life: Issues and Approaches," Consumers Online: Ten Years Later, Association for Consumer Research Pre-Conference, Memphis, TN, October 25.
21. Novak, T.P. (2007), "Lucky Online?" Sloan Center for Internet Retailing Networking Workshop, Riverside, CA, May 3-4.
22. Hoffman, D.L. and Novak, T.P. (2006), "Subject Recruitment and Panel Management: Experience and Observations Based on our Work Creating eLab and eLab 2.0," ACR Roundtable on Doing Better Web-Based Research, ACR North American Conference, Orlando, FL, September 28-October 1.
23. Novak, T.P. and D.L. Hoffman (2005), "The Impact of Consumer Thinking Style on Performance: Measure of Task-Specific Experiential and Rational Cognition," Marketing Science Conference, Emory University, Atlanta, GA, June 17.
24. White, T., D.L. Hoffman, and T.P. Novak (2005), "Forgotten Favors: Biased Account Keeping in Information-Driven Consumer-Seller Relationships," Society for Consumer Psychology Winter Conference, St. Petersburg, Florida, Feb 24-28.
25. Hoffman, D.L., P.K. Kopalle, and T.P. Novak (2004), "Identifying and Using Emergent Consumers in Developing Radical Innovations," ACR North American Conference, Portland, OR, Oct. 7-10.
26. Novak, T.P. (2004), "Online Panels and Experiments: A Two-Year Perspective," Invited presentation, Midwest Marketing Conference, Michigan State University, June 12.
27. Hoffman, D.L., P.K. Kopalle, and T.P. Novak (2004), "Identifying and Using Emergent Consumers in Developing Radical Innovations," Sloan Industry Studies Centers Annual Conference, Georgia Institute of Technology, April 19-21.
28. Hoffman, D.L., T.P. Novak, and F. Wan (2003), "The Impact of Online Product Review Characteristics on Consumer Preferences," ACR North American Conference, Toronto, Oct 9-12.
29. Hoffman, D.L. and T.P. Novak (2003), "A Brief Overview of eLab Research," Inaugural Annual Partner Conference, Vanderbilt University Sloan Center for Internet Retailing, November 7.

30. Hoffman, D.L., Kumar, P., and T.P. Novak (2002), "How Processing Modes Influence Consumers' Cognitive Representations of Product Perceptions Formed From Similarity Judgments," Association for Consumer Research, Atlanta, GA, October 26.
31. Hoffman, D.L., Novak, and Schlosser (2001), "Consumer Control in Online Environments," Society for Consumer Psychology Winter Conference, Scottsdale, Arizona, February 15-17
32. Novak, T.P. (2000), "Building Consumer Trust in Online Environments," Paper presented at the FMRC Financial Markets, Information Technology and Electronic Commerce Conference, April 13-14.
33. Novak, T.P., Hoffman, D.L., and Yung, Y.F. (1999), "Modeling the Structure of the Flow Experience Among Web Users: A Structural Modeling Approach," Paper presented at the Association for Consumer Research Conference, September 30 – October 3, Columbus, Ohio.
34. Novak, T.P. (1999), "The State of the Field: Internet Marketing," invited panel presentation, AMA Summer Educators Conference, August 7-10.
35. Novak, T.P. (1999), "Internet Marketing: Influences, Themes and Directions," invited paper presented at the AMA/Sheth Foundation Doctoral Consortium, University of Southern California, August 3-7.
36. Novak, T.P. (1998), "Comments on 'Consumer Behavior in Digital Marketing,'" invited discussant presentation at the Wharton Digital Marketing Conference, October 24-25.
37. Hoffman, D.L. and T.P. Novak (1998), "Linking Internet Marketing with Business Practice: The State of the Field," Invited paper presented at the MSI 1998 Fall Board of Trustees Meeting: From Here to '00: Putting Our Priorities to Work, Phoenix AZ, November 5-6.
38. Hoffman, D.L. and T.P. Novak (1997), "New Metrics for New Media: Toward the Development of Web Measurement Standards," paper presented at the Special Session: Marketing on the Internet, 1997 INFORMS Marketing Science Conference, Berkeley, CA. March 21-24.
39. Hoffman, D.L. and T.P. Novak (1997), "Web Server Log File Analysis: Scanner Data for the New Millennium," paper presented at the Special Session: Web Server Log File Analysis, 1997 INFORMS Marketing Science Conference, Berkeley, CA. March 21-24.
40. Chatterjee, P., D.L. Hoffman and T.P. Novak (1996), "Modeling Consumer Response on the World Wide Web: Implications for Advertising," paper presented at the 1996 INFORMS Marketing Science Conference, The University of Florida, Gainesville, March 7-10.
41. Novak, T.P. and D.L. Hoffman (1996), "Understanding Internet and Web Usage: Cross-National Survey Research," paper presented at the Association for Consumer Research Conference, Tucson, Arizona, October 13.

42. Hoffman, D.L. and Novak, T.P. (1995), "Marketing in Hypermedia Computer-Mediated Environments: Propositions," paper presented at the INFORMS Spring 1995 National Meeting, Los Angeles, April 24-26.
43. Novak, T.P. and D.L. Hoffman (1995), "Consumer Behavior in Computer-Mediated Environments: Conceptual Foundations," poster presented at the Association for Consumer Research Conference, Minneapolis, MN, October 19-21.
44. Hoffman, D.L. and T.P. Novak (1995), "Measuring the Internet," paper presented for the Sixth Conference on Organization Computing, Coordination and Collaboration International Conference on Electronic Commerce, University of Texas at Austin IC2 Institute, October 29-31.
45. Novak, T.P. (1994), "Informs On-Line: An Internet-Based Information Access and Retrieval System," paper presented at the AMA Summer Marketing Educators' Conference, San Francisco, August 6-9.
46. Hoffman, D.L. and Novak, T.P. (1994), "Implications of Commercializing the Internet for Marketing Science and Practice," paper presented at the AMA/Vanderbilt Frontiers in Services Conference, October 7.
47. Hoffman, D.L. and T.P. Novak, (1994), "Marketing in Hypermedia Computer-Mediated Environments: Implications for Commercialization of the World Wide Web," Interval Research Corporation, October.
48. Novak, T.P. & Kamakura, W. (1993), "Hazard Models for the Impact of Consumer and Marketing Variables on Smoking Onset and Cessation," paper presented at the Marketing Science Conference, St. Louis, Missouri, March 11-14.
49. Kamakura, W., Novak, T.P. & Steenkamp, J.B. (1992), "Identifying Cross-National Value Systems with A Clusterwise Rank-Logit Model," Paper presented at the Marketing Science Conference, London, U.K., July.
50. Novak, T.P., W. Kamakura, F.M. Bass, & C. Dent (1992), "Hazard and Diffusion Models for Smoking Onset: A Segment-Level Historical Analysis," Paper presented at the Association for Consumer Research, Vancouver, Canada, Oct. 11-13. (Co-organizer of session, "What Causes Youths to Start Smoking" with C. Pechmann).
51. Novak, T.P. (1991), "Additive Tree Representations of Market Structure in Brand Switching Data," American Marketing Association Winter Marketing Educators' Conference, Orlando Feb 23-26.
52. Novak, T.P. & Cooper, L.G. (1991), "Asymmetric Views of Co-Occurrence Data," Paper presented at the ORSA/TIMS Marketing Science Conference, Wilmington, Delaware, March 21.
53. Kamakura, W. & Novak, T.P. (1991), "Value-System Segmentation: Exploring the Meaning of LOV," Paper presented at the ORSA/TIMS Marketing Science Conference, Wilmington, Delaware, March 21.

54. Novak, T.P. (1991), "Log-Linear Trees: Models of Market Structure in Brand Switching Data." American Marketing Association Advanced Research Techniques Forum, Beaver Creek, Colorado, June 16-19; University of Texas at Dallas Marketing Department Seminar Series, April.
55. Novak, T.P. (1991), "Log-Linear Trees - Models of Market Structure in Brand Switching Data," Paper presented at the ORSA/TIMS Joint National Meeting, Anaheim, November.
56. Hoffman, D.L., Novak, T.P., & van der Heijden, P.G.M. (1990), "Analyzing Asymmetric Market Structure in Transition Matrices," Poster Presented at the ASA Winter Conference, Orlando, Florida, January 4-6.
57. Novak, T.P., J. de Leeuw, & B. MacEvoy (1990), "Richness Curves for Evaluating Market Segmentation," Paper Presented at the ORSA/TIMS Marketing Science Conference, University of Illinois, March.
58. Novak, T.P. (1989), "Measures of Effect Size in Market Segmentation: Comparing Multiple Segmentation Bases on Multiple Criteria," Paper Presented at the ORSA/TIMS Marketing Science Conference, Duke University, March 16-18.
59. Novak, T.P. (1989), "Issues in Evaluating Market Segmentation Schemes," Paper Presented at the ORSA/TIMS Joint National Meeting, New York, October 16-18.
60. Novak, T.P. (1988), "Where to Eat: A Classification of Restaurants in the 1988 Zagat New York Restaurant Survey," Paper Presented at the Annual Meeting of the Classification Society of North America, New York, June 16-18.
61. Hoffman, D.L. & Novak, T.P. (1987), "Residual Scaling and the Analysis of Asymmetric Market Structure," Columbia/Wharton Joint Seminar Series, January 30.
62. Novak, T.P. & Hoffman, D.L. (1987), "Graphically Representing Nested Log-Linear Models Through Decomposition of Deviance Residuals," Paper presented at the Psychometric Society Annual Meeting, Montreal, June 17-19.
63. Novak, T.P. & Cramer, E.M. (1987), "Graphical Representation of MANOVA," Paper presented at the American Statistical Association Annual Meeting, San Francisco, August 17-20.
64. Novak, T.P. (1987), "Applications of Log-Linear Models to Brand Switching Data," Business Analysis Systems Group, AT&T Bell Laboratories, Murray Hill, NJ, November 20
65. Novak, T.P. & Koch, G.G. (1986), "Maximum Likelihood Fitting of Log-Linear Models to Incomplete Contingency Tables of Brand Switching Data," Paper presented at the ORSA/TIMS Joint International Meeting, Gold Coast City, Australia, July.
66. Novak, T.P. (1986), "Arrowhead X Revisited: Issues in Item Reliability," Fourth Annual Research Quality Workshop, Advertising Research Foundation, New York, Sept.
67. Hoffman, D.L. & Novak, T.P. (1986), "Analyzing Square Data Tables with Residual Scaling," Paper presented at the ORSA/TIMS Joint National Meeting, Miami, October.

68. Novak, T.P. (1986), "Log-Linear Modelling of Multiple Brand Switching Matrices," Paper presented at the ORSA/TIMS Joint National Meeting, Miami, October.
69. Novak, T.P. (1983), "Graphical Representations of Effects in the Multivariate Analysis of Variance," Paper presented at the Psychometric Society Annual Meeting, Los Angeles, June.
70. Novak, T.P. & Udry, J.R. (1983), "Skin Color and Quality of Life in Egypt and Thailand," Paper presented at American Sociological Association meeting, Detroit, August.

### **Invited University Research Seminars**

"Beyond Facebook: Friendly Devices" Stanford SIEPR Policy Forum, Social Media and the Connected Economy, Stanford University, November 18, 2011.

"Augment Me: Marketing Strategies for a Post-Social Media World" Baker Speaker Series, Wharton School, University of Pennsylvania, September 29, 2011.

"Why People Use Social Media: How Online Social Identity and Motivations Influence the Experience of Being Connected," University of Miami School of Business Department of Marketing Seminar, October 5, 2010; UC/USC Marketing Colloquium, April 22, 2011; University of Pittsburgh Katz School of Business Department of Marketing Seminar, July 8, 2011; Wharton School, University of Pennsylvania, September 30, 2011.

"Are Brand Attitudes Contagious: Consumer Response to Organic Search Trends," University of Miami School of Business Department of Marketing Seminar, October 5, 2010.

"Recognition Accuracy: Content vs. Context Effects in Visual and Text-Based Environments," USC Annenberg Research Seminar, October 25, 2010; University of Miami Department School of Business, Department of Marketing Seminar, October 5, 2010.

"The 'Right' Consumers for Concept Development: Development and Validation of a Scale to Measure Emergent Nature," UC/USC Marketing Colloquium, University of California, Irvine, April 4, 2008.

"Consumer Thinking Style, Task Congruence, and Performance: New Measures of Task-Specific Experiential and Rational Cognition," Distinguished Speaker Series, College of Management, Georgia Institute of Technology, Atlanta, GA, October 20, 2005; Stellner Scholar Distinguished Guest Lecture presented at the College of Business, University of Illinois, Champaign Illinois, November 18, 2005; Invited Seminar, University of California, Riverside, December 8, 2005.

"Identifying and Using Emergent Consumers in Developing Radical Innovations," Distinguished Speaker Series, College of Management, Georgia Institute of Technology, Atlanta, GA, October 20, 2005; Stellner Scholar Distinguished Guest Lecture presented at the College of Business, University of Illinois, Champaign Illinois, November 18, 2005; Invited Seminar, University of California, Riverside, December 8, 2005.

- Hoffman, D.L., T.P. Novak, and F. Wan (2003), "The Impact of Online Product Review Characteristics on Consumer Preferences," Invited Seminar, University of California at Irvine, Graduate School of Management, July 8, 2003.
- Hoffman, D.L. and T.P. Novak (2000) "The Internet is a New Marketing Paradigm," Invited paper presented, Graduate School of Business, Stanford University, July 12; Haas School of Business, Berkeley, July 25.
- Novak, T.P. (1999), "Modeling the Structure of the Flow Experience Among Web Users," Invited paper presented, Marketing Seminar, University of Texas at Austin, April 16.
- Hoffman D.L. and T.P. Novak (1999), "Integrating the Internet into Scholarly Research Paradigms," Invited paper presented, Marketing Seminar, Stern School of Business, New York University, March 4-5.
- Novak, T.P. and D.L. Hoffman (1999), "Modeling the Structure of the Flow Experience Among Web Users," Invited paper presented, Information Systems/Marketing Seminar, Stern School of Business, New York University, March 4-5.
- Novak, T.P. and D.L. Hoffman (1997), "Measuring the Flow Experience Among Web Users," invited talk presented at Stanford Marketing Camp, July 17-20, and Interval Research Corporation, Palo Alto, CA, July 31.
- Hoffman, D.L. and T.P. Novak (1997) "Advertising Pricing Models for New Media," invited paper presented at conference, "Internet Publishing and Beyond: The Economics of Digital Information and Intellectual Property", Kennedy School of Government, Harvard University, Jan 23 - Jan 25.
- Hoffman, D.L. and T.P. Novak (1996), "Marketing In Computer-Mediated Environments: Research Issues and Challenges," paper presented at invited management seminar, University of California at Irvine, May 3.
- Novak, T.P. (1996), "The Web Measurement Problem: Surveys, Issues and Standards," paper presented at invited marketing seminar, Baruch College, CUNY, April 25.
- Novak, T.P. and D.L. Hoffman (1995), "Commercial Scenarios for the Web: Opportunities and Challenges for Advertisers," invited paper presented at the Marketing Technologies Symposium, University of Illinois at Urbana-Champaign, September 29 - October 1.
- Hoffman, D.L. and T.P. Novak (1995), "Marketing in Computer-Mediated Environments," paper presented at invited marketing seminar, Stanford University, August 3.
- Novak, T.P. (1993), "Combining Survey With Choice Data: Applications to Tobacco Prevention," invited paper presented at the Duke Invitational Symposium on Choice Modeling & Behavior, Duke University, Durham, North Carolina, July 28-Aug 1.
- Novak, T.P. (1992), "Log-Linear Trees: Models of Market Structure in Brand Switching Data," invited paper presented at University of Utah, March; Carnegie Mellon University, April; Vanderbilt University, April.

Novak, T.P. "Graphical Representation of Market Segmentation with Bagged Balloons and Richness Curves" (1990), invited paper presented at University of Iowa, March; Southern Methodist University, March; Pennsylvania State University, October.

Novak, T.P. (1988), "Residual Scaling: An Alternative to Correspondence Analysis," Invited paper presented at Graduate School of Management, University of California at Irvine.

### **Invited Industry and Government Seminars and Conferences**

Hoffman, D.L. and T.P. Novak (2009), "Are Brand Attitudes Contagious: Consumer Response to Organic Search Trends," Paper presented at the Google/WPP Marketing Research Awards, November 3.

Novak, T.P. (2008), "eLab City: A Platform for Academic Research in Virtual Worlds," Web 2.0 in Education, TechEd 2008, Ontario, CA, April 13.

Hoffman, D.L. and T.P. Novak (2008), "Emergent Consumers Can Help Develop Successful Future Ideas," Discussion Paper presented at the NSF GENI Opt-In Workshop, Charles Hotel, July 20-21, 2008

Hoffman, D.L. and T.P. Novak (1999), "The Digital Divide: Issues for the Diffusion of Electronic Commerce," Invited paper presented, "The Digital Economy: New Research, Data, and Tools," White House Conference sponsored by NSF, the Department of Commerce and the OECD, May 25-26.

Hoffman, D.L. and T.P. Novak (1998), "The Internet Opportunity," invited keynote address presented at the Future Media Research Programme, London Business School, June 4.

Hoffman, D.L., T.P. Novak, and M.A. Peralta (1997), "Information Privacy in the Marketplace: Implications for the Commercial Uses of Anonymity on the Web," Invited Discussion Paper prepared for the American Association for the Advancement of Science conference, "Anonymous Communications on the Internet: Uses and Abuses," November 21-23, University of California, Irvine.

Hoffman, D.L. and T.P. Novak (1997), "Segmenting the Online Consumer Market: Preliminary Findings," invited presented at Interval Research Corporation, Palo Alto, CA, July 31.

Novak, T.P., D.L. Hoffman, and A. Venkatesh (1997), "Diversity On The Internet: The Relationship Of Race To Access And Usage," Invited Discussion Paper Presented at the Aspen Institute's Forum on Diversity and the Media, Queenstown, Maryland, November 5-7.

Hoffman, D.L. and T.P. Novak (1997), "Privacy and Electronic Commerce," invited paper prepared for EFF/Silicon Valley Industry Briefing with Ira Magaziner on "Global Electronic Commerce and Personal Privacy Protection.

Novak, T.P. (1996), "New Metrics for New Media: Toward the Development of Web Measurement Standards," invited paper presented at Stockholm IT World, Stockholm, Sweden, October 23-25.

Hoffman, D.L. and T.P. Novak (1996), "Commerce on the Internet: Emerging Models," invited talk presented at Intel Corporation, Santa Clara, CA, August 12.

Novak, T.P. and D.L. Hoffman (1996), "Workshop on Flow Measurement Methodology," invited paper presented at Interval Research Corporation, August 1.

Hoffman, D.L. and T.P. Novak (1996), "New Metrics for New Media," invited talk presented at Netscape Communications Corporation, July 18.

Hoffman, D.L. and T.P. Novak (1996), "Who is on the Net? Implications for Commercial Development," invited talk presented at Netscape Communications Corporation, April 18.

Hoffman, D.L. and T.P. Novak (1995), "Who Is On the Net?: Implications for Commercial Development," invited paper presented at Interval Friday Forum, Interval Research Corporation, Palo Alto, CA, Dec. 15

Hoffman, D.L. and T.P. Novak (1995), "Commercial Scenarios for the Web: Opportunities and Challenges," invited paper presented at Interval Internet Symposium, Interval Research Corporation, Palo Alto, CA, February 23.

## **UC Riverside Research Seminars and Events**

"eLab City: A Platform for Consumer Behavior Research in Virtual Worlds," Sunstar Delegation Visit to AGSM from Japan, April 16, 2008.

"Consumer Behavior Research in Second Life: Issues and Approaches," MAMA Seminar Series, Department of Psychology, University of California, Riverside, October 23, 2007.

"eLab 2.0: Online Research," MAMA Seminar Series, Department of Psychology, University of California, Riverside, October 30, 2006.

## TEACHING

### Courses

- Undergraduate:    Electronic Marketing (UCR)  
                          Honors Research Project (UCR)  
                          Marketing Research (SMU, NYU)  
                          Consumer Behavior (SMU, NYU)  
                          Advertising Management (SMU)
- MBA:                Internet Retailing Project (UC Riverside)  
                          Internet Marketing Project (UC Riverside, Vanderbilt)  
                          Managing the Internet Retailing Customer Chain (Vanderbilt)  
                          Marketing in Digital Environments (Vanderbilt)  
                          Consumer Behavior in Online Environments (Vanderbilt)  
                          Marketing Engineering (Vanderbilt)  
                          Marketing Research Project (Vanderbilt)  
                          Marketing Research (Vanderbilt, SMU, Columbia, UCLA, NYU)  
                          Advanced Marketing Research (Vanderbilt)  
                          Consumer Behavior (Columbia)
- Doctoral:           Seminar in Market Segmentation (Columbia)  
                          Seminar in Marketing in Computer-Mediated Environments Vanderbilt)

### Post-Doctoral Program Supervision

- Randy Stein (Psychology, Yale University, Ph.D. 2011)
- Terry Daugherty (Communications, Michigan State University, Ph.D. 2001).  
    First placement: Assistant Professor of Advertising, University of Texas at Austin.
- Fang Wan (Communications, University of Minnesota, Ph.D. 2002).  
    First placement: Assistant Professor of Marketing, University of Manitoba.

### Dissertation Committees

- Christopher Nave (Psychology, UCR), member PhD qualifying committee 2008-2009  
Ryne Sherman (Psychology, UCR) member PhD qualifying committee 2008-2009
- Suzanne Weghorst (Human Interface Technology Lab, University of Washington).  
    Dissertation Topic: "Deeply Coupled Systems"
- Patrali Chatterjee (Marketing, Vanderbilt University, Ph.D. 1998. First placement: Assistant Professor, Rutgers University). Co-Chair. Dissertation topic: "Modeling Consumer Response in World Wide Web Sites - Implications for Advertising."
- Anand Narasimhan (Organizational Theory, Vanderbilt University. Ph.D. 1997. First placement: Assistant Professor, London School of Business). Dissertation topic: "Interpretive Stance in Inchoate Industries"
- Jukti Kalita (Columbia University).  
Louis Choi (Columbia University).

## SERVICE

### University Service

#### *University of California, Riverside*

##### *2011-2012*

- Executive Committee, Management Ph.D Program
- Admissions Committee, Management Ph.D Program
- Human Research Review Board, UCR
- Chancellor's Advisory Committee on Intercollegiate Athletics, UCR
- Speaker, UCR Admissions Discover Day

##### *2010-2011*

- Executive Committee, Management Ph.D Program
- Admissions Committee, Management Ph.D Program
- Undergraduate Committee, AGSM
- Human Research Review Board, UCR

##### *2009-2010*

- UCR Strategic Planning Committee, Graduate Education Subcommittee
- Human Research Review Board, UCR

##### *2008-2009*

- Chair, Marketing Recruiting Committee, AGSM
- Chair, Ph.D Committee, AGSM
- Graduate Council, UCR
- Human Research Review Board, UCR

##### *2007-2008*

- Chair, Marketing Recruiting Committee, AGSM
- Chair, Ph.D Committee, AGSM. *Managed the revision process for the IGPM (Management Ph.D.) proposal, which was approved by the UCR Academic Senate on February 19, 2008.*
- Eminent Scholar Selection Committee, UCR
- Ad-Hoc Committee, UCR
- Graduate Dean Search Committee, UCR

##### *2006-2007*

- Associate Dean for Research, AGSM, 2006-7. *Developed Proposal for an Interdepartmental Graduate Program in Management Leading to the M.A. and Ph.D. Degrees. Proposal submitted to UCR Graduate Division on June 1, 2007.*
- Marketing Recruiting Committee, AGSM, 2006-2007.
- I/O Psychology Recruiting Committee, Psychology Department, 2006-2007.
- Chair, Business Administration Program Committee, AGSM, 2006-2007.
- Eminent Scholar Selection Committee, UCR, 2006-2007.
- Ad-Hoc Committee, UCR, 2006-2007.

***Vanderbilt University:***

- Vanderbilt University, Institutional Repository Policy Board member (2003-2004)
- Vanderbilt Committee on Academic Computing & Information Technology (1997-1998)
- Vanderbilt University ACIS Services Review Committee (1997-1998)
- Vanderbilt University Search Committee for Computer Center Director (1995)
- Vanderbilt University Search Committee for the Assistant Provost for Computing (1993-4)
- Director, E-Commerce Emphasis, Owen Graduate School of Management (2000-2003)
- Owen Research Committee (2002-present)
- Owen PhD Committee (2003-present)
- Faculty Advisor, 2003 Owen eStrategy Contest (2002-2003)
- Owen Executive Programs, AFG Glass (2000)
- Owen Teaching Technology Committee (1999-2000)
- Owen Marketing Search Committee (1995)
- Owen Core Curriculum Review Committee (2001-2001)
- Owen Curriculum Review Committee (1994-1996)
- Owen Committee on Instruction (1994-1997; 2003-2004)
- Owen Admissions Committee (1993-1994)
- Coordinator, Marketing Seminar Series (1993-1994)

***Southern Methodist University:***

- Supervised MBA directed studies, summer 1991.
- Committee on marketing the MBA program, 1991.
- Undergraduate major advising, 1992.
- Marketing Certificate Program, 1992.

***Oberlin College:***

- Alumni Council (2003 to 2009)

**Consulting & Advisory Boards**

- 1999 Bid Xpress
- 2000 Concours Group, Adternity, Wealthport
- 2001 Adternity

## Editorial Boards and Review Service

**Editor:** Special Issue Editor, *Journal of Interactive Marketing*, 2011; Editor, *The New York Statistician* (1987-1989)

**Editorial Boards:** *Journal of Consumer Research* (2002- 2005), *Journal of Marketing* (2002-2005), *Journal of Interactive Marketing* (1996-present), *Journal of Consumer Psychology* (2001-2002), *IEEE Communications Surveys* (1997), *International Journal of Electronic Commerce* (1995-present), *The New York Statistician* 1989-1990)

**Ad-Hoc Editorial Review:** *ACR North American Conference*, *AMA Educator's Conference*, *American Statistician*, *Decision Support Systems*, *International Journal of Research in Marketing*, *Journal of Advertising*, *Journal of Business and Economic Statistics*, *Journal of Consumer Psychology*, *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Organizational Computing*, *Journal of Product Innovation Management*, *Journal of Retailing*, *Journal of Retailing and Consumer Services*, *Journal of the Academy of Marketing Science*, *Marketing Letters*, *Marketing Science*, *MIS Quarterly*, *MSI Clayton Doctoral Dissertation Competition*, *Multivariate Behavioral Research*, *National Science Foundation*

## Professional Activities

- Co-organizer, November 2003 Inaugural Partner Conference, Vanderbilt Sloan Center for Internet Retailing.
- Faculty Participant, 1999 AMA Doctoral Consortium.
- Program Committee, 1998 INFORMS Miniconference on Marketing Science and the Internet.
- Track Co-Chair (with A. Rangaswamy), "Electronic and Information-Based Marketing," "1996 American Marketing Association Winter Educators' Conference."
- Chair, ORSA/TIMS INFORMS On-Line Subcommittee (1994)
- Co-organizer, SIGMA/NY (Special Interest Group in Multivariate Analysis/New York) (1986-1988)
- Advertising Research Foundation Committee on Current Attitude Segmentation Techniques (1987)
- Lecturer, Refresher Course in Statistics sponsored by the New York Chapter of the American Statistical Association (1988).

## Professional Affiliations

Association for Consumer Research, INFORMS (member, Society for Marketing Science), Society for Consumer Psychology, International Communication Association

Past memberships: American Marketing Association Association for Computing Machinery, Classification Society of North America, CommerceNet, Psychometric Society

## **Grants** (\$3.5 million total funding 1993-2012)

National Science Foundation Grant # IIS-1114828, "Motivations, Expectations and Goal Pursuit in Social Media," Co-PI (\$413,756 for two years, 2011-2013).

## **University and Foundation Grants & Corporate Gifts**

Co-Founder and Co-Director, Vanderbilt University Sloan Center for Internet Retailing (2003-present) and eLab (1994-present.). Professor Donna Hoffman and I founded eLab/Project 2000 in 1994 to conduct scholarly research in Internet marketing and e-commerce. In March 2003, the Alfred P. Sloan Foundation awarded a grant establishing the Vanderbilt University Sloan Center for Internet Retailing (the Center moved to the University of California, Riverside, in July 2006.) From 1994-2008, we raised over \$3 million in Sloan Center/eLab funding from the sources below:

### ***Corporate Funding (\$932,000 Project 2000/eLab; \$450,000 Sloan Center for Internet Retailing):***

CDnow, Daimler-Chrysler, FedEx, the Freedom Forum, Digeo, Financial Services Technology Consortium, First Horizon, Focalink, Gaylord Entertainment, HotWired Ventures LLC, Hewlett-Packard, Ingram Entertainment, Interval Research Corporation, iVillage, J.C. Bradford, Land's End/Sears, NCR Knowledge labs, Neomodal, Netscape, Nielsen Media Research, O'Reilly & Associates, Pitney Bowes, Roche-Diagnostics, Rouse Company, SBC, Shop at Home, Sprint, Sterling Commerce, Sun Microsystems, Vulcan Ventures, VF Corporation, Walmart.com, Yankelovich Partners.

***Foundation and Government Grant (\$565,000):*** Alfred P. Sloan Foundation, American Association for Advancement of Science, The Aspen Institute, The Freedom Forum First Amendment Center, Marketing Science Institute, John and Mary R. Markle Foundation, National Science Foundation.

***University Grants (\$1,075,000):*** Vanderbilt University Central Administration, Vanderbilt University Research Council, Vanderbilt University Medical Center.

### ***Corporate Gifts (UCR Sloan Center for Internet Retailing)***

Global Market Insight (In-kind 12/2007), GSI Commerce (\$5,500 12/2007), Procter & Gamble (\$5,000 9/2008), Miller Coors (\$10,000 9/2008)

### ***Foundation, Institute and Government Grants***

***February 2009.*** Google and WPP Marketing Research Awards Program to Hoffman and Novak for "Are Brand Attitudes Contagious? Consumer Response to Organic Search Trends" (Hoffman and Novak Co-PI \$55,000).

***April 2008.*** Marketing Science Institute to Massara and Novak for "Consumer Research in Virtual Worlds: The Role of Context and Content on Response Accuracy" (Novak PI, \$10,000).

***May 2008.*** Marketing Science Institute to Novak for Visiting Scholar Program supporting visit of Francesco Massara, IULM, Milan (Novak PI, \$12,500).

***September 2008.*** Marketing Science Institute to Hoffman, Kopalle and Novak for "The "Right" Consumers for the Best Concepts: A Methodology for Identifying Emergent Consumers for New Product Development" (Hoffman PI, \$6,750).

### ***University Grants***

***June 2008-2012.*** UC Riverside Academic Senate Omnibus Grant \$1,400/year

***June 2007.*** UC Riverside Academic Senate Omnibus Grant \$1,500