

## DEBI P. MISHRA

### Office Address:

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School of Management  
State University of New York (SUNY)  
Binghamton, NY 13902-6015

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### Home Address:

1420 Campus Drive  
Vestal, NY 13850

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### EDUCATION

Ph.D. Case Western Reserve University, Weatherhead School of Management  
Major: Marketing  
Minor: Organizational Theory and Psychology

PGDM Indian Institute of Management, Bangalore, India  
Major: Marketing and Finance

B.Sc (Engg). National Institute of Technology (Regional Engineering College), Rourkela, India  
Major: Mechanical Engineering

### EMPLOYMENT

Associate Professor of Marketing (with tenure; appointed 2001)  
School of Management  
State University of New York  
Binghamton, NY 13902

Senior Fellow of Marketing (2013-till date)  
Melbourne Business School  
University of Melbourne  
Carlton, Victoria, Australia, 3053

Professorial Fellow of Marketing (2003-2012)  
Melbourne Business School  
University of Melbourne  
Carlton, Victoria, Australia, 3053

Visiting Assistant Professor of Marketing  
College of Business and Public Administration  
University of Missouri at Columbia  
Columbia, MO 65211  
(Fall 1994 to Fall 1995)

Visiting Professor of Marketing (2012-2014)  
SP Jain School of Global Management (Singapore, Dubai, Sydney)

Visiting Professor of Marketing (1999-2004)  
Chinese University of Hong Kong  
Kowloon, Hong Kong

Senior Engineer, Project Marketing and Customer Service (1987-1989)  
Larsen and Toubro Limited, India

## **AWARDS AND HONORS**

### ***Research Awards and Honors***

- *Best Track Paper Award (Marketing Strategy)*, 2006  
Society for Marketing Advances
- *Prentice-Hall Michael Solomon Best Paper Award*, 2005  
Society for Marketing Advances
- *Best Track Paper Award (Services Marketing)*, 2005  
Society for Marketing Advances
- *AMS Best Dissertation Award (Co-winner)*, 1997  
Academy of Marketing Science
- *Doctoral Dissertation Fellowship Award*, 1995  
Richard D. Irwin Foundation
- *Best Overall Conference Paper Award*, 1994  
American Marketing Association (Winter)
- *Best Dissertation Proposal Award*, 1994  
Society for Marketing Advances
- *Best Paper Award*, 1993  
Retailing, Services, and Channels Track  
Society for Marketing Advances
- *Best Student Paper Award*, 1993  
American Association for Advances in Health Care Research
- *Best Student Paper Award*, 1990  
American Association for Advances in Health Care Research

### ***Teaching Awards and Recognition***

#### At the State University of New York at Binghamton

- *School of Management Teaching Excellence Award*, 2010
- *Chancellor's Award for Excellence in Teaching*, 2005
- *School of Management Teaching Excellence Award*, 2005
- *School of Management Teaching Excellence Award*, 2001
- *Finalist, School of Management Teaching Excellence Award*, 1999
- *Delta Gamma Sigma Undergraduate Teaching Excellence Award*, 1998
- *Graduate Management Association Teaching Excellence Award*, 1997

### At Other Institutions

- *School of Management Teaching Excellence Award*, University of Missouri - Columbia, 1995
- *Undergraduate Teaching Excellence Award (university-wide award)*, Case Western Reserve University, 1993

### ***Other Honors***

- *Honorary Member*  
Golden Key National Honor Society, 1996  
Binghamton University
- *Doctoral Consortium Fellow*  
American Marketing Association, 1992
- *Merit Scholarship*  
Indian Institute of Management, 1987-1989
- *Special Commendation for graduating in top 2 percent of class*  
Indian Institute of Management, 1989
- *Special Commendation for securing First Rank in the University*  
Regional Engineering College, 1984

### ***Competitive Research Grants***

- *Marketing Science Institute*, 1995, 1997
- *Binghamton University*, (University-wide award; 1997)
- *School of Management*, 1996, 1997, 1998, 1999, 2000-2010

## REFEREED PUBLICATIONS

- Mishra, Debi P, “COVID-19 Disruption and Service Firms’ Adaptation Strategies: Institutional Theory Perspectives” in *COVID-19 and the Future of the Service Industry Post Pandemic: Insights and Resources*, H. Han and J. Lee (Eds.), Springer Press, forthcoming.
- Mishra, Debi P., Gizem Atav, and Deniz Dalman (2020), “Do Buzz and Evidence Really matter in Product Preannouncements? An Empirical Test and Reconciliation of Two Competing Theories”, 37 (2) July, *Journal of Consumer Marketing*, doi: <http://dx.doi.org/10.1108/JCM-06-2018-2740>
- Debi P. Mishra (2019), “How Broadly do Product Preannouncement Performance Effects Generalize? Product Life Cycle and Switching Cost Perspectives, *Innovative Marketing*, 15(2), 96-109. doi: [10.21511/im.15\(2\).2019.08](https://doi.org/10.21511/im.15(2).2019.08)
- Min, Junhong, Segal Madhav N., and Debi P. Mishra (2014), “Modularization as a Supplier Opportunism Safeguard in Knowledge Process Offshoring Relationships: Theory and Empirical Evidence,” *Problems and Perspectives in Management*, 12 (2), 153-163.
- Mishra, Debi P. and Somali Ghosh (2013), “Detecting Item Bias in Latent Construct between Group Comparisons: An Illustrative Example Using Multi-Sample Covariance Structural Equations Modeling”, *Problems and Perspectives in Management*, 11 (3), 92-104.
- Mishra, Debi P. (2013), “Firms’ Strategic Responses to Service Uncertainty: An Empirical Signaling Study”, *Australasian Marketing Journal*, 21, 187-197.
- Mishra, Debi P. and Junhong Min (2013), “Uncovering the Effect of Selected Moderators on the Disconfirmation-Satisfaction Relationship: A Meta Analytic Approach”, *Innovative Marketing Journal*, 9 (2), 7-17.
- Mishra, Debi P. (2013), “Construct Validity in Cross-Cultural Management Research: Classical Test Theory and Latent Trait Theory Approaches,” *Problems and Perspectives in Management*, 11 (1), 69-80.
- Mishra, Debi P., Junhong Min, and M. Deniz Dalman. (2011), “An Empirical Assessment of Stimulus Presentation Mode Bias in Conjoint Analysis,” *Innovative Marketing Journal*, 7 (4), 108-121.
- Mishra, Debi P. (2010), “Marketing and the Global Financial Crisis of 2008: A Theoretical Analysis”, *Problems and Perspectives in Management*, 8 (4), 15-24.
- Mishra, Debi P. and Junhong Min (2010), “Analyzing the Relationship between Dependent and Independent Variables in Marketing: A Comparison of Multiple Regression with Path Analysis,” *Innovative Marketing Journal*, 6 (3), 113-120.

- Mishra, Debi P. (2008), "FMCG Distribution Channels in India: Challenges and Opportunities for Manufacturers and Retailers," *Journal of Global Business Issues*, 2 (2), 41-57.
- Mishra, Debi P. (2006), "The Role of Certification in Service Relationships: Theory and Empirical Evidence," *Journal of Retailing and Consumer Services* 13 (4), 81-96.
- S. Chatterjee, Y. Kang, and Debi P. Mishra (2005), "Market Signals and Relative Preference: The Moderating Effects of Conflicting Quality Information and Need for Cognition," *Journal of Business Research*, 58, 1362-1370.
- Mishra, Debi P. (2004), "Agency Relationships and Governance Mechanisms in Service Delivery: A Theoretical Analysis," *Problems and Perspectives in Management Journal*, 4, 206-218.
- Mishra, Debi P. and Harjeet Bhabra (2002), "Assessing the Economic Worth of Product-Pre Announcement Signals," *Journal of Product and Brand Management*, 10 (2).
- Mishra, Debi P. (2000) "Interdisciplinary Contributions in Retail Service Delivery: Review and Future Directions," *Journal of Retailing and Consumer Services*, 7, 101-118.
- Mishra, Debi P., (2000) "An Empirical Assessment of Measurement Error in Health-Care Survey Research," *Journal of Business Research*, 48, 193-205.
- Mishra, Debi P., Jan B. Heide, and Stanton G. Cort, (1998), "Information Asymmetry and Levels of Agency Relationships," *Journal of Marketing Research* 35 (3), 118-139.  
(lead article)
- Mishra, Debi P. (1998), "The Conceptualization and Measurement of Reputation Display in Asymmetric Marketing Relationships," *Journal of Market Focused Management*, 4 (1), 1-32.  
(lead article)
- Mishra, Debi P., George S. Bobinski, Jr., and Harjeet S. Bhabra (1997), "Assessing the Economic Worth of Corporate Event Sponsorships: A Stock Market Perspective," *Journal of Market-Focused Management*, 2, 149-169.
- Mishra, Debi P., (1995), "Signaling and Monitoring Strategies of Service Firms: Interdisciplinary Perspectives," *Advances in Services Marketing and Management*, Volume 4, 249-288.
- Mishra, Debi P., (1995), "Total Quality Management in Health Services: Historical Development, Conceptual Meaning, and a Comprehensive Model," *Journal of Ambulatory Care Marketing*, 5 (2), 27-46.

Mishra, Debi P., Jagdip Singh, and Van R. Wood (1991), "An Empirical Investigation of Two Competing Models of Patient Satisfaction," *Journal of Ambulatory Care Marketing*, 4 (2), 17-31.

#### REFEREED CONFERENCE PROCEEDINGS

Dalman, M. Deniz, Mishra, Debi P., and Mookherjee, Satadruta (2019), "Evolution of Modern Retailing in India", 6<sup>th</sup> International *GSOM Emerging Markets Conference*, Saint Petersburg, Russia.

Kukreja, Rasleen K, and Debi P. Mishra (2019), "Impact of Blockchain (Cryptocurrency) Technology on the Structure and Conduct of Buyer-Seller Relationships: A Multi Theoretical Approach," *American Marketing Educators*, Winter 2019.

Mohanty Smaraki, and Debi P. Mishra, (2019)"Blockchain (Cryptocurrency) Technology and Vertical Integration (Make or Buy) Strategies: A Theoretical Analysis,"*American Marketing Association Educators*, Winter 2019.

Deniz Dalman, Debi P. Mishra, and Satadruta Mookherjee (2019), "The Role of Institutional Entrepreneurs in the Evolution of Modern Retailing in India," *Academy of Marketing Global Advances*, Summer 2019.

Mookherjee, Satadruta and Mishra,Debi.P (2018), "Employee Empowerment and Contagion of Leadership Style," *American Marketing Association*, Summer 2018.

Mookherjee, Satadruta and Mishra,Debi.P (2018), "Asymmetric Spillover of Leadership Contagion: Legitimacy, Power-Dependence & Principal-Agency Contexts," *European Marketing Academy 2018*, University of Strathclyde, Glasgow, UK.

Junhong Min and Debi Mishra (2017), "Consumption as Self-Presentation: Empirical Evidence from Extreme Sports Community," *Proceedings of the American Marketing Association* (Winter), February.

Mishra, Debi P. and Jennifer J. Lee (2015), "Make, Buy, and Ally Decisions in Marketing Relationships: Bridging the Academic-Practitioner Gap," *Proceedings of the American Marketing Association* (Summer), August.

Min, Junhong, and Debi P. Mishra (2011), "Promoting Provider Performance in Service B2B relationships", *Proceedings of the Society for Marketing Advances*, November 2011 (extended abstract).

Mishra, Debi P. (2010), "What Does the Marketing Discipline have to say about the Financial Crisis?", *Proceedings of the Society of Marketing Advances*, November.

Mishra, Debi P. (2010), "Distribution Channels for Consumer Goods in India: Past, Present, and Future Directions", *Proceedings of the American Marketing Association* (Winter), February.

- Mishra, Debi P. (2009), "The Economic Value of Pre-announcement Signals", *Proceedings of the American Society for Business and Behavioral Sciences*, February 22-25, Las Vegas, February 19-22, Las Vegas.
- Mishra, Debi P. (2008), "Firm Communication via Pre-announcement Signals: An Empirical Study of Performance Effects," *Proceedings of the 2008 Society for Marketing Advances*, November 4-9, Tampa.
- Mishra, Debi P. (2008), "An Empirical Investigation of Customer Uncertainty Dimensions in Service Firms", *Proceedings of the American Society for Business and Behavioral Sciences*, February 22-25, Las Vegas.
- Mishra, Debi P. (2007), "Understanding Customer Uncertainty Dimensions in Service Firms: A Structural Equations Modeling Approach", *Proceedings of the Society for Marketing Advances*.
- Mishra, Debi P. (2007), "Reflections on the New Definition of Marketing", *Annual Proceedings of the American Society of Business and behavioral Sciences*, Las Vegas, 11 (1).
- Mishra, Debi P. (2006), "Are the 4P's of Marketing Dead?", *Proceedings of the Society for Marketing Advances*.
- Mishra, Debi P., Junhong Min, and David Taylor (2005), "The Role of Certification in Service Relationships: Theory and Empirical Evidence, *Proceedings of the Society for Marketing Advances*.
- Mishra, Debi P. (2004), "Reputation Signals and Service Delivery," *Annual Proceedings of the American Society of Business and behavioral Sciences*, Las Vegas, 11 (1).
- Mishra, Debi P. (2003), "Is There a Honeymoon Effect in Marketing Relationships? Theory and Empirical Evidence," *Annual Proceedings of the American Society of Business and Behavioral Sciences*, Las Vegas, 10 (1), 1127-1137.
- Mishra, Debi P. (with S. Chatterjee and T. Heath), (2002), "The Persuasive Power of Warranties: The Effects of Competing Signals, Supporting Quality Information, and Need for Cognition," *Asia Pacific Advances in Consumer Research*, (5), 178-179 (extended abstract).
- Mishra, Debi P. (with S. Chatterjee and T. Heath), (2002), "Communicating Quality through Signals and Substantive Messages: The Effects of Supporting Information and Need for Cognition," *Advances in Consumer Research*, 28, 228-229 (extended abstract).
- Mishra, Debi P. (1998), "Determinants of Reputation Display in Service Delivery: Theory and Empirical Evidence," *Proceedings of the International Conference on Corporate Reputation, Identity, and Competitiveness*, Erasmus University, Amsterdam, January.

- Mishra, Debi P. (1996), "Toward a Theory of Service Delivery: An Integrative Interdisciplinary Approach," in *Enhancing Knowledge Development in Marketing*, Cornelia Droge, and Roger Calantone (Eds.), Chicago, IL, *American Marketing Association*, 474.
- Mishra, Debi P. (1995), "Signaling and Monitoring Strategies of Service Firms: Perspectives From Agency Theory and Signaling Theory," in *Marketing in an Era of Rapid Change*, Ravi Singh Achrol, and Andrew Mitchell (Eds.), Chicago, IL, *American Marketing Association*, 143.
- Mishra, Debi P. (1994), "An Interdisciplinary Approach to the Study of Services," in *Marketing Theory and Applications*, C. Whan Park, and Daniel C. Smith (Eds.), Volume 5, Chicago: IL, *American Marketing Association*, 78-79.
- Best Paper Award at 1994 Winter AMA Conference
- Mishra, Debi P. (1993), "Unraveling the 'Black Box': How Do Service Organizations Manage Agency Relationships at Multiple Levels and Deliver Quality?," in *Marketing: Satisfying a Diverse Customer-place*, Tom K. Massey Jr. (Ed.), Atlanta: GA, *Southern Marketing Association*, 246-249 (Best Paper Award, Services and Retailing Track at 1993 SMA Conference).
- Best Paper Award Retailing and Services Track
- Mishra, Debi P., and Stanton G. Cort (1993), "Agency Relationships and Service Quality: A Conceptual Model," in *Frontiers in Services*, Ronald T. Rust, and Richard L. Oliver (Eds.), Nashville: TN, *American Marketing Association and Center for Services Marketing* (Vanderbilt University), 15 (Abstract).
- Mishra, Debi P. (1993), "On the Contribution of Organizational Theory to Services Research: Review, Re-conceptualization, and Interdisciplinary Extensions," in *The Future of the Study of Organizations: Searching for Coherence in a Sea of Ideas*, Albany: NY, *Organization Studies Conference*.
- Mishra, Debi P. (1993), "Classifying Services for Competitive Advantage: An Application of Agency Theory," in *Marketing and Education: Partners in Progress*, Donald Thompson (Ed.), Orlando, FL: *Atlantic Marketing Association*, 390-395.
- Mishra, Debi P. (1993), "Construct Validity in Health Services Research: An Empirical Assessment of Measurement Error," in *Advances in Health Care Research*, Ronald Hoverstad, and H. Lee Meadow (Eds.), VA: Omnipress, *American Association for Advances in Health Care Research*, 85-86.
- Mishra, Debi P. (1993), "On the Relationship Between Dependent and Independent Variables in Marketing Research: A Comparison of Multiple Regression with Path Analysis," in Peter J. Gordon, Bert J. Kellerman, and John H. Summey (Eds.), *Midwest Marketing Association Proceedings*, 109-114.
- Mishra, Debi P. (1992), "Detection of Item Bias Using Multi-Group Confirmatory Factor Analysis: An Illustrative Example," in *Past Paths-Future Directions*, Donald



Thompson, Rustan Kosenko, and Robert Baer (Eds.), Greensboro: NC, Atlantic Marketing Association, 279-284

Mishra, Debi P. (1992), "A Meta-Analysis on the Relationship Between Disconfirmation and Satisfaction," in Peter J. Gordon, Bert R. Kellerman, and John H. Summey (Eds.), *Midwest Marketing Association Proceedings*, 93-102.

#### **RESEARCH UNDER REVIEW**

Mishra, Debi P., Junhong Min, and Jan B. Heide, "The Dilemma of Specific Investments: Balancing Governance Value and Efficiency Perspectives," under review, *Journal of Marketing Research*.

Mishra, Debi P., Jan B. Heide, Bryan Lukas, and Greg Whittell, "Governing Distortions in Diagnosis and Cure Markets," under review, *Journal of Consumer Research*.

Mishra, Debi P. and Satadruta Mukherjee, "Leadership Contagion and Front Line Employee Service Performance: An Institutional Theory Perspective," under review, *Journal of Organizational Psychology*.

Mishra, Debi P., "Organizational Boundary Decisions in Retailing: A Conceptual Model," *Journal of Retailing and Customer Services*.

Mishra, Debi P., "Cryptocurrency and Blockchain: Toward Sensible Regulation," under review, *Problems and Perspectives in Management*.

Mishra, Debi P., "Switching Cost Explanations for Product Preannouncements: An Empirical Investigation," under review, *Innovative Marketing*.

#### **RESEARCH PAPERS IN PREPARATION**

Subimal Chatterjee, Jennifer J. Lee, and Debi P. Mishra, "Hidden Information and Hidden Action Effects in environments of information asymmetry," targeted to *Marketing Letters*.

Mishra, Debi P., Harjeet S. Bhabra, and Jan B. Heide, "Relationship Reviews and Stock Market Reactions," targeted to *Journal of Marketing*.

Junhong Min, Madhav Segal, and Debi P. Mishra, "Governing Supplier Opportunism in Outsourced Service Relationships," targeted to *Journal of Consumer Marketing*.

Mishra, Debi P. and Junhong Min, "A Managerial Perspective on the Implications of Transaction Cost and Associated Theories on Inter-Firm Relationship Governance," targeted to *International Journal of Organizational Analysis*.

Mishra, Debi P. and Junhong Min, "Do Product Pre-announcements Generalize Beyond the Software Industry?" targeted to, *European Journal of Marketing*.

## DISSERTATION COMMITTEE MEMBERSHIPS

Don Simmons (2002-committee member), “Service Time Delays and Coordination Mechanisms”. Current Affiliation-Associate Professor of Operations Management, Ithaca College, New York,

Junhong Min (2007-committee chairman), Current Affiliation-Associate Professor of Marketing (with tenure), Michigan Technological University, Houghton, Michigan. “Relationship Memory and Market Performance”,

Somali Ghosh (2008-committee chairman), Current Affiliation-Assistant Professor of Marketing (tenure-track), appointed at Case Western Reserve University. “Curvilinear Performance Effects of the Trust Construct in Marketing”.

Jennifer Lee (2018-committee chairman), Current Affiliation-Assistant Professor of Marketing (tenure-track) Boston University. “Opportunism, Distortions, and Governance in Asymmetric Buyer-Seller Relationships: Theory and Empirical Evidence,”.

Sirajul Shibly (committee chairman), Current Affiliation (effective Fall 2019), Assistant professor of Marketing (tenure-track) University of South Carolina (Upstate). “Performance Implications of Supplier Signals in Asymmetric Buyer-Seller Relationships: The Buyer’s Perspective,”.

Satadruta Mookherjee (committee member), “Surprise in Consumer Relationships”, Assistant Professor of Marketing, NEOMA Business School France, “Three Essays in Misinformation”.

## **INVITED PRESENTATIONS**

Mishra, Debi P. (2004), "Reputation Signals and Service Delivery," *Annual Conference of the American Society of Business and Behavioral Sciences*, Las Vegas.

Mishra, Debi P. (with S. Chatterjee and Y. Kang), (2003), "How Consumers Respond to Competing Marketing Signals: The Effects of Supporting/Conflicting Quality Information and Consumer Thoughtfulness," *Annual Meeting of the Association for Consumer Research*, Toronto, CA.

## **RESEARCH INTERESTS**

- Disruptive Business Strategies, Relationship Management in Inter-Organizational settings, Channels of Distribution, Product Management
- Marketing-Finance Interface
- Health Care Marketing

## **TEACHING EXPERIENCE**

### *Teaching Interests*

- Principles of Marketing, Marketing Strategy, Channels of Distribution, Product Management, Relationship Marketing, Research Methodology

### *Award Courses Taught*

- Channels of Distribution
- Product Management
- Consumer Behavior
- Marketing Strategy
- Principles of Marketing
- Promotion Management
- Relationship Marketing
- Relationship Marketing
- Research Methods

### *Executive Education Courses Taught*

- Strategic Partnerships
- Market Access Strategy
- Product Innovation Strategy

## SERVICE

### *Service to the School of Management*

- Member, Faculty Development Committee
- Chair, Faculty Search Committee, Marketing Group
- Chair, Junior Personnel Committee
- Graduate Master's Curriculum Committee Member
- Undergraduate Curriculum Committee Member
- B. S. Program Reaccreditation Committee Member
- Member, Faculty Search Committee, Marketing Group
- Independent Study/Internship adviser to a number of graduate/undergraduate students
- Member, PhD. Dissertation Committee (Don Simmons)
- Chairman, PhD Dissertation Committee (Junhong Min)
- Chairman, PhD Dissertation Committee (Somali Ghosh)

### *Service to SUNY*

- Member, Faculty Senate Committee
- Counseling and Mentoring services to students as Honorary member of the Golden Key National Honor Society (1996, 1997)

### *External Service*

#### Editorial Review Board Member

- Journal of Market-Focused Management (1998-2004)

#### Ad-hoc Reviewer

- Journal of Retailing
- Journal of Marketing Research
- Journal of Marketing
- International Journal of Research in Marketing
- Journal of Business Venturing
- Journal of Consumer Marketing
- Journal of Market-Focused Management
- Australian Journal of Management
- Journal of Organizational Change Management
- Academy of Management
- American Marketing Association

- Academy of Marketing Science
- Midwest Marketing Association
- World Marketing Congress

### Professional Meetings

- Discussant, World Marketing Congress, Academy of Marketing Science, Malta
- Track Co-Chair, Services Marketing, Academy of Marketing Science, San Diego.
- Discussant, Research Methodology Track, Academy of Marketing Science, Phoenix.

### **MEMBERSHIP IN PROFESSIONAL ASSOCIATIONS**

American Marketing Association  
Academy of Marketing Science  
Academy of Management  
The Institute of Operations Research and Management (INFORMS)  
Society of Marketing Advances  
The Institute of Management Studies

### **REFERENCES**

Upon Request