

DMITRI G. MARKOVITCH

Maine Business School
University of Maine
Orono, ME 04469

Office: DP Cobett 340
Phone: 207-581-1992
E-mail: dmitri.markovitch@maine.edu

ACADEMIC POSITIONS

09/2020 – Present Associate Professor of Marketing, University of Maine
08/2017 – 08/2020 Assistant Professor of Marketing, University of Maine
08/2016 – 08/2017 Assistant Professor of Marketing, FGV/EBAPE, Rio de Janeiro
08/2008 – 06/2016 Assistant Professor of Marketing, Rensselaer Polytechnic Institute
01/2005 – 07/2008 Assistant Professor of Marketing, HEC-Paris

COURTESY APPOINTMENTS

06/2014 – 07/2016 Guest Research Faculty, Indian Institute of Technology Kanpur, India

COURSES TAUGHT

Introduction to Marketing (UG), Marketing Research (UG), Marketing Project (UG), Integrated Marketing Communications (UG), Managerial Marketing (capstone marketing course - UG), Marketing Management (MBA), Strategic Marketing (MS), Marketing Strategy (PhD), Special Topics (PhD)

EDUCATION

2004 Ph.D., Marketing, New York University
2002 M. Phil., Marketing, New York University
1995 MBA, Southwestern Oklahoma State University, Weatherford, OK
1992 BA, Applied Linguistics, Minsk State Linguistic University, Minsk, Belarus

RESEARCH INTERESTS

Stream A: Marketing-finance interface. In particular, I investigate the impact of marketing decisions on firm market value, and stock returns as a feedback mechanism for marketing decisions
Stream B: The impact of artificial intelligence on customer outcomes
Stream C: New product commercialization strategies and their performance impact
Stream D: Managerial decision making under uncertainty, including cognitive biases, search, and information use

PUBLICATIONS – PEER-REVIEWED JOURNALS[†]

1. **Markovitch, D. G.**, R. A. Stough, & D. Huang (2024). Consumer reactions to chatbot versus human service: An investigation in the role of outcome valence and perceived empathy. *Journal of Retailing and Consumer Services*, 79, 103847 (**IF: 10.4, H-Index: 120, AJG: 2, ABDC: A**).
2. Huang, D., **D. G. Markovitch**, & R. A. Stough (2024). Can chatbot customer service match human service agents on customer satisfaction? An investigation in the role of trust. *Journal of Retailing and Consumer Services*, 76, 103600. (**IF: 10.4, H-Index: 120, AJG: 2, ABDC: A**)

3. **Markovitch, D. G.** & J. P. O'Brien (2021). When capital markets discount R&D expenditures: The problemistic search effect. *Journal of Strategy and Management*, 14 (4): 444-460. (IF: 3.1, H-Index: 25, AJG: 1, ABDC: C)
4. **Markovitch, D. G.**, D. Huang, & P. Ye (2020). Marketing intensity and firm performance: Contrasting the insights based on actual marketing expenditure and its SG&A proxy. *Journal of Business Research*, 118 (September): 223-239.* (IF: 11.3, H-Index: 195, AJG: 3, ABDC: A)
 * Winner of Best Paper award in the Marketing Analytics and Research track at the 2014 Winter AMA Conference.
 * Winner of the 2021 MBS Faculty Research Award
5. Ma, J., D. Huang, **D. G. Markovitch**, & B. T. Ratchford (2018). High season or low season? Launch timing considerations for new entertainment products. *European Journal of Marketing*, 52 (9/10): 1956-1980. (IF: 5.18, H-Index: 100, AJG: 3, ABDC: A*)
6. Golder, P. N., **D. G. Markovitch**, & J. P. O'Brien (2018). When do investors reward acquisitions and divestitures: The contrasting performance implications of normative and behavioral economic theories. *Managerial and Decision Economics*, 39 (2): 226-239. (IF: 1.38, H-Index: 51, AJG: 2, ABDC: B)
7. Tracy, W., **D. G. Markovitch**, B. V. Phani, L. Peters, & D. Philip (2017). Algorithmic representations of firm search behavior. *Computational Economics*, 49 (3): 343-361.* (IF: 1.74, H-Index: 43, AJG: 1, ABDC: B)
 * Winner of the Most Promising Paper in Behavioral Strategy award at the 2011 Academy of Management Conference.
8. **Markovitch, D. G.**, G. C. O'Connor, & P. Harper (2017). Beyond invention: The additive impact of incubation capabilities on firm value. *R&D Management*, 47 (3): 352-367. (IF: 5.96, H-Index: 108, AJG: 3, ABDC: A)
9. Huang, D., **D. G. Markovitch**, & Y. Ying (2017). Social learning and network externalities in decision making. *European Journal of Marketing*, 51 (1): 157-176. (IF: 5.18, H-Index: 100, AJG: 3, ABDC: A*)
10. Durgee, J., **D. G. Markovitch** & D. Huang (2016). How to advertise radical product designs. *The Design Journal*, 19 (4): 647-666. (Research publication of the European Academy of Design, IF: N/A, H-Index: N/A, AJG: N/A, ABDC: N/A)
11. **Markovitch, D. G.**, J. H. Steckel, A. Michaut, D. Philip, & W. Tracy (2015). Behavioral reasons for new product failure: Does overconfidence induce over-forecasts? *Journal of Product Innovation Management*, 32 (5): 825-841. (IF: 9.89, H-Index: 154, AJG: 4, ABDC: A*)
12. Huang, D., **D. G. Markovitch**, & A. Strijnev (2015). Exploring the small movie profitability puzzle. *Marketing Letters*, 26 (1): 43-55. (IF: 3.43, H-Index: 77, AJG: 3, ABDC: A)
13. **Markovitch, D. G.**, D. Huang, L. Peters, B. V. Phani, D. Philip, & W. Tracy (2014). Escalation of commitment in entrepreneurship-minded groups. *International Journal of Entrepreneurial Behavior & Research*, 20 (4): 302-323. (IF: 6.00, H-Index: 75, AJG: 3, ABDC: B)
14. **Markovitch, D. G.** & J. H. Steckel (2012). Do initial stock price reactions provide a good measurement stick for marketing strategies? The case of new product introductions in the US. *European Journal of Marketing*, 46 (3): 406-421.* (IF: 5.18, H-Index: 100, AJG: 3, ABDC: A*)
 * Winner of the Highly Commended Paper Award at the Literati Network Awards for Excellence 2013. Up to four papers are chosen by the journal's Editorial Team as "the most impressive pieces of work the team has seen throughout 2012."

15. **Markovitch, D. G.** (2009). The promise and perils of speed: An investigation of product development and alliance formation. *Innovative Marketing*, 5 (1): 75-84. (IF: N/A, H-Index: 19, AJG: N/A, ABDC: N/A)
16. **Markovitch, D. G.** (2009). Comparing online and mail survey methods in a sample of chief marketing officers. *Innovative Marketing*, 5 (4): 56-63. (IF: N/A, H-Index: 19, AJG: N/A, ABDC: N/A)
17. **Markovitch, D. G.** & P. N. Golder (2008). Using stock prices to predict market events: Evidence on sales takeoff and long-term firm survival. *Marketing Science*, 27 (4): 717-729. (IF: 5.41, H-Index: 135, AJG: 4*, ABDC: A*)
18. **Markovitch, D. G.**, J. H. Steckel, & B. Yeung (2005). Using capital markets as market intelligence: Evidence from the pharmaceutical industry. *Management Science*, 51 (10): 1467-1480. (IF: 6.17, H-Index: 264, AJG: 4*, ABDC: A*)

† IF = impact factor; AJG = Academic Journal Guide, also known as ABS Rankings, ranks journals on a scale of 1-4*; ABDC = Australian Business Deans Council, ranks journals on a scale of C-A*.

PUBLICATIONS – CHAPTERS IN EDITED BOOKS

1. Philip, D., **D. G. Markovitch**, & L. Peters. (2016). Web-enabled decision support systems. In *Decision Sciences: Theory and Practice*, R. N. Sengupta, J. Dutta, and A. Gupta (Eds), London, U.K.: CRC Press, ISBN: 9781466564305.

PUBLICATIONS – PEER-REVIEWED PROCEEDINGS

1. Dixit, J., **D. G. Markovitch**, & J. P. O'Brien (2015). Do increases in R&D search intensity signal future problems? A behavioral theory perspective. *Best Paper Proceedings of the 2015 Academy of Management Meeting*. DOI: 10.5465/AMBPP.2015.293.*
2. Ma, J., D. Huang, **D. G. Markovitch**, & B. T. Ratchford (2013). Should small firms launch new products during high or low seasons? *Best Paper Proceedings of the 2013 Academy of Management Meeting*. DOI: 10.5465/AMBPP.2013.164.*

**Note: Only about 10% of competitively accepted conference submissions are selected for publication in the Academy of Management Best Paper Proceedings.*

SELECTED RESEARCH UNDER REVIEW OR IN PROGRESS

1. Stough, R. A., D. Huang & **D. G. Markovitch** I'd like to speak with an automated assistant: An investigation of approaches to increase consumer acceptance of AI service attendants.
2. **Markovitch, D. G.** Reasons for new product failure: A behavioral model and research agenda.
3. Tracy, W. and **D. G. Markovitch**. The impact of competitor information on search behavior.

CONFERENCE PRESENTATIONS

1. "Consumer reactions to chatbot versus human service: An investigation in the role of outcome valence and perceived empathy," 2024 Frontiers in Service, Fernandina Beach, FL.
2. "Marketing intensity and profitability: Contrasting conclusions based on different measures of total marketing expenditure," 2018 Summer AMA, Boston, MA.
3. "Estimating Firm Marketing Expenditure Using Publicly Available Data," 2015 Summer AMA, Chicago, IL.

4. "Using available data to estimate firm marketing mix spending: A novel approach to an old problem," 2014 Winter AMA, Orlando, FL.*
* *Best Paper award in the Marketing Analytics and Research track*
5. "Resource base, strategies and performance in the motion picture industry," 2012 INFORMS Marketing Science Conference, Boston University, Boston, MA.
6. "Hill-climbing vs. simulated annealing: Empirical evidence of sample selection in backward-looking search," 2011 Academy of Management Annual Meeting, San Antonio, TX.*
* *The Most Promising Paper in Behavioral Strategy award*
7. "Transformer le marketing? Le programme de l'Action-Tank 'Entreprise et Pauvreté' en France," 2011 French Marketing Academy, Brussels, Belgium.
8. "Strategic options for leaders and laggards," 2010 Winter AMA, New Orleans, LA.
9. "A typology of error: Literature review and research agenda," 2010 Annual Global Conference on Entrepreneurship and Technological Innovation, Indian Institute of Technology, Kanpur, India.
10. "Can the stock market predict sales takeoff and the long-term survival of firms?" 2007 INFORMS Marketing Science Conference, Singapore Management University, Singapore.
11. "Can the stock market predict sales takeoff and the long-term survival of firms?" 2006, the 28th Annual ESSEC-HEC-INSEAD Three-School Colloquium, ESSEC, Cergy-Pontoise, France.
12. "New product forecasting: The stock market as crystal ball," 2005 INFORMS Marketing Science Conference, Emory University, Atlanta, GA.
13. "New product forecasting: The stock market as crystal ball," 2005 European Marketing Academy Conference, Bocconi University, Milan, Italy.
14. "Using capital markets as market intelligence: Evidence from the pharmaceutical industry," 2003 INFORMS Marketing Science Conference, University of Maryland, College Park, MD.
15. "Using capital markets as market intelligence: Evidence from the pharmaceutical industry," 2003 Share Price Accuracy and Transition Economies Conference, The University of Michigan Law School and William Davidson Institute at the University of Michigan Business School, Ann Arbor, MI.
16. "Dimensions of marketing speed and their impact on firm performance," 2002 INFORMS Marketing Science Conference, University of Alberta, Edmonton, Canada.

ACADEMIC HONORS AND AWARDS

2021	Maine Business School Excellence in Research Award
2014	Best Paper in the Marketing Analytics and Research track at the 2014 Winter AMA Conference (co-authored with D. Huang and P. Ye)
2013	Highly Commended Paper Award at the Literati Network Awards for Excellence 2013 (co-authored with J. Steckel)
2011	Most Promising Paper in Behavioral Strategy award at the Academy of Management Conference (co-authored with W. Tracy, L. Peters, B. V. Phani, & D. Philip)
2003 – 2004	Marcus Nadler Fellowship, Stern School of Business, NYU
2002	AMA-Sheth Foundation Doctoral Consortium Fellow

INDUSTRY EXPERIENCE

04/14 – 02/16	Co-founder and Director, Business Acumen Group, Inc., New Delhi, India
06/04 – 10/04	Director of Research, Vivaldi Partners, New York (temporary position)

Executed research and consulted on engagements with Deutsche Telekom and Verizon

02/99 – 08/99 Accessories Sales Manager, Proxima Corporation, San Diego, CA
Directed global sales of the firm’s multi-million-dollar accessories business

03/98 – 01/99 Computer Channel Manager, Proxima Corporation, Mind Path Tech subsidiary
Managed all channel sales and marketing activities; developed alliances with original equipment manufacturers

09/96 – 01/98 Account Executive, Sterling Commerce, Inc., Dallas, TX
Sold e-commerce software and services to banks in a 12-state territory; managed all stages of the sales cycle: prospecting, on-site and remote presentations, demonstrations, price quotes, and contract negotiations

SERVICE ON PH.D. DISSERTATION COMMITTEES

Nithya Shankar (chair, SUNY Plattsburgh), “Inquiry into factors affecting marketing resource allocations in firms,” completed in 2015

Judy Ma (member, California State University East Bay), “Leveraging seasonality in marketing strategy,” completed in 2015

Jaya Dixit (member, Indian School of Business, Hyderabad), “An inquiry into the process of adaptation in firms,” completed in 2014

Pamela Harper (member, Marist College), “Two essays on firm strategy and corporate social responsibility,” completed in 2012

OTHER SERVICE

University of Maine Undergraduate Programs Curriculum Committee: 8/2024-Present
Financial Disclosure Review Committee: 08/2023-08/2024
Faculty Senate: 8/2020-8/2023
Assessment Advisory Board: 11/2019-08/2022

Maine Business School (MBS) Committees Undergraduate Programs Curriculum Committee (Chair): 8/2024-Present
Policy and Advisory Committee: 8/2020-Present
Tenure and Reappointment Committee: 08/2020-Present
MBS Executive Committee: 08/2021-08/2024
Graduate School of Business Steering Committee: 08/2023-08/2024
DEIA Committee: 01/2024-06/2024
Assurance of Learning Steering Committee: 04/2019-08/2021
SAAR Committee: 09/2017-09/2018, 01/2019-08/2019
Undergraduate Curriculum Committee: 08/2018-01/2019

MBS, Other: Marketing Area Coordinator: 08/2021-08/2023
Assurance of Learning Oral Communications Goal Leader: 1/2018-9/2021

Ad hoc reviewer: *Marketing Science, Journal of Marketing, Journal of Product Innovation Management, Marketing Letters, European Journal of Marketing, Journal of Business Research, Managerial and Decision Economics; Economic Inquiry; Conferences*

OTHER INFORMATION

Membership: American Marketing Association
Languages: Russian, French, Portuguese (intermediate), Spanish (intermediate)
Interests: Gardening, hiking, soccer, cross-country skiing
Citizenship: USA