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CONFERENCES

Derby, Joseph, Mayukh Dass and Yi Qian, "Selling Intellectual Property Through Auctions: Understanding the Effects of Information Presentation," In *2012 INFORMS Marketing Science Conference*, Boston University, (June 7-9, 2012)

Byun, Kyung-Ah and Mayukh Dass, "Investigating the Role of Emotional and Cognitive Process on Post Product Recall Purchase," In *2012 INFORMS Marketing Science Conference*, Boston University, (June 7-9, 2012)

Sood, Ashish, Mayukh Dass, Wolfgang Jank and Yue Tian, "Shape Analysis of Consumer Reviews: Evolution of Volume, Valence, and Dispersion," In *2012 INFORMS Marketing Science Conference*, Boston University, (June 7-9, 2012)

Dass, Mayukh, Ashish Sood and Omer Topaloglu, "An Investigation on the Effects of Helpfulness of Customer Reviews: A Case of the Movie Industry," In *2012 INFORMS Marketing Science Conference*, Boston University, (June 7-9, 2012)

Sood, Ashish, Mayukh Dass, Wolfgang Jank and Yue Tian, "Power of Customer Voice: Shape Analysis of Consumer Reviews" In 9th PSI Conference, University of Utah, U.S. (February 2-4, 2012)

Dass, Mayukh "An Investigation into Market Evolution and Consumer Dynamics in an Online Art Auction Market: A Case of Modern Indian Art, In *Contemporary Issues and Applications of Statistics (CIAS 2012)*, Indian Statistical Institute, Kolkata, India, (January 2-4, 2012). - **Invited Speaker.**

Sood, Ashish, Mayukh Dass, Wolfgang Jank and Yue Tian, "Power of Customer Voice: Shape Analysis of Online Product Reviews to Predict Diffusion in Sequential Channels" In *2011 INFORMS Marketing Science Conference*, Rice University, Houston, U.S. (June 9-11, 2011)

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Dass, Mayukh (2010), "An Examination of Price Evolution of a New Product During its Diffusion: A Case with Fine Arts," in *Academy of Marketing Science 2010 Annual Conference*, Portland, OR (May 27, 2010)

Dass, Mayukh and Srinivas K. Reddy (2009), " Loser's Curse? Effects of Losing an Auction on Bidding Behavior in Subsequent Auctions," In *2009 INFORMS Marketing Science Conference*, University of Michigan, Ann Arbor, MI (June 06, 2009)

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Dass, Mayukh, Wolfgang Jank, Srinivas K. Reddy, Galit Shmueli and Shanshan Wang (2007), "Dynamic Price Forecasts in Online Art Auctions," In *2007 INFORMS Marketing Science Conference*, Singapore Management University, Singapore (June 28-30, 2007)

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Dass, Mayukh and Srinivas K. Reddy (2006), "Bidder Networks and Bidder Strategies in Online Auctions of Modern Indian Art," *Proceedings of International Symposium of Information Systems*, Indian School of Business, Hyderabad, India (December 16-18, 2006)

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RESEARCH PRESENTATION

"Power of Customer Voice: Shape Analysis of User Reviews" – Indian School of Business, Hyderabad, India, December 15, 2011.

"Power of Customer Voice: Shape Analysis of User Reviews" – Indian Statistical Institute, Kolkata, India, December 12, 2011.

"Leveraging the Power of Microblogging Services: A Model-based Clustering Approach to Investigate Customer Response to New Product Introduction" - 2010 Texas Marketing Faculty Colloquium, University of Texas at San Antonio, March 27, 2010.