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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

- 2006- present Albert O. Steffey Professor of Marketing, and Co-Director, UCR Sloan Center for Internet Retailing, University of California, Riverside.
- 2000-2006 Professor of Marketing, Vanderbilt University. (Co-Founder & Co-Director, Vanderbilt University Sloan Center for Internet Retailing, 2003-present. Co-Founder & Co-Director, eLab, 1994-Present).
- 2000 (summer) Visiting Scholar, Center for Electronic Business and Commerce, Graduate School of Management, Stanford University
- 1993-2000 Associate Professor of Marketing, Vanderbilt University. (Co-Director, eLab, 1994-present. Director, Electronic Commerce Emphasis, 2000-2003.)
- 1997 (summer) Visiting Scholar, Department of Marketing, Stanford University
- 1991-1993 Assistant Professor of Marketing, Southern Methodist University
- 1989-1991 Visiting Assistant Professor of Marketing, Columbia University
- 1989 (summer) Visiting Assistant Professor of Marketing, UCLA
- 1988-1989 Visiting Assistant Professor of Marketing, New York University

Professional Experience

- 1995-99 (summers) Visiting Scholar, Interval Research Corporation, Palo Alto, CA
- 1986 to 1988 Associate Research Director, Marketing, Young & Rubicam New York
- 1983 to 1986 Consumer Research Supervisor, Young & Rubicam New York
- 1981 to 1982 Research Associate, Carolina Population Center, Chapel Hill, N.C.
- 1980 to 1981 Social Science Analyst, Research Triangle Institute, N.C.
- 1977 to 1978 Research Psychologist, National Institute of Mental Health, Washington, D.C.

Research Awards and Honors

- 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.
- 2006 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)
- 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)
- 1993 Honorable Mention, Marketing Science Institute Proposal Competition for Using Marketing to Serve Society.

Social Science Citation Index Count

1009 citations in ISI journals according to the Web of Science, as of September 2005.

Research Interests

Social and Experiential Cognition. Impact of thinking style on task performance and cognitive costs. Emergent consumers in developing radical innovations. Conceptual and empirical models of flow. Online search experience. Consumer information disclosure. Consumer response to online product recommendations.

Societal Impact of the Internet. Internet indispensability. Digital divide. Privacy and trust. Information privacy.

Internet Marketing. Business Models. Clickstream modeling. Affiliate marketing. Metrics.

Online Research Methodology. Optimal contact strategies for online panels. Conducting marketing experiments in virtual laboratories.

Articles Published in Refereed Journals

- Hoffman, Donna L., Thomas P. Novak, and Alladi Venkatesh (2004), "Has the Internet Become Indispensable?" *Communications of the ACM*, July, 47(7), 37-42.
- Hoffman, Donna and Thomas P. Novak (2004), "A Conceptual Framework for Considering Web-Based Business Models and Potential Revenue Streams," *International Journal of Marketing Education*. 1 (1).
- 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.
- 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).
- 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.
- 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.
- 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.

Hoffman, D.L. and T.P. Novak (2000), “How to Acquire Customers on the Web,” May/June, *Harvard Business Review*, 179-188.

Hoffman, D.L., T.P. Novak, and M.A. Peralta (1999), “Information Privacy in the Marketplace: Implications for the Commercial Uses of Anonymity on the Web,” *The Information Society*, Volume 15, Number 2, April-June, 129-140..

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.

Hoffman, D.L. and T.P. Novak (1998), "Bridging the Racial Divide on the Internet," *SCIENCE*, 280 (April 17), 390-391.

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”).

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.

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.

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

Reprinted in:

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

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.

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

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]

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

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.

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.

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]

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.

Novak, T.P., J. de Leeuw, & B. MacEvoy (1992), "Richness Curves for Evaluating Market Segmentation," *Journal of Marketing Research*, 29 (May), 254-267.

Kamakura, W.A. & T.P. Novak (1992), "Value-System Segmentation: Exploring the Meaning of LOV," *Journal of Consumer Research*, 19 (June), 119-132.

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.

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.

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.

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

Novak, T.P. and D.L. Hoffman (2005), “Consumer Thinking Style, Task Congruence, and Performance: New Measures of Task-Specific Experiential and Rational Cognition.” Under Review, *Journal of Consumer Research*.

Working Papers in Preparation for Submission

Neslin, S.A., T.P. Novak, K.R. Baker, and D.L. Hoffman, “An Optimal Contact Model for Maximizing Online Panel Response Rates.” In preparation for submission to *Marketing Science*.

Hoffman, D.L., P.K. Kopalle, and T.P. Novak (2005), “Identifying and Using Emergent Consumers in Developing Radical Innovations.” In preparation for submission to *Journal of Consumer Research*.

White, T.B., D.L. Hoffman and T.P. Novak (2005), “Forgotten Favors: Biased Account Keeping in Information-Driven Consumer-Seller Relationships.” In preparation for submission to *Journal of Consumer Research*.

Research In Progress

“The Affective and Cognitive Costs of Online Search,” (K. Diehl, D.L. Hoffman, and T.P. Novak) (three experiments run, targeted for submission to *Journal of Consumer Research*)

“eLab: Development of a Panel and Research Infrastructure for Online Experiments,” (D. Hoffman, T. Novak, S. Rhea, and J. Robbins). (Targeted for submission to *Behavior Research Methods, Instruments, and Computers*)

“Can We Live Without the Internet? Developing and Testing a Model of Internet Indispensability,” (D.L. Hoffman, T.P. Novak, and A. Venkatesh) (one experiment run, targeted for submission to *Journal of Marketing*)

Factors Influencing the Impact of Online Reviews: A Social Impact Theory Perspective (D.L. Hoffman and T.P. Novak)

“The Role of Price Partitioning in Shopping Comparison Sites” (T.P. Novak and D.L Hoffman)

“Thinking Styles and Judgment Tasks,” (G. Haubl, D.L. Hoffman, and T.P. Novak)

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 Book Chapters (not listed above as reprints of published articles)

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.

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)

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).

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.

Articles in the Popular Media

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

- 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, Manuscripts, 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]

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]

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]

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]

Invited Presentations

Novak, T.P. and D.L. Hoffman (2005), "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; Stellner Scholar Distinguished Guest Lecture presented at the College of Business, University of Illinois, Champaign Illinois, November 18; Invited Seminar, University of California, Riverside, December 8.

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

Novak, T.P. (2004), "Online Panels and Experiments: A Two-Year Perspective," Invited presentation, Midwest Marketing Conference, Michigan State University, June 12.

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.

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), "The State of the Field: Internet Marketing," invited panel presentation, AMA Summer Educators Conference, August 7-10.

- 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.
- 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.
- 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. (1998), "Comments on 'Consumer Behavior in Digital Marketing,'" invited discussant presentation at the Wharton Digital Marketing Conference, October 24-25.
- 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. 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.
- 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.
- 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), "Segmenting the Online Consumer Market: Preliminary Findings," invited presented at Interval Research Corporation, Palo Alto, CA, July 31.
- 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 (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), "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.
- 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.
- 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.
- 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.
- 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.

Academic Conference Presentations

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.

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.

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.

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.

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.

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.

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.

Hoffman, D.L., Novak, and Schlosser (2001), "Consumer Control in Online Environments," Society for Consumer Psychology Winter Conference, Scottsdale, Arizona, February 15-17

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.

- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.

- 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.
- 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).
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- Novak, T.P. (1989), "Issues in Evaluating Market Segmentation Schemes," Paper Presented at the ORSA/TIMS Joint National Meeting, New York, October 16-18.
- 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.
- Hoffman, D.L. & Novak, T.P. (1987), "Residual Scaling and the Analysis of Asymmetric Market Structure," Columbia/Wharton Joint Seminar Series, January 30.

- 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.
- 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.
- 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
- 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.
- Novak, T.P. (1986), "Arrowhead X Revisited: Issues in Item Reliability," Fourth Annual Research Quality Workshop, Advertising Research Foundation, New York, Sept.
- 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.
- Novak, T.P. (1986), "Log-Linear Modelling of Multiple Brand Switching Matrices," Paper presented at the ORSA/TIMS Joint National Meeting, Miami, October.
- 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.
- 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.

Consulting & Advisory Boards

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

Grants and Corporate Fund Raising

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 studies the enormous challenges facing this dynamic and rapidly evolving industry, focusing on the Internet retailing customer chain.

From 1994-2005, we raised over \$3 million in Sloan Center and 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.

Editorial Boards and Review Service

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), *International Journal of Electronic Commerce* (1995-present)

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

University Service

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 present)

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)
Editor, *The New York Statistician* (1987-1989). Editorial Board (1989-1990).
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).

Post-Doctoral Program Supervision

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

Suzanne Weghorst (Human Interface Technology Lab, University of Washington).
Dissertation Topic: "Deeply Coupled Systems"

Patrali Chatterjee (Marketing, Vanderbilt University, Ph.D. 1998. Currently 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. Currently Assistant Professor, London School of Business). Dissertation topic: "Interpretive Stance in Inchoate Industries"

Jukti Kalita (Columbia University).
Louis Choi (Columbia University).

Teaching

Undergraduate: Marketing Research (SMU, NYU)
 Consumer Behavior (SMU, NYU)
 Advertising Management (SMU)

MBA: Managing the Internet Retailing Customer Chain (Vanderbilt)
 Marketing in Digital Environments (Vanderbilt)
 Consumer Behavior in Online Environments (Vanderbilt)
 Internet Marketing Project (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)