

NICHOLAS H. LURIE

Assistant Professor

September 2009

College of Management
Georgia Institute of Technology
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Atlanta, GA 30308-0520

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EDUCATION

- Ph.D. Haas School of Business, University of California, Berkeley, May 1999
- Major in marketing.
 - Dissertation: *The Role of Information Structure in Decision Making*
- M.S. Haas School of Business, University of California, Berkeley, December 1996
- Major in marketing.
- M.B.A. J.L. Kellogg Graduate School, Northwestern University, June 1992
- Majors in marketing and finance, *Dean's list*.
- A.B. Vassar College, May 1986
- Major in Africana Studies, *Honors*.

PROFESSIONAL EXPERIENCE

Georgia Institute of Technology, Atlanta, GA, 2005-present
Assistant Professor of Marketing

University of North Carolina, Chapel Hill, 1999-2005
Assistant Professor of Marketing

Chicago International Development Corp., Chicago, IL, 1992-1994
Consultant

Economic Development Commission, Chicago, IL, 1991(summer)
International Marketing Consultant

U.S. Peace Corps, Cameroon, 1987-1990
Peace Corps Volunteer: Young Farmer Training Center

Woodrow Wilson International Center for Scholars, Washington, D.C., 1986-1987
Research Assistant

ACADEMIC HONORS AND AWARDS

- 2004 Ferber award for best article in the *Journal of Consumer Research* based on a doctoral dissertation.
- 2006 “Best Article” finalist, *Journal of Service Research*.
- Recognized as a top teacher by the Center for the Enhancement of Teaching and Learning’s (CETL) “Thank a Teacher” program.
- *Marquis’ Who’s Who in America*.
- Fellow, AMA Doctoral Consortium, Cincinnati, August 1997.
- Participant, CIBER Doctoral Internationalization Consortium, Austin, June 1997.
- University of California Regents' Fellowship, 1994-1995.

GRANTS

- “Marketing on the Map” (\$55,000), Google/WPP Group, February 2009, PI with Sam Ransbotham, one of 11 awards out of 120 entries.
- “Helping Strangers” (\$6,500), Marketing Science Institute/Wharton Interactive Media Initiative Grant #4-1577, March 2009, PI with Hai Che and Allen Weiss, one of 13 awards out of 50 entries.
- Business Ethics Component Grant (\$7,100), Rich Foundation, May 2009, PI.
- “Feedback Frequency” (\$5,000), Microsoft Center for Advanced Technology and Commerce Grant November 2003, PI with Jay Swaminathan.
- “Feedback Frequency” (\$4,000), UNC Small Grants Program Award, May 2002, PI.
- Course Development Grant (\$300), UNC Center for Teaching and Learning, February 2002, PI.
- Virtual Lab Dell STAR Grant (\$25,000), Dell Corporation, Spring 2001, PI with Steve Hoeffler, Rebecca Ratner, and Gal Zauberman.
- Teaching Innovation Grant (\$3,000), Summer 2000, PI.
- University Small Grants Program Award (\$4,000), April 2000, PI.
- “Decision Making in Information Rich Environments” (\$6,000), Mellon Foundation Dissertation Grant (Administered by Hal Varian), Spring 1999, PI.
- “Decision Making in Information Rich Environments,” Center for Marketing and Technology Dissertation Grant (\$6,000), Fall 1998, PI.
- “Learning from Feedback,” Peter T. Jones Memorial Fellowship (\$6,000), Fall 1998, PI with Satoshi Akutsu.
- “A Consumer Perspective on Price-Matching Policies” (\$9,000), Marketing Science Institute Grant #4-0129, Spring 1998, PI with Joydeep Srivastava.

RESEARCH INTERESTS

- Consumer and managerial decision-making.
- Inferential processes and reasoning.
- Communication and signaling.
- Electronic information environments.
- Electronic commerce and interactivity.

JOURNAL ARTICLES

Huang, Peng, Nicholas H. Lurie, and Sabyasachi Mitra (2009), "[Searching for Experience on the Web: An Empirical Examination of Consumer Behavior for Search and Experience Goods](#)," *Journal of Marketing*, 73 (March), 55-69. (Top 10 download on SSRN.)

Lurie, Nicholas H. and Jayashankar M. Swaminathan (2009), "[Is Timely Information Always Better? The Effect of Feedback Frequency on Decision Making](#)," *Organizational Behavior and Human Decision Processes*, 108 (2), 315-329.

Weiss, Allen M., Nicholas H. Lurie, and Deborah J. MacInnis (2008), "[Listening to Strangers: Whose Responses are Valuable, How Valuable Are They, and Why?](#)" *Journal of Marketing Research*, 45 (August), 425-436.

Arora, Neeraj, Anindya Ghose, James D. Hess, Raghuram Iyengar, Bing Jing, Yogesh Joshi, V. Kumar, Nicholas Lurie, Scott Neslin, S. Sajeesh, Meng Su, Niladri Syam, Jacquelyn Thomas, Z. John Zhang (2008), "[Putting One-to-One Marketing to Work: Personalization, Customization, and Choice](#)," *Marketing Letters*, 19 (December), 305-321. (Special issue based on 7th Triennial Invitational Choice Symposium [Wharton]; Top 10 download on SSRN.)

Lurie, Nicholas H. and Charlotte H. Mason (2007), "[Visual Representation: Implications for Decision Making](#)," *Journal of Marketing*, 71 (January), 160-177.

Aksoy, Lerzan, Paul N. Bloom, Nicholas H. Lurie, and Bruce Cooil (2006), "[Should Recommendation Agents Think Like People?](#)" lead article, best article award finalist, *Journal of Service Research*, 8 (May), 297-315.

Robinson, Melissa Grills, Paul N. Bloom and Nicholas H. Lurie (2005), "[Combating Obesity in the Courts: Will Lawsuits Against McDonald's Work?](#)," *Journal of Public Policy and Marketing*, 24 (Fall), 299-306.

Lurie, Nicholas H. and Joydeep Srivastava (2005), "[Price-Matching Guarantees and Consumer Evaluations of Price Information](#)," *Journal of Consumer Psychology*, 15 (April), 149-158.

Lurie, Nicholas H. (2004), "[Decision Making in Information-Rich Environments: The Role of Information Structure](#)," lead article, Ferber award winner, *Journal of Consumer Research*, 30 (March), 473-486.

Srivastava, Joydeep and Nicholas H. Lurie (2004), "[Price-Matching Guarantees as Signals of Low Prices](#)," *Journal of Retailing*, 80 (2), 117-128.

Srivastava, Joydeep and Nicholas Lurie (2001), "[A Consumer Perspective on Price-Matching Policies: Effect on Price Perceptions and Search Behavior](#)," *Journal of Consumer Research*, 28 (September), 296-307.

UNDER REVIEW

Lurie, Nicholas H., Amy Wen, and Doe-Hyun Song, "[Interactive Restructuring: Implications for Decision Making](#)," revision requested by the *Journal of Marketing Research*.

Huang, Peng and Nicholas H. Lurie, "[Taxing the Web: Implications for Electronic Commerce](#)" revision requested by *MIS Quarterly*. (Top 10 download on SSRN.)

Che, Hai, Nicholas H. Lurie, and Allen M. Weiss, "Helping Strangers: Role Identity, Symbolic Incentives, and Contribution Behavior in Online Communities," revision requested by the *Journal of Marketing Research*.

Lurie, Nicholas H., Sabyasachi Mitra, and Peng Huang, "[Dimensions of Experience, Expertise, and Online Consumer Behavior](#)," under review at the *Journal of Consumer Research*.

Aksoy, Lerzan, Bruce Cooil, and Nicholas H. Lurie, "[Measuring Decision Quality Using Recommendation Agents](#)," revision requested by the *Journal of Interactive Marketing*.

MANUSCRIPTS IN PREPARATION

Lurie, Nicholas H., Chi-Hung Peng, and Sandra Slaughter, "The use of visual representation technologies by virtual teams for reaching consensus in critical tasks: A Field Study of Smog Forecasting Teams," being prepared for *Organization Science*, data analysis complete.

Li, Bin, Peng Huang, Nicholas H. Lurie, and Sabyasachi Mitra, "Offline Store Entry and Online Consumer Behavior," being prepared for *Management Science*, data analysis complete.

Lurie, Nicholas H., Doe-Hyun Song, and Sridhar Narasimhan, "Decisions on the Small Screen: Adaptive Behavior in Constrained Information Environments," being prepared for the *Journal of Marketing Research*, three studies completed, two more planned.

Lurie, Nicholas H., Sam Ransbotham, Zoey Chen, and Stephen He, “Marketing on the Map,” being prepared for the *Journal of Marketing Research*, three studies completed, two more planned.

Wen, Na (Amy) and Nicholas H. Lurie, “Visual and Cognitive Walls: Usability and Consumer Decision Making in Information-Rich Environments,” being prepared for the *Journal of Consumer Research*, three studies completed, two more planned.

BOOK REVIEWS

Lurie, Nicholas H. (2006), “[New Resources for Behavioral Researchers and Students](#),” *Journal of Marketing Research*, 43 (May), 303-306.

REFEREED CONFERENCE PROCEEDINGS

Lurie, Nicholas, Na Wen, Doe Hyun Song (2009), “[Interactive Restructuring: Implications for Decision Processes and Outcomes](#),” *Advances in Consumer Research*, 36, Ann L. McGill and Sharon Shavitt, eds., vol. 36, 694-695.

Rinne, Luke F., Michael A. Ranney, and Nicholas H. Lurie (2006), “[Estimation as a Catalyst for Numeracy: Micro-Interventions that increase the Use of Numerical Information in Decision-Making](#),” *Proceedings of the Seventh International Conference of the Learning Sciences*, Sasha A. Barab, Kenneth E. Hay, and Daniel T. Hickey, eds., 571-577.

Lurie, Nicholas and Jayashankar Swaminathan (2005), “[The Effect of Feedback and Decision Frequency on Performance](#),” *Proceedings of the 2005 Winter Conference of the Society for Consumer Psychology*, Anne M. Brumbaugh and Geraldine R. Henderson, eds., 21.

Lurie, Nicholas (2004), “[It Could Happen to Me: Risk Estimates and the Positivity/Negativity Bias](#),” Special Session Summary, *Advances in Consumer Research*, Barbara E. Kahn and Mary Frances Luce, eds., vol. 31, 426-429.

Lurie, Nicholas (2002), “[Category Information Transfer: Implications for Consumer Search](#),” *Advances in Consumer Research*, Punam Anand Keller and Dennis W. Rook, eds., vol. 30, 179.

Bhatnagar, Namita, Nicholas Lurie and Valarie Zeithaml (2003), “[Reasoning About Online and Offline Service Experiences: The Role of Domain-Specificity in the Formation of Service Expectations](#),” *Advances in Consumer Research*, Punam Anand Keller and Dennis W. Rook, eds., vol. 30, 383-384.

Lurie, Nicholas (2002), “[Decision Making in Information-Rich Environments: The Role of Information Structure](#),” *Advances in Consumer Research*, Susan M. Broniarczyk and Kent Nakamoto, eds., vol. 29, 91-92.

- Bhatnagar, Namita, Nicholas Lurie and Valarie Zeithaml (2002), "[Reasoning About Online and Offline Service Experiences: The Role of Domain Specificity](#)," *Advances in Consumer Research*, Susan M. Broniarczyk and Kent Nakamoto, eds., vol. 29, 259-260.
- Lurie, Nicholas and Joydeep Srivastava (2001), "[Price-Matching Refunds and Consumer Price Perceptions: Effect on Store Price Image and Processing of Price Information](#)," *Advances in Consumer Research*, Mary Gilly and Joan Myers-Levy, eds., vol. 28, 324.
- Lurie, Nicholas and Joydeep Srivastava (2000), "[The Effect of Price Matching Refunds on Consumer Price Perceptions](#)," *Society for Consumer Psychology Conference Proceedings*, San Antonio, Texas, (February), 14-15.
- Lurie, Nicholas (2000), "[Using Bits to Get Bites: Perspectives on Measuring Information in Electronic Environments](#)," Special Session Summary, *Advances in Consumer Research*, Stephen J. Hoch and Robert J. Meyer, eds., vol. 27, 287.
- Lurie, Nicholas and Joydeep Srivastava (1998), "[Price-Matching Refunds as Signals of Low Prices: Effect on Store Choice and Price Search Behavior](#)," *Proceedings of the 1998 Winter Conference of the Society for Consumer Psychology*, Margaret C. Campbell and Karen A. Machleit, eds., 103-105.
- Babbes, George and Nicholas Lurie (1997), "[Here's the Beef: Cognitive Evidence for Literary Theory](#)," Special Session Summary, *Advances in Consumer Research*, Merrie Brucks and Deborah MacInnis, eds., vol. 24, 218-219.

CONFERENCE PRESENTATIONS

- Lurie, Nicholas, Hai Che, and Allen Weiss (2009), "Helping Strangers: Who Contributes to Online Communities, How Much do they Contribute, and When," *Wharton Interactive Media Initiative Conference on Consumer-Created Content*, Wharton School, Philadelphia, PA, December (Invited).
- Lurie, Nicholas and Sam Ransbotham (2009), "Marketing on the Map," *Google/WPP Group Marketing Research Conference*, New York, NY, November (Invited).
- Lurie, Nicholas H., Doe-Hyun Song, and Sridhar Narasimhan (2009), "Decisions on the Small Screen: Adaptive Behavior in Constrained Information Environments," *Association for Consumer Research*, Pittsburg, October.
- Hoffman et al. (2009), "Social Web Roundtable," *Association for Consumer Research*, Pittsburg, October.
- Lurie, Nicholas, Chi-Hung Peng, and Sandra Slaughter (2009), "It's Not Easy Using IT to be Green: The Choice and Effectiveness of IT for Team-Based Smog Forecasts," *Academy of Management*, Chicago, August.

- Lurie, Nicholas, Hai Che, and Allen Weiss (2009), "Helping Strangers: Who Contributes to Online Communities, How Much do they Contribute, and Why," *Collaborative and Multidisciplinary Research Conference*, Yale School of Management, New Haven, May.
- Wen, Na (Amy), Nicholas Lurie, and Tiger Song (2008), "Interactive Restructuring: Implications for Decision Processes and Outcomes," *Association for Consumer Research*, San Francisco, October.
- Wen, Na (Amy), Nicholas Lurie, and Tiger Song (2008), "Adaptive Decision Making in Interactive Information Environments," *11th Behavioral Decision Research in Management Conference*, San Diego, April.
- Peng Huang, Nicholas H. Lurie, and Sabyasachi Mitra (2007), "Searchable Experience Good? Consumer Online Behavior for Search and Experience Goods," *6th Workshop on e-Business*, Montreal, December.
- Wen, Na (Amy), Nicholas Lurie, and Tiger Song (2007), "Interactive Restructuring in Online Environments," *Association for Consumer Research Pre-Conference—Consumers Online: Ten Years Later*, Memphis, October.
- Lurie, Nicholas and Jayashankar M. Swaminathan (2006), "Is Timely Information Always Better? The Effect of Feedback Frequency on Performance and Knowledge Acquisition", *10th Behavioral Decision Research in Management Conference*, Los Angeles, June.
- Lurie, Nicholas and Jayashankar M. Swaminathan (2006), "Is Timely Information Always Better? The Effect of Feedback Frequency on Performance and Knowledge Acquisition", *1st Behavioral Research in Supply Chain and Operations Management*, Penn State University, June.
- Lurie, Nicholas and Jayashankar M. Swaminathan (2005), "Is Timely Information Always Better? The Effect of Feedback Frequency on Performance and Knowledge Acquisition", *INFORMS Conference*, San Francisco, November.
- Rinne, Luke, Michael Ranney, and Nicholas Lurie (2005). "Improving Numeracy Without Improving Math Skills: Decision-Making Procedures that Foster the Use of Numerical Information," Poster presented at the *Inaugural SCIPIE (Southwest Consortium for Innovations in Psychology in Education) Conference on Student Beliefs: Motivation, Cognition & Epistemology*, Las Vegas (November).
- Ranney, Michael, Munnich, Edward, Lurie, Nicholas, & Rinne, Luke (2005), "Talk is Often Cheap, But Self-Explanations Can Aid Learning: Discourse and Dialogue in Numerically Driven Inverencing," Poster presented at the *Talk and Dialogue: How Discourse Patterns Support Learning conference*, Pittsburgh, PA (May).

- Lurie, Nicholas and Jayashankar Swaminathan (2005), "The Effect of Feedback and Decision Frequency on Performance," *2005 Winter Conference of the Society for Consumer Psychology*, St. Pete's Beach, Florida, (February).
- Lurie, Nicholas (2004), "Consumer Decision Making in Information Rich Environments," *Association for Consumer Research*, Portland, Oregon, (October).
- Lurie, Nicholas and Michael Ranney (2003), "Estimates, Preferences and Preference Change: Biasing, Debiasing, and Seeding Effects in Thinking About Base Rates," *Society for Judgment and Decision Making*, Vancouver, BC, (November).
- Munnich, Edward L., Jennifer M. Garcia de Osuna, Janek M. Nelson, Laura T. Germinie, Nicholas Lurie, Michael A. Ranney, "Why a Base Rate May Be Worth a Gazillion Words: EPIC Policy Development Experiments," *Psychonomic Society*, Vancouver, BC, (November).
- Lurie, Nicholas and Michael Ranney (2003), "The Effect of Making Risk Estimates on Consumer Preferences," *Association for Consumer Research*, Toronto, Ontario, (October).
- Lurie, Nicholas (2002), "Category Information Transfer: Implications for Consumer Search," *Association for Consumer Research*, Atlanta, Georgia, (October).
- Bhatnagar, Namita, Nicholas Lurie and Valarie Zeithaml (2001), "Reasoning About Online and Offline Service Experiences: The Role of Domain-Specificity in the Formation of Service Expectations," *Association for Consumer Research*, Atlanta, Georgia, (October).
- Lurie, Nicholas (2001), "Predicting Information Overload in Information-Rich Environments: The Role of Information Structure," *Association for Consumer Research*, Austin, Texas, (October).
- Bhatnagar, Namita, Nicholas Lurie and Valarie Zeithaml (2001), "Reasoning About Online and Offline Service Experiences: The Role of Domain Specificity," *Association for Consumer Research*, Austin, Texas, (October).
- Lurie, Nicholas (2001), "Where Does the Knowledge Flow?: Perspectives on Knowledge Acquisition and Transfer," *Special Session, 2001 AMA Winter Marketing Educators' Conference*, Scottsdale, Arizona, (February).
- Akutsu, Satoshi and Nicholas Lurie (2001), "Is It Better to Wait and Watch? The Role of Feedback in Knowledge Acquisition," *2001 AMA Winter Marketing Educators' Conference*, Scottsdale, Arizona, (February).
- Bhatnagar, Namita, Nicholas Lurie and Valarie A. Zeithaml (2001), "Reasoning About On-and Offline Service Experiences: The Role of Domain Specificity in Consumers' Service Expectations," *Society for Consumer Psychology Conference*, Scottsdale, Arizona, (February).

Lurie, Nicholas and Joydeep Srivastava (2000), "The Effect of Price Matching Refunds on Price Perceptions," *Association for Consumer Research*, Salt Lake City, Utah, (October).

Akutsu, Satoshi and Nicholas Lurie (2000), "Is It Better to Wait and Watch? The Role of Feedback in Knowledge Creation," *7th Behavioral Decision Research in Management Conference*, Tucson, Arizona, (May).

Lurie, Nicholas and Joydeep Srivastava (2000), "The Effect of Price Matching Refunds on Consumer Price Perceptions," *Society for Consumer Psychology Conference*, San Antonio, Texas, (February).

Lurie, Nicholas (1999), "Categorically Superior?: Measuring Electronic Information Structures for Decision Making," *Association for Consumer Research*, Columbus, Ohio, (October).

Lurie, Nicholas and Joydeep Srivastava (1998), "Effect of Price-Matching Refunds on Consumers' Initial Store Choice and Price Search Behavior," *Marketing Science Conference*, Fontainebleau, France, (July).

Lurie, Nicholas and Joydeep Srivastava (1998), "Price-Matching Refunds as Signals of Low Prices: Effect on Store Choice and Price Search Behavior," *Society for Consumer Psychology Conference*, Austin, Texas, (February).

Lurie, Nicholas and Baohong Sun, (1997), "Retailer Power and Product Differentiation for Private Label Brands," *Marketing Science Conference*, Berkeley, California, (March).

Babbes, George S., Nicholas Lurie, and Joydeep Srivastava (1996), "Metaphor and Cognition: Systematic Effects on Consumer Product Evaluation and Mental Representation," *Association for Consumer Research*, Tucson, Arizona, (October).

INVITED PRESENTATIONS

"Interactive Restructuring: Implications for Decision Making"

Vanderbilt University, March 2009

University of Virginia, March 2009

Virginia Tech, March 2009

Portland State University, April 2009

"Listening to Strangers: Fostering and Valuing Online Contributions"

New York University, September 2008

Boston University, December 2008

Dartmouth College, December 2008

MIT Media Lab, December 2008

Babson College, December 2008

“Behavioral Issues in Mass Customization,” 7th Triennial Invitational Choice Symposium,
Wharton School, University of Pennsylvania, June 2007

“Is Timely Information Always Better? The Effect of Feedback Frequency on Decision Making
in the Newsvendor Problem”
University of Washington, April 2007
Georgia State University, April 2007
Duke University, April 2005.

“Recent Research on Price-Matching Policies”
Vanderbilt University, February 2005
Georgia Institute of Technology, March 2005
University of South Carolina, April 2005

“Decision Making in Information Rich Environments: The Role of Information Structure”
Stanford University, May 2003
University of Minnesota, April 2003
University of British Columbia, April 2003
University of Washington, April 2003
Columbia University, March 2003
University of Maryland, March 2003

“Predicting Information Overload in Online Environments,” Center for Marketing and
Technology Annual Conference, Berkeley, California, May 2000.

PRESS/TEXTBOOK MENTIONS

“Is Timely Information Always Better? The Effect of Feedback Frequency on Decision Making”
- *Sloan Management Review*, Fall 2008, <http://sloanreview.mit.edu/smr/issue/2008/fall/05/>
- *CIO Magazine*, November 15, 2006, http://www.cio.com/archive/111506/fea_realtime.html
- *Manufacturing Business Technology*, February
2006, http://www.mbtmag.com/current_issues/2006/feb/views3.asp

“Should Recommendation Agents Think Like People?”
- Lovelock, Christopher and Jochen Wirtz (2007), *Services Marketing*, 6th ed., p. 169

“Price-Matching Guarantees and Consumer Evaluations of Price Information”
- Association for Consumer Research website (for
marketers), <http://www.acrwebsite.org/topic.asp?artid=263>

“Price-Matching Guarantees as Signals of Low Prices”
- Kotler, Philip and Gary Armstrong (2006), *Principles of Marketing*, 11th ed., p. 341; 12th
ed., p. 316.

TEACHING EXPERIENCE

Georgia Institute of Technology, Atlanta, 2005-

- Introduction to Marketing for Undergraduates
- Customer Relationship Management, Management Development for Enhanced Performance Program, CPBIS
- MBA Management of Technology Program
- Marketing Strategies: Building Brands & Customer Solutions, Executive Program

University of North Carolina, Chapel Hill, 1999-2005

- Introduction to Marketing for Undergraduates
- Introduction to Marketing for Carolina Business Institute
- Introduction to Marketing for Weekend MBA program
- Marketing Issues for day MBA program
- Managing the Online Customer Experience for day MBA program
- Internet Marketing for day MBA program.
- Introduction to Research Methods for ITESM Ph.D. program
- Independent studies for Undergraduate program
- Introduction to Research in Marketing for Ph.D.'s

University of California, Berkeley, 1994-1999

- Introduction to Marketing for Undergraduates (summer 1997, spring 1998)
- Teaching assistant for Introduction to Marketing (1995, 1996)
- Teaching assistant for MBA New Product Development Course (1994)

DOCTORAL DISSERTATIONS

Wen, Na (2010 expected), "Essays on Consumer Decision-Making in Interactive and Information Rich Environments," (Chair).

Kim, Annice Eu-Shin (2005), "Market and Sales Practices of Internet Cigarette Vendors and Smokers," UNC School of Public Health, (Committee Member).

Bhatnagar, Namita (2003), "Reasoning About Online and Offline Service Experiences: The Role of Domain Specificity," (Co-Chair with Valarie Zeithaml).

Aksoy, Lerzan (2001), "The Impact of Ordered Alternative Lists on Decision Quality in Online Shopping Environments: The Role of Perceived Similarity," (Committee Member).

UNDERGRADUATE THESES

Kash, Virginia Megan (2001), "Increasing the Effectiveness of Emotional Advertising on the Internet: An Experimental Study," High Honors, (Chair).

TEACHING MATERIALS

Levine, Shelley and Nicholas Lurie (2001), "IBM: Branding the Server Line," Kenan-Flagler Case 15-5-01.

Friedman, David and Nicholas Lurie (2000), "The Challenge of Wireless Marketing in Europe: Hamealing PLC and Dialec Coffee," Kenan-Flagler Case 19-12-00.

Lurie, Nicholas (2000), "Virtual Customer Management Exercises A and B," Kenan-Flagler Case 30-10-00.

Lurie, Nicholas and Melissa Martin (2000), "Web Usability Analysis Exercise," Kenan-Flagler Case 03-11-00.

Lurie, Nicholas and Melissa Martin (2000), "Information Intensive Strategy Exercises A, B, C, D, and E," Kenan-Flagler Case 27-11-00.

Lurie, Nicholas (2000), "Collaborative Filtering Exercises A, B and C," Kenan-Flagler Case 29-11-00.

Lurie, Nicholas (2000), "Virtual Team Management Exercises A," Kenan-Flagler Case 08-12-00 based on Harvard Case 9-393-126, Prodigy Services Company (A).

SERVICE

- Ph.D. committee, 2007-present
- Marketing Ph.D. coordinator, 2007-present
- Provost's taskforce for excellence in defining and supporting interdisciplinarity, 2007-2008.
- Provost committee on Georgia Tech Year of Engagement, 2008
- Provost's library advisory board, 2007-present
- Dean's taskforce on Ph.D. program, 2007-2008
- Undergraduate committee, 2006-2008
- Costley Chair search committee, 2006-2007, successfully recruited Sandra Slaughter from CMU.
- Cecil B. Day Chair in Business Ethics search committee, 2007
- Association for Consumer Research 2010, Program Committee, 2009-present

- Ad-hoc reviewer for the *Journal of Consumer Research*, *Journal of Marketing Research*, *Marketing Science*, *Journal of Marketing*, *Management Science*, *Journal of Retailing*, *International Journal of Research in Marketing*, *Journal of Production and Operations Management*, *Manufacturing and Services Organization Management*, Israeli Science Foundation, *Journal of Interactive Marketing*, *Journal of Economic Psychology*, *Journal of Information Systems*, *Psychology and Marketing*, *Association for Consumer Research Annual Conference*, *American Marketing Association Annual Conference*, *Howard Dissertation Competition*, and *Society for Consumer Psychology Annual Conference*.
- Scribe, with Lisa Klein, "Research Frontiers in Interactive Marketing," September 1997, MSI Conference Summary Report, #97-129.
- Editor, with Gary Schneider, 1997 Marketing Science Conference Proceedings.