

Ofer Mintz

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University of Technology Sydney
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EDUCATION:

- Ph.D. Marketing, December 2011
Paul Merage School of Business, University of California, Irvine
- MSc. Finance, September 2007 (Specialization in Mathematical Finance)
Birkbeck College, University of London
- B.B.A. Marketing, May 2005
Mays School of Business, Texas A&M University

ACADEMIC FACULTY EXPERIENCE:

- 2022 – *Visiting Associate Professor*
Coller School of Management, Tel Aviv University
- 2022 – *Associate Professor and Associate Head (External Engagement)*
UTS Business School, University of Technology Sydney
- 2017 - 2021 *Senior Lecturer and Associate Head (External Engagement; since 2019)*
UTS Business School, University of Technology Sydney
- 2012 - 2017 *Assistant Professor*
E. J. Ourso College of Business, Louisiana State University
- Spring 2012 *Visiting Faculty*
Arison School of Business, Interdisciplinary Center (IDC), Herzliya, Israel

NOTABLE ACHIEVEMENTS:

- Winner of 2021 Robert D. Buzzell Best Paper Award from the Marketing Science Institute's Working Paper Series for making the most significant contribution to marketing practice and thought during the previous two years calendar years (for "The Right Metrics for Marketing-Mix Decisions"); *first Australian-based scholar to win award in its 30-year history and first Israeli scholar to win award in 19 years*
- Finalist for 2019 Robert D. Buzzell Best Paper Award from the Marketing Science Institute's Working Paper Series for making the most significant contribution to marketing practice and thought during the previous two years calendar years (for "Managerial Metric Use in 16 Countries")

- Directly provided vaccine marketing recommendations to the heads of Australian government public health vaccine marketing and communication office (co-author provided recommendations to USA vaccine marketing efforts, based on joint research; and our research was presented at the US Air Force Commander's Conference)
- Customer-centric recommendations for how firms should adapt to COVID pandemic jointly published in Forbes and HBS WK presented to over 350 executives and is providing guidance for how Harvard Business School is restructuring its Executive Education Program
- Vaccine marketing recommendations published in World Economic Forum viewed by readers in over 100 countries
- Tied for second most publications in A** journals between 2012-2021 out of all marketing faculty in Australian Go8 + UTS universities classified as A/Profs in 2021
- Achieved high student teacher evaluations at four universities on three different continents (e.g., 5.0/5.0 at UTS, 3.9/4.0 at LSU, 4.8/5.0 at IDC Herzliya, and 3.9/4.0 at UCI)
- One of 40 delegates on Australian Sustainable Growth Through Innovation Trade Mission to the United States to visit leading tech firms in Silicon Valley and Seattle regions (trip led by Tesla Chairwoman Robyn Denholm and Boeing APAC President Maureen Daugherty)
- Scheduled sabbatical to the Wharton School at the University of Pennsylvania (#1 ranked business school in the world) in 2020 and 2021; but postponed due to COVID
- Solo-authored book featured in World Economic Forum; and designated as a "key title" by publisher that is only bestowed on 5% of its publications
- Won university awards for classes taught on digital marketing and for research on managerial marketing metric use and information processing behaviour in online settings
- Co-chaired a leading digital marketing conference, Direct/Interactive Marketing Research Summit in Boston, MA in 2015
- Editorial Review Board Member for *Journal of Marketing* (an A** journal) between 2018-2019
- Subject taught on digital marketing highlighted by the media, with a student group once selling a 12 million NIS condominium (~\$3.2 million) in group project as part of subject
- UTS coordinated subjects highlighted as exemplars of work integrated learning
- Over 50 single-spaced pages in unprompted "thank you notes/emails" for former students
- Coordinated Marketing department engagements with over 150 industry partners per year
- Lead CI for \$409,355 National Career Institute Grant for "Addressing Digital Marketing Labour Shortages via Women Returning to Work."

BOOKS (PEER-REVIEWED):

Mintz, Ofer (2022), *The Post-Pandemic Business Playbook: Customer-Centric Solutions to Help Your Firm Grow*, Palgrave Macmillan.

--- Designated as a "key title" by publisher that is only bestowed on 5% of its publications

--- Insights featured in World Economic Forum, CMO Australia, WARC, ABC Radio, among others (see media section)

Mintz, Ofer (*under contract*), *Digital Marketing Analytics: Strategies, Metrics and Models*, Routledge.

ACADEMIC JOURNAL PUBLICATIONS (PEER-REVIEWED):

Mintz, Ofer and Imran S. Currim (2013), “What Drives Managerial Use of Marketing and Financial Metrics and Does Metric Use Affect Performance of Marketing-Mix Activities?” *Journal of Marketing*, 77(2), 17–40.

--- *Jim Stengel, former chief marketing officer of Proctor and Gamble commented on the “great conceptual framework for marketing strategy”*

--- *Gary Frazier, editor of Journal of Marketing when paper was published, identified it as the first “emerging trend” at the 2014 Winter American Marketing Association’s doctoral consortium*

--- *Rajdeep Grewal, former editor of Journal of Marketing Research (UT-Dallas listed journal), commented, “I plan on using it in my PhD course – and I wanted to congratulate you on a great piece of research”*

--- *Article-based press release was sent to 5,000+ media outlets and a benchmark report was distributed to 100,000+ managers*

Journal Rankings: Top 4 marketing journal; UT-Dallas top 24 business journal; A (ABDC)*

Mintz, Ofer, Imran S. Currim, and Ivan Jeliazkov (2013), “Information Processing Pattern and Propensity to Buy: An Investigation of Online Point-of-Purchase Behavior.” *Marketing Science*, 32(5), 716-732.

Journal Rankings: Top 4 marketing journal; UT-Dallas top 24 business journal; A (ABDC)*

Currim, Imran S., Ofer Mintz, and S. Siddarth (2015), “Information Accessed or Information Available? The Impact on Consumer Preferences Inferred at a Durable Product E-commerce Website.” *Journal of Interactive Marketing*, 29(1), 11-25.

--- *Designated on journal’s website as the editor’s choice, “a hand-picked choice of authors’ research and scientific articles from the journal”*

Journal Rankings: A (ABDC)

Mintz, Ofer and Imran S. Currim (2015), “When Does Metric Use Matter Less? How Firm and Managerial Characteristics Moderate the Relationship between Metric Use and Marketing Mix Performance.” *European Journal of Marketing*, 49(11/12), 1809-1856.

Journal Rankings: A (ABDC)*

Gilbride, Timothy J., Imran S. Currim, Ofer Mintz, and S. Siddarth (2016), “A Model for Inferring Market Preferences from Online Retail Product Information Matrices.” *Journal of Retailing*, 92 (4), 470-85.

Journal Rankings: A (ABDC)*

Choudhary, Vidyanand, Imran S. Currim, Sanjeev Dewan, Ivan Jeliazkov, Ofer Mintz, and John G. Turner (2017), “Evaluation Set Size and Purchase: Evidence from a Product Search Engine.” *Journal of Interactive Marketing*, 37(1), 16-31.

Journal Rankings: A (ABDC)

Mintz, Ofer, Imran S. Currim, Martijn de Jong, and Jan-Benedict Steenkamp (2021), “Managerial Metric Use in Marketing Decisions across 16 Countries: A Cultural Perspective.” *Journal of International Business Studies*, 52(8), 1474-1500.

--- Finalist for Robert D. Buzzell Best Paper Award from the Marketing Science Institute's Working Paper Series for making the most significant contribution to marketing practice and thought during the previous two years calendar years.

--- Media coverage in >20 news outlets

Journal Rankings: #1 international business journal; UT-Dallas top 24 business journal;
A* (ABDC)

Mintz, Ofer, Timothy J. Gilbride, Imran S. Currim, and Peter Lenk (2021), "The Right Metrics for Marketing-Mix Decisions." *International Journal of Research in Marketing*, 38(1), 32-49.

--- Winner of Robert D. Buzzell Best Paper Award from the Marketing Science Institute's Working Paper Series for making the most significant contribution to marketing practice and thought during the previous two years calendar years.

Journal Rankings: A* (ABDC)

Healey, John and Ofer Mintz (2021), "What if Your Owners Also Own Other Firms in Your Industry? The Relationship between Institutional Cross-Ownership, Marketing, and Firm Performance." *International Journal of Research in Marketing*, 38(4), 838-856.

Journal Rankings: A* (ABDC)

Mintz, Ofer and Eric Knight (2022), "Beyond Usual: [Six] Ways Leading Firms diverge from Business as Usual." *Management and Business Review*, 2(2), 61-67.

Journal Rankings: new journal competing with *Harvard Business Review*

Mintz, Ofer, Imran S. Currim, and Rohit Deshpandé (2022), "National Customer Orientation: A Framework, Propositions and Agenda for Future Research." *European Journal of Marketing*, 56(4), 1014-1041.

Journal Rankings: A* (ABDC)

Wang, Yitong, Ofer Mintz, Dipin Chen, and Kehan Chen (2023), "Alibaba's Use of Artificial Intelligence to Engage with Millions of Daily Customer Service Enquires." *Management and Business Review*, 3(1 and 2), 19-23.

Journal Rankings: new journal competing with *Harvard Business Review*

Mintz, Ofer, Imran S. Currim, and Rohit Deshpandé (2023), "National Customer Orientation: An Empirical Test Across 112 Countries." *Marketing Letters*, 34(2), 189-204.

Journal Rankings: A (ABDC)

--- Created website (<https://sites.uci.edu/nationalcustomerorientation/>) to allow managers and academics to access national customer orientation benchmark data

Lu, Shuya (Subrina), and Ofer Mintz (2023), "Marketing on the Metaverse Research Opportunities and Challenges." *AMS Review*, 13(1), 151-166.

Journal Rankings: B (ABDC)

--- Invited paper on a trending topic

MANAGERIAL PUBLICATIONS:

Deshpandé, Rohit, Ofer Mintz, and Imran S. Currim (2020), "[Your Customers Have Changed. Here's How to Engage Them Again.](#)" *Forbes and Harvard Business School Working Knowledge* (joint publication).

- Presented to over 300 C-level executives globally (primarily chief executive officers)
- Harvard Business School promoted article to their 1 million LinkedIn and 500,000 Twitter followers, in addition to alumni, faculty, and current students
- Forbes promoted article to their 15 million LinkedIn followers
- Summarized in "18 Tips Managers Can Use to Lead Through COVID's Rising Waters" by Harvard Business School Working Knowledge Series
- Employed by Harvard Business School as framework to restructure their Executive Education programs

Mintz, Ofer (2020), "[Australia Re-opens: Seven Ways to Increase the Likelihood Customers will Return to Your Store.](#)" *Smart Company*.

Deshpandé, Rohit, Ofer Mintz, and Imran S. Currim (2021), "[How Influencers, Celebrities, and FOMO Can Win Over Vaccine Skeptics.](#)" *Harvard Business School Working Knowledge*.

- Recommendations discussed with/got in hands of key decision makers
- Direct advice provided to head of Australian government public health vaccine marketing and communication office
- Co-author appointed to US national task force on overcoming vaccine hesitancy
- Email exchanges about the recommendations from one of the 16 members of the US COVID-19 national task force and a co-founder of US COVID Collaborative, a coalition of leading health experts

Deshpandé, Rohit, Ofer Mintz, and Imran S. Currim (2021), "[3 Tactics to Overcome COVID-19 Vaccine Hesitancy.](#)" *World Economic Forum*.

- Viewed by readers in over 100 countries
- Recommendations presented to the US Air Force Commander's Conference

Mintz, Ofer (2021), "[The Marketing Strategy Australia's Vaccine Campaign needs Right Now.](#)" *Mumbrella*.

Mintz, Ofer (2022), "[Post-Pandemic Business Playbook: An Opportunity Unlike Ever Before.](#)" *CMO Australia*.

Mintz, Ofer (2022), "[Customer-centric strategies: Opportunities for APAC firms to grow.](#)" *WARC*.

Mintz, Ofer (2022), "Customer-centric strategies for the post-pandemic customer." *CMO Australia*, forthcoming.

Mintz, Ofer (2022), "[Harnessing post-pandemic customer trends to fuel business growth.](#)" *World Economic Forum*.

Mintz, Ofer (2023), "[How conversations with customers will help you survive the period of upheaval in the markets.](#)" *Globes* (in Hebrew).

Mintz, Ofer (2023), "[Metrics for Marketing Decisions: Drivers and Implications for Performance.](#)" *NIM Marketing Intelligence*, 15(1), 18-23.

Mintz, Ofer (2023), "[Key performance indicators for evaluating branding efforts.](#)" *Globes* (in Hebrew).

WORKS UNDER REVIEW/WORKING PAPERS:

Mintz, Ofer and Gary Lilien, "The Effect of Systematic Marketing on Start-up Firm Valuation?"
--- *Working paper version published in Marketing Science Institute Working Paper Series*

Mintz, Ofer, Yakov Bart, Peter Lenk, and David Reibstein, "Drowning in Metrics: How Managers Select and Trade-off Metrics for Making Marketing Budgetary Decisions."
--- *Working paper version published in Marketing Science Institute Working Paper Series*

Mintz, Ofer, Peter Lenk, and Yitong Wang, "Start-up Funding Decisions in the Eyes of Investors and Entrepreneurs: Effects of Co-Founders' Functional Background"
--- *Working paper version published in Marketing Science Institute Working Paper Series*

Mintz, Ofer, Paul Burke, and Marc Fischer "Executives, Investors, and Academic Assessments of Marketing Performance."
--- *Working paper version published in Marketing Science Institute Working Paper Series*

Mintz, Ofer, "Why Firms Spend the Way they do on Marketing: A Proposed Theoretical Multi-Layer Framework."
--- *Working paper version published in Institute for the Studies of Business Markets Working Paper Series*

WORKS IN PROGRESS:

Mintz, Ofer, "Whether, When, and How Marketing Impacts Startup Investment Decisions: An Investigation of Angel Capitalists Due Diligence Processes."

Mintz, Ofer, "How Exploration, Exploitation, and Customer Orientation Influences Start-ups' Ability to Attract Angel Investments."

Mintz, Ofer, Li Yan, and Shuya Lu, "Start-up Hiring Biases in Marketing Positions."

de la Rosa, Wendy, Yakov Bart, Peter Lenk, Ofer Mintz, and David Reibstein, "How Need for Cognition Influences Managerial Metric Use."

Mintz, Ofer, Yakov Bart, and David Reibstein, "What, No Way, and How? Women Use Less Metrics for Marketing Decisions than Men."

GRANTS AWARDED:

1. A\$409,355 from Australian National Career Institute (\$335,100) and the Interactive Bureau Australia, Indago Digital, In Marketing We Trust, and Nibble Digital, and the University of Technology Sydney for “Addressing Digital Marketing Labour Shortages via Women Returning to Work,” with Geetanjali Saluja (2022)
2. A\$2,500 from UTS Business School Behavioural Lab Grant for “Startup Hiring Biases of Marketing Positions,” with Li Yan and Subrina Lu (2022)
3. A\$17,000 from Marketing DG University of Technology Sydney for “Marketing’s Role in Start-up Firms: A Database for a Multi-Paper Project,” (2019-2020)
4. A\$21,000 from University of Technology Sydney Business School for “What is Marketing Mix Performance? How do Marketers Assess it differently than non-Marketers? And When does these Assessments diverge/converge?” with Paul Burke, Christine Eckert, and Marc Fischer (2018-2019)
5. A\$16,000 from Marketing DG University of Technology Sydney for “An Investigation on the Role of Marketing in Startups,” with Yitong Wang and Peter Lenk (2017-2018)
6. A\$14,574 from University of Technology Sydney for “The Role of Marketing Involvements for Start-ups Funding and growth opportunities in China,” with Yitong Wang (2016)
7. \$16,500 from the Marketing Science Institute (MSI) (2015) for “How Managers make Trade-off between Metrics when making Marketing Decisions,” with Yakov Bart, Peter Lenk, and David Reibstein
8. \$45,654 (\$27,500 in grants +\$18,154 in given research funds) for “Marketing Metric Use Around the World: A Cultural Perspective (2014),” with Imran S. Currim and Jan-Benedict Steenkamp; (\$20,000 from MSI; \$5,000 from Beall Center for Innovation and Entrepreneurship, Paul Merage School of Business, University of California Irvine; \$2,500 from Global Business Center, Kenan-Flagler College of Business, University of North Carolina at Chapel Hill)
9. \$14,873 for “What Drives Marketing Budget Sizes and Marketing Mix Allocation in Firms and How does it Impact Marketing and Firm Performance?”; (\$7,500 from the Institute for the Study of Business Markets (ISBM) (2014); \$7,373 from Louisiana State University Faculty Research Grant (2014))
10. Data grant from Wharton Customer Analytics Initiative (WCAI) / Fortune 500 firm for “A Learning Model to Understand Product Renewal and Upgrades over Multiple Devices: Evidence from a Desktop Software Subscription Service” with Imran S. Currim, Ivan Jeliazkov, and Mingdi Xin (2015)

11. \$1,000 from the Office of Research and Economic Development Faculty Travel Grant program at Louisiana State University to support attendance at an international marketing conference (Marketing Meets Wall Street IV) (2014)
12. \$500 from the Teaching Enhancement Fund at Louisiana State University to support the development of Marketing on the Internet Course (Digital Marketing) (2012)
13. Data grant from Wharton Interactive Media Initiative (WIMI) / Expedia Research Opportunity for “Conversions and Choice of Dominated Alternatives,” with Vidyanand Choudhary, Imran S. Currim, Sanjeev Dewan, and John G. Turner (2011)

HONORS AND AWARDS:

2022	<i>2021 Winner of Robert D. Buzzell Best Paper Award (awarded in 2022), Marketing Science Institute for paper making the most significant contribution to marketing practice and thought during the previous two years calendar years</i>
2022	<i>Top Teacher Award in multiple categories, UTS Business School, University of Technology Sydney</i>
2021	<i>Innovation in Research Award, UTS Business School, University of Technology Sydney</i>
2019	<i>Finalist for Robert D. Buzzell Best Paper Award, Marketing Science Institute for paper making the most significant contribution to marketing practice and thought during the previous two years calendar years</i>
2019	<i>Delegate for Sustainable Innovation Trade Mission to United States, co-organised by the American Chamber of Commerce in Australia and the Australian-Israeli Chamber of Commerce (led by Chairwoman of Tesla and Boeing APAC President)</i>
2017	<i>Invited Faculty, Workshop in Management Science, Universidad de Chile (others specifically invited were from MIT, Wharton, and University of Chicago)</i>
2016	<i>Untenured Faculty Teaching Award, E.J. Ourso College of Business, Louisiana State University</i>
2015	<i>Developing Scholar Summer Research Grant, E.J. Ourso College of Business, Louisiana State University</i>
2014, 2015	<i>Faculty Research Excellence Award, E.J. Ourso College of Business, Louisiana State University</i>
2014	<i>Invited Faculty, Direct Marketing Association Educational Foundation Professors Institute, University of Cincinnati</i>
2013	<i>Invited Discussant, Marketing Strategy Meets Wall Street III Conference, Goethe University, Frankfurt, Germany</i>
2012	<i>Speaker, Harvard Business School, Theory and Practice in Marketing Conference</i>
2012	<i>Honorable Mention, AMS Mary Kay Dissertation Competition</i>
2011	<i>Finalist, ISBM Dissertation Proposal Competition</i>
2007-2011	<i>Regent's Fellowship, University of California, Irvine</i>
2008	<i>Summer Fellowship, Institute of Mathematical Behavioral Sciences (IMBS), University of California, Irvine</i>

TEACHING EXPERIENCE:

- 2023 – *Behavioral Research Methods in Management – Advanced Regression*
Statistics course for PhD and advanced MS students focusing on cross-sectional models
- 2022 – *Innovation Lab*
- 2022 – *Introductory Marketing PhD Seminar*
- 2018 – *Digital Marketing for Marketing Managers*
Developed new postgraduate subject; highlighted as exemplar for its work integrated learning for its collaboration with guest speakers and real-world projects from leading firms. In addition, requires students to create digital marketing plans for local small businesses or non-profits
Sample of Instructor ratings: 5.0/5.0, 4.9/5.0, 4.7/5.0
- 2021 – *Marketing Decision Making / Marketing Management*
Developed new MBA core marketing subject; requires students to marketing plans for local small businesses or non-profits
- 2019 *Marketing Project (Capstone)*
Postgraduate subject, highlighted as exemplar for its work integrated learning. Student projects included collaborations with eBay, Sanofi Pharamactucuals, Dress for Success Charity, UTS Startups, and Sydney Today (leading Mandarin language website in Australia). Students were able to present reports to executives in each firm, including a visit to eBay HQ
- Each Spring 2012-2017 *Digital Marketing* (titled at LSU: Marketing on the Internet; titled at IDC: Hi-Tech and New Age Marketing),
Graduate/undergraduate combined subject
Sample of Instructor ratings at LSU: 3.9/4.0, 3.8/4.0, 3.7/4.0; at IDC: 4.8/5.0
Honors: Service-based learning course distinction; Supervised student \$250 Google Adword campaigns that led to a 12 million NIS condominium sale (~\$3.25 million), an increase of over 500% in website registrations, and three campaigns with over 1 million impressions (max=2.3 million) ([link for Times of Israel article on course](#)); “Live-case” student projects collaborating with Nike Basketball, New Orleans Pelicans, Covington Brewhouse, Lamar Advertising/Road Ninja, Johnson & Johnson subsidiary, etc.
- Each Fall 2013–2016 *Marketing Management* (titled at LSU: Marketing Administration),
LSU Flores MBA core course
“Live-case” student projects collaborating with Special Olympics of LA, Lamar Advertising, Raising Canes, Albermarle Corp., Starmount Life Insurance, Southern Marsh Clothing, etc.
- Summer 2010 *International Marketing*,

UCI undergraduate course
Course and Instructor Ratings (out of 4.0): 3.9, 3.8

PRESS COVERAGE:

1. Industry benchmark report distributed to over 100,000 managers (January 2011) “[What Drives Managerial Use of Marketing vs. Financial Metrics and Does it Impact Performance?](#)”
2. Times of Israel (July 2012), “[A million Google ads clicks, and an apartment sale, for \\$250](#)”
3. WAFB CBS9 (November 2012), “[Some shoppers feel Christmas is being forced on them too soon](#)”
4. Press Release to over 5,000 media outlets (February 2013) by *Journal of Marketing* for “What Drives Managerial Use of Marketing and Financial Metrics and Does Metric Use Affect Performance of Marketing-Mix Activities?”
5. WomensHealth.com (July 2016), “[Pokémon Go Right Now!](#)”
6. WWL Radio Media (November 2016), “[Impact of Digital Marketing on the 2016 Elections.](#)”
7. Louisiana Radio Network (December 2016), “Last Minute Christmas Shopping Trends.”
8. Interactive Advertising Bureau (IAB) Australia Podcast (September 2019): “The How & Why Behind Marketing Metrics.”
9. Think: Business Futures Podcast (November 2019): “Which Marketing Metrics actually Matter?”
10. Think: Digital Futures Podcast (November 2019): “What do your Google Searches Say about You?”
11. Think: Business Futures Podcast (September 2020): “Mr. Zuckerberg tear down that wall”
12. ABC Wide Bay with David Dowsett (September 2020): “QR codes.”
13. Northern Star (November 2020): “‘Just scratching the surface’, QR codes set to explode.”
14. ABC Wide Bay with David Dowsett (February 2021): “QR codes revisited.”
15. ABC Sydney Focus (July 2021): “[The Word-of-Mouth Marketing Needed for Australia’s Vaccination Efforts.](#)”
16. Think: Business Futures Podcast (September 2021): “How to Address Vaccine Hesitancy.”
17. ABC Adelaide (September 2021): “How to Market to Vaccine Procrastinators.”
18. ABC Radio National Mornings (January 2022): “Pandemic and Post-Pandemic Business Strategies.”
19. Qantas Travel Insider Magazine (March 2022): “[Social Media Marketing for Small Businesses.](#)”
20. ABC Sydney Focus (May 2022): “[Post-Pandemic Business Strategies.](#)”
21. UTS Startups Session (May 2022): “[Post-Pandemic Business Playbook.](#)”
22. The Australian, News.com.au, and other sources (October 2022): “[What will determine Optus’ future after cyber attack.](#)”
23. ACS Information Age (November 2022): “[Is automation ruining the customer relationship? Yes, is the short answer.](#)”

CONFERENCE PRESENTATIONS:

1. Mintz, Ofer, Alex Mintz, and Nir Ben-Levi, “M&A Decision Support System”
 - M&A Conference, Herzliya, Israel (May 2007)

2. Mintz, Ofer, Imran S. Currim, and Ivan Jeliazkov, "Information Processing Pattern and Propensity to Buy: An Investigation of Online Point-of-Purchase Behavior."
 - Brown Bag Series, Paul Merage School of Business, University of California, Irvine (November 2008)
 - 47th Annual Edwards Bayesian Research Conference, California State University, Fullerton (January 2009)
 - 7th Annual Institute of Mathematical Behavioral Sciences (IMBS) Graduate Student Conference, University of California, Irvine (May 2009)
 - INFORMS Annual Meeting, San Diego, California (October 2009)
 - Fourth German-French-Austrian Conference Quantitative Marketing, Vienna, Austria (September 2010)
 - Direct/Interactive Marketing Research Summit, San Francisco, California (October 2010)
 - Behavioral Decision Making Conference, Herzliya, Israel (May 2011)
 - Direct Marketing Association Educational Foundation Professors Institute Roundtable, University of Cincinnati (January 2014)
3. Mintz, Ofer and Imran S. Currim, "What Drives Managerial Use of Marketing and Financial Metrics and Does Metric Use Affect Performance of Marketing-Mix Activities?"
 - Executive Breakfast Gathering hosted by Ineum Consulting, Newport Beach, California (October 2010)
4. Currim, Imran S., Ofer Mintz, and S. Siddarth, "How Information Accessed at the Point of Purchase Impacts Inferences from Consumer Choice Models: Insights from a Durable Product E-Commerce Website."
 - 33rd INFORMS Marketing Science Conference, Houston, Texas (June 2011)
5. Mintz, Ofer, Imran S. Currim, Martijn de Jong, and Jan-Benedict Steenkamp, "Drivers of Metric Use in Marketing Mix Decisions: An Investigation Across the G7, BRIC, and MIST Countries."
 - Theory and Practice in Marketing Conference, Harvard Business School (May 2012)
 - 35th INFORMS Marketing Science Conference, Istanbul, Turkey (July 2013)
 - 2017 Winter AMA Conference, Orlando, Florida (February 2017)
6. Mintz, Ofer and Donna L. Hoffman, "Social Media Buzz Metrics #Fail: The Moderating Role of Metric Use on the Relationship between Market Orientation, Metric Orientation, and Social Media Marketing Performance."
 - Direct/Interactive Marketing Research Summit, Las Vegas, Nevada (October 2012)
7. Gilbride, Timothy J., Imran S. Currim, Ofer Mintz, and S. Siddarth, "What to Click, When to Stop, and What to Buy: A Model of Information Processing and Choice at an E-Commerce Website."
 - 36th INFORMS Marketing Science Conference, Atlanta, Georgia (June 2014)
 - Direct/Interactive Marketing Research Summit, San Diego, California (October 2014)
 - 2016 INFORMS International Conference, Waikoloa, Hawaii (June 2016)
 - Workshop in Management Science and Consumer Analytics, Puerto Varas, Chile (January 2017)
 - University of Sydney Consumer Insights Research Camp, Sydney, Australia (September 2017)

8. Choudhary, Vidyanand, Imran S. Currim, Sanjeev Dewan, Ivan Jeliaskov, Ofer Mintz, and John G. Turner, "Evaluation Set Sizes: Antecedents and Consequences at an Online Intermediary."
 - 10th Statistical Challenges in eCommerce Research Conference (SCERC), Tel Aviv, Israel (June 2014)
 - Direct/Interactive Marketing Research Summit, Boston, Mass. (October 2015)
 - Production and Operations Management Conference, Orlando, FL. (May 2016)
9. Mintz, Ofer, Timothy J. Gilbride, Imran S. Currim, and Peter Lenk "The Right Metric for the Right Decision, Firm, and Industry: Correcting for Endogenous Selection Effects."
 - Marketing Strategy Meets Wall Street IV Conference, Singapore Management University, Singapore (January 2015)
 - Theory and Practice in Marketing Conference, Georgia State University (June 2015)
 - Marketing Advanced Research Techniques (ART) Forum, Boston, Mass. (June 2016)
10. Mintz, Ofer and Ernst Osinga "Why Advertising Spending is Contingent on Firm Performance Relative to Aspirations, Financial Slack, and the Share of Institutional Stockholders."
 - Theory and Practice in Marketing Conference, Texas A&M University (May 2016)
11. Mintz, Ofer, Yakov Bart, Peter Lenk, and David Reibstein, "How Managers make Trade-off between Metrics when making Marketing Decisions."
 - 39th INFORMS Marketing Science Conference, USC, Los Angeles, CA (June 2017)
 - Marketing Strategy Meets Wall Street V Conference, San Francisco, CA (August 2017)
 - 2018 Winter AMA Conference, New Orleans, Louisiana (February 2018)
 - 2020 Marketing Analytics Sydney Symposium, Sydney (February 2020)
12. Healey, John and Ofer Mintz, "What if Your Owners Also Own Other Firms in Your Industry? The Relationship between Institutional Cross-Ownership, Marketing, and Firm Performance."
 - UTS Marketing Research Camp, UTS Business School, Sydney, Australia (November 2017)
 - 2018 Winter AMA Conference, New Orleans, Louisiana (February 2018)
 - Theory and Practice in Marketing Conference, UCLA, Los Angeles, CA (May 2018)
 - 40th INFORMS Marketing Science Conference, Philadelphia, PA, (June 2018)
 - 2019 Marketing Meets Wall Street, INSEAD, France (June 2019)
13. Mintz, Ofer and Gary Lilien, "The Effect of Systematic Marketing on Start-up Firm Valuation?"
 - 2018 ANZMAC Conference, Adelaide, SA (December 2018)
 - 2019 Marketing Meets Wall Street, INSEAD, France (June 2019)
 - 2020 Winter AMA Conference, San Diego, California (February 2020)
14. Mintz, Ofer, Peter Lenk, and Yitong Wang, "Does Having a Marketing and Sales Co-Founder Impact Start-up Firms' Likelihood of Obtaining an External Investment?"
 - 41st INFORMS Marketing Science Conference, Rome, Italy (June 2019)
 - 2022 Winter AMA Conference, Las Vegas, NV & Virtual (February 2022)
15. Mintz, Ofer, Paul Burke, Christine Eckert, and Marc Fischer, "Managerial Assessments of Marketing Performance."
 - University of Cologne Marketing Research Camp, Cologne, Germany (September 2020)

- Interactive Advertising Bureau Measure-Up Conference, Sydney, Australia (October 2020)
 - Wharton (Un. of Pennsylvania) TPM Conference, Philadelphia, USA (June 2021)
 - Sydney Universities Marketing Research Camp, UNSW (November 2021)
 - 2021 ANZMAC Conference, Melbourne, Vic (November 2021)
16. Mintz, Ofer, Imran S. Currim, and Rohit Deshpandé, “National Customer Orientation: Is It a Luxury of Rich Nations? Yes Indeed! But Only in Good Times.”
- Wharton (Un. of Pennsylvania) TPM Conference, Philadelphia, USA (June 2021)

INVITED TALKS:

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| <ul style="list-style-type: none"> • University of Liverpool • Texas Tech University • University of Texas – San Antonio • University of Adelaide • University of New South Wales • University of Technology Sydney • University of Central Florida • George Washington University • Tulane University • Marketing Strategy Meets Wall Street III Conference, Goethe University, Frankfurt, Germany (<i>invited discussant</i>) | <ul style="list-style-type: none"> • University of Alabama • Technion – Israel Institute of Technology • Hebrew University • Tel Aviv University • Interdisciplinary Center (IDC), Herzliya • Bar-Ilan University • HEC Paris • University of Hawaii at Manoa • California State University Fullerton • Louisiana State University (LSU) |
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SELECTED INVITED INDUSTRY PRESENTATIONS:

- Interactive Advertising Bureau (IAB) Australia Measure Up Conference (presentation, 10/2020)
- Public Sector Network’s Virtual Digital Marketing & Communications in the Public Sector (panelist, 11/2021)
- UTS Startups (video presentation, 04/2022)
- WPP Data Community (presentation, 09/2022)
- Council of Australian University Librarians (CAUL) Annual Council Meeting (panelist, 09/2022)

STUDENT COMMITTEE SERVICE:

- Benjamin Carrol, UTS (PhD, co-supervisor; *in-progress*)
- McDowell Porter, LSU (PhD, co-chair; *first job Fresno State*)
- Subrina Lu, LSU (PhD, pre-committee co-chair; *first job Cleveland State*)
- Stephanie Magnus, LSU (PhD, committee member; *first job Michigan State*)
- Debbie Qaqish, University of Phoenix (PhD, committee member; *first job was in industry*)
- Harry Mayeux, LSU (MS Analytics, created Twitter-based Dashboard for managers)

SERVICE:

- 2019- Associate Head of Marketing for External Engagement,
UTS Business School
- 2017- External Engagement Committee Member,
UTS Business School
- 2015 Conference Co-Chair,
Direct/Interactive Marketing Research Summit, Boston, MA
- 2012- Flores MBA Committee,
E.J. Ourso College of Business, Louisiana State University
- 2012- Undergraduate Scholarship Committee,
E.J. Ourso College of Business, Louisiana State University
- 2008-2010 Chief Organizer, Summer Research Group
(a bi-monthly research lecture series for PhD Students)
Paul Merage School of Business, University of California, Irvine
- 2008-2009 President, PhD Student Association
Paul Merage School of Business, University of California, Irvine

REFEREE SERVICE:

Editorial Board:

Journal of Marketing (2017-2018)

Ad hoc Reviewing:

Journal of Marketing

Journal of Retailing

International Journal of Research in Marketing

Journal of Interactive Marketing

Journal of Marketing Communications

European Journal of Marketing

Marketing Letters

Artificial Intelligence Review

DOCTORAL DISSERTATION:

- Title: What Drives Managerial Use of Marketing and Financial Metrics and Does Metric Use Impact Performance of Marketing Mix Activities?
- Chair: Imran S. Currim
- Committee: Dominique M. Hanssens, Donna L. Hoffman, Ivan Jeliaskov,
L. Robin Keller, and Connie Pechmann
- Honors: Honorable Mention, AMS Mary Kay Dissertation Competition;
Finalist, ISBM Dissertation Proposal Competition

MASTER'S DISSERTATION:

- Title: Merger and Acquisition (M&A) Decision Support System
- Chair: Sandeep Kapur

REFERENCES:

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