

**ANDREW M. KAIKATI**

Curriculum Vitae

Saint Louis University  
Chaifetz School of Business  
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SLU Prof. Who Inspires Excellence in the Classroom, Dept. of Athletics Straight-A Luncheon, 2014.

Marketing Teacher of the Year, Alpha Kappa Psi, University of Georgia, 2012.

Terry College Outstanding Teacher, University of Georgia, 2011.

One of University of Georgia's Top Professors, Academic Affairs Committee of the Student Government Association at the University of Georgia, 2010.

Fellow, AMA-Sheth Doctoral Consortium, Georgia State University, 2009.

Carlson School of Management Dissertation Fellowship, Univ. of Minnesota, 2009.

State Farm Companies Foundation Doctoral Dissertation Award in Business, 2009.

Vaile Fellowship for Outstanding PhD Student Recognition, Univ. of Minnesota, 2008.

Doctoral Fellow, Converse Symposium, University of Illinois at Urbana-Champaign, 2008.



Thompson, Scott A. and Andrew M. Kaikati (2013), “Do Brand Communities Only Benefit Market Leaders?,” *American Marketing Association Proceedings*, 24.

Kaikati, Andrew M. and Michal Strahilevitz (2012), “When Consumers and Companies Do Good: Causes and Consequences,” *Advances in Consumer Research*, 39.

Cheema, Amar and Andrew M. Kaikati (2011), “Tie Strength and Need for Uniqueness Influences on Positive Word of Mouth,” *Advances in Consumer Research*, 38.

Torelli, Carlos J., Sonia Monga, and Andrew M. Kaikati (2011), “Can Luxury Brands Do Poorly By Doing Good? Brand Concepts and Responses to Socially Responsible Actions,” *Advances in Consumer Research*, 38.

Kaikati, Andrew M. (2010), “It’s a Two-Way Street: The Influence of Communicators and Recipients in Word-of-Mouth Contexts,” *Advances in Consumer Research*, 37.

Kaikati, Andrew M. (2010), “Examining Individual and Situational Drivers of Prosocial Behaviors,” *Advances in Consumer Research*, 37.

Cheema, Amar and Andrew M. Kaikati (2007), “The Effect of Need for Uniqueness on Word-of-Mouth Agency: The Moderating Roles of Product Category and Availability,” *Advances in Consumer Research*, 34, 519-521.

#### *Book chapters and popular press publications*

Ahluwalia, Rohini and Andrew M. Kaikati (2010), “Traveling the Paths to Brand Loyalty,” In *Brands & Brand Management: Contemporary Research Perspectives*, Psychology Press.

Kaikati, Andrew M. and Jack G. Kaikati (2010), “Let’s Make a Deal: The Growing Role of Barter in the Marketplace,” *Business Insight in the Wall Street Journal* (co-produced by *Sloan Management Review*), January 25.

Vohs, Kathleen D., Andrew M. Kaikati, Peter Kerkhof and Brandon J. Schmeichel (2009), “Self-Regulatory Resource Depletion: A Model for Understanding the Limited Nature of Goal Pursuit,” In: G. B. Moskowitz and H. Grant (Eds.), *The Psychology of Goals*, Guilford Press.

**TEACHING EXPERIENCE** · Garnered several teaching accolades; see Honors and Awards section).

Chaifetz/Cook School of Business, Saint Louis University (Courses taught 2013-present).

Instructor, Consumer Behavior (MKT 4400).

Instructor, Digital Marketing and Analytics (MBA Course).

Instructor, Integrated Marketing Communications (MKT 3400).

Instructor, Advertising Management (MBA Course).

Instructor, Business Foundations (BIZ 1000; Freshman Business Course).

Instructor, Doing Business in Hong Kong and China / Global Immersion (MBA Course).

Terry College of Business, University of Georgia

Instructor, Consumer Behavior (MARK 4100), 2010 - 2013.

Carlson School of Management, University of Minnesota

Instructor, Principles of Marketing (MKTG 3001), 2008.

Teaching Assistant, Marketing Management (MBA Course), 2006.

Olin School of Business, Washington University in St. Louis

Teaching Assistant, Marketing Management (MBA Course), 2004.

## **ACADEMIC SERVICE**

Business School Full-Time MBA Program Committee, 2015-16.

Emerson Leadership Institute Founding Steering Committee, 2015-2016.

Business School Promotion/Tenure/Annual Review committee, 2015.

Represented SLU at PhD Project minority recruiting conference in Chicago, 2015.

Business School Dean Search Committee, 2014.

Marketing Department Professional Selling Task Force, 2013-15.

Judge, Saint Louis University Graduate Research Symposium, 2014.

#### University of Georgia

International Business Program Committee, 2011-13.

Marketing Department Faculty Search Committee, 2010-13.

Advisory Committee Chair for doctoral student DJ Min, 2010-13.

Faculty Advisor, Master in Marketing Research Program, 2010-13.

- 2010-11 Project: Coca-Cola: My Coke Rewards.
- 2011-12 Project: Coca-Cola: Live Positively.
- 2012-13 Project: Coca-Cola: Sprite Zero.

Program Mentor, UGA Young Dawgs, 2011.

Terry 10<sup>th</sup> Annual Professional Sales Competition Referee, 2010.

#### University of Minnesota

Marketing Department Ph.D. Student Research Series Coordinator, 2007-08.

Carlson on Branding Conference Volunteer, 2006.

Society for Consumer Psychology Conference Volunteer, St. Pete's Beach, FL, 2005.

### **NON-ACADEMIC WORK EXPERIENCE**

Sara Lee, Brand Management, 2004.

Accenture, Management Consulting, 2000 – 2003.