

## RITU LOHTIA

### WORK ADDRESS

Department of Marketing  
J. Mack Robinson College of Business  
Georgia State University  
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### HOME ADDRESS

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### EDUCATION

Ph.D. in Business Administration, University of Maryland, 1991  
Major Area: Marketing Minor Area: Statistics

Masters in Management Studies, Birla Institute of Technology and Science, India, 1986

### ACADEMIC EXPERIENCE

Faculty Director, Online B.B.A. Degree Completion Program, June 2020 to present

Associate Professor, Marketing, Georgia State University, Fall 1999 to present

Assistant Professor, Marketing, Georgia State University, Fall 1990 to 1999

Spring 1996 to Spring 1999 Assistant Professor, Marketing, Georgia State University

Summer 1994 - Winter 1996 Assistant Professor, Marketing, Georgia State University,  
(Leave of absence)

Visiting Professor, Keio University, Tokyo

Visiting Researcher, Waseda University, Tokyo

Fall 1990 - Spring 1994 Assistant Professor, Marketing, Georgia State University

### AWARDS

1997 Highly Commended Winner for the article published in the Journal of Business and Industrial Marketing.

1994 Second Runner-Up for the Best Article published in the Journal of Business and Industrial Marketing.

University of Maryland Marketing Department Representative for the American Marketing Association Doctoral Consortium, August 1989.

## **PUBLICATIONS: REFEREED SCHOLARLY**

### **Journal Articles**

Monica Guillory, Ritu Lohtia, and Naveen Donthu, "The usefulness of online reviews in financial services," International Journal of Electronic Marketing and Retailing, Vol. 7, No.1, 2016, pp. 66 - 90.

Ritu Lohtia, Naveen Donthu, and Monica Guillory, "The Impact of Advertising, Trustworthiness, and Valance on the Effectiveness of Blogs," International Journal of Electronic Marketing and Retailing, Vol.5, No.4, 2013, pp.317 - 339.

Ritu Lohtia, Daniel C. Bello, and Constance Porter, "Building Trust in US-Japanese Business Relationships: The Mediating Role of Cultural Sensitivity." Industrial Marketing Management, Vol. 38, 2009, pp. 239-252.

Ritu Lohtia, Naveen Donthu, and Idil Yaveroglu, "Evaluating the Efficiency of Internet Banner Ads," Journal of Business Research , Vol. 60, No. 4, 2007, pp. 365-370.

Ritu Lohtia, Daniel C. Bello, Teruhisa Yamada, and David I. Gilliland, "The Role of Commitment in US—Japanese Relationships: Mediating Performance for US Sellers in Japan," Journal of Business Research, Vol. 58, 2005, pp. 1009-1018.

"Frank" Tien Xie, Naveen Donthu, Ritu Lohtia, and Talai Osmonbekov, "Emotional Appeal and Incentive Offering in Banner Advertisements," Journal of Interactive Marketing (www.jiad.org), Vol. 4, No.2, 2004 .

Daniel C. Bello, Ritu Lohtia, and Vinita Sangtani, "An Institutional Analysis of Supply Chain Innovations in Global Marketing Channels," Industrial Marketing Management, Vol. 33, No. 1, 2004, pp. 57-64.

Ritu Lohtia, "Frank" Tien Xie, and Ramesh Subramaniam, "Efficient Consumer Response in Japan: Industry Concerns, Current Status, Benefits, and Barriers to Implementation," Journal of Business Research, Vol. 57, No. 3 , 2004, pp. 306-311.

Ritu Lohtia, Naveen Donthu, and Edmund K. Hershberger, "The Impact of Content and Design Elements on Banner Ad Click-Through Rates" Journal of Advertising Research, Vol. 43, No. 4, 2003, pp. 410-418.

Ritu Lohtia, Ramesh Subramaniam, and Rati Lohtia, "Are Pricing Practices in Japanese Channels of Distribution Finally Changing?" Journal of Marketing Channels, Vol. 9, No. (1/2), 2001, pp. 5-32.

Ritu Lohtia and Ramesh Subramaniam, "Structural Transformation of the Japanese Retail Distribution System," Journal of Business and Industrial Marketing, Vol. 15, No. (4/5), 2000, pp. 323-337.

Ritu Lohtia and Toshihiro Murakoshi, "The Adoption of Efficient Consumer Response in Japan." Journal of Marketing Channels, Vol. 7, No. (1/2), 1999, pp. 1-28.

Ritu Lohtia, Kyoichi Ikee, and Ramesh Subramaniam, "Changing Patterns of Channel Governance: An Example from Japan," Journal of Retailing, Vol. 75, No. 2, 1999, pp. 263-275.

Daniel C. Bello, Ritu Lohtia, and Shirish P. Dant, "Collaborative Relationships for Component Development: The Role of Strategic Issues, Production Costs, and Transaction Costs," Journal of Business Research, Vol. 45, 1999, pp. 15-31.

Ritu Lohtia, "A Transaction Cost and Resource-Dependence Based Model of Buyer-Seller Relations," Research in Marketing, Vol. 13, 1997, pp. 109-134.

Daniel C. Bello, Shirish P. Dant, and Ritu Lohtia, "Hybrid Governance: The Role of Transaction Costs, Production Costs and Strategic Considerations," Journal of Business and Industrial Marketing, Vol. 12, No. 2, 1997, pp. 118-133. (1997 Highly Commended Winner)

Toshihiro Murakoshi and Ritu Lohtia, "The Direction of Efficient Consumer Response Distribution Innovation," Japan Marketing Journal, Vol. 60, 1996, pp. 83-94. (in Japanese)

Ritu Lohtia, "The Multidimensionality of the Physical Transaction-Specific Asset Construct," Keio Business Review, Vol. 31, No. 4, 1995, pp. 69-81.

Ritu Lohtia, Wesley J. Johnston, and Linda Aab, "Business-to-Business Advertising: What Are the Dimensions of an Effective Print Ad?," Industrial Marketing Management, Vol. 24, 1995, pp. 369-378.

Daniel C. Bello, and Ritu Lohtia, "Export Channel Design: The Use of Foreign Distributors and Agents," Journal of the Academy of Marketing Science, Vol. 23, No. 2, 1995, pp. 83-93.

James Boles, Naveen Donthu, and Ritu Lohtia, "Salesperson Evaluation Using Relative Performance Efficiency: The Application of Data Envelopment Analysis," Journal of Personal Selling and Sales Management, Vol. 15, No. 3, 1995, pp. 31-49.

Linda Aab, Wesley J. Johnston, and Ritu Lohtia, "Building Relationships Through Advertising," Marketing Management, Vol. 4, No. 1, 1995, pp. 33-38.

Ritu Lohtia, Charles Brooks, and Robert E. Krapfel, "What Constitutes a Transaction-Specific Asset: An Examination of the Dimensions and Types," Journal of Business Research, Vol. 30, No. 3, 1994, pp. 261-270.

Ritu Lohtia and Robert E. Krapfel, "The Impact of Transaction-Specific Investments on Buyer-Seller Relationships," Journal of Business and Industrial Marketing, Vol. 9, No. 1, 1994, pp. 6-16. (1994 Second Runner-Up for the Best Article)

Ritu Lohtia, Linda Aab, and Wesley J. Johnston, "Creating an Effective Advertisement for the China Market: Analysis and Advice," Journal of Global Marketing, Vol. 8, No. 2, 1994, pp. 7-29.

Thomas V. Greer and Ritu Lohtia, "The Effects of Source and Paper Color on Response Rates in Mail Surveys," Industrial Marketing Management, Vol. 23, No. 1, 1994, pp. 47-54.

Daniel C. Bello and Ritu Lohtia, "Improving Trade Show Effectiveness by Analyzing Attendees," Industrial Marketing Management, Vol. 22, No 4, 1993, pp. 311-318.

### **Refereed Proceedings**

Wael Jabr, Zirun Qi, Ritu Lohtia, and Monica Guillory, "The Influence of Information Display and Availability on Reviewer Usefulness Status," Proceedings of the 2018 Twenty-fourth Americas Conference on Information Systems, pp. 1-10.

Monica Guillory, Ritu Lohtia, Naveen and Naveen Donthu, "What Do Consumers Find More Useful – User of Expert Reviews?" Proceedings of the 2015 American Marketing Association Summer Educators' Conference, F-41.

Ritu Lohtia, Naveen Donthu, and Monica Guillory, "The Impact of Advertising, Trustworthiness, and Valence on the Effectiveness of Blogs," Proceedings of the 2010 American Marketing Association Summer Educators' Conference, p. 485.

Ritu Lohtia, Daniel C. Bello, and Constance Porter, "Building Trust in US-Japanese Business Relationships," Proceedings of the 2005 American Marketing Association Summer Educators' Conference, pp. 167-168.

Ritu Lohtia, Naveen Donthu, and Edmund K. Hershberger, "Banner Ad Effectiveness: Lessons from 8,725 Ads," Proceedings of the 2003 American Marketing Association Summer Educators' Conference, pp. 83-84.

Ritu Lohtia and "Frank" Tien Xie, "The Status of Efficient Consumer Response in Japan," Proceedings of the 2001 American Marketing Association Summer Educators' Conference, p. 82.

Ritu Lohtia, Ramesh Subramaniam, and Rati Lohtia, "Changes in Price-Related Distribution Practices in Japan." Marketing in a Global Economy Proceedings, 2000, pp. 353-354.

Ritu Lohtia and Daniel C. Bello, "Market Success in Japan through Building the Commitment of Foreign Sellers and Japanese Buyers," Proceedings of the 1998 American Marketing Association Educators' Conference, Vol. 9, Summer, 1998, p. 215.

Ritu Lohtia, "Japanese Distribution Structure: What to Expect in the Next Five Years," Proceedings of the 1997 American Marketing Association Educators' Conference, Vol. 8, Summer, 1997, p. 144.

Ritu Lohtia, "Structure of the Japanese Distribution System: A Glimpse Into the Future," Proceedings of the 1997 American Marketing Association Educators' Conference, Vol. 8, Winter, 1997, p. 223.

Daniel C. Bello, Ritu Lohtia, and Shirish P. Dant, "Collaborative Relationships for Product Development: The Role of Strategic Issues, Production Costs, and Transaction Costs in Hybrid Governance," Proceedings of the 1996 American Marketing Association Educators' Conference, Vol. 7, Summer, 1996, p. 222.

Ritu Lohtia and Toshihiro Murakoshi, "Efficient Consumer Response Relationships in the Japanese Grocery Industry," Proceedings of the 1996 American Marketing Association Educators' Conference, Vol. 7, Winter, 1996, p. 437.

Ritu Lohtia and Charles Brooks, "The Multidimensionality of the Human and Physical Transaction-Specific Asset Construct," Proceedings of the 1995 American Marketing Association Educators' Conference, Vol. 6, Summer, 1995, pp. 228-229.

Ritu Lohtia and Charles Brooks, "The Multidimensionality of the Transaction-Specific Asset Construct," Proceedings of the 1995 American Marketing Association Educators' Conference, Vol. 6, Winter, 1995, pp. 259-260.

Linda Aab, Wesley J. Johnston, and Ritu Lohtia, "Advertising and China," Proceedings of the 1994 U.S. Competitiveness in the Global Marketplace Conference, Vol. 2, 1994, pp. 297-304.

Charles Brooks and Ritu Lohtia, "Adopting a Network Perspective in Business-to-Business Marketing: Theoretical, Methodological, and Managerial Considerations," Proceedings of the 1994 American Marketing Association Educators' Conference, Vol. 5, Summer, 1994, pp. 385-386.

Shirish P. Dant, and Ritu Lohtia, "The Impact of Efficiency and Strategic Considerations on the Governance of Organizational Relationships," Proceedings of the 1994 Relationship Marketing Research Conference, 1994.

Daniel C. Bello and Ritu Lohtia, "Global Market Entry Strategy: The Utilization of Foreign Distributors and Agents," Proceedings of the 1994 American Marketing Association Educators' Conference, Vol. 5, Winter, 1994, pp. 41-42.

Ritu Lohtia, “What Constitutes a Transaction-Specific Investment? An Examination of Dimensions and Types,” Proceedings of the 1993 American Marketing Association Educators’ Conference, Vol. 4, Summer, 1993, p. 140.

## **PAPERS PRESENTED AT REFEREED PROFESSIONAL MEETINGS**

Wael Jabr, Zirun Qi, Ritu Lohtia, and Monica Guillory, “The Influence of Information Display and Availability on Reviewer Usefulness Status,” presented at the Twenty-fourth Americas Conference on Information Systems, New Orleans, August 2018.

Monica Guillory, Ritu Lohtia, Naveen and Naveen Donthu, “What Do Consumers Find More Useful – User of Expert Reviews?” presented at the Special Session on Digital Marketing and Social Media, AMA Summer Marketing Educators’ Conference, Chicago, August 2015.

Ritu Lohtia, Naveen Donthu, and Monica Guillory, “The Impact of Advertising, Trustworthiness, and Valence on the Effectiveness of Blogs,” presented at the Special Session on Insights to Social Media Marketing, AMA Summer Educators’ Conference, Boston, August 2010.

Ritu Lohtia, Daniel C. Bello, Teruhisa Yamada, and David I. Gilliland, “The Role of Commitment in US—Japanese Relationships: Mediating Performance for US Sellers in Japan,” presented at the Special Session of the Interorganizational Issues Track, American Marketing Association Winter Educators’ Conference, 2003.

Ritu Lohtia, “Japanese Distribution Structure: What to Expect in the Next Five Years,” presented at the Conference on Japanese Distribution Strategy, Honolulu, November 1998.

Toshihiro Murakoshi and Ritu Lohtia, “Efficient Consumer Response in Japan: A First Glance,” presented at the 3rd International Conference on Recent Advances in Retailing and Services Science, Austria, June 1996.

Shirish P. Dant and Ritu Lohtia, “Toward a Production Cost Theory of Vertical (De)Integration,” presented at the American Marketing Association Business-to-Business Marketing Conference, San Francisco, March 1993.

Ritu Lohtia, “A Transaction Cost and Resource-Dependence Based Model of Buyer-Seller Relations,” presented at the First Research Conference on Relationship Marketing, Atlanta, April. 1992.

## **FUNDED RESEARCH PROJECTS**

### **Externally-Funded Research**

Evaluating the Effectiveness of Banner Advertisements, 2001. \$10,000 grant from a leading Internet advertising firm. Role in Project: Co-researcher; Co-researcher: Naveen Donthu.

Changes in the Japanese Distribution System, 1995. Research fully funded by the Keio Business School, Tokyo, Japan. Role in Project: Principal Investigator; Co-researchers: Kyoichi Ikee and Ramesh Subramaniam.

The Role of Commitment and Trust in US—Japanese Relationships. 1995. Research fully funded by the Yokohama Shooka University, Yokohama, Japan. Role in Project: Principal Investigator; Co-researchers: Teruhisa Yamada and Daniel C. Bello.

Efficient Consumer Response in Japan, 1995. Research fully funded by the Waseda University, Tokyo, Japan. Role in Project: Principal Investigator; Co-researchers: Toshihiro Murakoshi, Ramesh Subramaniam, and “Frank” Tian Xie.

Collaborative Relationships for Component Development: The Role of Strategic Issues, Production Costs, and Transaction Costs, 1993 - 1994. \$2,500 grant from the Institute for the Study of Business Markets, The Pennsylvania State University, University Park, PA. Role in Project: Co-researcher (with Shirish P. Dant and Daniel C. Bello).

A Transaction Cost and Resource-Dependence Based Model of Buyer-Seller Relationships, 1989. \$2,000 Charles A. Taff Doctoral Research Fund awarded by the University of Maryland’s College of Business and Management: College Park, MA. Role in Project: Principal Investigator.

### **Internally-Funded Research**

An Empirical Investigation of the Dimensions of a Transaction-Specific Investment, 1994. \$2,500 grant from The Center for Business and Industrial Marketing, Georgia State University, Atlanta, GA. Role in Project: Principal Investigator.

Collaborative Relationships for Component Development: The Role of Strategic Issues, Production Costs, and Transaction Costs, 1993. \$1,500 grant from the Marketing RoundTable, Georgia State University, Atlanta, GA. Role in Project: Co-researcher (with Shirish P. Dant and Daniel C. Bello).

Recipient of eleven J. Mack Robinson College of Business competitive research course release awards, 1991 to present.

### **COURSES TAUGHT**

#### **Undergraduate**

- Online Marketing Management (Summer 2020)
- Hybrid Marketing Management (Fall 2017 – Spring 2020)
- Basic Marketing/ Marketing Management (1999 - present)
- Honors Basic Marketing/ Marketing Management (2006 - 2017)
- International Marketing (Summer 2009, Summer 2010)
- Business-to-Business Marketing (1990 - 2006)

## **Graduate**

- International Marketing (Fall 2002 to 2008)
- Business-to-Business Marketing (1991 - 2005)
- Special topics to Ph.D. students (2000)

## **Other**

- Taught International Marketing (undergraduate level) at Cairo University, Cairo, Egypt, Spring 2012.
- Taught Business-to-Business Marketing (undergraduate level) at Keio University, Tokyo, Japan.

## **SUPERVISION OF DOCTORAL DISSERTATIONS**

### **Committee Member**

Hung Nguyen, “Risk and Visibility in Global Supply Chains: An Empirical Study.” 2011.

Monica Guillory, “Perceived Brand Age and It’s Influence on Choice.” 2011.

Talai Osmonbekov, “The Impact of eBusiness Infusion on Reseller Effectiveness: The Moderating Role of Channel Governance.” 2003.

Cristian Chelariu, “Governance Solutions for Uncertain Environments: The Case of U.S. Export Channels to Eastern Europe.” 2001.

Linda Aab, “The Importance of Interpersonal Relations and Corporate Reputation for Buyer-Seller Relationship Quality.” 1994.

Sang Hyeon Kim, “The Governance Mechanisms of Interfirm Relational Exchanges: A Commitment Theory Perspective.” 1993.

K. Caleb Chan, “An Empirical Study on IT-enabled Value-Adding Partnership Framework: Impact of Interorganizational Systems.” 1993.

Munshik Suh, “An Examination of the Client-Professional Service Provider Relationship Maintenance from the Clients’ Perspective.” 1992.

### **Reader**

Randhir Mishra, “A Dynamic Relationship Evaluation Framework for Business Markets.” 1999.

Rahdhir was a doctoral candidate at the Indian Institute of Management, Bangalore, India.

David Galliland, “Manufacturers’ Commitment to Industrial Distributors: Governance Implications and Performance Consequences.” 1998.



Mark P. Leach, “The Effects of Self-Regulatory Training on Salesperson Job Satisfaction and Performance: Examining the Role of Self-Regulation and Self-Efficacy.” 1998.

## **CONTINUING EDUCATION ACTIVITIES**

- Taught Customer Relationship Management in the Executive Program run by the College. Fall 2002.
- Private Sector Management Development Program organized jointly by the J. Mack Robinson College of Business at Georgia State University and the faculty of Economics and Business, University of Cocody, Abidjan, Ivory Coast. Taught a seminar on Business-to-Business Marketing and participated in conducting a week long management development program for Ivorian managers. The seminar was conducted in the Ivory Coast. Fall 1999.

## **SERVICE ACTIVITIES INTERNAL TO THE UNIVERSITY**

### **University**

- Senator, May 1998 – 2000; May 2003 – May 2005

### **College**

- Chair, RCB Digital Support Network, March 11, 2020 – June 15, 2020
- Member, Undergraduate Steering Committee, 2007 to 2017
- Member, Faculty Development Committee, 2004 -- 2005
- Member, Graduate Program Council, 1998 – 2001
- Provided mentoring to Mr. Kartlos Kipiani, a faculty member of Caucasus School of Business, Tbilisi, Georgia. Mr. Kipiani attended my business-to-business marketing class in Spring 2000.
- Served on the Fulbright selection committee for former student Maryann Rose who was applying for a Fulbright Binational Business Grant to Mexico for the 2005-2006 grant years.

### **Department**

- Course Coordinator, undergraduate Marketing Management, 2009 to present
- Placement Advisor, 1990 to 2009
- Advisor, BBA students, 2007 – 2008
- Member, Undergraduate Assessment Committee, 2005 to present
- Committee member for cumulative review of Dr. Wesley Johnston, 2003

- Coordinator, The Center for Business and Industrial Marketing (CBIM), 1994 to 1999  
CBIM is affiliated with the Institute for the Study of Business Markets (ISBM), The Pennsylvania State University, University Park, PA.

## **SERVICE ACTIVITIES IN ACADEMIC ORGANIZATIONS**

### **Editorial Review Board**

- Journal of Business and Industrial Marketing, 1994 to present
- Journal of Marketing Channels (now The Journal of Organizational Relationships), 2000 to present

### **Reviewer**

- International Journal of Internet Marketing and Advertising, 2011, 2016
- International Journal of Electronic Marketing and Retailing, 2015
- Journal of Retailing, 2001 to 2006, 2010, 2011
- International Journal of Electronic Commerce, 2007
- American Marketing Association Summer Educators' Conference, 1994, 1995, 1999, 2003, 2005, 2008, 2009, 2010
- American Marketing Association Winter Educators' Conference, 1996, 1999, 2000, 2002, 2004, 2005, 2009, 2010
- Journal of Business Research, 1991, 1996, 2001, 2008, 2009
- Conference on Relationship Marketing, 1994, 1996, 1998
- Southern Marketing Association Conference, 1998
- Journal of Public Policy and Marketing, 1995
- International Business Review, 1995
- Journal of Advertising, 1992
- Journal of Franchising, 1992

### **Track Chair**

- Academy of Marketing Science Conference, Business-to-Business Marketing Track, 2001
- American Marketing Association Summer Educators' Conferences, Business-to-Business Marketing Track, 2000

### **Session Chair**

- American Marketing Association Summer Educators' Conference, 1995, 2003, 2008
- American Marketing Association Winter Educators' Conference, 2000, 2009
- Faculty Consortium on Business-to-Business Marketing, Northwestern University, 2000
- Conference on Relationship Marketing, 1998

- Conference co-sponsored by The Center for Business and Industrial Marketing and the Institute for the Study of Business Markets, 1998

### **Discussant**

- Conference co-sponsored by The Center for Business and Industrial Marketing and the Institute for the Study of Business Markets, 2000
- American Marketing Association Summer Educators' Conference, 1994, 1995, 1999
- American Marketing Association Winter Educators' Conference, 1996, 1998, 1999, 2002
- Conference on Relationship Marketing, 1994, 1996

### **PROFESSIONAL AFFILIATIONS**

- American Marketing Association
- Academy of Marketing Science

### **SERVICE TO THE COMMUNITY**

On the Organizing Committee for the Indian American Scholarship Fund (2004 to 2017). Work with local school counselors to provide them information on the fund. Help in the application review process. Also contact current students from the local colleges (Georgia State University, Georgia Institute of Technology, University of Georgia, and Emory University) to be present at the Annual Graduate Reception to help answer questions from new students who are at the reception and are going to attend one of these colleges.