

# TANYA K. BARZOTTI (Mark)

---

Tanya.barzotti@uoguelph.ca

mobile: 226-979-5186

## APPOINTMENTS

University of Guelph, Associate Professor	01/2017 - present
University of Guelph, Director, Marketing Analytics Centre	10/2018 – 1/2023
University of Guelph, Acting Associate Dean, Academic	07/2016 – 12/2016
University of Guelph, Associate Professor	07/2015 – 07/2016
University of Guelph, Assistant Professor	08/2007 – 06/2015

## EDUCATION

Ph.D. in Business Administration (Marketing) 02/2008  
Ivey Business School  
Western University, London, ON, Canada

Honors Business Administration 04/1999  
Ivey Business School  
Western University, London, ON, Canada

## HONORS AND AWARDS

- 2018 Research Excellence Award, University of Guelph
- 2018 Most Innovative Paper Award, National Business and Economics Society Conference
- 2018 Best Paper published in the *Canadian Journal of Administrative Sciences*
- 2017-2019 Teaching Fellow, University of Guelph
- 2015 University of Guelph Faculty Association Distinguished Professor Award for *Excellence in Teaching*
- 2015 Best Paper published in the *Journal of Retailing*, volume 89
- 2012 Outstanding Paper Award published in the *Journal of Business to Business Marketing*
- 2005 Doctoral Fellow, American Marketing Association, Sheth Foundation  
Doctoral Consortium

## GRANTS and OTHER SOURCES OF FUNDING

- 2025, Corporate Sponsorship (\$65,000)
- 2024, Corporate Sponsorship for Experiential Learning (\$8,300)
- 2020, Corporate Sponsorship (\$50,000)

- 2019 Mitacs, “Assessing the Effectiveness of Customer Management Efforts on Profitability in the Insurance Industry”, \$17,500
- 2017 Ontario Ministry of Agriculture and Rural Affairs Grant for research “Reshaping Diet: Assessing the Impact of a Nutrition Labeling System on Healthy Consumer Choices”, co-Principal Investigator with Tirtha Dhar and Alison Duncan, \$430,000
- 2016 Marketing Science Institute Grant for research “Assessing the Impact of Customer Touchpoints on the Total Customer Experience” with Katherine Lemon and Peter Verhoef, \$US10,000
- 2013 Social Sciences and Humanities Research Council Institutional Grant, \$3,500
- 2006 Research grant from The Center for Customer Relationship Management at Duke’s Fuqua School of Business, \$US5,000
- 2005 University of Western Ontario academic development fund new research and scholarly initiative award with Professors Kersi Antia and Niraj Dawar , \$7,000
- 2004 Dr. and Mrs. Geno F. Francolini Scholarship in Business
- 2002 – 2006 Ivey Plan for Excellence Scholarship
- 1999 Von Muralt-Lo Scholarship

## RESEARCH

### Publications in Scholarly Refereed Journal

**Mark, Tanya**, Tirtha Dhar, Peter Verhoef, and Katherine Lemon, (2023) “How is retargeting related to purchase incidence, channel choice, and purchase quantity?” *Marketing Letters*.

**Mark, Tanya**, Jan Bulla, Rakesh Niraj, and Ingo Bulla (2019), “Catalog as a Tool for Reinforcing Habits: Empirical Evidence from a Multichannel Retailer”. *International Journal of Research in Marketing*.

Marasuotti, Antonello, Jan Bulla, and **Tanya Mark** (2019), “Responses to Marketing Activities in a Multichannel Environment Using a Mixed Hidden Markov Model”. *METRON*.

Goellner, Katharina, **Tanya Mark**, and Jennifer Alvarado (2017) “Brand Community Duty: The Role of Duty in Brand Communities,” *Canadian Journal of Administrative Sciences*.

\*Awarded best paper, volume 34.

**Mark, Tanya**, Colette Southam, Jan Bulla, and Sergio Meza (2016) "Cross-Category Indulgence: Why Do Some Premium Brands Grow During Recession", *Journal of Brand Management*.

Bulla, Jan, Christophe Chesneau, Fabien Navarro, and **Tanya Mark** (2015) "A note on the adaptive estimation of a bi-dimensional density in the case of knowledge of the copula density", *Statistics and Probability Letters*.

**Mark, Tanya**, Katherine N. Lemon, Mark Vandebosch, Jan Bulla, and Antonello Marasuotti (2013) "Capturing the Evolution of Customer-Firm Relationships: How Customers Become More (or Less) Valuable over Time", *Journal of Retailing*.  
\*Awarded best paper, volume 89.

**Mark, Tanya**, Katherine N. Lemon and Mark Vandebosch (2014) "Customer Migration Patterns: Evidence from a North American Retailer", 2014, *Journal of Marketing Theory and Practice*.

**Mark, Tanya**, Rakesh Niraj, and Niraj Dawar (2012) "Uncovering Customer Profitability Segments for Business Customers", *Journal of Business to Business Marketing*.  
\*Awarded best paper published in 2012.

Bulla, Ingo, Anne-Kathrin Schultz, Christophe Chesneau, **Tanya Mark**, and Florin Serea (2014) "A Model-based Information Sharing Protocol For Profile Hidden Markov Models Used for HIV-1 Recombination Detection", *BMC Bioinformatics*.

Lemon, Katherine N., and **Tanya Mark** (2006) "Customer Lifetime Value as the Basis of Customer Segmentation: Issues and Challenges", *Journal of Relationship Marketing*.

## **Work in Progress**

**Tanya Mark**, Joseph Mudge, and Mackenzie McNeil, "Assessing the Effectiveness of Customer Management Efforts on Profitability in the Insurance Industry"  
Status: Revise and Resubmit  
Target Journal: Journal of Personal Selling and Sales Management

**Tanya Mark** and Raj Minocha, "Are AI responses comparable to human responses in marketing research?"  
Status: Data collection

**Tanya Mark**, “Successful Integration of AI into the Classroom: Evidence from a Canadian University”

Status: Preparing paper for submission to American Marketing Association Symposium of Higher Education (Fall 2024)

Southam, Colette, Simone Kelly, and **Tanya Mark**, “Unpacking Sustainability Value Drivers: Financial impact of ESG Intangibles on Brand Value”

Status: Data collection

### **Presentations**

**Tanya Mark**, Joseph Mudge, and Mackenzie McNeil (2025). “The evolution of training effectiveness: How long should performance improve after receiving training?”, EMAC, Madrid, Spain.

Nicola Tourangeau and **Tanya Barzotti (Mark)** (2024). “Telematics Conjoint Study: Understanding Telematic User-Based Insurance Pricing Strategies for High- and Low-Risk Drivers”, ASAC, Montreal, Canada.

**Mark, Tanya**, Tirtha Dhar, Peter Verhoef, and Katherine Lemon (2020). “The effects of retargeting on purchase incidence, channel choice and purchase quantity”, 3rd International Conference on Advanced Research Methods and Analytics, Valencia, Spain (virtual conference due to pandemic).

**Mark, Tanya**, Peter Verhoef, Katherine Lemon, and Tirtha Dhar (2019). “The effects of retargeting on purchase incidence, channel choice and purchase quantity”, Empirical and Theoretical Symposium, Vancouver, Canada.

**Mark, Tanya**, Peter Verhoef, Katherine Lemon, and Tirtha Dhar (2019). “The effects of retargeting on purchase incidence, channel choice and purchase quantity”, European Marketing Association Conference, Hamburg, Germany.

**Mark, Tanya**, Peter Verhoef, Katherine Lemon, and Tirtha Dhar (2019). “The effects of retargeting on purchase incidence, channel choice and purchase quantity”, Marketing Science, Rome, Italy.

**Mark, Tanya** (2018). “Assessing the Impact of Digital and Traditional Marketing Tactics on Firm Performance”, College of Business and Economics’ Harnessing Marketing Analytics Symposium, Guelph, Ontario, Canada.

**Mark, Tanya, Jan Bulla, Rikash Niraj, & Ingo Bulla (2018).** “Catalog as a Mechanism for Reinforcing Habits: Empirical Evidence from a Multichannel Retailer”, National Business and Economics Society Conference, Hawaii, USA.

**Mark, Tanya, Jan Bulla, Rikash Niraj, & Ingo Bulla (2017).** “Catalog as a Mechanism for Reinforcing Habits: Empirical Evidence from a Multichannel Retailer”. European Marketing Association Conference, Groningen, Netherlands.

**Mark, Tanya, Jan Bulla, Rikash Niraj, & Ingo Bulla (2015).** *A Dynamic Segmentation Framework in a Multichannel Environment*. CORS/INFORMS International Meeting, Montreal, Quebec, Canada.

**Mark, Tanya, Jan Bulla, Rikash Niraj, & Ingo Bulla (2014).** *Assessing Omnichannel Behavior of Customers at a Multi-Channel Retailer*. Marketing Dynamics Conference, Las Vegas, Nevada, USA.

**Mark, Tanya, Jan Bulla, Rakesh Niraj, & Ingo Bulla (2014).** *Does it Really Matter Where They Buy? Capturing Omnichannel Behavior using a Hidden Markov Model*. American Marketing Association Summer Marketing Conference, San Fransisco, California, USA.

**Mark, Tanya, Jan Bulla, Rakesh Niraj, & Ingo Bulla (2014).** *A Dynamic Segmentation Framework in a Multichannel Environment*. INFORMS Marketing Science Conference, Atlanta, Georgia, USA.

**Mark, Tanya, Jan Bulla, Rakesh Niraj, and Ingo Bulla (2013)** “Insights into the Role of the Internet in a Multichannel Customer Management Strategy”, INFORMS Marketing Science, USA.

Goellner, Katharina and **Tanya Mark (2013)** “Brand Community Duty: The Role of Duty in Brand Communities” SIG, Global Brand Conference, USA.

Goellner, Katharina and **Tanya Mark (2012)** “ Brand Community Duty: The Role of Duty in Brand Communities”, ASAC, Newfoundland, Canada.

**Mark, Tanya (2012)** “Canadian Beef Consumption Trends the Retailer’s Perspective”, Feedlot Conference Hitting the Consumer Target, Alberta, Canada.

**Mark, Tanya**, Mark Vandenbosch, Katherine N. Lemon, Jan Bulla, and Antonello Maruotti (2011) "Insights into the Role of the Internet in a Multichannel Customer Management Strategy", INFORMS Marketing Science Conference, Rice University, Houston, Texas, USA.

**Mark, Tanya**, Katherine N. Lemon, and Mark Vandenbosch (2008) "Investigating the Impact of Marketing Mix Variables on Customer Migration Patterns", INFORMS Marketing Science Conference, British Columbia, Canada.

**Mark, Tanya**, Katherine N. Lemon, and Mark Vandenbosch (2006) "Predicting What Type of Customer You Will Be Tomorrow: A Stochastic Segmentation Model", INFORMS Marketing Science Conference, Pittsburgh, USA.

**Mark, Tanya**, Rakesh Niraj, Niraj Dawar, and Kersi Antia (2005) "Is Customer Profitability a Function of the Pattern of Transactions that Characterize the Relationship?", INFORMS Marketing Science Conference, Atlanta, USA.

**Mark, Tanya** and Michael Pearce (2004) "Microsoft Canada: Marketing Xbox", Case Track, Administrative Studies Association of Canada, Quebec, Canada.

**Mark, Tanya** and Darren Meister (2002) "Mechanisms for Building Trust and Commitment in an Electronic Environment", International Conference on Information Systems proceedings, Barcelona, Spain.

**Mark, Tanya** (2002) "Exploiting the Internet as a Tool to Create and Sustain Customer Loyalty", Administrative Studies Association of Canada, Winnipeg, Canada.

### **Other Publications**

Case: **Mark, Tanya** and Michael Pearce (2003) "Microsoft Canada: Marketing Xbox", Ivey Business School.

### **ACADEMIC WORK EXPERIENCE**

#### *Undergraduate Courses*

Marketing Strategy

Data-driven Decision Making (co-developed and taught with The Co-operators)

Management in Product Development

Research Methods

#### *Graduate Courses*

Marketing Theory (Masters of Science)  
Marketing Strategy (MBA) (2018-2019)  
Experiential Learning Marketing Research course (2023)

*Invited Lectures*

McGill University, Montreal, Canada (01/2020)  
McMaster University, Hamilton, Canada (04/2015)  
Boston College, Boston, MA, USA (04/2009)

*Higher Degree Research Students*

Rebecca Randle (PhD candidate)  
Nicola Tourangeau (co-advising; 2024)  
Adam Gray (2022)  
Robbie Adams (2019)  
Shaheer Kamran (2019)  
Ethan Sweeney (2019)  
Zuzanna Jurewicz (2018)  
Miriam Habib (2018)  
Mitchell Torres (2016-2018)  
Mikaela Levasseur (2016-2018)  
Yidan Gong (2015 - 2016)  
Rebecca Shabaga (2012 - 2013)  
Suzanne Rath (2012 - 2013)  
Katharina Goellner (2010 - 2012)  
Kenneth Field (2010 – 2012)

**SERVICE ACTIVITIES**

**Ad-hoc Reviewer**

Journal of Retailing  
Canadian Journal of Administrative Sciences  
Brands and Brand Relationships Conference, Boston, MA, USA  
Royal Bank International Research Seminar, Shanghai, China

**Service to the Profession**

*Department level*

Chair, Curriculum Committee (2019 – present)  
Director, Marketing Analytics Centre (2018 – 2022)  
Tenure and Promotion Committee (2018 – 2022; 2023 - present)  
MSc Graduate Curriculum Committee (2019 – 2022)  
Graduate Student Alumni Relations and Events Organizer (2009-2022)

Developed Continuous Improvement processes for AACSB (2016)  
MKMN Curriculum Committee, *Chair* (10/2014 – 2016)  
MKMN Curriculum Committee, *member* (2007 – 2011)  
Admissions committee MSc and Ph.D. (2015-2016; 2018 - 2022)  
Student Awards Committee (2010 – 2015)  
Developed Business Plan competition for undergraduate students (2007-2008)  
Wes Nicol's Business Plan Competition committee (2007)

### ***University level***

Dean Selection Committee (2019)  
Co-Chair Research and Networking Event, The Co-Operators and University of Guelph faculty (2019)  
Associate Vice President Academic Selection Committee (2018)  
Chair of the Harnessing Analytics Symposium (2017)  
University of Guelph's Teaching Fellows Advisory Council (2017-2019)  
College of Business and Economics Research Advisory Council (2017-2018)

### ***National level***

External Referee, University of Regina (2024)  
Advisory Board member, Fusion Analytics (2019 – 2021)  
Reviewer, SSHRC Insight Grant applications (2018-2019)  
Canadian Marketing Association Judge for Best Advertising Campaign (2017; 2024)  
Canadian Marketing Association (2017-present)  
Secretary, Administrative Sciences Association of Canada Executive board (2010 – 2012)

### ***International level***

Conference session chair, EMAC, Groningen, The Netherlands, (2019)  
Conference session chair, INFORMS Marketing Science, Atlanta, USA, (2011)