My research interests are in the area of design as a managerial tool, with implications for consumer behavior, organizational behavior, e-business, services management, and marketing.

Using a randomly selected international sample of 500 Facebook accounts, we analyze data implicit in profile photos and identify visual cues relevant to virtual impression management (e.g., smile, sunglasses, dress, outdoor activities). Using these cues we segment users into 5 types, and relate the types to brand engagement (e.g., fashion, emotional products, electronic gadgets) as reflected in the Facebook profile.


E-visibility model: A tool for assessment and comparison of individual as well as sets of firms in e-business

Electronic visibility was detected by surveying 1600 firms in 4 countries across 27 industries. E-visibility was calculated using variables representing 4 dimensions: Interactivity, Globalization, Sociability, & Security.

