



Ban Mittal

Volunteer Consultant
Consultant Since: 2023

OneSource
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Professional History

- Northern Kentucky University
- State University of New York
- ValueSpace, LLC
- Innovations in Marketing

Education

- Ph.D., Marketing & Psychology, University of Pittsburgh
- M.B.A., Business Administration, Indian Institute of Management, Ahmedabad
- B.E., Mechanical Engineering, Birla Institute of Technology & Science, Pilani, India

Banwari ('Ban') Mittal is Professor of Marketing at Northern Kentucky University where he teaches Marketing Management, Consumer Behavior, Services Marketing, and Marketing Strategy, in both undergraduate and MBA programs. His areas of research are consumer psychology, customer value, advertising, and Strategy. For the past several years, his passion has been to understand and strategize on “what constitutes value for customers and how businesses can deliver them.”

Ban has published numerous papers in prestigious journals, including the *Journal of Marketing*, the *Journal of Marketing Research*, and the *Journal of Retailing*. His paper on “Factors, Segments, and Determinants in Public Attitudes on Advertising” won “the best 5-year contribution” award in advertising from the American Marketing Association. Another paper on “Why Do Customers Switch? The Dynamics of Satisfaction versus Loyalty” won the best article award for the year 1998. He also has written books on consumer behavior and marketing.

Ban has served as the Associate Editor of the *Journal of Business Research*, and on the editorial boards of the *Journal of the Academy of Marketing Science* and *Psychology & Marketing*.

OneSource Experience

As a OneSource volunteer, Ban looks forward to working on leadership development, business solutions, board development, and strategic planning projects.