

**CONTACT**

Stuart School of Business  
Illinois Institute of Technology  
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**EDUCATION**

**Ph.D** (1986) State University of New York at Buffalo  
*Major:* Marketing *Minors:* Social Psychology, Educational Psychology  
**M.B.A** (1976) Osmania University *Major:* Marketing  
**B.S** (1974) Osmania University *Majors:* Mathematics, Physics, Chemistry

**SELECTED HONORS**

- \* ***Recognized as a productive advertising scholar*** in a published study of research output in 17 respected journals [see Ford and Merchant (2008), “A Ten-Year Retrospective of Advertising Research Productivity, 1997-2006,” *Journal of Advertising*, 37(3), 69-94].
- \* ***Fulbright Research Chair*** award, a prestigious recognition from the Canada-US Fulbright Commission, 2005. This highly competitive award entailed research/teaching assignments during Spring 2006 at the School of Business, University of Alberta, Canada.
- \* ***Who’s Who in Business Higher Education***, 2003 - Present
- \* ***IBM Scholar***, 2003 - Present.
- \* ***Research Honor Roll***, College of Business, Southern Illinois University, multiple years.
- \* ***Honored Research Faculty***, Phi Kappa Phi, 1996.
- \* ***Hindustan Ideal Insurance Gold Medal Award*** for first rank in MBA Program, 1976.

**WORK EXPERIENCE**

***Administrative positions***

May 2008 – Present

**Associate Dean**, Stuart School of Business, Illinois Institute of Technology (IIT), Chicago.

Responsible for the curricula and operations of all academic programs; tasked to significantly enhance the quality of academic programs, our brand image and visibility.

Jul 1997 – Aug 1999

**Acting Dean**, College of Business, Southern Illinois University, Carbondale.

Overall leadership of academic programs (seven undergraduate majors and three graduate programs housed in four academic departments) and personnel in the College.

Responsible for enhancing the College’s resource base, providing disciplined stewardship within a mission-driven and shared governance culture, and assuring continuous improvement and programmatic innovation for success in a competitive market environment. Responsible for building productive relationships with key stakeholders.

Feb 1997 – Nov 1997

**Director of Ph.D Program**, College of Business, Southern Illinois University, Carbondale.

and Aug 1999 – Jun 2001

Responsible for doctoral curriculum, student admission, and financial aid decisions.

Jul 1995 – Jun 2001

**Director of MBA Program**, College of Business, Southern Illinois University, Carbondale.

Responsible for MBA curriculum, program promotion, student recruiting, cultivating relationships with MBA employers, and placement activities.

***Academic titles***

May 2008 – Present

**Harold L. Stuart Professor of Marketing**, Stuart School of Business, IIT Chicago.

Jan 2006 – Apr 2006

**Fulbright Research Chair**, School of Business, University of Alberta, Edmonton, Canada.

July 1999 – May 2008

**Henry J. Rehn Professor of Marketing**, Southern Illinois University, Carbondale.

July 1997 – May 2008

**Professor** (Marketing), Southern Illinois University, Carbondale.

Aug 1992 – June 1997

**Associate Professor** (Marketing), Southern Illinois University, Carbondale.

Aug 1986 – July 1992

**Assistant Professor** (Marketing), University of Iowa.

***Managerial experience***

Sept 1982 – July 1986

**Computer Resources Coordinator**, School of Management, SUNY at Buffalo.

Responsible for school’s computer resources. Assisted on faculty research projects.

Oct 1977 – July 1982

**Sales Executive** in a multinational firm. Responsible for managing a large sales force.

## TEACHING ACTIVITIES

### STUDENT TEACHING

*Illinois Institute of Technology, May 2008-Present.*

- \* Insights on 'Next Economy' Consumers (MBA)

*University of Alberta, January-April 2006.*

- \* Marketing Strategy (Doctoral Seminar)

*Southern Illinois University, 1992-2008.*

- \* Marketing Research (Undergraduate)
- \* Consumer Behavior (Undergraduate)
- \* Promotion Concepts (Undergraduate)
- \* International Business (Undergraduate)
- \* Business Career Transitions (Undergraduate)
- \* Entrepreneurship and SME (MBA)
- \* Marketing Communications (MBA)
- \* International Business (MBA)
- \* Marketing Management (MBA)
- \* Advanced Topics in E-commerce (MBA)
- \* Marketing Strategy (Doctoral Seminar)
- \* Consumer Behavior (Doctoral Seminar)
- \* Marketing Models (Doctoral Seminar)
- \* Advanced Research Methods (Doctoral Seminar)

*The University of Iowa, 1986-1992.*

- \* Marketing Research (Undergraduate)
- \* Consumer Behavior (Undergraduate)
- \* Buyer Behavior (MBA)
- \* Advanced Forecasting Models (MBA)
- \* Information Processing (Doctoral Seminar)

*SUNY at Buffalo, 1982-1986.*

- \* Introduction to Marketing (Undergraduate)

### EXECUTIVE TEACHING

Executive MBA Program, Southern Illinois University, Singapore (1997-2005).  
Executive MBA Program, Southern Illinois University, Hong Kong (1994-2002).  
Visiting Professor, DBA Program, Maastricht School of Management, (2000-2004).  
Management Development Programs for senior executives in Asia:  
\* Marketing Communications – Emerging Trends (1998-2001)  
\* Sales Forecasting – Advanced Topics (1994-2002)  
Executive MBA Program, University of Iowa, 1988.

### OTHER TEACHING

Visited University of Shkodra in Albania during 1994 to teach/train business school faculty as part of a grant from U.S. Information Agency.

### TEACHING HIGHLIGHTS

My courses usually require a “hands-on” project, designed to offer students an opportunity to tackle a real problem for a business client. My undergraduate and MBA students conducted sophisticated marketing research projects for local firms (e.g., *Eicher Florists*, *Teleconnect*), national firms (e.g., *Philip Morris Inc.*, *Lands' End Inc.*, and *Apple Computer Inc.*), government agencies (e.g., *Office of National Drug Control Policy*, Washington D.C.), and not-for-profit agencies (e.g., *National Media Partnership for a Drug-Free America*). All these projects were well received. In particular, *Apple Computer Inc.* recognized my MBA class with their 'Best Market Research Plan' Award. My doctoral level projects encourage students to produce high-quality research papers.

### OTHER INSTRUCTIONAL ACTIVITIES.

Moderated several Web Seminars on topics related to International Business Session participants included MBA students and faculty from institutions in North America, Asia, Australia and Europe.

## TEACHING GRANTS/AWARDS

- \* **Visiting Professor Program Award**, *Advertising Educational Foundation*, July 2006. This competitive award includes research-based interactions on “Branded Entertainment” with top management at leading ad agencies (Leo Burnett and Starcom Mediavest).
- \* **Instructional seed Grant** (from *National Collegiate Inventors and Innovators Alliance*). This grant proposal focused on establishing a joint certificate program between College of Business and College of Engineering at SIUC. \$5000 (Phase 1) funded in February 2004.
- \* **Instructional Grant** (from *Verizon Inc.*) in support of a winning proposal titled “E-Commerce Initiative in Southern Illinois” to integrate E-Commerce into the SIUC MBA Program. \$50,000 funded in June 2000, and \$75,000 in 2002.
- \* **Fellowship Award** (from the *Direct Marketing Educational Foundation*). Related activity: Direct Marketing Institute for Professors, May 1996.
- \* **Faculty Scholar Award** (from the *Center for International Business Education and Research*, University of Southern California). Related activity: Asia/Pacific Business Opportunities Conference, March 1995.
- \* **VIP Faculty Award** (from *Specialty Advertising Association International*). Related activity: Specialty Advertising Conference, St. Louis, August 1992.
- \* **Faculty Support Award** (from *Apple Computer Inc.*). Related activity: Business and Computing Conference, Carnegie-Mellon University, April 1990.
- \* **Council on Teaching Award**, University of Iowa, 1986.

## STUDENT MENTORING

- \* **Co-Chair of Ph.D Dissertation Committee** for following four doctoral students at SIUC: **Kesha Coker, Rob Boostrom, Raghu Kurthakoti, and Deepa Pillai.**
- \* **Co-Chair of Ph.D Dissertation Committee** for **Shenyu Li**, marketing doctoral student at University of Alberta.:
- \* **Co-Chair of D.B.A Committee** for following completed dissertation:  
**Yingzi Xu**, Maastricht School of Management, 2004.
- \* **Chair of Ph.D Committee** for following completed dissertations:  
**Obaid Al Shuridah** (Marketing, Southern Illinois University, 2005).  
**Ramendra Thakur** (Marketing, Southern Illinois University, 2005).  
**Hemant Patwardhan** (Marketing, Southern Illinois University, 2004)  
**Pingjun Jiang** (Marketing, Southern Illinois University, 2001)  
**William LaFief** (Marketing, Southern Illinois University, 1998).  
**Judy Strauss** (Marketing, Southern Illinois University, 1994).  
**Mandeep Singh** (Marketing, Southern Illinois University, 1994).
- \* **Member of D.B.A/Ph.D Dissertation Committees** for:  
**Dena Hale** (Marketing, Southern Illinois University, 2008)  
**Janene Finley** (Accountancy, Southern Illinois University, 2007)

**Kyle Harfst** (Workforce Education, Southern Illinois University, 2006)

**Hy Sonya Hsu** (Management, Southern Illinois University, 2006)

**Edith Maes** (Maastricht School of Management, 2002)

**Grace Johnson** (Marketing, Southern Illinois University, 2001)

**Jeff Cashin** (Psychology, Southern Illinois University, 2001).

**Jennifer (Owens) Passini** (Psychology, Southern Illinois University, 2000)

**John W. Cherry** (Marketing, Southern Illinois University, 1996)

**Michelle Hall** (Psychology, Southern Illinois University, 1995)

**John Drea** (Marketing, Southern Illinois University, 1994)

**Abuzar Eljelly** (Finance, Southern Illinois University, 1994)

**Ahmad Alsalem** (Management, Southern Illinois University, 1993)

**S. Hariharan** (Marketing, University of Iowa, 1992).

**Amit Ghosh** (Marketing, University of Iowa, 1992)

**Kumar Mehta** (Pharmacy, University of Iowa, 1990)

## SELECTED GRANTS AND AWARDS

1. **Illinois-Missouri Biotechnology Alliance (IMBA).** Research proposal titled “Assessing the Opportunities and Challenges of Soy Foods for Consumers, Markets and Public Policy.” Awarded in Summer 2006. Principal Investigators: Wanki Moon and Siva K. Balasubramanian. Funded amount: \$65,000. Status: publications in *British Food Journal* and *Journal of Food Distribution Research*.
2. **Undergraduate Assistantship Advisory Committee Award.** Research project title: “Physical Health and Nutrition.” This award provides several student assistants to continue a large-scale field research study during 2006-2007. Awarded in April 2006. Project status: a working paper.
3. **RBC Financial Group Chair of Electronic Commerce Research Grant Competition, HEC Montreal, Canada.** Research Proposal titled “Qualitative/Quantitative Assessments of Hedonic v. Utilitarian Orientation in Products, Websites, and Individuals.” Principal Investigators: Siva K. Balasubramanian and Songpol Kulviwat. This proposal won the first prize in the competition. Prize awarded in March 2006. Funded amount: Canadian \$6,000. Project status: ongoing investigation.
4. **Management Education Research Institute Grants Program, Graduate Management Admission Council (GMAC).** Research Proposal titled “The Value of Business School Attributes: An Empirical Investigation.” Awarded in December 2005. Funded amount: \$27,000. Project status: a working paper.
5. **Undergraduate Assistantship Advisory Committee Award.** Research project title: “Investigation of Food Consumption Behaviors.” This award provides several student assistants to conduct a large-scale field research project that investigates food consumption behaviors during 2005-2006. Awarded in February 2005. Project status: a publication in *British Food Journal*.
6. **Pontikes Center Awards.**
  - (a) Research proposal titled “Knowledge Base as a Customer Problem-Solving Tool in E-Commerce Environments,” (Hy Sonya Hsu and Siva K. Balasubramanian). Funded amount: \$1,266, Summer 2004.
  - (b) Research proposal titled “The Determinants of Online Information Search: An Integrated Theoretical Model,” (Songpol Kulviwat and Siva K. Balasubramanian). Funded amount: \$1,300, Summer 2004. Results: Two research manuscripts.
7. **National Collegiate Inventors & Innovators Alliance (NCIIA)** instructional seed grant. “Multi-Level Mentoring Initiative on Entrepreneurship,” (Siva K. Balasubramanian, Emily Carter, Terry Clark, and Kay Purcell.) We propose a partnership initiative on our campus (between the College of Business and the College of Engineering) that seeks to educate business and engineering students to become successful entrepreneurs. Each MBA student enrolled in the Entrepreneurship concentration track will mentor a team of undergraduate engineering students enrolled in a two-semester course sequence in product design (where building product prototypes is mandatory). The broad goal of this exercise is to encourage engineering students to think ‘big’ (move beyond prototypes to actual product launch) and to acquire a greater sensitivity to business and market challenges. For MBA students, our objective is to provide practical opportunities to apply the principles of entrepreneurship via mentoring tasks. We also envisage another layer of supervision of both MBA mentors and their engineering teams: a successful entrepreneur recruited from the local business community will serve as a high-powered cheerleader/mentor for each student team. Funded amount: \$5,000, February 2004.
8. **Office of Research Development and Administration, SIUC** research grant. “Linking Marketing Efforts to Financial Performance,” (Siva K. Balasubramanian and Ike Mathur). Funded amount: \$13,800, May 2003. Results: A publication in the *Journal of the Academy of Marketing Science* and two research manuscripts.
9. **Illinois-Missouri Biotechnology Alliance (IMBA)** research grant. “Consumers’ Attitudes toward Labeling Genetically Modified Foods,” (Wanki Moon and Siva K. Balasubramanian). Funded amount: \$28,000, September 2001. Results: Published a book chapter and five journal articles (in

outlets such as *Journal of Consumer Affairs*, *British Food Journal*, *AgBio Forum*, *Review of Agricultural Economics*).

10. **Illinois Council on Food and Agricultural Research (C-FAR)** research grant. "Assessing the Roles of Health Benefits in the Consumption of Soy Foods" (Wanki Moon and Siva K. Balasubramanian). Funded amount: \$90,000, April 2001. Result: A publication in the *Journal of Agricultural and Resource Economics*.
11. **Verizon Inc.**, instructional grant. "E-Commerce Initiative for Southern Illinois." Instructional Development Proposal for MBA Program. Phase 1: Funded \$50,000 during the year 2000. Phase 2: Funded \$75,000 in 2002. Results: significant improvements in the MBA curriculum in terms of integrating e-commerce content.
12. **GENCO Distribution Systems** research grant. Project Proposal (Siva K. Balasubramanian and Anand Kumar) titled "Reverse Logistics: Genesis." Funded amount: \$15,000, June 1999. Results: a conference presentation and a research manuscript.
13. **Business Scholar Award**, Southern Illinois University. Research proposal titled "Benchmarking Awareness, Attitudes, and Consumer Education Strategies for Hybrid Messages." Funded amount: \$8,000, Summer 1997. Results: organized a special session in the *European Advances in Consumer Research* conference, two conference papers.
14. **Business Scholar Award**, Southern Illinois University. Proposal titled "Is More Information Better? Assessing the Impact of NLEA." Funded amount: \$8,000, Summer 1996. Result: a publication in the *Journal of Marketing*.
15. **International Council of Shopping Centers Educational Foundation** research grant. This project (Siva K. Balasubramanian and Ike Mathur) titled "Economic Concentration in the Shopping Center/Retail Industries: Past Patterns and Emerging Trends" won a national research proposal competition conducted by this Foundation. Funded amount: \$7,400, Spring 1996. Result: a publication in the *Journal of Shopping Center Research*.
16. **Business Scholar Award**, Southern Illinois University. Research proposal titled "Analyzing Variations in Advertising Intensity." Funded amount: \$7,500, Summer 1995. Result: a publication in the *Journal of Marketing*.
17. **Summer Research Fellowship**, Southern Illinois University. Project proposal titled "Consumers' Search for Health-Related Information." Funded amount: \$7,500, Summer 1995. Result: a research manuscript.
18. **University Interdisciplinary Initiative Program** research grant. Project proposal (Suresh Tadisina, Gregory White, and Siva K. Balasubramanian) titled "The Strategic Alignment of the Manufacturing/Marketing Interface: The Role of Flexibility." Funded amount: \$6,000, Summer 1995. Results: conducted field research, a conference presentation.
19. **Business Scholar Award**, Southern Illinois University. Proposal titled "Consumer Awareness and Use of Nutrition Information." Funded amount: \$7,000, Summer 1994. Result: a publication in the *Journal of Marketing*.
20. **Marketing Science Institute** research grant. Project proposal titled "What is the Impact of the New Food Labels on Consumers? An Experimental Investigation." Funded amount: \$800, Spring 1994. Result: a research paper.
21. **Business Scholar Award**, Southern Illinois University, 1993. Proposal titled "Comparing Non-nested Models." Funded amount: \$7,000, Summer 1993. Result: a publication in *International Journal of Research in Marketing*.

22. **International Council of Shopping Centers Educational Foundation** research grant. Project proposal (Joel Herche and Siva K. Balasubramanian) titled “Ethnicity and Shopping Behavior” won a national research proposal competition. Funded amount: \$8,000, Summer 1993. Result: a publication in the *Journal of Shopping Center Research*.
23. **Pontikes Center for Management of Information**. Research proposal titled “Consumers’ Evaluation of Hybrid Messages.” Funded amount: \$1,200, Summer 1993. Result: a research manuscript.
24. **Old Gold Fellowship**, University of Iowa. Research proposal titled “Beyond Advertising and Publicity: A New Genre of Hybrid Messages.” Funded amount: \$5,000, Summer 1991. Result: a publication in *Journal of Advertising*.
25. **Summer Research Grant**, University of Iowa, Summer 1988. Project proposal titled “The Processing of Verbal/Nonverbal information in Television Advertisements: Theory and Empirical Evidence.” Funded amount: \$5,000, Result: a research manuscript.
26. **Graduate Student Association Dissertation Grant**, SUNY at Buffalo, 1986. Funded amount: \$1000.

## RESEARCH SUMMARY

### RESEARCH INTERESTS

#### *Behavioral/Conceptual Issues*

- \* Consumer Information Search
- \* Customer Relationships/CRM
- \* Hybrid Marketing Messages

#### *Quantitative/Methodological Issues*

- \* Innovation Diffusion Models
- \* Modeling issues in E-Commerce
- \* Wealth effects of strategic events

### RESEARCH HIGHLIGHTS

I focus on three broad themes: *innovation*, *marketing communication*, and *research methods*.

***Innovation/New Product Diffusion.*** My published work in the *Journal of Forecasting* extends the basic innovation diffusion model in an important way. It proposes a model that generates excellent long-term forecasts for consumer durable goods by explicitly considering both first-purchases and replacement purchases. Four publications in the *International Journal of Research in Marketing* investigate the role of price in new product diffusion with tests of nested and non-nested models, and classify product life cycle forms with these models. Ongoing studies analyze time-varying diffusion models to capture product quality changes and innovation's role in the market orientation – business performance relationship.

The next theme, *marketing communication*, includes both marketer and consumer perspectives. The former explores how firms can *effectively communicate information* to media audiences. My research suggests that a message's format is more important than its content. Specifically, I propose a new genre of marketing communications called "hybrid messages" that carry important implications for public policy (my 1994 article in *Journal of Advertising* attracted the attention of FTC and FCC). Three other publications [*Journal of Advertising* (2000; 2006); *Journal of Current Issues and Research* (2000)] and ongoing studies examine specific types of hybrid messages (e.g., product placements) and their economic worth to sponsors. Further, three articles I published in the *Journal of Marketing* examine factors that affect marketing communication expenditures. For these contributions, I was recently recognized as a productive advertising scholar [see Ford and Merchant (2008), "A Ten-Year Retrospective of Advertising Research Productivity, 1997-2006," *Journal of Advertising*, Fall, 37(3), 69-94].

The consumer perspective asks two questions: how do consumers (a) *search/process marketer-provided information?* and (b) *use such information to cultivate relationships with firms?*

- With respect to (a), my publications in the *Journal of Consumer Research* (1993) and *Journal of Marketing* (2002) offer insights that retailers/manufacturers/public policy agencies may use in their efforts to enhance consumers' search and use of nutrition information on food products. A 1994 article in the *Journal of the Academy of Marketing Science* focuses on the role of expertise/preference formation. Ongoing work addresses information processing issues about (a) prescription v. non-prescription drugs, (b) genetically modified foods v. non-genetically modified foods, and (c) decision-aids in offline/online environments that enhance search efficiency.
- Question (b) is the focus of doctoral dissertations I supervised on CRM-related topics.

The final theme, *research methods*, focuses on research tools that advance our ability to measure marketing constructs and/or assess their impact on other variables of research interest. A *Journal of Marketing Research* paper models and illustrates a "tailored" survey procedure that yields valid and reliable measures of a construct using only a subset of items in a standard measurement scale, reflecting significant savings in time and cost. Another study demonstrates the utility of measuring continuous, and real-time, respondent evaluations of marketing messages that extend over time e.g., exposure to a television ad that lasts 15 seconds. More recent publications in the *Journal of the Academy of Marketing Science* (2005) and other leading agriculture/economics journals apply advanced research methods to assess wealth effects (e.g., the economic worth of high-quality achievement awards for firms) or offer insights on consumers' willingness to pay a premium for products. Ongoing work addresses measurement issues such as obesity/health in domain of medicine and privacy/consumer-surveillance in the domain of e-commerce.

The bulk of my research involves lab or field studies that showcase empirical analyses. Much of it is inter-disciplinary. Specifically, it integrates the marketing perspective with disciplines such as communications, psychology, agriculture economics, finance or medicine.

## RESEARCH PUBLICATIONS

### JOURNAL ARTICLES

1. Rajendran S. Murthy, Siva K. Balasubramanian, and Monica A. Hodis (2009), "Spyware and Adware: How Do Internet Users Defend Themselves?" *American Journal of Business*, in press.
2. Ramendra Thakur, John Summey, Siva K. Balasubramanian, and Arifin Angriawan (2009). "Inflicting Pain for Gain: Insights on the Spam Problem," *Innovative Marketing*, in press.
3. Arbindra Rimal, Wanki Moon, and Siva K. Balasubramanian (2008). "Soyfood Consumption Patterns: Effects of Product Attributes and Household Characteristics," *Journal of Food Distribution Research*, 39(3), 67-78.
4. Arbindra Rimal, Wanki Moon, and Siva K. Balasubramanian (2008). "Soyfood Consumption: Effects of Perceived Product Attributes and the Food and Drug Administration Allowed Health Claims," *British Food Journal*, 110 (6-7), 607-621.
5. Arbindra Rimal, Wanki Moon, and Siva K. Balasubramanian (2007). "Labeling Genetically Modified Food Products: Consumers' Concerns in the United Kingdom," *International Journal of Consumer Studies*, 31 (4), 436-442.
6. Wanki Moon, Siva K. Balasubramanian and Arbindra Rimal (2007), "Willingness-to-Pay (WTP) a Premium for Non-GM foods versus Willingness-to-Accept (WTA) a Discount for GM foods," *Journal of Agricultural and Resource Economics*, 32(2), 363-382.
7. Ramendra Thakur, John H. Summey, and Siva K. Balasubramanian (2006), "CRM as Strategy: Avoiding the Pitfall of Tactics," *The Marketing Management Journal*, 16(2), 147-154.
8. Arbindra Rimal, Wanki Moon and Siva K. Balasubramanian (2006), "Perceived Risks of Agro-Biotechnology and Organic Food Purchases in the United States," *Journal of Food Distribution Research*, July, 37(2), 70-79.
9. Siva K. Balasubramanian, James Karrh, and Hemant Patwardhan (2006), "Audience Response to Product Placements: An Integrative Framework and Future Research Agenda," *Journal of Advertising*, Fall, 35(3), 115-141.
10. Siva K. Balasubramanian, Ike Mathur, and Ramendra Thakur (2005). "The Impact of High-Quality Firm Achievements on Shareholder Value: Focus on Malcolm Baldrige and J.D. Power & Associates Awards," *Journal of the Academy of Marketing Science*, 33(4), 413-422.
11. Wanki Moon, Siva K. Balasubramanian, and Arbindra Rimal (2005), "A Two Stage Decision Model of Soy Food Consumption Behavior," *Journal of Agricultural and Resource Economics*, 30(2), 315-332.
12. Arbindra P. Rimal., Wanki Moon and Siva K. Balasubramanian (2005). "Agro-Biotechnology and Organic Food Purchases in the United Kingdom," *British Food Journal*, 107(2), 84-97.
13. Wanki Moon and Siva K. Balasubramanian (2004), "Public Attitude Toward Agro-Biotechnology: The Mediating Role of Risk Perceptions on the Impact of Trust, Awareness, and Outrage." *Review of Agricultural Economics*, 26(2), June, 186-208.

14. Wanki Moon and Siva K. Balasubramanian (2003), "Is there a market for Genetically Modified Foods in Europe? Contingent Valuation of GM and non-GM breakfast cereals in the UK" *AgBioForum*, 6(3), 128-133.
15. Wanki Moon and Siva K. Balasubramanian (2003). "Willingness to Pay for Non-Biotech Foods: A Comparison of US and UK," *Journal of Consumer Affairs*, 37, 317-339.
16. Siva K. Balasubramanian and Catherine Cole (2002). "Consumers' Search and Use of Nutrition Information: The Challenge and Promise of the Nutrition Labeling and Education Act (NLEA)," *Journal of Marketing*, 66 (July), 112-127.

This article discusses eight projects that included a field study, a lab experiment, analyses of scanner databases, and several focus groups. This research received financial support from Marketing Science Institute.

17. Wanki Moon and Siva K. Balasubramanian (2001). "Public Perceptions and Willingness to Pay a Premium for Non-Genetically Modified Foods in the US and UK," *AgBioForum*, Volume 4 (3&4), 221-231.
18. Mandeep Singh, Siva K. Balasubramanian, and Goutam Chakraborty (2000). "A Comparative Analysis of Three Communication Formats: Advertising, Infomercial, and Direct Experience," *Journal of Advertising*, 29(4), 59-75.

This article is based on Mandeep's doctoral dissertation. An early version of this project won a dissertation proposal competition conducted by the *American Academy of Advertising*. It also received research support from the *Pontikes Center for Management of Information* at SIUC.

19. Pola B. Gupta, Siva K. Balasubramanian, and Michael Klassen (2000), "Viewers' Evaluations of Product Placements in Movies: Public Policy Issues and Managerial Implications," *Journal of Current Issues and Research in Advertising*, 22(2), Fall, 41-52.
20. Siva K. Balasubramanian and Ike Mathur (1997). "Economic Concentration in the Shopping Center/Retail Industries: Past Patterns and Emerging Trends," *Journal of Shopping Center Research*, 4(1), Spring/Summer, 7-44.

This article resulted from a winning proposal submitted to the National Research Proposal Contest conducted by the *International Council of Shopping Centers Research and Educational Foundation*, New York. The project was funded with a research grant from the Foundation.

21. Siva K. Balasubramanian and V. Kumar (1997). "Explaining Variations in the Advertising + Promotional Costs/Sales Ratio: A Response, Research Criteria, and Guidelines," *Journal of Marketing*, 61 (January), 97-98.
22. Siva K. Balasubramanian and V. Kumar (1997). "Explaining Variations in the Advertising + Promotional Costs/Sales Ratio: A Re-analysis," *Journal of Marketing*, 61(January), 85-92.

This article was included in ANBAR's "Research Implications Hall of Fame." It also obtained ANBAR's *Citation of Excellence* in the UK.

23. Siva K. Balasubramanian (1994). "Beyond Advertising and Publicity: Hybrid Messages and Public Policy Issues," *Journal of Advertising*, 23 (4), 29-46.

This article was a finalist for the 'Best Article' award among 1994 publications in the *Journal of Advertising*. A longer version of the article titled "Beyond

Advertising and Publicity: The Domain of Hybrid Messages” appeared as Paper # 91-131 in the *Marketing Science Institute Working Paper Series*.

24. Joel Herche and Siva K. Balasubramanian (1994). “Ethnicity and Shopping Behavior,” *Journal of Shopping Center Research*, 1 (Fall), 65-80.

This article resulted from a winning proposal submitted to the National Research Proposal Contest conducted by the *International Council of Shopping Centers Research and Educational Foundation*, New York. The project was funded with a research grant from the Foundation.

25. Maryon F. King and Siva K. Balasubramanian (1994). “The Effects of Expertise, End Goal, and Product Type on Adoption of Preference Formation Strategy,” *Journal of the Academy of Marketing Science*, 22, 146-159.
26. Siva K. Balasubramanian and Dipak C. Jain (1994). “Simple Approaches to Evaluate Competing Non-Nested Models in Marketing,” *International Journal of Research in Marketing*, 11, 53-72.
27. Catherine A. Cole and Siva K. Balasubramanian (1993). “Age Differences in Consumers’ Search for Information: Public Policy Implications,” *Journal of Consumer Research*, 20 (1), June, 157-169.
28. Siva K. Balasubramanian and Amit K. Ghosh (1992). “Classifying Early Product Life Cycle Forms Via a Diffusion Model: Problems and Prospects,” *International Journal of Research in Marketing*, 9 (4), 345-352.
29. Siva K. Balasubramanian and Amit K. Ghosh (1992), “Reliability Criteria Bolster Product Classification Decisions: A Reply to Jones,” *International Journal of Research in Marketing*, 9 (4), 355-357.
30. Siva K. Balasubramanian and V. Kumar (1990). “Analyzing Variations in Advertising and Promotional Expenditures: Key Correlates in Consumer, Industrial, and Service Markets,” *Journal of Marketing*, 54 (April), 57-68.
31. Siva K. Balasubramanian and Wagner A. Kamakura (1989). “Measuring Consumer Attitudes Toward the Marketplace With Tailored Interviews,” *Journal of Marketing Research*, 26 (August), 311-326.
32. Wagner A. Kamakura and Siva K. Balasubramanian (1989). “Tailored Interviewing: An Application of Item Response Theory for Personality Measurement,” *Journal of Personality Assessment*, 53 (3), 502-519.
33. Wagner A. Kamakura and Siva K. Balasubramanian (1988). “Long-Term View of the Diffusion of Durables: A Study of the Role of Price and Adoption Influence Processes Via Tests of Nested Models,” *International Journal of Research in Marketing*, 5 (1), 1-13.
34. Wagner A. Kamakura and Siva K. Balasubramanian (1987). “Long-Term Forecasting with Innovation Diffusion Models: The Impact of Replacement Purchases,” *Journal of Forecasting*, 6 (1), 1-19.
35. Banwari Mittal and Siva K. Balasubramanian (1987). “Testing the Dimensionality of the Self-Consciousness Scales,” *Journal of Personality Assessment*, 51 (1), 53-68.

## CONFERENCE PROCEEDINGS

36. Raghu Kurthakoti, Robert Boostrom Jr., Siva K. Balasubramanian, Lynette Knowles, and John Summey (2009). "Studying the Consumer Food Acculturation Process: a PLS Approach." *Proceedings of Marketing Management Association*, Chicago, IL (abstract only). **Winner of the 'Outstanding Paper' award in Research Track.**
37. Rajendran Murthy, Siva K. Balasubramanian and Monica A. Hodis (2008), "Spyware and Adware: How Do Internet Users Defend Themselves?" *Proceedings of Marketing Management Association*, Chicago, IL. (abstract only). **Winner of the 'Best Paper' award in Technology Track.**
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**SOFTWARE DEVELOPED**

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- “Consumers’ Perceptions of Genetically Modified Foods: A Research Odyssey.”  
*Distinguished Fulbright Public Lecture Series*, University of Alberta, Edmonton, Canada; April 27, 2006.
- “Linking Marketing Actions to Shareholder Value.”  
*Research Seminar*, University of British Columbia, Vancouver, Canada; February 3, 2006.  
*Research Seminar*, University of Alberta, Edmonton, Canada; March 3, 2006.  
*Research Seminar*, York University, Toronto, Canada; March 31, 2006.  
*Research Luncheon*, Leo Burnett/Starcom Mediavest Advertising Agencies, Chicago; July 25, 2006.
- “Understanding the Market Orientation-Customer Satisfaction-Business Performance Chain: The Case of Product Returns.”  
*Research Seminar*, Singapore Management University, August 28, 2003.
- “Consumers’ Search and Use of Nutrition Information: The Challenge of Nutrition Labeling and Education Act (NLEA).”  
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- “The Verizon E-Commerce Project: Genesis and Prognosis.”  
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- “Industry-Academic Partnerships on E-Commerce.”  
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- “Consumers’ In-Store Information Search: The Case of Nutrition Attributes.”  
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- “Ethnicity and Its Influence on Consumer Behavior.”  
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- “Consumers’ Search for Nutritional Information: An Assessment of the Nutritional Labeling and Education Act.”  
*Research Seminar*, Tilburg University, The Netherlands; July 1, 1997.
- “Modeling New Product Diffusion: A Time-Varying Parameter Approach.”  
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- “Ethnicity and Shopping Preferences.”  
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- “A Marketing Perspective on Environmental Issues.”  
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- “Modeling Sales-Advertising Relationships: Causality, Comparability, and Predictability Issues.”  
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- “The Role of Music in Television Advertising.”  
School of Music, University of Iowa; April 25, 1990.
- “Strategies to Enhance Message Impact: Nonverbal Variables and Hybrid Messages.”  
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- Kesha Coker, Deepa Pillai and Siva K. Balasubramanian, "An experimental analysis of consumer preference for sales promotions formats."  
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- Deepa Pillai, Siva K. Balasubramanian and Pola Gupta. "Determinants of Attitudes towards Product Placement: A Structural Equation Modeling Approach."  
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- Rajendran Murthy, Siva K. Balasubramanian, and Monica Hodis. "Spyware and Adware: How Do Consumers Protect Themselves?"  
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- Wanki Moon, Siva K. Balasubramanian and Arbindra P. Rimal. "FDA Approved Health Claims and Consumer's Behavioral Intentions: The Case of Soy-Based Food."  
*Southern Agricultural Economics Association (Annual Meeting)*, Dallas, Texas, February 2008.
- Arbindra P. Rimal, Wanki Moon, and Siva K. Balasubramanian. "Investigating Changes in Consumers' Nutritional Consideration in Food Selection."  
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- Arbindra P. Rimal, Wanki Moon, and Siva K. Balasubramanian. "Changes in Soymilk Consumption: 2001 and 2007."  
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- Siva K. Balasubramanian and Catherine Cole. "Search for Nutrition Information in Packaged Foods: The Case of the New Food Labels."  
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- Catherine Cole and Siva K. Balasubramanian. "The Impact of NLEA Food Label Law."  
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- Siva K. Balasubramanian. "The Role of Ability and Motivation to Process Visual/Verbal Information on Ad-related Effects."  
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- Siva K. Balasubramanian. "Modeling Sales-Advertising Relationships for Forecasting Applications: A Comparative Study of Alternative Approaches."  
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- Siva K. Balasubramanian. "Key Determinants of Brand Advertising Intensity."  
*ORSA/TIMS*, Philadelphia, PA; October 1990.
- Siva K. Balasubramanian. "Determinants of Brand Advertising Intensity."  
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- S. Hariharan, Siva K. Balasubramanian, and Gerard J. Tellis. "Is Complexity A Virtue? The Forecasting Ability of Econometric Models of Market Share,"  
*ORSA/TIMS*, New York, NY; October 1989.
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- Siva K. Balasubramanian and Dipak C. Jain. "Evaluating Alternative Approaches to Compare Non-Nested Models."  
*Marketing Science Conference*, Duke University, Durham, NC; 1989.
- Siva K. Balasubramanian and Wagner A. Kamakura. "Tailored Construct Measurement Using Item Response Theory: A Marketing Application."  
*Marketing Science Conference*, Duke University, Durham, NC; March 1989.
- Siva K. Balasubramanian, Amit K. Ghosh, and Dipak C. Jain. "Product Diffusion Models With Time-Varying Parameters: An Econometric Assessment,"  
*ORSA/TIMS*, Denver, CO; 1989.
- Siva K. Balasubramanian and V. Kumar. "Correlates of Marketing Communication Intensity in Consumer, Industrial, and Service Markets."  
*Marketing Science Conference*, Seattle, WA; March 1988.
- Siva K. Balasubramanian. "Testing Non-Nested Models: An Empirical Illustration."  
*ORSA/TIMS*, St. Louis, MO; October 1987.
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*International Symposium on Forecasting*, Boston, MA; May 1987.

## **PROFESSIONAL SERVICE**

- Website Editor** *Journal of Marketing* (term: July 2005-June 2011).  
*Journal of Marketing* is the top ranked journal in the marketing discipline.
- For a description of my role and plans as Web editor, please see:  
Siva K. Balasubramanian (2006), "From the Web Editor: Improvements to the  
*Journal of Marketing* Web Site," *Journal of Marketing*, July (70), 3-4.
- To read my blogs on selected *Journal of Marketing* articles (and related comments from readers), please see <http://www.marketingpower2.com/blog/journalofmarketing/>
- Regional Editor (North America)** *British Food Journal* (term: January 2008-Present).
- Co-Editor** *Information Technology, MERLOT (Multi-Media Educational Resource for Learning & Online Teaching)* 2002-2004. (For details on MERLOT, please visit [www.merlot.org](http://www.merlot.org)).
- Editorial Board Member** *The Journal of Consumer Marketing*  
*The Journal of Product & Brand Management*  
*The Journal of Services Marketing*  
*The Journal of Business & Industrial Marketing*  
*Innovative Marketing*
- Reviewer for Journals** *Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Marketing Science, Management Science, Journal of Economics and Business Statistics, Journal of the Academy of Marketing Science, Sloan Management Review, Decision Sciences, Journal of Public Policy & Marketing, Journal of Advertising, Journal of Business Research, Omega – The Journal of Management Science, Journal of Retailing and Consumer Services, International Journal for Electronic Commerce, International Journal of Forecasting*
- Reviewer – conferences** *ACR Conference, Integrated Marketing Communications Conference, Marketing and Public Policy Conference, AMA Summer Educators' Conference, AMA Winter Educators' Conference*
- Reviewer for Competitions** *AMA Doctoral Dissertation Competition, Alden Clayton Dissertation competition.*
- Reviewer for Research Grants** *Research Grants Council, Hong Kong*
- Journal Reviewer for Books** *The New Marketing Research Systems* by David J. Curry, New York: NY, John Wiley.  
(book review appears in *Journal of the Academy of Marketing Science*, 24, 179-181).
- Member** Program Committee, *Association for Consumer Research Europe 1997 Conference.*
- Member** Industry Relations Committee, *American Academy of Advertising*, 1995.
- Chair** Special session on Hybrid Messages, *ACR Europe Conference*, 1997.
- Chair** Session on 'Forecasting Demand,' *International Symposium on Forecasting*, Boston, 1987.
- Co-Organizer/Co-Chair** Session on Infomercials, *Marketing and Public Policy Conference*, Arlington, VA. 1994.
- Session on "Visual/Verbal Processing Issues in Advertising Research: Some New Topics and Perspectives," *ACR Conference*, Vancouver, 1992.
- Session on "Consumer Behavior Research and Its Implications for Product/Nutritional Information Programs," *ACR Conference*, Chicago, 1991.

**OTHER SERVICE** *Illinois Institute of Technology*

School Level

Chair, Undergrad Program & Curriculum Committee, 2008.  
Chair, Graduate Program & Curriculum Committee, 2008.  
Leadership Committee, 2008.  
AACSB Review Committee, 2008.  
Research & Faculty Development Committee, 2008.  
MBA Committee, 2008.  
MSEM Committee, 2008.  
MCOM Committee, 2008.  
Ph.D Committee, 2008.

University Level

Research Council, 2008-Present.  
Campus-wide Entrepreneurship Committee, 2008-Present.  
Member, Advisory Board, IIT Magazine, 2008-Present.  
Member, Honorary Awards Committee, 2008-Present.  
Member, University Committee on Promotion & Tenure, 2008-Present.

*Southern Illinois University*

Department Level

Ph.D Coordinator, 2002-2008.  
DBA Coordinator, 1995-1997.  
Resources and Means Committee, 1996-1997.

College Level

Chair, Executive Committee, 1997-1999.  
Chair, Master's Program Committee, 1995-2001.  
Chair, DBA Program Committee, Feb 1997-Nov 1997.  
Chair, Promotion & Tenure Committee, 2002 and 2003.  
Chair, Honors and Awards Committee, 1997-1999.  
Member, Assessment Committee, 1996-1997.  
Member, DBA Program Committee, 1993-1996.  
Member, Task-force on Environment Management, 1993.

University Level

Member, Ad Hoc Research Advisory Group, 2005-2008.  
Southern Illinois Research Park Advisory Council, 2001-2008.  
Academic Program Reviewer, AgriBusiness Economics, 2003.  
Marketing and Image Campaign Taskforce, 2000-2003.  
University Intellectual Property Committee, 2005-2008.  
Deans' Advisory Council, Coal Research Center, 1997-1999.  
University Joint Benefits Committee, 1997-1999.  
Chair, International Communications, 1997-1998  
Member, Business Research Park Task Force, 1998-1999.  
Library Affairs Committee, 1996-1998.  
Member, University Research Committee, 1992-1995.

*University of Iowa*

Department Level

Member, Faculty Recruitment Committee, 1987-1992.  
Member, Ph.D Admissions Committee, 1988, 1991.  
Faculty Coordinator, *Introduction to Marketing*, 1988-1990.

College Level

Member, Undergraduate Programs Committee, 1990-1992.  
Member, Academic Computing Committee, 1989-1991.  
Member, Teaching Assistants' Workshop Committee, 1990.

University Level

Member, Faculty Senate Facilities Committee, 1988-1991.

**ADVISORY ROLE**

Advisor to MiaVia.com, a Silicon Valley e-commerce firm (2000-2002).

**RECENT CONSULTING**

US Food and Drug Administration

**SELECTED**  
**MEDIA REPORTS**

Media reports that cite my research or quote me include:

- “Faculty Member named Fulbright Research Chair,” June 1, 2005 (see <http://news.siu.edu/news/June05/060105bm5029.jsp>)
- “Nutrition Labels Have Little Impact,” Eye on Illinois Program, Illinois Radio Network, December 23, 2004; multiple newspapers (see <http://news.siu.edu/news/November04/113004bm4094.html>).
- “GM Attitudes: Price Plays A Major Role,” Food and Drink Europe.com, May 19, 2004 (see <http://www.foodanddrinkeurope.com/news/news-ng.asp?n=52211-gm-attitudes-price> ).
- “Consumers Say Cost Matters with Genetically Modified Foods,” *Southern Illinoisan*, August 18, 2002.
- “Study Finds Consumers Ignore Food Labels” June 11, 2002.(see <http://news.siu.edu/news/June02/061102t2110.html> )
- “Infomercial Effectiveness Not Tied To Length,” December 5, 2000. (see <http://news.siu.edu/news/December00/120500k0186.html> ).
- “Sophisticated Marketing Tools called Hybrid Messages Take Many forms,”*Perspectives*, Spring 2000, 9-11 (see [http://www.siu.edu/~perspect/00\\_sp/incognito1.html](http://www.siu.edu/~perspect/00_sp/incognito1.html) ).
- “Acting dean studies how labels affect consumers,” *Daily Egyptian*, February 25, 1999, 3 (see <http://www.dailyegyptian.com/spring99/2-25-99/siva.html>).
- “Verifying Use of Food Label Information by U.S. Consumers,” *Daily Egyptian*, June 27, 1995.
- “Consumer Confusion,” *Daily Egyptian*, November 30, 1994, p 2, 6.
- “Labels offer nutrition guides,” *Daily Egyptian*, September 24, 1993, 8.
- “Principal finds a way to go for the ‘gold’,” *Des Moines Register*, February 5, 1992,1.
- “Symbols of Success,” *The International Story*, Delta Airlines magazine, 1991.
- “Tailored Interviewing: Strategy for CATI Cost and Time Savings,” *CATI News*, 1990.
- “Groups Spotlight Hidden Ads in Films,” *The Patriot-News*, December 14, 1989, C-6.
- “The Capitol Cutting Room,” *Marketing & Media Decisions*, July 1989, 130.
- “UB Grad Student Eyes Perfect Commercial,” *Buffalo News*, May 19, 1986, 9.