

**CONTACT**

Stuart School of Business, Illinois Institute of Technology  
565 W Adams Street, Chicago, IL 60661  
Web: [http://www.stuart.iit.edu/about/faculty/siva\\_balas.shtml](http://www.stuart.iit.edu/about/faculty/siva_balas.shtml)  
Email: siva\_kbalas@stuart.iit.edu

**EDUCATION**

**Ph.D** (1986) State University of New York (SUNY) 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**

- \* **Advertising scholarship noted** in a recent study of academic journals that publish research on advertising [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. I was the first recipient of the competitive Fulbright Research Chair award in the history of Southern Illinois University that has a long tradition of Fulbright scholars. This award entailed excellent research opportunities in 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.

**EXPERIENCE**

*Administrative positions*

May 2008 – Present **Associate Dean**, Stuart School of Business, Illinois Institute of Technology (IIT), Chicago.  
Overall leadership for academic programs; tasked to significantly enhance the school's academic quality, brand image and visibility.

July 1997 – Aug 1999 **Acting Dean**, College of Business, Southern Illinois University, Carbondale (SIUC).  
Chief executive for the College, that offers seven undergraduate majors and three graduate programs. Charged to enhance the College's resource base, provide disciplined stewardship within a mission-driven and shared governance culture, and leverage continuous improvement and programmatic innovation to succeed in a competitive environment. Tasked to build productive relationships with key stakeholders.

Feb 1997 – Nov 1997 **Director of Ph.D Program**, College of Business, Southern Illinois University, Carbondale.  
& Aug 1999 – June 2001 Responsible for doctoral curriculum, student admission, and financial aid decisions.

July 1995 – June 2001 **Director of MBA Program**, College of Business, Southern Illinois University, Carbondale.  
Key focus areas: 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.  
Key focus: Manage the school's computer resources, and assist faculty research projects.

Oct 1977 – July 1982 **Sales Executive** in a multinational firm environment.  
Focus: manage a large sales force, and achieve goals on a range of performance metrics.

## **TEACHING ACTIVITIES**

|                           |  |
|---------------------------|--|
| <b>STUDENT TEACHING</b>   | <p><b><i>Illinois Institute of Technology, May 2008-Present.</i></b><br/><i>MBA course:</i> Insights on 'Next Economy' Consumers<br/><i>Undergraduate course:</i> Innovation and Creativity in Entrepreneurship</p> <p><b><i>University of Alberta, January-April 2006.</i></b><br/><i>Doctoral seminar:</i> Marketing Strategy</p> <p><b><i>Southern Illinois University at Carbondale, 1992-2008.</i></b><br/><i>Undergraduate, MBA and doctoral courses on</i><br/>Consumer Behavior, Marketing Models, and Marketing Strategy<br/><i>MBA courses:</i> International Business, Entrepreneurship</p> <p><b><i>The University of Iowa, 1986-1992.</i></b><br/><i>Undergraduate courses:</i> Marketing Research, Advertising, Consumer Behavior<br/><i>MBA courses:</i> Buyer Behavior, Advanced Forecasting Models<br/><i>Doctoral seminar:</i> Information Processing</p> <p><b><i>SUNY at Buffalo, 1982-1986.</i></b><br/><i>Undergraduate course:</i> Introduction to Marketing</p>  |
| <b>EXECUTIVE TEACHING</b> | <p>Executive MBA Program, Southern Illinois University, Singapore – 1994-2005.<br/>Executive MBA Program, Southern Illinois University, Hong Kong – 1996-2002.<br/>Visiting Professor, DBA Program, Maastricht School of Management, The Netherlands – 1996-2004.<br/>Management Development Programs for senior executives in Asia (multiple years):<br/>* Marketing Communications – Emerging Trends<br/>* Sales Forecasting – Advanced Topics<br/>Executive MBA Program, University of Iowa, 1988.</p>  |
| <b>OTHER TEACHING</b>     | <p>Visited University of Shkodra in Albania during 1994 to teach/train business school faculty as part of a grant from U.S. Information Agency.</p>  |
| <b>HIGHLIGHTS</b>         | <p>My courses require a “hands-on” project, designed to help students to tackle a real problem for a business client. My undergraduate and MBA students conduct sophisticated research projects for local firms (e.g., <i>Eicher Florists, Teleconnect</i>), national firms (e.g., <i>Philip Morris Inc., Lands' End Inc., and Apple Inc.</i>), government units (e.g., <i>Office of National Drug Control Policy, Washington D.C.</i>), and not-for-profit agencies (e.g., <i>National Media Partnership for a Drug-Free America</i>). These projects benefited both students and clients. In particular, <i>Apple Inc.</i> recognized my MBA class with their 'Best Market Research Plan' Award. In my doctoral seminars, I encourage high-quality research.</p> <p>As an instructional innovation, I recently developed an MBA teaching module that introduces IIT Stuart students to state-of-the-art scanner databases. Students acquire skills to analyze and deduce marketing implications from scanner data that include millions of in-store purchase transaction records in several product categories. As a result, IIT Stuart has joined an elite set of B-Schools worldwide that integrate scanner data analyses into the MBA curriculum.</p> |
| <b>WEBINARS</b>           | <p>Moderated several Webinars on topics related to International Business. Session participants included MBA students and faculty from institutions in North America, Asia, Australia and Europe.</p>  |

**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 SIUC doctoral students: **Kesha Coker, Rob Boostrom, Raghu Kurthakoti, and Deepa Pillai.**

**Co-Chair of Ph.D Dissertation Committee** for:  
**Shenyu Li**, marketing doctoral student at School of Business, University of Alberta. Canada.

**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 following completed dissertations:

**Monica Hodis** (Marketing, Southern Illinois University, 2009)

**Rajendran Murthy** (Marketing, Southern Illinois University, 2009)

**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.

#### **GRANT PROPOSAL WORK IN PROGRESS**

Submitted a Letter of Intent for a grant proposal (co-author: Mark Fishbein, M.D., Childrens’ Memorial Hospital, Chicago) titled “Promoting Nutrition Education and Health with a Web-based Monitoring Tool.” Potential Funding agencies: Portes Center/Institute of Medicine in Chicago. Funding amount requested: \$30,000.

## RESEARCH SUMMARY

### 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

### 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. These contributions were noted in a study that evaluated journal publications focused on advertising topics [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*, 24 (2), 41-52.
2. Ramendra Thakur, John Summey, Siva K. Balasubramanian, and Arifin Angriawan (2009). "Inflicting Pain for Gain: Insights on the Spam Problem," *Innovative Marketing*, 5 (1), 72-80.
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.

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- “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.”  
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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 a top ranked journal in the marketing discipline.
- For a description of my role and agenda 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.
- For my blogs on chosen *Journal of Marketing* articles (and readers' comments), 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, see [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, Innovative Marketing, The Journal of Business & Industrial 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,*
- Reviewer for Competitions** *AMA Doctoral Dissertation Competition, Alden Clayton Dissertation competition.*
- Reviewer for Research Grants** *Research Grants Council, Hong Kong*
- Reviewer, Tenure/Promotion** *Evaluated candidate dossiers for tenure/promotion decisions at major universities.*
- Journal Reviewer for Books** *The New Marketing Research Systems* by David J. Curry, New York: NY, John Wiley. (see *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, 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.*
- Organizer** *Organized a high-profile Stuart Research Presentation series (for example, please see [www.stuart.iit.edu/about/faculty/fridayresearchpresentations\\_spring2010.pdf](http://www.stuart.iit.edu/about/faculty/fridayresearchpresentations_spring2010.pdf))*

**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.  
Chair, Research & Faculty Development Committee, 2008-Present.  
Chair, MSEM Committee, 2008-Present.  
Chair, MCOM Committee, 2008-Present.  
Chair, Ph.D Committee, 2008-Present.

University Level Member, Research Council, 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 WORK**

US Food and Drug Administration; Agren Inc.

## SELECTED MEDIA REPORTS

Media reports that cite my research include:

- “Journal Names Balasubramanian as Regional Editor,” January 22, 2008 (see <http://news.siu.edu/news/January08/012208sm8001.jsp>)
- “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>)
- “Public Perceptions and Willingness to Pay a Premium for non-GM Foods in the US and UK.” (see [http://www.policyinnovations.org/search\\_out/pf\\_printable?group\\_start=681&sa\\_Keywords=Environment](http://www.policyinnovations.org/search_out/pf_printable?group_start=681&sa_Keywords=Environment))
- “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.