

**EDUCATION**

**PhD** (1986) State University of New York (SUNY) at Buffalo  
*Major:* Marketing *Minors:* Social Psychology, Educational Psychology  
**MBA** (1976) Osmania University *Major:* Marketing  
**BS** (1974) Osmania University *Majors:* Mathematics, Physics, Chemistry

**SELECTED HONORS**

- \* **Product Placement scholarship recognized** as ‘prolific,’ ‘highly cited,’ one of the ‘most influential authors’ in Guo et al., (2019), Product Placement in Mass Media: A Review and Bibliometric Analysis, *Journal of Advertising*, 48:2, 215-231, DOI: [10.1080/00913367.2019.1567409](https://doi.org/10.1080/00913367.2019.1567409).
- \* **Advertising scholarship noted** in a study of academic journals that publish research on advertising [see Ford and Merchant (2008), *Journal of Advertising*, 37:3, 69-94].
- \* **Fulbright Research Chair** award, a prestigious recognition from the Canada-US Fulbright Commission, 2005. This award entailed excellent research opportunities in Canada.
- \* **Who’s Who in Business Higher Education**, 2003.
- \* **IBM Scholar**, 2003.
- \* **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 - July 2015 & Aug 2016 - Present **Associate Dean**, Stuart School of Business, Illinois Tech, Chicago.  
Overall leadership for academics/research; improve the school’s brand image; promote national/international visibility.

July 2010 - Present **Director, PhD-Management Science Program**, Stuart School of Business, Illinois Tech.  
Aug 2015 - Present **Director, MS-Management Science Program & Faculty Research Review**, Stuart School of Business, Illinois Tech.  
This recently established STEM-based MS-MSC program is an early success story.

Aug 2014 - July 2021 **Deputy Vice Provost**, Illinois Institute of Technology (Illinois Tech), Chicago.  
Leadership of the University’s re-accreditation with Higher Learning Commission (HLC).

Aug 2011 - July 2014 **Associate Vice Provost**, Illinois Tech, Chicago.  
Charged to prepare the University for the HLC re-accreditation process.

May 2008 - July 2010 **Director, Undergraduate Program**, Stuart School of Business, Illinois Tech.  
July 1997 - Aug 1999 **Acting Dean**, College of Business, Southern Illinois University, Carbondale (SIUC).  
Chief academic officer 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, shared governance culture; leverage continuous improvement and programmatic innovation to succeed in a competitive environment.

Feb 97-Nov 97/Aug 99-Jun 01 **Director of PhD Program**, College of Business, Southern Illinois University, Carbondale.  
July 1995 - June 2001 **Director of MBA Program**, College of Business, Southern Illinois University, Carbondale.

***Academic titles***

Aug 2015 - Present **Harold L. Stuart Endowed Chair in Business**, Stuart School of Business, Illinois Tech.  
May 2008 - July 2015 **Harold L. Stuart Professor of Marketing**, Stuart School of Business, Illinois Tech.  
May 2008 - Present **Professor of Marketing**, Stuart School of Business, Illinois Tech.  
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 at Carbondale.  
July 1997 - May 2008 **Professor** (Marketing), Southern Illinois University at Carbondale.  
Aug 1992 - June 1997 **Associate Professor** (Marketing), Southern Illinois University at Carbondale.  
Aug 1986 - July 1992 **Assistant Professor** (Marketing), University of Iowa.

***Managerial/Business experience***

Aug 2013 - Present **Founder and President**, Marshfield Group Inc.  
Sept 1982 - July 1986 **Computer Resources Coordinator**, School of Management, SUNY at Buffalo.  
Oct 1977 - July 1982 **Sales Executive** in a multinational firm environment.

## TEACHING ACTIVITIES (SELECTED LIST)

<b>STUDENT TEACHING</b>	<p><i>Illinois Institute of Technology, May 2008-Present.</i> <i>Undergraduate course:</i> <b>Innovation and Creativity in Entrepreneurship</b> <i>MBA courses:</i> <b>‘Next Economy’ Consumers; Social Media Marketing Analytics Artificial Intelligence in Business.</b> Students are trained in advanced business AI strategies and receive an IBM AI Badge after completing this course. <i>Doctoral seminar:</i> <b>Advanced Research Methods</b></p> <p><i>University of Alberta, January-April 2006.</i> <i>Doctoral seminar:</i> <b>Marketing Strategy</b></p> <p><i>Southern Illinois University at Carbondale, 1992-2008.</i> <i>Undergraduate/MBA:</i> <b>International Business; Entrepreneurship;</b> <i>Doctoral:</i> <b>Consumer Behavior; Marketing Models; Marketing Strategy.</b></p> <p><i>The University of Iowa, 1986-1992.</i> <i>Undergraduate:</i> <b>Marketing Research; Advertising; Consumer Behavior</b> <i>MBA:</i> <b>Buyer Behavior; Advanced Forecasting Models</b> <i>Doctoral:</i> <b>Information Processing</b></p> <p><i>SUNY at Buffalo, 1982-1986.</i> <i>Undergraduate:</i> <b>Introduction to Marketing</b></p>
<b>EXECUTIVE TEACHING</b>	<p>Executive MBA Program, Southern Illinois University, Singapore. Executive MBA Program, Southern Illinois University, Hong Kong. Visiting Professor, Maastricht School of Management, The Netherlands. Executive MBA Program, University of Iowa.</p>
<b>HIGHLIGHTS</b>	<p><i>Apple Inc.</i> recognized my MBA class with their ‘Best Market Research Plan’ award. In my doctoral seminars, I encourage high-quality academic research.</p>
<b>TEACHING AWARDS</b>	<p><b>Visiting Professor Program Award</b>, <i>Advertising Educational Foundation.</i></p> <p><b>Instructional seed Grant</b> (from <i>National Collegiate Inventors and Innovators Alliance</i>). Grant proposal for a joint certificate program between College of Business and College of Engineering at SIUC.</p> <p><b>Fellowship Award</b> (from the <i>Direct Marketing Educational Foundation</i>). Direct Marketing Institute for Professors.</p> <p><b>Faculty Scholar Award</b> (from the <i>Center for International Business Education and Research</i>, University of Southern California). Asia/Pacific Business Opportunities Conference.</p> <p><b>VIP Faculty Award</b> (from <i>Specialty Advertising Association International</i>). Specialty Advertising Conference, St. Louis.</p> <p><b>Faculty Support Award</b> (from <i>Apple Inc.</i>). Business and Computing Conference, Carnegie-Mellon University.</p> <p><b>Council on Teaching Award</b>, University of Iowa.</p>
<b>STUDENT MENTORING</b>	<p><b>Chair or Co-Chair</b> of 19 PhD/DBA Dissertation Committees <b>Member</b> of 20 PhD Dissertation Committees</p>

## **GRANTS AND AWARDS (SELECTED LIST)**

- 1. Illinois-Missouri Biotechnology Alliance (IMBA).** Funded grant for research proposal titled “Assessing the Opportunities and Challenges of Soy Foods for Consumers, Markets and Public Policy.” Principal Investigators (PIs): Wanki Moon and Siva K. Balasubramanian. Results: publications in *British Food Journal* and *Journal of Food Distribution Research*.
- 2. Management Education Research Institute Grants Program,** Graduate Management Admission Council (GMAC). Funded grant for research Proposal titled “The Value of Business School Attributes: An Empirical Investigation.” Result: a working paper.
- 3. National Collegiate Inventors & Innovators Alliance (NCIIA):** Funded seed grant for instructional/research proposal titled “Multi-Level Mentoring Initiative on Entrepreneurship,” PI: Siva K. Balasubramanian, Co-PIs: Emily Carter, Terry Clark, and Kay Purcell. A partnership initiative (between the SIUC College of Business and the SIUC College of Engineering) that sought to educate students to become successful entrepreneurs. Each MBA student in the entrepreneurship concentration track was assigned to mentor a team of undergraduate engineering students enrolled in a two-semester course sequence in product design. For engineering students, the goal was to encourage them to move from prototypes to product launch with sensitivity to market challenges; for MBA students, the project provided opportunities to apply entrepreneurship principles in mentoring projects. We envisaged another layer of supervision for students: a successful entrepreneur served as a high-powered cheerleader/mentor for each student team.
- 4. Office of Research Development and Administration, SIUC** funded research grant. “Linking Marketing Efforts to Financial Performance,” (PIs: Siva K. Balasubramanian and Ike Mathur). Results: A publication in the *Journal of the Academy of Marketing Science* and two research manuscripts.
- 5. Illinois-Missouri Biotechnology Alliance (IMBA)** funded research grant. “Consumers’ Attitudes toward Labeling Genetically Modified Foods,” (PIs: Wanki Moon and Siva K. Balasubramanian). 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*).
- 6. Illinois Council on Food and Agricultural Research (C-FAR)** funded research grant. “Assessing the Roles of Health Benefits in the Consumption of Soy Foods” (PIs: Wanki Moon and Siva K. Balasubramanian). Result: A publication in the *Journal of Agricultural and Resource Economics* and in the *Journal of Food Distribution Research*.
- 7. Verizon Inc.,** funded instructional/research grant. “E-Commerce Initiative for Southern Illinois: Instructional/Research Development Proposal for MBA Program Faculty.” (PI: Siva K. Balasubramanian). Results: integrated e-commerce content into the MBA curriculum.
- 8. GENCO Distribution Systems** funded research grant. Project Proposal (PIs: Siva K. Balasubramanian and Anand Kumar) titled “Reverse Logistics: Genesis.” Results: a conference presentation and a research manuscript.
- 9. International Council of Shopping Centers Educational Foundation** funded research grant. This project (PIs: 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. Result: a publication in the *Journal of Shopping Center Research*.
- 10. Marketing Science Institute** funded research grant (PI: Siva K. Balasubramanian). Project proposal titled “What is the Impact of the New Food Labels on Consumers? An Experimental Investigation.” Result: a publication in the *Journal of Marketing*.
- 11. International Council of Shopping Centers Educational Foundation** funded research grant. Project (PIs: Joel Herche and Siva K. Balasubramanian) titled “Ethnicity and Shopping Behavior” won a national research proposal competition. Result: a publication in the *Journal of Shopping Center Research*.

## RESEARCH SUMMARY

	<b><i>Behavioral/Conceptual Issues</i></b>	<b><i>Quantitative/Methodological Issues</i></b>
<b>INTERESTS</b>	* Consumer Information Search * Customer Relationships * Hybrid Marketing Messages	* Innovation Diffusion Models * Modeling issues in E-Commerce * Wealth effects

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

***Innovation/New Product Diffusion.*** My publication in the *Journal of Forecasting* extends the basic innovation diffusion model to generate excellent long-term forecasts for consumer durable goods by explicitly considering first-purchases and replacement purchases. Four publications in the *International Journal of Research in Marketing* investigate the role of price in new product diffusion or classify product life cycle forms with these models. Other studies analyze time-varying diffusion models that capture product quality changes, diffusion efficiency and financial innovation.

The next theme, *marketing communication*, includes marketer and consumer perspectives. The former explores *how firms effectively communicate information* to media audiences. Results suggest that a message's format is more important than its content. Specifically, I propose a new genre of marketing communications called "hybrid messages" with important implications for public policy (my *Journal of Advertising* (1994) article attracted the attention of FTC and FCC). Other publications such as *Journal of Advertising* (2000; 2006); *Journal of Current Issues and Research in Advertising* (2000); *Journal of Consumer Behaviour* (2013); *Journal of Customer Behaviour* (2013); *Journal of Product and Brand Management* (2014); *Innovative Marketing* (2014); *International Journal of Advertising* (2016; 2021); *International Journal of Business Administration* (2016) and ongoing studies investigate brand relationships, product placements and their economic worth to sponsors. Three articles in the *Journal of Marketing* examine factors that affect marketing communication expenditures. These research contributions were recognized in Ford and Merchant (2008), "A Ten-Year Retrospective of Advertising Research Productivity, 1997-2006," *Journal of Advertising*, 37:3, 69-94; Guo et al., (2019), "Product Placement in Mass Media: A Review and Bibliometric Analysis," *Journal of Advertising*, 48:2, 215-31.

The consumer perspective asks two questions: how do consumers (a) *process market-provided and 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 managerial insights to enhance consumers' search and use of nutrition information on food products. Articles published in 1994 and 2005 in the *Journal of the Academy of Marketing Science* focus on expertise/preference formation and event study results for firms winning high-quality achievement awards.
- Question (b) is the focus of several doctoral dissertations that I supervised.

The final theme, *research methods* considers sophisticated methods in measurement. A *Journal of Marketing Research* (1989) 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. Publications in other leading agriculture/economics journals apply research methods to study the segmentation of donors, consumers' acceptance of GMO foods, and their willingness to pay a premium for food products. Ongoing studies and recent publications focus on soy consumption, obesity/health, knowledge sharing within supply chains (*Information & Management* 2012), country of origin/country of market effects, brand romance, discounting, e-customization, attitude toward websites, spyware and adware, online self-service, corporate social responsibility ratings (*Journal of Business Ethics* 2020), peer-to-peer sharing in the consumption of goods (*Journal of the Association for Consumer Research* 2016) and power issues within marketing channels (*Journal of Strategic Marketing* 2014).

Overall, my research work focuses on new insights about consumers. It reflects an inter-disciplinary and empirical character, and often integrates the marketing perspective with disciplines such as management, operations, communication, psychology, agriculture economics, finance or healthcare.

## **RESEARCH PUBLICATIONS**

### **JOURNAL ARTICLES**

1. Siva K. Balasubramanian and Giacomo Gistri (2021). "Priming Movie Product Placements: New Insights from a Cross-National Case Study," *International Journal of Advertising*, 2021. (see <https://www.tandfonline.com/doi/abs/10.1080/02650487.2021.1930349>).
2. Siva K. Balasubramanian, Yiwei Fang, and Zihao Yang (2020). "Twitter Presence and Experience Improves Corporate Social Responsibility Outcomes," *Journal of Business Ethics*, May, 1-21. (see <https://link.springer.com/article/10.1007/s10551-020-04537-x>).
3. Raghu Kurthakoti, Siva K. Balasubramanian and John H. Summey (2016). "Understanding Consumer Attitudes toward Web-based Communication Tools," *International Journal of Marketing Studies*, 8(3), 1-11.
4. Raghu Kurthakoti, Siva K. Balasubramanian and Suzanne Altobello (2016). "Brand-Character Association and Attitude toward Brands in Movie Placements," *International Journal of Business Administration*, 7(2), 43-59.
5. Jiong Sun, Hendrarto Supangkat and Siva K. Balasubramanian (2016). "Peer-to-Peer Sharing of Private Goods: The Seller's Response and Consumers' Benefits," *Journal of the Association for Consumer Research*, special issue on Consumer Ownership and Sharing, 1(2), 262-276.
6. Shenyu Li, Rong Huang and Siva K. Balasubramanian (2016). "Country of Market Effect," *Innovative Marketing*, 12(1), 7-14.
7. Nadia Sabour, Deepa Pillai, Giacomo Gistri and Siva K. Balasubramanian (2016). "Attitudes and Related Perceptions about Product Placement: A Comparison of Finland, Italy and the United States," *International Journal of Advertising*, 35(2), 362-387.
8. Seungho Baek, Siva K. Balasubramanian and Kwan Young Lee (2015). "Capital Structure and Monitoring Bank Failure," *Journal of Accounting and Finance*, 15(4), 95-107.
9. Pingjun Jiang, Siva K. Balasubramanian, and Zarrel V. Lambert (2015). "Responses to Customized Products: The Consumers' Behavioral Intentions," *Journal of Services Marketing*, 29(4), 314-326.
10. Elizabeth Durango-Cohen and Siva K. Balasubramanian (2015). "Effective Segmentation of University Alumni: Mining Contribution Data with Finite-Mixture Models," *Research in Higher Education*, February, 56(1), 78-104.
11. Deepa Pillai, Siva K. Balasubramanian, and Shabnam H. A. Zanjani (2014). "The Effect of Individual Level Variables on the Effectiveness of Brand Placements," *Innovative Marketing*, 2014/4, 28-37.
12. Siva K. Balasubramanian, Hemant Patwardhan, Deepa Pillai and Kesha Coker (2014). "Modeling Attitude Constructs in Movie Product Placements," *Journal of Product and Brand Management*, 23(7), 516-531.
13. Shenyu Li, Siva K. Balasubramanian, and Peter Popkowski-Leszczyc (2014). "The Profit Impact of Transaction Specific Assets: A Process Model of Adaptive Marketing Resources," *Journal of Strategic Marketing*, 22(4), 316-327.
14. Pingjun Jiang and Siva K. Balasubramanian (2014), "An Empirical Comparison of Market Efficiency: Electronic Marketplaces Vs. Traditional Retail Formats," *Electronic Commerce Research and Applications*, 13(2), March/April, 98-109.

15. Pingjun Jiang, Siva K. Balasubramanian and Zarrel V. Lambert (2014), "Consumers' Value Perceptions of E-customization: A Model Incorporating Information Framing and Product Type," *Journal of Consumer Marketing*, 31(1), 54-67.
16. Robert Boostrom, Siva K. Balasubramanian, and John H. Summey (2013), "Plenty of Attitude: Evaluating Measures of Attitude Toward the Site," *Journal of Research in Interactive Marketing*, 7(3), 201-215.
17. Hemant Patwardhan and Siva K. Balasubramanian (2013), "Reflections on Emotional Attachment to Brands: Brand Romance and Brand Love," *Journal of Customer Behaviour*, 12(1), 73-79.
18. Kesha Coker, Suzanne Altobello and Siva K. Balasubramanian (2013). "Message Exposure with Friends: The Role of Social Context on Attitudes toward Prominently Placed Brands," *Journal of Consumer Behaviour*, 12(2), 102-111.
19. Jae Bong Chang, Wanki Moon, and Siva K. Balasubramanian (2012), "Health Concerns and Consumer Preferences for Soy Foods: Choice Modeling Approach," *Food Policy*, 37(3), 335-342.
20. Stephen Shih, Sonya Hsu, Zhiwei Zhu, and Siva K. Balasubramanian (2012). "Knowledge Sharing - A Key Role in the Downstream Supply Chain," *Information and Management*, 49(2), 70-80.
21. Arbindra Rimal, Wanki Moon, Siva K. Balasubramanian and Dragan Miljkovic (2011). "Self-Efficacy as a Mediator of the Relationship between Dietary Knowledge and Behavior," *Journal of Food Distribution Research*, 42(3), 28-41.
22. Wanki Moon, Siva K. Balasubramanian, and Arbindra Rimal (2011). "Health Claims and Consumers' Behavioral Intentions: The Case of Soy-Based Food," *Food Policy*, 36 (4), 480-489.
23. Sonya Hsu, Siva K. Balasubramanian, Ramendra Thakur, and Songpol Kulviwat (2011). "Knowledge-Base and Online Self-Service," *Journal of Electronic Commerce Research*, 12 (2), 133-151.
24. Hemant Patwardhan and Siva K. Balasubramanian (2011). "Brand Romance: A Complementary Approach To Explain Emotional Attachment Toward Brands," *Journal of Product and Brand Management*, 20 (4), 297-308.
25. Kesha Coker, Deepa Pillai and Siva K. Balasubramanian (2010). "Delay Discounting Rewards from Consumer Sales Promotions," *Journal of Product and Brand Management*, 19/7, 487-495.
26. 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.
27. 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.
28. 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.
29. 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.

30. 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.
31. 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.
32. 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.
33. 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.
34. 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.
35. 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.
36. Wanki Moon, Siva K. Balasubramanian, and Arbindra Rimal (2005), "Perceived Health Benefits and Soy Consumption Behavior: Two Stage Decision Model Approach," *Journal of Agricultural and Resource Economics*, 30 (2), 315-332.
37. 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.
38. 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," *Applied Economic Perspectives and Policy*, 26 (2), June, 186-208.
39. 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.
40. 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.
41. 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.

42. 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.
43. J. Endres, S. Barter and Siva K. Balasubramanian (2001). "Who is Consuming Functional Foods?" *Journal of the American Dietetic Association*, 101(9), A-12.

44. 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.

45. 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.

46. 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.

47. 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.

48. 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.

49. 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*.

50. 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.

51. 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.

52. 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.



53. 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.
  54. 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.
  55. 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.
  56. 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.
  57. 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.
  58. 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.
  59. 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.
- This article was identified as one of the highly-cited articles published in IJRM based on the number of ISI cites – see Stremersch and Lehmann (2008), "25 Years of IJRM– Reflections on the Past and the Future," *International Journal of Research in Marketing*, 25, 143-148.
60. 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.
  61. 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

62. Kesha K. Coker, and Siva K. Balasubramanian (2015). "Social Influence in Product Placements: The Impact of Group Composition and Coviewing Context on Brand Recall and Attitudes." In: Dato-on M. (eds) *The Sustainable Global Marketplace. Developments in Marketing Science: Proceedings of the Academy of Marketing Science*. Springer, Cham.
63. Raghu Kurthakoti, Siva K. Balasubramanian and Suzanne A. Nasco (2012), "Brand-Character Association and Attitude Toward Brands in Movie Placements," *Proceedings of the Society for Marketing Advances*, p 122-123.
64. Raghu Kurthakoti, Siva K. Balasubramanian and Suzanne A. Nasco (2012), "Forgetting Brand Placements – Results from a Panel Analysis," *2012 Annual Conference Proceedings - Marketing Management Association*, p 19.

65. Deepa Pillai and Siva K. Balasubramanian (2012), "Repetition Effects of Product Placement," *AMA Winter Educators' Conference Proceedings*, 23, p 75-76.
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**OTHER PUBLICATIONS** The following nine essays focus on selected business topics/events related to my research interests. They were published in *Great Events from History II: Business and Commerce*, Salem Press Inc., Pasadena, CA (1994). Also appeared in *Chronology of Twentieth Century History: Business & Commerce*, Frank N. Magill (ed.), Fitzroy Dearborn, Chicago, 1996.

93. Siva K. Balasubramanian. "Congress Establishes the Federal Communications Commission," 685-689.
94. Siva K. Balasubramanian. "Congress Requires Pre-Market Clearance for Products," 787-791.
95. Siva K. Balasubramanian. "Congress Sets Standards for Chemical Additives in Food," 1097-1101.
96. Siva K. Balasubramanian. "Radio's Payola Scandal Leads to Congressional Action," 1148-1153.
97. Siva K. Balasubramanian. "The Environmental Protection Agency Is Created," 1460-1465.
98. Siva K. Balasubramanian. "The U.S. Advertising Industry Organizes Self-Regulation," 1501-1505.
99. Siva K. Balasubramanian. "Sears Agrees to FTC Order Banning Bait-and-Switch Tactics," 1631-1635.
100. Siva K. Balasubramanian. "Home Shopping Service Is Offered on Cable Television," 1909-1914.
101. Siva K. Balasubramanian. "Bush Signs the Clean Air Act of 1990," 2034-2039.

**WORKING PAPERS:**

Siva K. Balasubramanian and Haizhi Wang. "Event Study Analysis of Product Placements: Focus on Competition and Repetition Effects in the US Automobile Market," Working Paper targeted at *Journal of Marketing*.

Siva K Balasubramanian, Mark Fishbein, and Zheng Zhou. "Exploring the Influence of Consumers' Characteristics on Nutrition Understanding, BMI and Health Outcomes: New Insights," Working Paper targeted at *Journal of the American Medical Association*.

**OP-ED:**

Siva K. Balasubramanian. "Accountable 'Big Data' Insights Benefit Firms, Individuals, Government and Society," Lead Biz Blog at commpro.biz on July 25, 2014 (available [here](#)).

## **INVITED PRESENTATIONS (SELECTED LIST)**

- “Corporate Social Media Engagement and Corporate Social Responsibility Outcomes,” *Research Presentation* at SDA Bocconi School of Management, Milan, Italy (November 27, 2019).  
Indian School of Business, Hyderabad, India (June 15, 2018).
- “The Economic Worth of Product Placements: New Research Insights,” *Research Presentation* at SDA Bocconi School of Management, Milan, Italy (November 27, 2019).  
University of Amsterdam, The Netherlands (June 11, 2018);  
Bologna Business School, Italy (June 6, 2018);  
Luiss University, Rome, Italy (June 5, 2018).
- “Marketing Communications: Focus on Hybrid Messages.” *Research Seminar*, University of Macerata, Italy; May 25, 2017.
- “Advanced Research Approaches in Business Domains.” *Research Seminar*, University of Pisa, Italy; May 22, 2017.
- “Hybrid Messaging: New Media approaches that Persuade and Entertain without Awareness or Resistance.”  
*Plenary Speaker, National Conference on New Media & National Development*, Bangalore, India; March 18, 2011.
- “Marketing to the ‘Next Economy’ Consumer”  
*Keynote Speaker, NASMEI Conference*, Great Lakes Institute of Management, Chennai, India; December 23, 2010.
- “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).”  
*Research Seminar*, National University of Singapore, March 2, 2001.
- “Industry-Academic Partnerships on E-Commerce.” *Symposium on Electronic Commerce*, Beijing, China; May 23, 1999.
- “Consumers’ In-Store Information Search: The Case of Nutrition Attributes.”  
*Research Seminar*, Hong Kong University of Science and Technology, Hong Kong; November 5, 1998.
- “Ethnicity and Its Influence on Consumer Behavior.”  
*Ethnic Marketing Strategies Conference* (Strategic Research Institute), University of Chicago, September 24, 1998.
- “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.”  
*Research Seminar*, Hong Kong University of Science and Technology, Hong Kong; August 9, 1995.
- “Ethnicity and Shopping Preferences.”  
*International Council of Shopping Centers Research Conference*, Phoenix, AZ; November 8, 1994.
- “Modeling Sales-Advertising Relationships: Causality, Comparability, and Predictability Issues.”  
*Marketing Research Seminar Series*, INSEAD, France; June 4, 1991.
- “Strategies to Enhance Message Impact: Nonverbal Variables and Hybrid Messages.”  
University of Southern California, Los Angeles; February 8, 1990.

## **CONFERENCE PRESENTATIONS (SELECTED LIST):**

Mark Fishbein and Siva K. Balasubramanian. "Food consumer characteristics in a low socioeconomic urban population: An influence on the obesity epidemic?"

*North American Society for Pediatric Gastroenterology, Hepatology and Nutrition*, Chicago, IL; October 2013.

Raghu Kurthakoti, Siva K. Balasubramanian and Suzanne A. Nasco. "Forgetting Brand Placements: Results from a Panel Analysis."

*Annual Conference of the Marketing Management Association*, Chicago, IL. March 2012.

Deepa Pillai and Siva K. Balasubramanian. "Repetition Effects of Product Placement."

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Kesha Coker and Siva K. Balasubramanian. "Incorporating Social Context into Product Placement Research."

*Academy of Marketing Science Conference*, Coral Gables, FL; May 2011.

Hemant Patwardhan, Siva K. Balasubramanian, Deepa Pillai, and Kesha K. Coker. "Modeling Antecedents of Attitude to the Brand in Movie Placements."

*NASMEI Conference*, Chennai, India; December 2010.

Kesha Coker, Deepa Pillai and Siva K. Balasubramanian, "An experimental analysis of consumer preference for sales promotions formats."

*American Marketing Association Summer Educators' Conference*, Chicago, IL; August 2009.

Jae Bong Chang, Wanki Moon, and Siva K. Balasubramanian, "Health Concerns and Consumer Preferences for Soy Foods: Choice Modeling Approach. "

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Rob Boostrom, Raghu Kurthakoti, Siva K. Balasubramanian, Lynnette Knowles, and John Summey.

"Quantifying the Consumer Food Acculturation Process Using Partial Least Squares."

*Consumer Culture Theory Conference*, University of Michigan, Ann Arbor, MI; June 2009.

Kesha Coker and Siva K. Balasubramanian. "Analysis of the US Automobile Market: Insights from Hedonic Regressions."

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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, Monica Hodis, and Siva K. Balasubramanian. "Is Proprietary software under threat? An investigation into the adoption of open source software and user-characteristics."

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- Shenyu Li, Siva K. Balasubramanian, and Peter T. L Popkowski Leszczyc. "An Empirical Study of Dealer's Marketing Mix Acquisition in a Distribution Channel."  
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- Wanki Moon, Siva K. Balasubramanian and Arbindra Rimal. "Willingness-to-Pay (WTP) a Premium for Non-GM Food v. Willingness-to-Accept (WTA) a Discount for GM Foods."  
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- Hemant Patwardhan and Siva K. Balasubramanian. "Brand Romance: An Interpersonal Relationship Approach to Investigate Consumers' Brand Attachment."  
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*INFORMS National Meeting*, Atlanta, GA; November 1996.

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*International Symposium on Forecasting*, Pittsburgh, PA; June 1993.

Siva K. Balasubramanian, Dipak C. Jain and Amit K. Ghosh. "Approaches to Compare Non-Nested Model Formulations in Marketing."

*Marketing Science Conference*, St. Louis, MO; March 1993.

Siva K. Balasubramanian. "The Role of Ability and Motivation to Process Visual/Verbal Information on Ad-related Effects."

*ACR Conference*, Vancouver, Canada; October 1992.

Catherine Cole and Siva K. Balasubramanian. "Individual Differences and Consumers' Willingness to Use Nutritional Information,"

*ACR Conference*, Chicago, IL; October 1991.

Siva K. Balasubramanian. "Modeling Sales-Advertising Relationships for Forecasting Applications: A Comparative Study of Alternative Approaches."

*Marketing Science Conference*, Delaware; March 1991.

Siva K. Balasubramanian. "Determinants of Brand Advertising Intensity."

*Marketing Science Conference*, University of Illinois, Urbana/Champaign, IL; March 1990.

Siva K. Balasubramanian and V. Kumar. "Analyzing Variations in Advertising+Promotion/Sales Ratio."

*Marketing Science Conference*, University of Illinois, Urbana/Champaign, IL; March 1990.

Siva K. Balasubramanian. "Temporal Variations in the Evaluation of Television Advertisements: The Role of Key Nonverbal Cues."

*ACR Conference*, New Orleans, LA; October 1989.

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.

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.

Wagner Kamakura and Siva K. Balasubramanian. "A Comparison of Econometric and Time-Series Approaches to Forecast Demand for Consumer Durables."

*International Symposium on Forecasting*, Boston, MA; May 1987.

## **PROFESSIONAL SERVICE (SELECTED LIST)**

- 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.
- Editor** Regional Editor (North America), *British Food Journal* (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** *Journal of Advertising*  
*International Journal of Advertising*
- 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 Interactive Marketing*  
*International Journal for Electronic Commerce*  
*International Journal of Forecasting*
- Reviewer – conferences** *ACR 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** National Expert Panel, Institute of Food Technologists, 2011-Present.
- 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.

## **OTHER SERVICE (SELECTED LIST)**

### ***Illinois Institute of Technology***

- School Level      Chair, Instructional Resources Committee, 2011-Present.  
Chair, Research & Faculty Development Committee, 2008-Present.  
Chair, AACSB Review Committee, 2008-Present.  
Chair, Undergrad Program & Curriculum Committee, 2008.  
Chair, Graduate Program & Curriculum Committee, 2008.
- University Level      Chair, University Accreditation Committee, 2011-Present.  
Member, Academic Council, 2015-Present.  
Member, Deans' Council, 2013-2015.  
Member, Faculty Council, 2010-2011.  
Member, IIT Board of Trustees Marketing Taskforce, 2012-2013.  
Member, Tang Fellowship Admission Committee, 2012-2014.  
Member, Research Council, 2008-2012.  
Member, Honorary Awards Committee, 2008-2012.  
Member, University Committee on Promotion & Tenure, 2008-2015.

### ***Southern Illinois University***

- Department Level      Ph.D Coordinator, 2002-2008; DBA Coordinator, 1995-1997.
- 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.  
Member, University Research Committee, 1992-1995.

### ***University of Iowa***

- Department Level      Member, Faculty Recruitment Committee, 1987-1992.  
Member, PhD 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.
- University Level      Member, Faculty Senate Facilities Committee, 1988-1991.

## **ADVISORY ROLE**

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

## **STATUS**

US Citizen

*Updated August 29, 2021*