

*Mays Business School  
Texas A&M University  
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**EDUCATION**

New York University, New York  
Ph.D. in Marketing, 2002

Indian Institute of Management, Calcutta  
Post Graduate Diploma in Management (MBA), major in Marketing, 1987

Indian Institute of Technology, Delhi  
Bachelor of Technology in Chemical Engineering, 1985

**ACADEMIC  
EXPERIENCE**

July 2011 - present *Mays Business School, Texas A&M University  
David R. Norcom '73 Endowed Professor of Marketing*

July 2006 – June 2011 *Booth School of Business, University of Chicago  
Associate Professor of Marketing*

July 2002 - June 2006 *Booth School of Business, University of Chicago  
Assistant Professor of Marketing*

Jan-May 2002 *New York University  
Adjunct Lecturer in Marketing.*

1996-1997 *McCann-Erickson Advertising, Delhi, India  
National Media Research Director.*

**INDUSTRY  
EXPERIENCE**

1995-1996 *MTV Networks India, Bangalore, India  
Regional Director, Ad Sales and Marketing.*

1994-1995 *Ammirati Puris Lintas, Bangalore, India  
Media Director (South).*

1990-1994 *J. Walter Thompson, Bangalore/Madras, India  
Associate Media Director.*

1987-1990 *Brooke Bond Lipton, Bangalore, India  
Area Sales Manager.*

**DISSERTATION**

"Goal-Dependent Automaticity in Impulsive Decisions: A Dynamic Framework"

## RESEARCH INTERESTS

- Dynamics of Affective and Motivational Processes
- Non-Conscious Processes in Judgments and Choice
- Affect and Decision-Making
- Self-Control and Impulsive Behavior
- Health and Social Marketing

## PUBLICATIONS

- Suresh Ramanathan, "The Dynamics of Goal Pursuit: Situation and Personality as Determinants of Goal Stickiness and Switching," in *Routledge Companion to Consumer Behavior*, ed. Tina Lowrey and Michael Solomon, forthcoming.
- Marina Puzakova, Hyokjin Kwak, Suresh Ramanathan, and Joseph Rocereto, "Painting your Point: The Role of Color in Firms' Strategic Responses to Product Failures via Advertising and Marketing Communications," **Journal of Advertising** (December 2016)
- Adriana Madzharov, Suresh Ramanathan, and Lauren Block, "Effects of Product Color Brightness on Food Consumption," **Journal of the Association for Consumer Research**, special issue on The Science of Hedonistic Consumption (October 2016)
- Venkatesh Shankar, Mirella Kleijnen, Suresh Ramanathan, Ross Rizley, Steve Holland, and Shawn Morissey, "Mobile Shopper Marketing: Key Issues, Current Insights, and Future Research Directions," **Journal of Interactive Marketing**, (May 2016)
- Nina Belei, Kelly Geyskens, Caroline Goukens, Suresh Ramanathan and Jos Lemmink, "The Best of Both Worlds? Effects of Attribute-Induced Goal Conflict on Consumption of Healthy Indulgences," **Journal of Marketing Research**, (December 2012)
- Wilhelm Hofmann, Guido van Koningsbruggen, Wolfgang Stroebe, Suresh Ramanathan and Henk Aarts, "As Pleasure Unfolds: Hedonic Responses to Tempting Food," **Psychological Science**, (December 2010)
- Suresh Ramanathan and Sanjay Dhar, "The Effects of Sales Promotions on Size and Composition of the Shopping Basket: Regulatory Compatibility from Framing and Temporal Restrictions," **Journal of Marketing Research**, (June 2010)
- Anirban Mukhopadhyay, Jaideep Sengupta and Suresh Ramanathan, "Recalling Past Temptations: An Information-Processing View of the Dynamics of Self Control" **Journal of Consumer Research**, (December 2008)
- Suresh Ramanathan and Ann L. McGill, "Consuming with Others: Social Influences on Moment-to-Moment and Retrospective Evaluations of Experiences," **Journal of Consumer Research** (December 2007)
- Suresh Ramanathan and Patti Williams, "Immediate and Delayed Emotional Consequences of Indulgence: The Moderating Influence of Personality Type on Mixed Emotions," **Journal of Consumer Research** (August 2007)
- Aparna Labroo and Suresh Ramanathan, "The Influence of Experience and Sequence of Conflicting Emotions on Ad Attitudes," **Journal of Consumer Research** (March 2007)
- Suresh Ramanathan and Geeta Menon, "Time-Varying Effects of Chronic Hedonic Goals on Impulsive Behavior," **Journal of Marketing Research**, (November 2006)

- Rebecca Naylor Walker, Rajagopal Raghunathan and Suresh Ramanathan, "Promotions Spontaneously Induce a Positive Evaluative Response," **Journal of Consumer Psychology** (July 2006)
- Stijn Van Osselaer, Suresh Ramanathan, Margaret Campbell, Joel Cohen, Jennifer Dale, Paul Herr, Chris Janiszewski, Arie Kruglanski, Angela Lee, Stephen Read, Jay Russo and Nader Tavassoli, "**Choice Based on Goals**," *Marketing Letters*, (December 2005)
- Geeta Menon, Lauren Block and Suresh Ramanathan, "We're at as Much Risk as We're Led to Believe: Effects of Message Cues on Judgments of Risk," **Journal of Consumer Research**, (March 2002)

#### **PAPERS UNDER REVIEW /WORKING PAPERS**

- Suresh Ramanathan, Nina Belei, Scott Davis, and Claudia Jasmand, "Topping it Down: Reversing the Unit Bias in Mixed Indulgences" (manuscript being revised for submission to **Journal of Consumer Psychology**)
- Shruti Koley, Caleb Warren, and Suresh Ramanathan, "Effects of Anger and Anxiety on Choice in Self-Control Dilemmas," (under review at **Journal of Consumer Research**)
- Suresh Ramanathan, Joan Philips, Daniel Schill and Rita Kirk, "Are Political Opinions Contagious? An Investigation on the Effects of Seating Position and Prior Attitudes on Moment-to-Moment Evaluations During the Presidential Debates" (manuscript being prepared for submission to **Marketing Science**)
- Suresh Ramanathan, Kathleen Vohs, and Ann McGill, "Seeing Eye to Eye in Shared Experiences: Friends Become Closer, Strangers Enjoy the Experience" (manuscript being prepared for submission to **Journal of Personality and Social Psychology**)
- Suresh Ramanathan and Wilhelm Hofmann, "Sticky Desires or Tricky Self-Control: Dynamics of Attentional Biases in Responses to Temptations," (manuscript being prepared for submission to **Journal of Experimental Psychology: General**)
- Thirunillai Seshadri, Aarti Ivanic, Suresh Ramanathan, and Utpal Dholakia, "How Governance Structure Affects Customer Engagement in Social Media: Findings from a Longitudinal Field Experiment" (manuscript being prepared for submission to **Journal of Marketing Research**)

#### **DATA COLLECTION IN PROGRESS**

- "Engaging in Self-Control Heightens Urges and Feelings," (with Kathleen Vohs, Roy Baumeister, Nicole Mead, and Wilhelm Hofmann) manuscript being prepared.
- "Attention Biases in Self-Control Dilemmas: Evidence from Eye-Tracking" (with Sabrina Bruyneel, Siegfried de Witte and Ralf van der Lans)- 3 studies completed, targeted for submission to **Journal of Consumer Research**
- "When More Than One Negative Emotion is Elicited: Suppressing or Expressing One Allows the Other to Rear its Ugly Head," (with Rashmi Adaval and Maria Galli) - 3 studies completed, targeted for submission to **Journal of Consumer Research**
- "Boost the Brightness, But Turn Down the Volume: Cross-modal Compensation for Meta-Sensory Homeostasis" (with Rhonda Hadi and Lauren Block) - 3 studies **completed, being targeted for submission to Journal of Consumer Research**

- "The Goals-Means-Context Fit: Understanding the Role of Uncommon Shopping Environments on Purchase Behavior," (with Nina Belei and Claudia Jasmand) 2 studies completed, targeted for submission to **Journal of Retailing**
- "Sinful Consumers, Sainly Brands: Why Decadently Wasteful Consumption Makes Luxury Brands Seem More Precious," (with Felicitas Morhart and Reto Hofstetter), 2 studies completed, targeted for submission to **Journal of Consumer Research**
- "Effects of Testosterone on Preferences for Angular versus Rounded Products," (with Vassa Grichko and Aparna Labroo), 1 study completed, data collection in progress, targeted for submission to **Psychological Science**

## INVITED TALKS

- Department of Psychology, New York University, February 2001
- Indiana University, Fall 2001
- Columbia University, Fall 2001
- Cornell University, Fall 2001
- University of Florida, Fall 2001
- University of Chicago GSB, Fall 2001
- University of Southern California, Fall 2001
- Stanford University, Fall 2001
- Hong Kong University of Science and Technology, Fall 2001
- Southern Methodist University, Fall 2001
- University of Colorado, Boulder, Fall 2001
- University of Pennsylvania, Wharton School, Fall 2001
- University of Miami, Fall 2001
- Yale University, February 2002
- University of Minnesota, Spring 2007
- University of Texas at Austin, Fall 2007
- Katholik University, Leuven, Belgium, December 2008
- Erasmus University, Rotterdam, Netherlands, March 2010
- Tilburg University, Tilburg, Netherlands, March 2010
- Katholik University, Leuven, Belgium, March 2010
- National University of Singapore, Singapore, June 2010
- Texas A&M University, November 2010
- University of Virginia, November 2010
- National University of Singapore, Singapore, June 2011
- Department of Psychology, Texas A&M University, October 2011
- University of Texas at San Antonio, March 2012
- University of Arkansas, March 2012
- Hong Kong University of Science and Technology, June 2012
- University of Texas at Arlington, March 2014
- Radboud University, Nijmegen, Netherlands, December 2014
- Imperial College, London, UK, December 2014
- Vrije Universiteit, Amsterdam, Netherlands, March 2015
- HEC Lausanne, Switzerland, November 2015
- HEC Paris, France, November 2015
- University of Cologne, Germany, May 2016

**CONFERENCE  
PAPERS  
PRESENTED**

- "Wishful Hearing: The Effects of Motivational States on Auditory Perceptual Biases and Behavior," presented at **Association for Consumer Research**, Berlin, Germany, October 2016
- "Boost the Brightness, But Turn Down the Volume: Cross-modal Compensation for Meta-Sensory Homeostasis," presented at **European Marketing Academy Conference**, Oslo, Norway, May 2016
- "Sinful Consumers, Sainly Brands: Why Decadently Wasteful Consumption Makes Luxury Brands Seem More Precious," presented at **European Marketing Academy Conference**, Oslo, Norway, May 2016
- "Sinful Consumers, Sainly Brands: Why Decadently Wasteful Consumption Makes Luxury Brands Seem More Precious," presented at **Monaco Symposium on Luxury**, Monaco, April 2016
- "Effect of Product Color Brightness on Hedonic Food Consumption," presented at **Society for Consumer Psychology Conference**, Vienna, Austria, June 2015
- "Boost the Brightness, But Turn Down the Volume: Cross-modal Compensation for Meta-Sensory Homeostasis," presented at **Society for Consumer Psychology Conference**, Vienna, Austria, June 2015
- "Dynamics of Desires in Indulgence Decisions," presented at **International Convention of Psychological Science**, Amsterdam, Netherlands, March 2015
- "How do Friends and Strangers Interpret Shared Experiences? Synchrony as Relationship-Bolstering Or Experience-Heightening," presented at **Association for Consumer Research Conference**, Chicago, October 2013
- "When More Than One Negative Emotion is Elicited: Suppressing or Expressing One Allows the Other to Rear its Ugly Head," presented at **Association for Consumer Research Conference**, Chicago, October 2013
- "The Best of Both Worlds: Effects of Product Color Brightness on Food Consumption," presented at **Advertising and Consumer Psychology Conference**, Singapore, December 2012
- "The Best of Both Worlds: Effects of Product Color Brightness on Food Consumption," presented at **European Marketing Academy Conference**, Lisbon, Portugal, May 2012
- "What Happens After Self-Regulatory Effort? Decomposing Automatic and Controlled Processes in Depletion," presented at **Association for Consumer Research Conference**, St. Louis, October 2011
- "Sticky Desires Or Tricky Self-Control? Dynamics Of Attentional Biases In Responses to Temptations," presented at **Marketing and Consumer Behavior Conference**, LaLonde, France, June 2011
- "Sticky Desires or Tricky Self-Control? Dynamics of Attentional Biases in Responses to Temptations," presented at **European Marketing Academy Conference**, Ljubljana, Slovenia, May 2011
- "Sticky Desires or Tricky Self-Control? Dynamics of Attentional Biases in Responses to Temptations," presented at **Association for Consumer Research Conference**, Jacksonville, Florida, October 2010
- "Sticky Desires or Tricky Self-Control? Dynamics of Attentional Biases in Responses to Temptations," presented at **Marketing Science Conference**, Cologne, Germany, June 2010
- "Sticky Desires or Tricky Self-Control? Dynamics of Attentional Biases in Responses to Temptations," presented at **Society for Consumer Psychology Conference**, St. Petersburg, February 2010

- "Are Political Opinions Contagious? Presented at **Society for Consumer Psychology Conference**, St. Petersburg, Florida, February 2010.
- "Why One Can't Stop Looking at that Temptation: Dynamics of Attentional Biases in Self-Control Dilemmas," presented at **Association for Consumer Research Asia-Pacific Conference**, Hyderabad, India, January 2009
- "Connecting with Others Through Shared Experiences," presented at **Association for Consumer Research Asia-Pacific Conference**, Hyderabad, India, January 2009
- "Understanding Dynamic Processes In Consumer Behavior," presented at **Association for Consumer Research Conference**, San Francisco, October 2008
- "Why One Can't Stop Looking at that Temptation: Dynamics of Attentional Biases in Self-Control Dilemmas," presented at **Association for Consumer Research Conference**, San Francisco, October 2008
- "Consuming with Others: Social Influences on Moment-to-Moment and Retrospective Evaluations of an Experience," presented at **Association for Consumer Research Conference**, Memphis, October 2007.
- "The Power of Emergent Affiliation in Shared Experiences," presented at **Association for Consumer Research Conference**, Memphis, October 2007.
- "Moment-to-Moment Pursuit of Chronic Hedonic Goals," presented at **Society for Consumer Psychology Conference**, Miami, February 2006
- "Consuming with Others: Social Influences on Moment-to-Moment and Retrospective Evaluations of an Experience," **Society for Consumer Psychology Conference**, Miami, February 2006
- "Dynamics of Chronic Hedonic Goals", presented at Special Session ("Dynamics of Self-Regulation" - chair: Suresh Ramanathan), **Association for Consumer Research Conference**, San Antonio, October 2005
- "Feeling Good, Feeling Bad ... Feeling Sad, Feeling Glad: The Effect of Order of Emotions and Perceived Relevance on Processing of Neutral Advertising Information" presented at **Association for Consumer Research Conference**, Portland, October 2004
- "It's All Connected and Dynamic: Perceptual, Affective and Motivational Processes in Choice," presented at 6<sup>th</sup> **Invitational Choice Symposium**, Estes Park, June 2004
- "The Dynamic Interplay Between Spontaneous Affect and Hedonic Goals", presented at **Association for Consumer Research Conference**, Toronto, Canada, October 2003
- "Decomposing Automatic and Controlled Processes in Impulsive Behavior," presented at **Association for Consumer Research Conference**, Toronto, Canada, October 2003
- "The Dynamic Interplay Between Spontaneous Affect and Hedonic Goals" presented at **Association for Consumer Research Conference**, Dublin, Ireland, June 2003
- "Oops, Will I Do It Again? Mixed Emotions After Impulsive Behavior" presented at **Association for Consumer Research Conference**, Dublin, Ireland, June 2003
- "Goal-Dependent Automaticity in Impulsive Decisions" presented at **Society for Consumer Psychology Conference**, Austin, February 2002.
- "Revise and Resubmit: Biases in Perceptions of Health Risk" presented at **Association for Consumer Research Conference**, Austin, October 2001

- "We're at as much Risk as we're led to Believe: Effects of Message Cues on Judgments of Health Risk" presented at **Association for Consumer Research Conference**, Berlin, Germany, June 2001.
- "We're at as much Risk as we're led to Believe: Effects of Message Cues on Judgments of Health Risk" presented at **Society for Consumer Psychology Conference**, Scottsdale, Arizona, February 2001.
- "Don't Know Why, But I Had This Craving: Goal-Dependent Automaticity in Impulsive Decisions," presented at **Association for Consumer Research Conference**, Salt Lake City, Utah, October 2000.
- "Are You a Lark or an Owl: Effects of Circadian Type and Time of Day on Consumer Information Processing" presented at **Association for Consumer Research Conference**, Salt Lake City, Utah, October 2000.
- "Automaticity in Consumer Behavior," roundtable at **Association for Consumer Research Conference**, Salt Lake City, Utah, October 2000.
- "I'll Think About It When I Want To: The Effect of Mood States and Task Relevance on Emotionally-Laden Decisions," presented at **Marketing Science Conference**, Los Angeles, June 2000.

## TEACHING

### Graduate

**MS Level:** **Mays Business School, Texas A&M University**  
*Branding and Marketing Communications Management*  
*Analyzing Consumer Behavior*

**PhD Level:** **University of Chicago Booth School of Business**  
*Marketing Literature Seminar*  
*Advanced Marketing Theory: Behavioral Science Approach*

**MBA Level:** **University of Chicago Booth School of Business**  
*Consumer Behavior*  
*Advanced Marketing Strategy*  
**Mays Business School, Texas A&M University**  
*Marketing Management*

**EMBA Level:** **University of Michigan Ross School of Business (visiting)**  
*Strategic Marketing Planning*  
**Mays Business School, Texas A&M University**  
*Branding module, Marketing Management*

### Executive Development Program

*Halliburton Presidential Leadership Excellence Program*  
*Halliburton Business Leadership Development Program*

### Undergraduate

*Advertising Management*, Stern School of Business, New York University, 2002  
*Consumer Behavior*, Stern School of Business, New York University, 2001  
Mays Business School, Texas A&M University, 2011

### Teaching Interests

Consumer Behavior, Advertising Communications, Marketing Research, Marketing Strategy, Brand Management

## **SERVICE**

Member of school-wide faculty think tank on future directions for Mays Business School  
Member of MBA task force, Mays Business School  
Member of Marketing PhD Council, Mays Business School

## **PROFESSIONAL ACTIVITIES**

### **Affiliations**

- American Marketing Association (AMA)
- Association for Consumer Research (ACR)
- Society for Consumer Psychology (SCP)
- American Psychological Association (APA)
- American Psychological Society (APS)
- Society for Personality and Social Psychology (SPSP)

### **Journal Responsibilities**

Editorial Review Board, Journal of Consumer Research  
Editorial Review Board, Journal of Consumer Psychology  
Editorial Review Board, Journal of Retailing

Ad-Hoc Reviewer for

- Journal of Economic Psychology
- Journal of Interactive Marketing
- Journal of Marketing Research
- Marketing Letters
- Psychonomic Bulletin and Review

Member of external review panel for Hong Kong Government  
Research Council

### **PhD Dissertations**

Dissertation Co-Chair

- Nina Belei, Maastricht University, placed and now tenured at Radboud University, Nijmegen, Netherlands
- Michael Lowe, Texas A&M University, placed at Georgia Tech
- Shruti Koley, Texas A&M University

Member of dissertation committee

- Ayelet Gneezy, University of Chicago
- Claire Tsai, University of Chicago
- Scott Davis, Texas A&M University
- Nicholas Kelley, Texas A&M University



**HONORS/  
AWARDS**

2014	Recipient of MSI Grant for \$15,000 to study Dynamics of Social Communities (competitive, peer-reviewed)
2010	Outstanding Reviewer Award, Journal of Consumer Research
2007	Marketing Science Institute Young Scholar
2003,2007	Kilts Faculty Fellow, University of Chicago GSB
2002	Winner, Herman E. Krooss Award for Best Dissertation (school-wide award), New York University
2002	Winner, Society for Consumer Psychology-Sheth Dissertation Proposal Competition
2001-2002	Milton Reynolds Fellowship: School-wide competitive funding grant, NYU
2000-2001	Taggart Fellowship: School-wide competitive funding grant, NYU
2000	Doctoral Office Research Grant, NYU
1999	AMA Doctoral Consortium Fellow, Los Angeles, CA
1997-1999	Doctoral Fellowship in Marketing, NYU
1981-1987	National Talent Scholarship, Government of India