

VITA
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P.S. Raju

**Professor & Chair,
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PERSONAL

Marital Status: Married
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EDUCATION

Jan. 15, 1977: Ph.D. in Business Administration, University of Illinois at Urbana-Champaign.
Area of Specialization: Marketing

Jan. 15, 1975: M.S. in Marketing, University of Illinois at Urbana-Champaign.

July 31, 1971: Bachelor of Technology in Electrical Engineering, Indian Institute of Technology (Madras), India.

DOCTORAL DISSERTATION

Title: "Exploratory Behavior In The Consumer Context," (An empirical investigation of individual differences in the novelty/variety seeking behavior of consumers).

Chairman: Professor Jagdish N. Sheth.

Degree/Date: Ph.D. in Business Administration, January 1977.

ACADEMIC EXPERIENCE

Jan. 2003 onwards: Professor, Department of Marketing, College of Business, University Of Louisville.

Aug. 1987 - Jan. 2003: Associate Professor, Department of Marketing, College of Business and Public Administration, University of Louisville.

Sept. 1980 - July 1987: Assistant Professor of Marketing, College of Business Administration, University of Illinois at Chicago, Chicago, IL 60680.

Sept. 1975 - July 1980: Assistant Professor of Marketing, College of Business Administration, The Pennsylvania State University, University Park, PA 16802.

Sept. 1971 - May 1975: Ph.D. Student & Graduate Assistant, Department of Business Administration, University of Illinois at Urbana-Champaign, Urbana, IL 61801.

ADMINISTRATIVE EXPERIENCE

July 2015 onwards Chair, Department of Marketing, College of Business, University of Louisville.

July 2014 - July 2015: Interim Chair, Department of Marketing, College of Business, University of Louisville.

July 2002 - July 2012: Chair, Department of Marketing, College of Business, University Of Louisville.

July 1994 - July 1995: Chair, Department of Marketing, School of Business, University of Louisville.

July 1992 - July 1994: MBA Coordinator, School of Business, University of Louisville.

HONORS AND AWARDS

Nominated as a Faculty Favorite Outstanding Professor by students for 2010-2011, Delphi Center, University of Louisville.

Article published in the Management Accounting Quarterly in 2005 (co-authored with Sid Baxendale and Mahesh Gupta) won a Certificate of Appreciation in the Institute of Management Accountants' annual Lybrand Awards manuscript competition in 2005.

Article published in the Journal of Service Research in 2001 (co-authored with Subhash Lonial) was a finalist in the "Excellence in Service Research" Award given by the Journal in 2002.

Outstanding Competitive Paper Reviewer Award, Association for Consumer Research Conference, Montreal, 1998.

1997 Award for Excellence from the Journal of Consumer Marketing for the article, "Consumer Behavior in Global Markets: The A-B-C-D Paradigm and Its Application to Eastern Europe and the Third World."

Rounsavall Faculty Award (School of Business, University of Louisville), 1989-1990, 1990-1991, 1992-1993.

University of Illinois Fellowship in Business Administration, 1974-75.

American Marketing Association Doctoral Consortium Fellow, 1974.

JOURNAL & ACADEMIC PUBLICATIONS

Faulds, David J., Mangold, Glynn W., and Raju, P.S., "The Mobile Shopping Revolution: Redefining the Consumer Decision Process," Accepted in Business Horizons, slated to appear in print in April 2018.

Lonial, Subhash C., and Raju, P.S., "Impact of Service Attributes on Customer Satisfaction and Loyalty in a Healthcare Context," Leadership in Health Services, 2015, Vol. 28(2), pp. 149-166.

Raju, P.S. "Global Markets," Wiley-Blackwell Encyclopedia of Consumption and Consumer Studies(First Ed.), Daniel Thomas Cook and J. Michael Ryan (eds.), New York, NY: John Wiley, 2015.

Raju, P.S., Lonial, Subhash C., and Crum, Michael D., "Market Orientation in SMEs: A Conceptual Framework," Journal of Business Research, Vol. 64(12), December 2011, pp. 1320-1326.

Germain, Richard N., Davis-Sramek, Beth R., Lonial, Subhash C., and Raju, P.S., "The Impact of Relational Supplier Exchange on Financial Performance: A Study of the Hospital Sector," Journal of Business Logistics, Vol. 32 (3), September 2011, pp. 240-253.

Carter, Robert E., Lonial, Subhash C., and Raju, P.S., "Impact of Quality Management on Hospital Performance: An Empirical Examination," Quality Management Journal, 2010, 17(4), pp. 4-24.

Faulds, David J., Mangold W. Glynn, and Raju, P.S., "Big Red, Ltd.," Journal of Business Case Studies, Vol.5, No.5, September/October 2009, pp. 29-53.

Baxendale, Sidney J., Raju, P.S., and Gupta, Mahesh C., "The Selection of Actionable Cost Objects for an Activity-Based Costing System," Management Accounting Quarterly, Vol. 7, No. 3, Spring 2006, pp. 9-13.

Baxendale, Sidney J., Gupta, Mahesh C., and Raju, P.S., "Profit Enhancement Using an ABC Model," Management Accounting Quarterly, Winter 2005, Vol. 6, No. 2, pp. 11-21. (this article won a Certificate of Appreciation in the Institute of Management Accountants' annual Lybrand Awards manuscript competition in 2005).

Baxendale, Sidney J., and Raju, P.S., "Enhancing Throughput Accounting/Theory of Constraints with the Use of Activity Based Costing: A Strategic Perspective," Journal of Cost Management, Vol. 18, No. 1, Jan/Feb. 2004, pp. 31-38.

Gupta, Mahesh C., Baxendale, Sidney J., and Raju, P.S., "Integrating ABM / TOC Approaches for Performance Improvement: A Framework and Application," International Journal of Production Research, Vol. 40, No. 14, 2002, pp. 3225-3251.

Raju, P.S., and Lonial, Subhash C., "The Impact of Service Quality and Marketing on Financial Performance in the Hospital Industry," Journal of Retailing and Consumer Services, Vol. 9, 2002, pp. 335-348.

Lonial, Subhash C., and Raju, P.S., "The Impact of Environmental Uncertainty on the Market Orientation - Performance Relationship: A Study in the

Hospital Industry," Journal of Economic and Social Research, Vol.3(1), 2001, pp. 5-27.

Baxendale, Sidney J., Raju, P.S., and Gupta, Mahesh, "Overcoming Functional Silos: A Multi-Disciplinary Approach to Teaching in the MBA Program," Academy of Educational Leadership Journal, Vol.5(1), 2001, 33-52.

Raju, P. S., and Lonial, Subhash, "The Impact of Quality Context and Marketing Orientation on Organizational Performance in a Service Environment," Journal of Service Research, Vol. 4 (2), 2001, 140-154. (This article was a finalist for the "Excellence in Service Award" given by the journal in 2002).

Raju, P.S., Lonial, Subhash C., Gupta, Yash P., and Ziegler, Craig, " The Relationship Between Market Orientation and Performance in the Hospital Industry: A Structural Equations Modeling Approach," Health Care Management Science, 3, 2000, 237-247.

Raju, P.S., Lonial, Subhash C., and Gupta, Yash P., "Market Orientation and Performance in the Hospital Industry," Journal of Healthcare Marketing, Vol. 15, No. 4, 1995, 34-41.

Raju, P.S., Lonial, Subhash C., and Mangold, W. Glynn, "Differential Effects of Subjective Knowledge, Objective Knowledge, and Usage-Experience on Decision Making: An Exploratory Investigation," Journal of Consumer Psychology, Vol. 4, No. 2, 1995, 153-180.

Raju, P.S., "Consumer Behavior in Global Markets: the A-B-C-D Paradigm and its Application to Eastern Europe and the Third World," Journal of Consumer Marketing, Vol. 12, No. 5, 1995, 37-56.
(Note: this article was awarded the 1997 Award for Excellence as one of the "highly commended" articles in the Journal by MCB Press)

Raju, P.S. and Teotia, A.P.S. "Forecasting Market Demand with the Discrete Choice Model: An Application to Electric Heat Pumps," The Journal of Scientific and Industrial Research, Vol. 51, No.3, March 1992, 296-306.

Lonial, Subhash C. and Raju, P.S. " The Decision Process and Media-Related Interactions of the Elderly: A Synthesis of Findings," Current Issues and Research in Advertising, James H. Leigh and Claude Martin Jr. (eds.), Ann Arbor, MI: University of Michigan, 1991, 277-312.

Ehrman, Chaim and Raju, P.S. "Subset Selection in Marketing," Research in Marketing, J.N. Sheth (ed.), vol 10, 1990, 203-236.

Raju, P.S. and Lonial, Subhash, C. " Advertising to Children: Findings and Implications," Current Issues and Research in Advertising, James H. Leigh and Claude Martin Jr. (eds.), Ann Arbor, MI: University of Michigan, 1990, 231-274.

Teotia, A.P.S. and Raju, P.S. "Forecasting the Marketing Penetration of New Technologies Using a Combination of Economic Cost and Diffusion Models," Journal of Product Innovation Management, Vol. 4, 1986, 225-237.

Narayana Chem L. and Raju, P.S. "Gifts vs. Sweepstakes: Consumer Choices and Profiles," Journal of Advertising, Vol. 14, No. 1, 1985, 50-53.

Raju, P.S. "Exploratory Brand Switching: An Empirical Examination of its Determinants," Journal of Economic Psychology, Vol. 5, 1984, 202-221.

Raju, P.S. and Hastak, Manoj. "Pre-Trial Cognitive Impact of Cents-Off Coupons," Journal of Advertising, Vol. 12, No. 2, 1983, 24-33.

Raju, P.S. "Optimum Stimulation Level: Its Relationship to Personality Demographics, and Exploratory Behavior," The Journal of Consumer Research, Vol. 7, Dec. 1980, 272-282.

(cited in Marketing Abstracts, Journal of Marketing, Summer, 1981).

(Reprinted in Readings in Consumer Behavior: Individuals, Groups, and Organizations, 2nd ed., by Melanie Wallendorf and Gerald Zaltman, John Wiley, 1984).

Raju, P.S. "Theories of Exploratory Behavior: Review and Consumer Research Implications," in J.N. Sheth, ed., Research in Marketing: An Annual Compilation of Research, Vol. 4, 1981, 223-250, Greenwich, CT: JAI Press.

Raju, P.S. and Reilly, Michael D. "Product Familiarity and Information Processing Strategies: An Exploratory Investigation," Journal of Business Research, Vol. 8, No. 2, 1980, 187-212.

(cited in Marketing Abstracts, Journal of Marketing, Summer, 1981).

Bhagat, R.S., Raju, P.S., and Sheth, J.N. "Attitudinal Theories of Consumer Choice: A Comparative Analysis," European Research, Vol. 7, No. 2, March 1979, 51-62.

(Reprinted in "Legends in Marketing-Jagdish Sheth, Vol.2, Consumer Behavior: Empirical Research," Volume Editor C.W. Park, Incore Publishing, 2009)

Sheth, J.N. and Raju, P.S. "Mechanisms of Choice and Information Processing Models in Consumer Behavior," Markeds Kommunikasjon, Jan., 1975, No. 1, 10-21.

REFEREED CONFERENCE PUBLICATIONS

Raju, P.S., Lonial, Subhash, C., and Mangold, W. Glynn, "Subjective, Objective, and Experience-Based Knowledge: A Comparison in the Decision Making Context," (abstract), Developments in Marketing Science, Vol. 16, Michael L. Levy and Dhruv Grewal (eds.), Coral Gables, FL.: Academy of Marketing Science, 1993, p.60.

Teotia, A.P.S.; Raju, P.S.; Karvelas, D. and Anderson, J. "Minority Participation in New Energy Technologies: A Case Example of Electric Heat Pumps," Proceedings of the Socioeconomic Energy Research and Analysis Conference, Washington, D.C., 1987.

Raju, P.S. "Measurement and Modeling of Variety Seeking Behavior: Observations and Implications," in Richard P. Bogozzi and Alice M. Tybout, eds., Advances on Consumer Research, Vol. X, Ann Arbor, MI: Association for Consumer Research, 1983, 84-87.

Raju, P.S. and Venkatesan, M. "Exploratory Behavior in the Consumer Context: A State of the Art Review," in Jerry C. Olson, ed., Advances in Consumer Research, Vol. VII, Ann Arbor: Association for Consumer Research, 1980, 258-263.

Raju, P.S. and Hastak, Manoj. "Consumer Response to Deals: A Discussion of Theoretical Perspectives," in Jerry C. Olson, ed., Advances in Consumer Research, Vol. VII, Ann Arbor: Association for Consumer Research, 1980, 296-301.

Raju, P.S. "Stimulus-Response Variables in New Product Research," in William L. Wilkie, ed., Advances in Consumer Research, Vol. VI, Ann Arbor: Association for Consumer Research, 1979, 200-205.

Raju, P.S. "Product Familiarity, Brand Name, and Price Influences on Product Evaluation," in William D. Perreault, Jr., Ed., Advances in Consumer Research, Vol. IV, Atlanta: Association for Consumer Research, 1977, 64-71.

Raju, P.S., Bhagat, R.S., and Sheth, J.N. "Predictive Validation and Cross-Validation of the Fishbein, Rosenberg, and Sheth Models of Attitudes, in Mary J. Schlinger, ed., Advances in Consumer Research, Vol. II, Chicago: Association for Consumer Research, 1975.

Raju, P.S. and Sheth, J.N. "Nonlinear, Non-Compensatory Relationships in Attitude Research," in Ronald C. Curhan, ed., 1974 Combined Proceedings, Chicago: American Marketing Association, 1975, 80-83.

Raju, P.S. "An Empirical Investigation of Variation Seeking in Buyer Behavior," in the Proceedings of the Fifth Annual Albert Haring Symposium on Doctoral Research in Marketing, Indiana University, April 1975, 93-111.

Sheth, J.N. and Raju, P.S. "Sequential and Cyclical Nature of Information Processing Models in Repetitive Choice Behavior," in Peter L. Wright, ed., Advances in Consumer Research, Vol. 1, Chicago: Association for Consumer Research, 1974, 348-58.

(Translated and reprinted in German in Heribert Meffert, Hartwig Steffenhagen, Hermann Freter (Hrsg.) and Mitarbeit von Manfred Bruhn (eds.), "Knostrumentenverhalten und Information," Wiesbaden: Gabler, 1979).

(Reprinted in "Legends in Marketing-Jagdish Sheth, Vol.1, Consumer Behavior: Conceptual Foundations," Volume Editor Richard J. Lutz, Incore Publishing, 2009).

PRACTITIONER PUBLICATIONS

"Perceptual Mapping and its Application in Advertising," Communique, April 1, 1990 (with S. Lonial)

"The Reasons Behind Children's Advertising," Communique, December 1989, (with S. Lonial)

REPORTS

"Sales Trends for Pepsi's 20-Ounce Bottle of Carbonated Soft Drinks: An Exploratory Investigation," May 2003. (with David J. Faulds)

"A Conceptual Model of the Youth Decision Process for Army Enlistment," Report prepared for the United States Army Recruiting Command - Headquarters, Nov. 30, 2001. (as part of the Army grant to David Faulds)

"University of Louisville: Alumni Survey," Report prepared for the Office of University Relations, March 2, 1995. (with Subhash C. Lonial)

"Preliminary Study of 2-way Interactive Video Services," project report prepared for presentation to Bell South and Northern Telecom, December 31, 1992. (with Professors Jeff Bracker, Alan Futrell, Caroline Rudy-Parkins, Waldemar Krawowski, and Mr. Robert Thurmond of TRC)

Series of four survey reports prepared for the Office of the President, University of Louisville. (with Subhash C. Lonial and Glynn Mangold)

Prospective Student Survey, June 16, 1989.
Current Student Survey, July 26, 1989.
Community and Business Leaders Survey, October 23, 1989.
Alumni Survey, March 2, 1990.

"Certificates of Deposit: Data Analysis and Conclusions." Report prepared for the Marketing Department, Liberty National Bank, July 7, 1989.

New Product Evaluation. Report prepared for the ALCAN Corporation, January 20, 1989. (with Subhash C. Lonial and Glynn Mangold)

"Marketing the University of Illinois at Chicago: An Image Study," Parts I and II, prepared for the Chancellor, University of Illinois at Chicago, April 1, 1986 (with Chem L. Narayana and Jolita Kisielius).

"Projecting Market Demand for Residential Heat Pumps," report prepared for the Argonne National Laboratory, Energy and Environmental Systems Division, April 1987, #ANL/ES-150 (with A. Teotia, D. Karvelas, and J. Anderson).

"An Evaluation of Market Penetration Forecasting Methodologies for New Residential and Commercial Energy Technologies," technical report for the Argonne National Laboratory, Energy and Environmental Systems Division, May 1985, #ANL/EES-TM-315 (with A. Teotia).

JOURNAL & CONFERENCE REVIEWS

Have reviewed for a large number of top journals and conferences. List will be provided upon request.

MEDIA APPEARANCES & INTERVIEWS

Have appeared and granted interviews of TV and Print media on several occasions. List will be provided upon request.

REFERENCES

Provided on request.