

AJAY T. ABRAHAM

Albers School of Business & Economics, Seattle University
901 12th Avenue, Pigott 521, Seattle, WA 98122

E-mail: abrahama@seattleu.edu
Phone: 206-296-5709

Employment

<i>Associate Professor of Marketing</i> , Seattle University, Seattle	2021 – present
<i>Assistant Professor of Marketing</i> , Seattle University, Seattle	2015 – 2021
<i>Academic Associate</i> , Indian School of Business, Hyderabad, India	2008 – 2009
<i>Academic Evangelist</i> , Microsoft Corp. India Pvt. Ltd., Bengaluru, India	2006 – 2008
<i>Systems Engineer</i> , Wipro Technologies Ltd., Hyderabad, India	2003 – 2005
<i>Trainee, Software Engineer</i> , US Software Pvt. Ltd., Thiruvananthapuram, India	2001 – 2002
<i>Guest Lecturer</i> , M. A. College of Engineering, Kothamangalam, India	2001

Education

<i>Ph. D. in Business and Management</i> , University of Maryland, College Park	2015
Major: Marketing, Minor: Psychology	
<i>Post Graduate Programme in Management</i> , Indian School of Business, India	2006
<i>B. Tech. in Computer Science and Engineering</i> , Mahatma Gandhi University, India	2001

Research Interests and Skills

Substantive: Pricing, Morality; *Methodological*: Meta-analysis, Eye-tracking, Field experiments, Secondary data analysis, Qualitative research

Academic Honors and Awards

<i>Academic Service-Learning Fellow</i> , Seattle University,	2018-19
<i>Albers Summer Research Fellowship</i> , Seattle University,	2016, 2017
<i>Jesuit Mission Fellow</i> , Seattle University,	2016-17
<i>Doctoral Fellow</i> , American Marketing Association Sheth Foundation Consortium	2014
<i>Marvin A. Jolson Outstanding Marketing Doctoral Student</i> , University of Maryland	2014
<i>1st Place, Oral Presentation</i> , Graduate Research Day, University of Maryland	2014
<i>Best Discussant, Doctoral Fellow</i> , Haring Marketing Symposium, Indiana University	2013
<i>Winner, Behavioral Pricing Dissertation Competition</i> , Fordham Pricing Center	2012
<i>Dean's Summer Research Fellowship</i> , Smith School, University of Maryland	2010 – 2014
<i>Dean's List</i> (Top 10% of graduating class), Indian School of Business	2006
<i>Best Outgoing Student, Departmental First Rank</i> , M. A. College of Engineering	2001

Peer-Reviewed Academic Publications

Isaac, Mathew S., Ajay T. Abraham, and Elaine Richards (2019), "Implementing the Challenger Sales Model at Cars.com: A Case Study," *Journal of Business and Industrial Marketing*, 34(2), 291-302.

Peer-Reviewed Academic Publications (contd.)

Abraham, Ajay T. and Rebecca W. Hamilton (2018), “When Do Partitioned Prices Influence Consumer Preferences? Meta-Analytic Evidence,” *Journal of Marketing Research*, 55(5), 686-703.

Kimbrow, Marinilka B., Ajay T. Abraham, C. Jay Lambe, and Victoria Jones (2018), “Corporate Social Responsibility: The Efficacy of Matched Alliances between Not-for-Profits & Multinational Enterprises in Developed and Emerging Markets,” *Journal of Management for Global Sustainability*, 6(1), 129-151.

Abraham, Ajay T. (2018), “Moderator Meta-Analysis: Partitioned Pricing and Consumer Preference,” *SAGE Research Methods Cases*. <http://dx.doi.org/10.4135/9781526442109>

Hamilton, Rebecca W., Joydeep Srivastava, and Ajay Thomas Abraham (2010), “When Should You Nickel and Dime Your Customers? A Manager’s Guide to Benefits-Based Price Partitioning,” *MIT Sloan Management Review*, 52(1), 59-67.

Book Chapter

Abraham, Ajay T. and Rebecca W. Hamilton (Forthcoming), “How Does Partitioning Prices Influence Consumer Responses?” In *New Trends in Behavioral Pricing* (Edited by Chezy Ofir), *World Scientific Publishers*.

Papers in the Review Process

Isaac, Mathew S., Ajay T. Abraham, Carl Obermiller, Mark Borysiak, Brody Hatch, and Rebecca J. H. Wang, “The \$5 Latté: Do Whole-Dollar Price Thresholds Influence Sales?” *Reject and Resubmit at Journal of Marketing*.

Kirmani, Amna, In Hye Kang, and Ajay T. Abraham, “Consumer Relationships with Marketers in a Changing Landscape: Integrating Communal-Exchange with Mind Perception.” *Under 2nd Round Review at Journal of Consumer Research*.

Working Papers

Kirmani, Amna, In Hye Kang, and Ajay T. Abraham, “Marketplace Morality: A Conceptual Framework and Directions for Future Research.”

Abraham, Ajay T., Anastasiya Pocheptsova, and Rosellina Ferraro, “‘Call Me Maybe!’ Do Mobile Phones Make Us Less Prosocial?”

Interviewed/featured on *ABC 7, Fox 5 News, Maryland Public Television, WBAL Radio, The Atlantic, Rotman Magazine, The Daily Orange, Terp Weekly Edition, and Smith Behavioral Lab Newsletter*.

Raghubir, Priya, Ana Valenzuela, and Ajay T. Abraham, “Does Random Placement to Central Positions Improve Performance? Centre Effects in the Classroom and the Olympics.”

Hamilton, Rebecca W., Zachary G. Arens, and Ajay T. Abraham, “Managing Customer Relationships When Customers Mischoose.”

Datar, Vinay and Ajay T. Abraham, “The Negative Impact of Brokerage Fees for Retirement Plans.”

Abraham, Ajay T., “Mission Impossible? Pedagogical Research on Jesuit Catholic Mission-Oriented Learning from Community-Engagement MBA Projects.”

Selected Research in Progress

Hamilton, Rebecca W., Shaheen Hosnany, and Ajay T. Abraham, “A Meta-Analysis of Resource Scarcity.”

Abraham, Ajay T. and Rebecca W. Hamilton, “Attention! The Relative Influence of Base Price Anchoring and Surcharge Salience on Consumer Preference for Partitioned Prices,” Data analysis completed.

Winner, *2012 Behavioral Pricing Dissertation Competition*, Fordham Pricing Center.
Featured in *2012 Spring Smith Behavioral Lab Newsletter*, University of Maryland.

Kirmani, Amna, In Hye Kang, and Ajay T. Abraham, “Marketplace Morality: Empirical Findings on Mechanisms and Moderators,” Data collection ongoing.

Lambe, C. Jay, Ajay T. Abraham, and Anup Krishnamurthy, “A Generalized International CSR Model of Alliance Success,” Conceptualization ongoing.

Abraham, Ajay T., “Moderator File-Drawer Analysis: A New Method,” Data analysis ongoing.

Bee, Sarah, Jani Medeiros, and Ajay T. Abraham, “The Albers Arrupe Group: Continued Mission Engagement in a Jesuit Business School,” Conceptualization ongoing.

Abraham, Ajay T. and Sridhar Samu, “What is Marketing Fit?”

Abraham, Ajay T. and Rebecca W. Hamilton, “When Dividing Prices Multiplies Customer Dissatisfaction.”

Abraham, Ajay T., Anastasiya Pocheptsova, and Taehoon Park, “Bundle Pricing: The Role of Goal Conflict and Relative Sizes of Partitions.”

Publications in Conference Proceedings

- Raghubir, Priya, Ana Valenzuela, and Ajay T. Abraham (2018), “Does Random Placement to Central Positions Improve Performance? Centre Effects in the Classroom and the Olympics,” in *E – European Advances in Consumer Research Volume 11*, eds. Maggie Geuens, Mario Pandelaere, Michel Pham, and Iris Vermeir, Duluth, MN: Association for Consumer Research.
- Kimbrow, Marinilka B., Ajay T. Abraham, C. Jay Lambe, and Victoria Jones (2018), “Corporate Social Responsibility: The Efficacy of Matched Alliances between Not-for-Profits & Multinational Enterprises in Developed and Emerging Markets,” *IJBS World Forum/CJBE Annual Meeting*, Seattle, WA.
- Abraham, Ajay and Rebecca Hamilton (2015), “When Do Partitioned Prices Increase Demand? Meta-Analytic and Experimental Evidence,” in *NA – Advances in Consumer Research Volume 43*, eds. Kristin Diehl and Carolyn Yoon, Duluth, MN: Association for Consumer Research, Pages: 443-444.
- Abraham, Ajay, Rebecca W. Hamilton, and Joydeep Srivastava (2012), “When Dividing Prices Multiplies Expectations,” in *Abstract Book of the 21st Annual Frontiers in Service Conference, June 14-17, 2012*, College Park, MD, Pages: 128-129.
- Abraham, Ajay, Anastasiya Pocheptsova, and Rosellina Ferraro (2012), “The Effect of Mobile Phone Use on Prosocial Behavior,” in *Proceedings of the Society for Consumer Psychology 2012 Annual Winter Conference, February 16-18, 2012*, Las Vegas, NV, Pages: 28-29.
- Abraham, Ajay, Rebecca Hamilton, and Joydeep Srivastava (2011), “When Partitioning Prices, Firms Better Deliver!” in *NA – Advances in Consumer Research Volume 39*, eds. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca K. Ratner, Duluth, MN: Association for Consumer Research, Pages: 252.
- Anastasiya Pocheptsova, Rosellina Ferraro, and Ajay Abraham (2011), “The ‘Cellph’-ish Effects of ‘Self’-Phone Usage,” in *NA – Advances in Consumer Research Volume 39*, eds. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca K. Ratner, Duluth, MN: Association for Consumer Research, Pages: 160-161.

Other Publications

- Abraham, Ajay T. (2019), “How Can Business Leaders Respond to Current Immigration Challenges?” in *Albers InSights Winter Edition*, The Center for Leadership Formation, Seattle, WA: Albers School of Business and Economics, Pages: 10, 14.
- Abraham, Ajay and Babita Joy (2014), “Christian Journeys” in *Souvenir of the XV National Sevika Sangham Conference*, ed. Nancy Thomas, Washington, DC: Mar Thoma Church Diocese of North America and Europe, Pages: 49-54.

Research Presentations (* indicates presenter)

Bee, Sarah*, Jani Medeiros*, and Ajay T. Abraham* (2021), “The Albers Arrupe Group: Continued Mission Engagement in a Jesuit Business School,” *Justice in Jesuit Higher Education Conference*, Washington, DC.

Abraham, Ajay T.* (2021), “Moderator File-Drawer Analysis: A New Method,” *Behavioral Informal Discussion Series*, University of Washington, Seattle, WA.

Ajay T. Abraham* (2021), “Mission Impossible? Pedagogical Research on Jesuit Catholic Mission-Oriented Learning from Community-Engagement MBA Projects,” *Albers School of Business and Economics*, Seattle University, Seattle, WA.

Abraham, Ajay T.* (2020), “Moderator File-Drawer Analysis: A New Method,” *Northwest Marketing Virtual Symposium*, Pullman, WA.

Ajay T. Abraham* (2019), “Pedagogical Research on Community-Engagement Projects and Mission-Oriented Learning,” *IAJBS World Forum*, Bhubaneswar, India.

Datar, Vinay and Ajay T. Abraham* (2019), “The Negative Impact of Brokerage Fees for Retirement Plans,” *IAJBS World Forum*, Bhubaneswar, India.

Khuong, Hannah*, Valentina Zamora*, and Ajay T. Abraham* (2019), “Research Opportunities using Eye-Tracking Data,” *Albers School of Business and Economics*, Seattle University, Seattle, WA.

Abraham, Ajay T.* (2018), “Some Insights from Pricing Research,” *Starbucks Corporation*, Seattle, WA.

Kimbrow, Marinilka B.*, Ajay T. Abraham, C. Jay Lambe, and Victoria Jones (2018), “Corporate Social Responsibility: The Efficacy of Matched Alliances between Not-for-Profits & Multinational Enterprises in Developed and Emerging Markets,” *IAJBS World Forum/CJBE Annual Meeting*, Seattle, WA.

Raghubir, Priya, Ana Valenzuela*, and Ajay T. Abraham (2018), “Does Random Placement to Central Positions Improve Performance? Centre Effects in the Classroom and the Olympics,” *European ACR Conference*, Ghent, Belgium.

Kirmani, Amna*, In Hye Kang, and Ajay T. Abraham (2017), “Marketplace Morality,” *Behavioral Group Presentation*, Robert H. Smith School of Business and Economics, University of Maryland, College Park, MD.

Abraham, Ajay T.* (2017), “Moderator File-Drawer Analysis: A New Method,” Poster presentation, *2017 American Marketing Association Annual Conference*, San Francisco, CA.

Research Presentations (contd.)

Abraham, Ajay T.* and Rebecca W. Hamilton (2017), “When Do Partitioned Prices Influence Consumer Preferences? Meta-Analytic and Experimental Evidence,” *2016-17 Albers Scholarship Seminar Series, Seattle University, Seattle, WA.*

Abraham, Ajay T.* (2017), Discussion of Lacznia, Gene R., and Nicholas J. C. Santos, S. J., “The 2016 Jesuit Task Force Report on ‘Justice in the Global Economy:’ Analysis, Implications and Actions for Jesuit Business Schools,” *Albers Arrupe Alumni Group, Seattle University, Seattle, WA.*

Abraham, Ajay T.*, Anastasiya Pocheptsova, and Rosellina Ferraro (2016), “Call Me Maybe! Do Mobile Phones Make Us Less Prosocial?” *Great Lakes Institute of Management, Chennai, India.*

Abraham, Ajay T.*, Anastasiya Pocheptsova, and Rosellina Ferraro (2016), “Call Me Maybe! Do Cell Phones Make Us Less Prosocial?” *2015-16 Albers Scholarship Seminar Series, Seattle University, Seattle, WA.*

Abraham, Ajay T.* and Rebecca W. Hamilton (2015), “When and Why Do Partitioned Prices Influence Consumer Preferences? Meta-Analytic and Experimental Evidence,” *43rd Annual Association for Consumer Research North American Conference, New Orleans, LA.*

Abraham, Ajay T.* and Rebecca W. Hamilton (2014), “A Multi-Method Examination of Surcharge Pricing,” *Job Talk, Seattle University, Seattle, WA.*

Abraham, Ajay T.* and Rebecca W. Hamilton (2014), “A Multi-Method Examination of Surcharge Pricing,” *Job Talk, Indian School of Business, Philadelphia, PA.*

Abraham, Ajay T.* and Rebecca W. Hamilton (2014), “Surcharge Surfeit: Meta-Analytic and Experimental Evidence on Atypical Surcharges,” Poster presentation, *4th Marketing Academic Research Colloquium, Georgetown University, Washington, DC.*

Abraham, Ajay T.* and Rebecca W. Hamilton (2014), “A Meta-Analysis of Partitioned Pricing,” *2014 Graduate Research Interaction Day, University of Maryland, College Park, MD.*

1st Place, *Oral Presentation.*

Abraham, Ajay T.* and Rebecca W. Hamilton (2014), “A Meta-Analysis of Partitioned Pricing,” *2nd Mid-Atlantic Marketing Doctoral Symposium, Temple University, Philadelphia, PA.*

Abraham, Ajay T.* (2013), Discussion of Lee, Hyojin, Xiaoyan Deng, and H. Rao Unnava, “The Effects of Color vs. Black-and-White on Information Processing,” *43rd Haring Symposium Promoting Doctoral Research in Marketing, Indiana University, Bloomington, IN.*

Awarded *Best Discussant.*

Research Presentations (contd.)

Abraham, Ajay T.* and Rebecca W. Hamilton (2012), “When Do Consumers Like Surcharges? The Relative Influence of Base Price Anchoring and Surcharge Salience for Partitioned Prices,” *14th Annual Behavioral Pricing Conference, Wayne State University, Detroit, MI.*

Abraham, Ajay T., Anastasiya Pocheptsova, and Rosellina Ferraro* (2012), “Call Me Maybe! Do Cell Phones Make Us Less Prosocial?” *Society for Consumer Psychology International Conference, Florence, Italy.*

Abraham, Ajay T.*, Rebecca W. Hamilton, and Joydeep Srivastava (2012), “When Dividing Prices Multiplies Expectations,” *21st Annual Frontiers in Service Conference, University of Maryland, College Park, MD.*

Abraham, Ajay T. *, Anastasiya Pocheptsova, and Rosellina Ferraro (2012), “The Effect of Mobile Phone Use on Prosocial Behavior,” *2012 Annual Society for Consumer Psychology Winter Conference, Las Vegas, NV.*

Abraham, Ajay T. *, Rebecca W. Hamilton, and Joydeep Srivastava (2011), “When Partitioning Prices, Firms Better Deliver!” *39th Annual Association for Consumer Research North American Conference, St. Louis, MO.*

Abraham, Ajay T. *, Anastasiya Pocheptsova, and Rosellina Ferraro (2011), “The ‘Cellph’-ish Effects of ‘Self’-Phone Usage,” *39th Annual Association for Consumer Research North American Conference, St. Louis, MO.*

Mathew, Alexander* and Ajay Thomas Abraham (2009), “Hierarchy, Trust, and Control: A Structural Approach to Leadership Emergence in Organizations,” *69th Annual Academy of Management Meeting, Chicago, IL.*

Mathew, Alexander* and Ajay Thomas Abraham* (2009), “Leadership Emergence: Contrasting Effects of Hard and Soft Influence Tactics,” Poster presentation, *24th Annual Society for Industrial & Organizational Psychology Conference, New Orleans, LA.*

Other Presentations

Abraham, Ajay T.* (2021), “Workshop on Meta-Analysis,” *Marketing Department, University of Oregon, Eugene, OR.*

Panel Discussion on Bias in Business, Management, Economics, and Marketing (2020), *American Marketing Association Chapter, Seattle University, Seattle, WA.*

Academic Service-Learning Faculty Fellows Panel Discussion (2019), *Center for Community Engagement, Seattle University, Seattle, WA.* [As part of Academic-Service Learning Faculty Fellows Program].

Other Presentations (contd.)

Keynote address on Sustainability in Marketing (2020), *International Conference on “Sustainability Challenges in the Emerging Social and Business Landscape,” St. Joseph’s Institute of Management, Bengaluru, India.*

Featured in *The Times of India*.

Keynote address on Marketing in the 21st Century (2019), *International Conference on “Unfolding Contemporary Marketing: A Roadmap for Future Innovation,” St. Joseph’s College of Commerce, Bengaluru, India.*

US Political Environment (2019), *St. Joseph’s Institute of Management Study Tour, Seattle, WA.*

What Is Diversity, What Are its Main Goals, and How Do We Achieve Diversity? (2019), *Religica Seeking Wisdom Series* (<https://religica.org/seeking-wisdom-series/>), *Seattle University, Seattle, WA.*

Seeking Meaning from Multiple Intersecting Identities (2019), *Religica Seeking Wisdom Series* (<https://religica.org/seeking-wisdom-series/>), *Seattle University, Seattle, WA.*

Conjoint Analysis to Quantitatively Reveal Hidden Preferences (2019), *American Marketing Association Chapter, Seattle University, Seattle, WA.*

Being Sustained and Inspired for Mission (2019), *Colleagues in Jesuit Education, Seattle University, Seattle, WA.*

US Political Environment (2018), *St. Joseph’s Institute of Management Study Tour, Seattle, WA.*

Conjoint Analysis to Quantitatively Reveal Hidden Preferences (2018), *American Marketing Association Chapter, Seattle University, Seattle, WA.*

Conjoint Analysis to Quantitatively Reveal Hidden Preferences (2017), *American Marketing Association Chapter, Seattle University, Seattle, WA.*

Marketing in the 21st Century (2016), *1st Year B. Com. Students, St. Joseph’s College, Bengaluru, India.*

Marketing in the 21st Century (2016), *2nd Year B. Com. Students, St. Joseph’s College, Bengaluru, India.*

Market Research (2016), *Guest Lecture in Strategic Marketing for Nonprofits Class, Seattle University, Seattle, WA.*

Symposia/Special Sessions Organized

“Selfish Consumers: Prosociality and (Im)Morality in Forecasts and Behavior,” Symposium Chair, *2012 Annual Society for Consumer Psychology Winter Conference*, Las Vegas, NV.

“The Good, the Bad, and the Ugly: Pro-Social, Selfish, and Unethical Behavior,” Special Session Co-Chair, *39th Annual Association for Consumer Research North American Conference*, St. Louis, MO.

Collaborative Forecasting

Delios, A., Clemente, E., Wu, T., Tan, H., Wang, Y., Gordon, M., Viganola, D., Chen, Z., Dreber, A., Johannesson, M., Pfeiffer, T., Generalizability Tests Forecasting Collaboration, & Uhlmann, E.L. (in press), “Examining the context sensitivity of research findings from archival data,” *Proceedings of the National Academy of Sciences*. [Member of forecasting collaboration].

Tierney, Warren, Jay Hardy III, Charles R. Ebersole, Domenico Viganola, Elena Giulia Clemente, Michael Gordon, Suzanne Hoogeveen, Julia Haaf, Anna Dreber, Magnus Johanneson, Thomas Pfeiffer, Jason L. Huang, Leigh Ann Vaughn, Kenneth DeMarree, Eric Igou, Hanah Chapman, Ana Gantman, Matthew Vanaman, Jordan Wylie, Justin Storbeck, Michael R. Andreychik, John McPhetres, Culture & Work Morality Forecasting Collaboration, and Eric Luis Uhlmann (2021), “A Creative Destruction Approach to Replication: Implicit Work and Sex Morality Across Cultures,” *Journal of Experimental Social Psychology*. [Member of forecasting collaboration].

Tierney, Warren, Jay Hardy III, Charles R. Ebersole, Keith Leavitt, Domenico Viganola, Elena Giulia Clemente, Michael Gordon, Anna Dreber, Magnus Johanneson, Thomas Pfeiffer, Hiring Decisions Forecasting Collaboration, and Eric Luis Uhlmann (2020), “Creative Destruction in Science,” *Organizational Behavior and Human Decision Processes*. [Member of forecasting collaboration].

Teaching Interests

Marketing Management, Consumer Behavior, Marketing Research, Marketing Ethics, Marketing-Operations Dependencies, Personal Selling

Teaching Experience

Teaching (In-Class MBA)

<i>Marketing Management</i>	Seattle University, 2018 – 2022
<i>Creating Value Through Marketing and Operations</i>	Seattle University, 2020 – 2021

Teaching (Online MBA)

<i>Marketing Management</i>	Seattle University, 2020 – 2023
<i>Creating Value Through Marketing and Operations</i>	Seattle University, 2020 – 2023

Teaching Experience (contd.)

Teaching (Undergraduate)

<i>Personal Selling</i>	Seattle University, 2018 – 2021
<i>Introduction to Marketing</i>	Seattle University, 2015 – 2020
<i>Consumer Analysis</i>	University of Maryland, 2011
<i>Operating Systems, Algorithm Analysis & Design</i>	M. A. College of Engineering, 2001

Independent Study (MBA Level)

Kathleen Powers	Seattle University, 2020 Summer
-----------------	---------------------------------

Summer Business Institute (High-School Level)

<i>Introduction to Marketing</i>	Seattle University, 2019 – 2021
----------------------------------	---------------------------------

Teaching Assistance (MBA Level)

<i>Marketing Management</i>	University of Maryland, 2013
<i>Marketing Decision Making, Marketing Research, Consumer Behavior, Marketing Strategy, International Marketing</i>	Indian School of Business, 2008, 2009

Online Course Design (MBA Level)

<i>Marketing Management</i>	Seattle University, 2020
<i>Creating Value Through Marketing and Operations</i>	Seattle University, 2020

Service

Professional Service

Ad Hoc Reviewer, Journal of Marketing Research, 2017 – present
Ad Hoc Reviewer, Journal of Consumer Research, 2018 – present
Ad Hoc Reviewer, Journal of Business and Industrial Marketing, 2020 – present
Reviewer, Competitive Papers, Association for Consumer Research Conference, 2011 – present
Reviewer, Working Papers, Association for Consumer Research Conference, 2011 – present
Ad Hoc Reviewer, Organizational Behavior and Human Decision Processes, 2022
Ad Hoc Reviewer, Journal of Interactive Marketing, 2022
Ad Hoc Reviewer, Shankar-Spiegel Dissertation Proposal Award, 2021
Ad Hoc Reviewer, European Journal of Marketing, 2016, 2020
Ad Hoc Reviewer, Journal of the Academy of Marketing Science, 2017 – 2019
Ad Hoc Reviewer, Journal of Consumer Psychology, 2015 – 2018
Ad Hoc Reviewer, Israel Science Foundation, 2018
Ad Hoc Reviewer, Journal of Interactive Marketing, 2018
Ad Hoc Reviewer, Great Lakes Institute of Management (India) Grant Proposals, 2018
Ad Hoc Reviewer, Social Influence and Consumer Behavior, Social Influence, 2012
Reviewer, Competitive Papers, Society for Consumer Psychology Conference, 2013 – 2020
Reviewer, Working Papers, Society for Consumer Psychology Conference, 2013 – 2020
Judge, Future Business Leaders of America – Washington, 2019 – 2023

Service (contd.)

Professional Service (contd.)

Reviewer, Marketing (8th Edition) by Dhruv Grewal and Michael Levy, 2020.
Reviewer, Connect Master: Marketing by McGraw-Hill, 2020.
Reviewer, Behavioral Pricing Dissertation Competition, Fordham Pricing Center, 2013
Trainee Reviewer, Journal of Consumer Research, 2012
Volunteer, IAJBS World Forum/CJBE Annual Meeting, Seattle University, 2018
Volunteer, Frontiers in Service Conference, University of Maryland, 2012
Volunteer, Association for Consumer Research North American Conference, St. Louis, 2011
Volunteer, Association for Consumer Research APAC Conference, Hyderabad, India, 2009

University Service at Seattle University

Faculty Coordinator, St. Joseph's Bengaluru Initiatives, 2022 – present
Institute for Catholic Thought and Culture (ICTC) Advisory Board, 2021 – present
ICTC Research Grant Review Committee, 2021 – present
Sullivan Leadership Program Cohort Mentor, 2020 – present
Endowed Mission Fund Grant Committee, 2021 – 2023
Panelist, New Faculty Institute, 2021 – 2022
Teaching Peer Evaluator, Victor Evans, 2022
Assistant Marshal, New Student Convocation, 2022
Faculty Handbook Revision Committee, 2018 – 2021
Common Text Selection Committee, 2019 – 2022
Common Text Programming Committee, 2019-20
Common Text Discussion Leader, 2018 – 2022
Ignite Student Mentor, 2018 – 2020
Academic Service-Learning Faculty Fellows Virtual Info Session, 2020
Panelist, 2017-18 Jesuit Mission Fellows Retreat, 2017
Assistant Marshal, Baccalaureate Mass, 2017, 2019
Assistant Marshal, Graduate Commencement, 2016
Presentation to 1st Year and 2nd Year B. Com. Students, St. Joseph's College, Bengaluru, India, 2016
Guest Lecture, Strategic Marketing for Nonprofits, Master of Nonprofit Leadership, 2016

School Service (at Albers School of Business and Economics unless otherwise specified)

Chair, Albers Advance Taskforce, 2022 – present
Member, Diversity, Equity, and Inclusion Taskforce, 2016 – 2022
Member, JSBF-SU Virtual Conference Planning Committee, 2021-22
Member, Sports & Entertainment Management Faculty Search Committee, 2021
Undergraduate Business Core Review Taskforce, 2019 – 2020
Member, Albers Strategic Taskforce, 2017 – 2021
Co-Chair, Albers Arrupe Alumni Group, 2018 – present
Bridge MBA Assessment, 2018 – present
Student Recommendations, 2017 – present
Co-Organizer, Albers Scholarship Seminar Series, 2017 – 2020
Instructor, Summer Business Institute, 2019 – 2021

Service (contd.)

School Service (contd.)

Grade Grievance Panel, 2020
Speaker, Online MBA Kickoff Brunch, 2019
RAMP Consulting, 2019
Online MBA Design Group, 2018-19
Planning Committee, St. Joseph's Institute of Management Study Tour, 2018, 2019
Bridge MBA Recruiting Sessions, 2018-19
Member, IAJBS World Forum/CJBE Annual Meeting Paper Committee, 2018
Teaching Peer Evaluator, Nathan Colaner, 2017
Discussant, Research Talk by Nicholas Santos, SJ, Albers Arrupe Alumni Group, 2017
Judge, HERA Project Presentations, 2015
Panelist, Ph. D. Info session, Orientation, Teaching workshop, University of Maryland, 2013, 2014
Member, Young Leaders and Torchbearers Awards Committee, Indian School of Business, 2008-09
Interviewer, Admission Interviews, Indian School of Business, 2006 – 2009

Department Service (Marketing Department at Albers School of Business and Economics)

Member, Marketing Faculty Search Committee, 2016 – present
Member, Marketing Department Personnel Committee, 2022-23
Teaching Peer Evaluator, Jennifer Hong, 2023
Marketing Area Coordinator, ASIS Refresh, 2022
Panelist, Seattle University American Marketing Association Student Chapter, 2020
Volunteer, Fall Preview Day, Spring "Phone-a-Thon," Spring Open House, 2017 – 2020
Member, Management & Marketing Sr. Administrative Assistant Search Committee, 2016
Grader, Marketing Department Assessment of Learning, 2016, 2017
Guest Speaker, Business Integration (BUAD 1000) Class, 2015 – present
Speaker, Seattle University American Marketing Association Student Chapter, 2017-19
Guest Lecture, New Venture Marketing (MKTG 5340) Class, 2018
Guest Lecture, Marketing Management (MKTG 5170) Class, 2018
Guest Lecture, Introduction to Marketing (MKTG 3500) Class (2 sections), 2016

Department Service (Marketing Department at University of Maryland)

Coordinator, Faculty Research Overview Series, University of Maryland, 2014-15.
Trainer, Eye-tracking and MTurk trainings, University of Maryland, 2012 – 2015
Graduate Assistant, Smith Behavioral Lab & eLab panel, University of Maryland, 2012-13
Volunteer, Marketing Academic Research Colloquium, University of Maryland, 2011

Community Service

Vice-President, Seattle Mar Thoma Church, 2022

Selected Professional Development

Center for Digital Learning and Innovation Online Course Design, Seattle University, 2019

Selected Professional Development (contd.)

Creating Instructor Presence in Online Courses, Seattle University, 2019
Center for Faculty Development Ignatian Pedagogy Series – Inclusive Pedagogy, Seattle University, 2019
Center for Faculty Development Ignatian Pedagogy Series – Active Learning, Seattle University, 2019
Center for Digital Learning and Innovation Course Design Program, Seattle University, 2018
Academic Service-Learning Fellows Program, Seattle University, 2018-19
Collegium Colloquy, College of the Holy Cross, 2018
Inter-Religious Dialog Initiative, Seattle University, 2017 – 2021
Jesuit Mission Fellows Program, Seattle University, 2016-17
Arrupe Seminar on the Foundations and Vision of Jesuit Education, Seattle University, 2016-17
Catholic Intellectual Tradition Seminar, Seattle University, 2017
Summer Justice Seminar, Seattle University, 2017
Albers Arrupe Alumni Retreat on Cultural Sensitivity, Seattle University, 2017
Albers Arrupe Alumni Retreat on “The Name of God is Mercy,” Seattle University, 2016

Affiliations

Association for Consumer Research, 2009 – present
American Marketing Association, 2017-18
Decision Science Field Committee, University of Maryland, 2013 – 2015
Association for Psychological Science, 2012
Society for Consumer Psychology, 2012