

Siva K. Balasubramanian

EDUCATION

| | |
|------------|--|
| PhD | State University of New York (SUNY) at Buffalo <i>Major:</i> Marketing <i>Minors:</i> Social Psychology, Educational Psychology |
| MBA | Osmania University <i>Major:</i> Marketing |
| BS | Osmania University <i>Majors:</i> Mathematics, Physics, Chemistry |

SELECTED HONORS

- * **Product Placement scholarship recognized** as 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), “A Ten-Year Retrospective of Advertising Research Productivity, 1997-2006,” *Journal of Advertising*, 37:3, 69-94].
- * **Fulbright Research Chair** award, a prestigious recognition from the Canada-US Fulbright Commission, 2005. 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.

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, and promote national/international visibility; leadership for AACSB re-accreditation tasks. |
| July 2010 - Present Aug 2015 - Present | Director, PhD-Management Science Program , Stuart School of Business, Illinois Tech. Director, MS-Management Science Program & Faculty Research Review , Stuart School of Business, Illinois Tech. This STEM-based MS-MS program is a 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 July 1997 - Aug 1999 | Director, Undergraduate Program , Stuart School of Business, Illinois Tech. 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 July 1995 - June 2001 | Director of PhD Program , College of Business, Southern Illinois University, Carbondale. 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. |
| - until 1992 | Assistant Professor (Marketing) , University of Iowa. |

Managerial/Business experience

Founder and President, Marshfield Group Inc.
Sales Executive in a multinational firm environment

TEACHING ACTIVITIES (SELECTED LIST)

| | |
|---------------------------|---|
| STUDENT TEACHING | <p>Illinois Institute of Technology <i>Undergraduate course:</i> Innovation and Creativity in Entrepreneurship <i>MBA courses:</i> ‘Next Economy’ Consumers; Social Media Marketing Analytics Artificial Intelligence in Business. Students are trained in advanced business AI strategies and receive an IBM AI Badge after completing this course. <i>Doctoral seminar:</i> Advanced Research Methods</p> <p>University of Alberta <i>Doctoral seminar:</i> Marketing Strategy</p> <p>Southern Illinois University at Carbondale <i>Undergraduate/MBA:</i> International Business; Entrepreneurship; <i>Doctoral:</i> Consumer Behavior; Marketing Models; Marketing Strategy.</p> <p>The University of Iowa <i>Undergraduate:</i> Marketing Research; Advertising; Consumer Behavior <i>MBA:</i> Buyer Behavior; Advanced Forecasting Models <i>Doctoral:</i> Information Processing</p> <p>SUNY at Buffalo <i>Undergraduate:</i> Introduction to Marketing</p> |
| EXECUTIVE TEACHING | <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> |
| HIGHLIGHTS | <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> |
| TEACHING AWARDS | <p>Visiting Professor Program Award, <i>Advertising Educational Foundation</i>.</p> <p>Instructional seed Grant (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>Fellowship Award (from the <i>Direct Marketing Educational Foundation</i>). Direct Marketing Institute for Professors.</p> <p>Faculty Scholar Award (from the <i>Center for International Business Education and Research</i>, University of Southern California). Asia/Pacific Business Opportunities Conference.</p> <p>VIP Faculty Award (from <i>Specialty Advertising Association International</i>). Specialty Advertising Conference, St. Louis.</p> <p>Faculty Support Award (from <i>Apple Inc.</i>). Business and Computing Conference, Carnegie-Mellon University.</p> <p>Council on Teaching Award, University of Iowa.</p> |
| STUDENT MENTORING | <p>Chair or Co-Chair of 19 PhD/DBA Dissertation Committees Member 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

INTERESTS

Behavioral/Conceptual Issues

- * Consumer Information Search
- * AI, social media
- * Hybrid Messages, Product placements

Quantitative/Methodological Issues

- * Innovation Diffusion Models
- * Econometrics/Marketing Models
- * Wealth effects/Economic Worth assessment

HIGHLIGHTS

My research work includes five research themes: *artificial intelligence/machine learning/social media, product placements, consumers' information search/response to marketing messages, research methods* and *innovation/new product diffusion*.

Artificial Intelligence/Machine Learning/social media: My research interest on these topics was piqued during an extended visit a few years ago at the IBM Learning Center in Armonk, NY to learn about AI. I later developed and taught a highly popular MBA course on AI in Business, led AI symposia abroad, delivered keynote presentations at AI-focused business/research conferences, and launched several ongoing research projects focused on AI topics. Currently, I also supervise four PhD dissertation projects focused on AI topics. My publications in *International Journal of Production Research* (2024), *Journal of Business Ethics* (2020), *ICWSM 2022* conference and other ongoing research analyze data extracted from Twitter or Instagram social media platforms.

Product Placements: My early research proposed a new genre of marketing communications called “hybrid messages” that include product placements. These messages carry important implications for public policy (my *Journal of Advertising* (1994) article attracted the attention of FTC and FCC). Other publications investigate unexplored topics related to product placements (*Journal of Advertising* (2000; 2006); *Journal of Current Issues and Research in Advertising* (2000); *Journal of Consumer Behaviour* (2013); *Journal of Product and Brand Management* (2014); *Innovative Marketing* (2014); *International Journal of Advertising* (2016; 2022); and ongoing studies investigate product placements and their economic worth to sponsors. My published research contributions above were recognized in Ford and Merchant (2008), “A Ten-Year Retrospective of Advertising Research Productivity, 1997-2006,” *Journal of Advertising*, 37:3, 69-94; and more recently in Guo et al., (2019), “Product Placement in Mass Media: A Review and Bibliometric Analysis,” *Journal of Advertising*, 48:2, 215-31.

Consumers' information research/response to marketing messages: Within this broad research realm that accommodates both consumer and marketer perspectives, three articles in the *Journal of Marketing* examine factors that affect marketing communication expenditures. 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 the *Journal of the Academy of Marketing Science* (1994; 2005) focus on preference formation and an event study of firms that won high-quality achievement awards.

Research methods: This theme considers sophisticated methods in measurement. A *Journal of Marketing Research* paper demonstrates a “tailored” survey procedure that yields valid/reliable measures of a construct using only a subset of items in a standard measurement scale, reflecting significant savings in time and cost. Another study demonstrates the utility of measuring continuous, and real-time, respondent evaluations of marketing messages that extend over time e.g., exposure to a television ad that lasts 15 seconds. More recent publications focus on knowledge sharing within supply chains (*Information & Management* 2012), brand romance, discounts (*Journal of Product and Brand Management* 2011; 2010), e-customization (*Journal of Consumer Marketing* 2014; *Journal of Services Marketing* 2015), corporate social responsibility metrics (*Journal of Business Ethics* 2021), power issues in marketing channels (*Journal of Strategic Marketing* 2014), peer-to-peer sharing in the consumption of goods, health benefits from soy consumption, and consumers' willingness to pay a premium (or accept a discount) for food products, obesity/health concerns, and country of origin/country of market effects.

Innovation/New Product Diffusion. A study in *Journal of Forecasting* extends the 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 price roles in new product diffusion or classify product life cycle forms with these models. Other studies of time-varying diffusion models capture product quality changes, diffusion efficiency, and financial innovation.

Overall, my research work focuses on generating new insights about consumers. It reflects a multi-disciplinary and empirical emphasis that integrates the marketing perspective with disciplines such as management, operations, communication, psychology, agricultural economics, supply chains, finance or healthcare.

RESEARCH

JOURNAL PUBLICATIONS (HYPERLINKS TO ABSTRACTS, WHEN AVAILABLE, APPEAR BELOW)

1. Vishwa V. Kumar, Avimanyu Sahoo, Siva K. Balasubramanian and Sampson Gholston (2024). "Mitigating Healthcare Supply Chain Challenges Under Disaster Conditions: A Holistic AI-based Analysis of Social Media Data," *International Journal of Production Research*, forthcoming.
2. Siva K. Balasubramanian and Giacomo Gistri (2022). "[Priming Movie Product Placements: New Insights from a Cross-National Case Study](#)," *International Journal of Advertising*, 41(6), 1064-1094.
3. Siva K. Balasubramanian, Yiwei Fang, and Zihao Yang (2021). "[Twitter Presence and Experience Improves Corporate Social Responsibility Outcomes](#)," *Journal of Business Ethics*, 173(4), 737-757.
4. 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.
5. 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.
6. 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.
7. Shenyu Li, Rong Huang and Siva K. Balasubramanian (2016). "[Country of Market Effect](#)," *Innovative Marketing*, 12(1), 7-14.
8. 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.
9. 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.
10. 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.
11. 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.
12. 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*, 4, 28-37.
13. 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.
14. Shenyu Li, Siva K. Balasubramanian, and Peter Popkowski-Leszczyk (2014). "[The Profit Impact of Transaction Specific Assets: A Process Model of Adaptive Marketing Resources](#)," *Journal of Strategic Marketing*, 22(4), 316-327.
15. 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.

16. 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.
17. 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.
18. Hemant Patwardhan and Siva K. Balasubramanian (2013), "[Reflections on Emotional Attachment to Brands: Brand Romance and Brand Love](#)," *Journal of Customer Behavior*, 12(1), 73-79.
19. 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.
20. 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.
21. 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.
22. 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.
23. 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.
24. 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.
25. 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.
26. 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.
27. 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.
28. 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.
29. 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.

30. 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.
 31. 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.
 32. 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.
 33. 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.
 34. 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.
 35. 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.
 36. 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.
 37. 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.
 38. 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.
 39. 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.
 40. 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.
 41. 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.
 42. 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.
43. 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.

44. J. Endres, S. Barter and Siva K. Balasubramanian (2001). "Who is Consuming Functional Foods?" *Journal of the American Dietetic Association*, 101(9), A-12 (abstract).
45. 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.
46. 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.
47. 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.
48. 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.
49. 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.
50. Siva K. Balasubramanian (1994). "[Beyond Advertising and Publicity: Hybrid Messages and Public Policy Issues](#)," *Journal of Advertising*, 23 (4), 29-46. (Published online June 3, 2013).
- 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*.
51. 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.
52. 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.

53. 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.
54. 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.
55. 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.
56. 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.
57. 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.
58. Siva K. Balasubramanian and Wagner A. Kamakura. "[Measuring Consumer Attitudes Toward the Marketplace With Tailored Interviews](#)," *Journal of Marketing Research*, 26 (August), 311-326.
59. Wagner A. Kamakura and Siva K. Balasubramanian. "[Tailored Interviewing: An Application of Item Response Theory for Personality Measurement](#)," *Journal of Personality Assessment*, 53 (3), 502-519.
60. Wagner A. Kamakura and Siva K. Balasubramanian. "[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.
61. Wagner A. Kamakura and Siva K. Balasubramanian. "[Long-Term Forecasting with Innovation Diffusion Models: The Impact of Replacement Purchases](#)," *Journal of Forecasting*, 6 (1), 1-19.
62. Banwari Mittal and Siva K. Balasubramanian. "[Testing the Dimensionality of the Self-Consciousness Scales](#)," *Journal of Personality Assessment*, 51 (1), 53-68.

CONFERENCE PROCEEDINGS

63. Siva K. Balasubramanian, Mustafa Bilgic, Aron Culotta, Libby Hemphill, Anita Nikolich, Matthew A. Shapiro (2022), [Leaders or Followers? A Temporal Analysis of Tweets from IRA Trolls](#), Proceedings of the Sixteenth International AAAI Conference on Web and Social Media 2022 (ICWSM 2022).
64. 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.

65. 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.
66. 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.
67. Deepa Pillai and Siva K. Balasubramanian (2012), "Repetition Effects of Product Placement," *AMA Winter Educators' Conference Proceedings*, 23, p 75-76.
68. Deepa Pillai and Siva K. Balasubramanian (2011), "Need for Cognition and its Effect on the Effectiveness of Product Placement," *Proceedings of the Society for Marketing Advances*, p 114-115.
69. Kesha Coker and Siva K. Balasubramanian (2011), "Social Influence in Product Placements: The Impact of Group Composition and Coviewing Context on Brand Recall and Attitudes," *The Sustainable Global Marketplace*, p 469 (as part of *Developments in Marketing Science: Proceedings of the Academy of Marketing Science*).
70. Raghu Kurthakoti, Robert Boostrom Jr., Siva K. Balasubramanian, Lynette Knowles, and John Summey (2009). "Studying the Consumer Food Acculturation Process: a PLS Approach." *Proceedings of Marketing Management Association*, Chicago, IL (abstract only). *Winner of the 'Outstanding Paper' award in Research Track*.
71. Rajendran Murthy, Siva K. Balasubramanian and Monica A. Hodis (2008), "Spyware and Adware: How Do Internet Users Defend Themselves?" *Proceedings of Marketing Management Association*, Chicago, IL. (abstract only). *Winner of the 'Best Paper' award in Technology Track*.
72. Monica Hodis, Siva K. Balasubramanian, and Rajendran Murthy (2008), "From Advertising as Information to Advertising as Entertainment: The Impact of Music on the Effectiveness of Current Advertising," *Proceedings of Marketing Management Association*. Chicago, IL.
73. Monica Hodis and Siva K. Balasubramanian (2008), "Antecedents of Instant Message Usage among Teenagers: A Structural Equation Modeling Approach," *Proceedings of the Society for Marketing Advances*, St. Petersburg, FL, p 92-93.
74. Rajendran Murthy, Siva K. Balasubramanian, Gordon C. Bruner II and Anand Kumar (2008), "An Exploration of Consumer Attitudes Toward Location Based Advertising," *Proceedings of the Society for Marketing Advances*, St. Petersburg, FL, p 38-39.
75. Becci, Teresa Preston, and Siva K. Balasubramanian (2008). "Predicting Volunteering Behavior: Influences of Social Networks and Organizations, Attitudes toward Society and Observations of Helping Behavior." *Advances in Marketing: Issues, Strategies and Theories*: 173.
76. Hemant Patwardhan and Siva K. Balasubramanian (2006). "Explaining Brand Loyalty: The Case for a More Proximal Antecedent Construct." Abstract published in the *Proceedings of the 2006 Conference of the American Academy of Advertising*, (March/April), p 123.
77. Hemant Patwardhan and Siva K. Balasubramanian (2005), "A Model of the Antecedents of Brand Attitudes in Product Placements: An Empirical Evaluation", Abstract published in the *Proceedings of the 2005 Conference of the American Academy of Advertising* (Carrie La Ferle, Ed.), p 39.

78. Ramendra Thakur, Siva K. Balasubramanian, and John H. Summey (2004), "An Integrated Framework of Determinants of e-Trust: A Theoretical Model," in *Advances in Marketing Concepts, Issues, and Trends*, William J. Kehoe and Linda K. Whitten (eds.), Society for Marketing Advances, St. Pete Beach, FL. pp.175-176.
79. Ramendra Thakur, Siva K. Balasubramanian, and John Summey (2004), "Factors Influencing Customer Valuation: An Integrated Theoretical Model," in *Proceedings of 2004 AMA Winter Marketing Educators' Conference*, William L. Cron and George S. Low (Eds.) 15, Scottsdale, AZ: American Marketing Association.
80. Hemant Patwardhan and Siva K. Balasubramanian (2003), "A Conceptual Model of the Antecedents of Brand Attitudes in the context of Product Placements." Abstract published in the *Proceedings of the 2003 Society for Consumer Psychology Winter Conference*, p 19.
81. Songpol Kulviwat and Siva K. Balasubramanian (2003), "The Determinants of Online Information Search: An Integrated Theoretical Model," *2003 AMA Educators' Proceedings*, R. Bruce Money and Randall L. Rose (eds.) Volume 14, Chicago, IL: American Marketing Association, 227-228.
82. Pingjun Jiang and Siva K. Balasubramanian (2001), "Understanding Online Price Dispersion: An Application of Data Envelopment Analysis," *2001 AMA Educators' Proceedings*, Greg W. Marshall and Stephen J. Grove (eds.) Volume 12, Chicago, IL: American Marketing Association, 296-297.
83. Siva K. Balasubramanian (1998), "When Boundaries Between Program and Commercial Media Content Get Blurred: Consumer Awareness and Attitudes toward Hybrid Messages," *European Advances in Consumer Research*, Basil G. Englis and Anna Olofsson (eds.) Volume 3, Provo, UT: Association for Consumer Research, 176-177.
84. John Summey and Siva K. Balasubramanian (1997), "Charting the Progress from Integrated Marketing (IM) to Integrated Marketing Communications (IMC) to Integrated Marketing Dialogue (IMD): Key Implications," *AMA Educators' Conference Proceedings* (Dublin, Ireland), pages 789-801.
85. Siva K. Balasubramanian and Basil Englis (1995), "When Jay Leno Meets Veg-O-Matic: Current Practice and Research on Infomercials," *Marketing and Public Policy Conference Proceedings*, Debra Ringold (ed.), 4, 116-118.
86. Siva K. Balasubramanian and Susan E. Heckler (1993), "Special Session Summary," *Advances in Consumer Research*, M. Rothschild and L. McAlister (eds.), 20, 272.
87. Siva K. Balasubramanian, Catherine Cole and Nadine Castellano (1992), "Consumer Behavior Research and its implications for Product/nutritional information --Special Session Summary" *Advances in Consumer Research*, J. Sherry and B. Sternthal (eds.), 19, 489-90.
88. Siva K. Balasubramanian (1990), "Temporal Variations in the Evaluation of Television Advertisements: The Role of Key Nonverbal Cues," *Advances in Consumer Research*, Marvin E. Goldberg et al. (eds.), 17, 651-657.

BOOK CHAPTERS

89. Siva K. Balasubramanian, Deepa Pillai, Giacomo Gistri, Nadia Sabour and Hemant Patwardhan (2020). "Consumers' Perceptions and Attitudes toward Product Placements: Exploring Similarities and Differences Between Finland and US," in Glen Brodowsky and Camille Schuster (eds.) *Handbook of Cross Cultural Marketing*, Edward Elgar Publishing; pages 83-103.
90. Siva K. Balasubramanian, Deepa Pillai, Hemant Patwardhan and Tianyu Zhao (2018), "Product Placement" in *Oxford Bibliographies in Communication*. (Ed.) Patricia Moy. New York: Oxford University Press.
91. Michael Gorham and Siva K. Balasubramanian (2014), "Financial Innovation" in *Global Innovation Science Handbook*, McGraw-Hill Education. ISBN: 978-0-07-179270-7
92. Siva K. Balasubramanian and Gaurav Jain (2010), "Green Marketing," in *Practical Sustainability Handbook* (ed.) Nasrin Khalili, Palgrave Macmillan.
93. Wanki Moon and Siva K. Balasubramanian (2003), "Contingent Valuation of Breakfast Cereal Made of Non-biotech Ingredients," in *Consumer Acceptance of Biotechnology Foods*, Robert D. Evenson and Vittorio Santaniello (Eds). Publisher: CAB International, UK. pp. 83-94.
94. Brian T. Ratchford, Siva K. Balasubramanian, and Wagner Kamakura (2000). "Diffusion Models Incorporating Repeat and Replacement Purchases," in *New-Product Diffusion Models*, Vijay Mahajan, Eitan Muller, and Yoram Wind (eds.), Kluwer Academic Publishers (International Series in Quantitative Marketing), 123-40.

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.

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

RECENT PRESS/MEDIA COVERAGE RELATED TO MY RESEARCH (SELECTED LIST)

MEDIA STORIES:

Recent media stories (below) highlight managerial insights from my research work on product placement:

- [When Products Are the Stars of Hollywood Films](#), *Marketplace.org*, August 21, 2023.
 - [What Do James Bond and Barbie Have in Common? It's All in the Brand](#), *The Sydney Morning Herald (online)*, August 16, 2023.
This story also appeared online in *The Age* (newspaper published in Melbourne, Australia – link below):
 - [What Do James Bond and Barbie Have in Common? It's All in the Brand](#), *The Age*, August 16, 2023.
 - The print edition version appeared as the cover story in the Spectrum section of *The Sydney Morning Herald* with the title “Who needs an ad?” August 19, 2023.
 - [Primed for Success? Maybe Not, But Here's What Marketers Should Know](#), *Illinois Tech news*, January 18, 2022
 - [Put the Money Where the Eye Isn't](#), *Illinois Tech Magazine*, Spring 2022 issue.
 - [What Does the Future of Product Placement Look Like?](#) *Illinois Tech short video*, June 24, 2019.
 - [Business Professor Puts his Brand on Product Placement Research](#), *Illinois Tech news*, June 13, 2019.

Featured stories/presentations about my instructional/research on the role of Artificial Intelligence in Business:

- [“Take Five - 5 Questions on AI,”](#) Interview summary, Fall 2023 edition of *Illinois Tech Magazine*.
- [ChatGPT Changed Everything, So What Do We Do Now?](#) *Illinois Tech news*, November 2, 2023.
- AI-Focused Teaching and Research, *Illinois Tech event announcement*, March 26, 2021.

Featured story on my research on Corporate Social Responsibility outcomes from a company's social media presence:

- [When Companies Start Tweeting, Society Benefits](#), *Illinois Tech Magazine*, Summer 2020 issue.

Featured “Ask the Experts” column in *wallethub.com* on car insurance companies relying on celebrity endorsers in ads:

- [What does it say about car insurance companies that so many have celebrity endorsers?](#) *wallethub.com*, June 5, 2023.
- [2023 Nationwide Insurance Review – Experts view](#), *wallethub.com*, November 27, 2023.

PUBLISHED MEDIA COMMENTARY:

LinkedIn News featured/discussed my commentary dated May 15, 2023 on WSJ article “The Disappearing White Collar Job” about AI's impact (see [here](#)).

- [Some office jobs are gone for good](#), by Melissa Cantor, Editor, *LinkedIn News*, May 15, 2023.
- [Welcome to the evening Wrap-Up – Your Summary - Peak Knowledge Worker - Conversation of the Day](#)
(Audio track), *LinkedIn News*, May 15, 2023.

MEDIA OP-ED:

Siva K. Balasubramanian. [“AI: The Land of Lingering Fear and Emergent Hope,”](#) Op-Ed commentary, *TheWellNews*, August 30, 2023.

INVITED PRESENTATIONS (SELECTED LIST)

- “Digital Transformation of Advertising,” Keynote Speaker, *International Congress on Business and Marketing (ICBM 2021)*, Dogus University, Turkey, (December 16-17, 2021).
- “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.
- “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;

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.

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

American Marketing Association 2012 Winter Educators' Conference, Tampa, FL;

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. "

Agricultural & Applied Economics Association Annual Meeting, Milwaukee, WI, July 2009.

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."

Marketing Science Conference, Ann Arbor, MI; June 2009.

Deepa Pillai, Siva K. Balasubramanian and Pola Gupta. "Determinants of Attitudes towards Product Placement: A Structural Equation Modeling Approach."

Marketing Science Conference, Ann Arbor, MI, June 2009.

Monica Hodis, Rajendran Murthy, and Siva K. Balasubramanian. "Can consumers feel vicariously? A comparison between haptic information and online video reviews."

Marketing Science Conference, Vancouver, Canada, June 2008.

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."

Marketing Science Conference, Vancouver, Canada, June 2008.

Torrano Jose, Siva K. Balasubramanian, "Moviegoers' valence of thoughts as a moderator on attitude towards product placement."

European Marketing Academy Conference, University of Brighton, May 2008.

Wanki Moon, Siva K. Balasubramanian and Arbindra P. Rimal. "FDA Approved Health Claims and Consumer's Behavioral Intentions: The Case of Soy-Based Food."

Southern Agricultural Economics Association (Annual Meeting), Dallas, Texas, February 2008.

Giacomo Gistri, Siva K. Balasubramanian, Priyoo Manakote, and Lucio Masserini. "The role of Brand Awareness and Product Involvement on Choice and Recall in the Context of Product Placement."

Academy of Marketing Science World Marketing Congress, Verona, Italy; July 2007.

- Shenyu Li, Siva K. Balasubramanian, and Peter T. L Popkowski Leszczyc. “An Empirical Study of Dealer’s Marketing Mix Acquisition in a Distribution Channel.”
Marketing Science Conference, Singapore, June 2007.
- 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.”
American Agricultural Economics Association Annual meeting, Long Beach, CA; July 2006.
- Hemant Patwardhan and Siva K. Balasubramanian. “Brand Romance: An Interpersonal Relationship Approach to Investigate Consumers’ Brand Attachment.”
Marketing Science Conference, Pittsburgh, PA; June 2006.
- Siva K. Balasubramanian and Obaid Al-Shuridah. “Antecedent and Consequences of Attitudes Against Spam.”
Marketing Science Conference, Pittsburgh, PA; June 2006.
- Shenyu Li, Siva K. Balasubramanian, Peter T. L Popkowski Leszczyc and Ke Yuan. “Exploiting Manufacturer’s Resources for Distributor’s Profitability.”
Marketing Science Conference, Pittsburgh, PA; June 2006.
- Hemant Patwardhan and Siva K. Balasubramanian. “Explaining Brand Loyalty: A Case for a More Proximal Antecedent Construct.”
American Academy of Advertising Conference, Reno, NV; March 2006.
- Siva K. Balasubramanian, William Putsis, and Wanki Moon. “Consumers’ Perceptions of Genetically Modified v. Non-Genetically Modified Foods – Results from Choice-Based Conjoint Analysis.”
Bayesian Applications and Methods in Marketing, Linz, Austria, September 2005.
- Rex McClure and Siva K. Balasubramanian. “The Effect of Message Framing on Product Choice and Skepticism.”
Marketing Science Conference, Atlanta, GA; June 2005.
- Pingjun Jiang and Siva K. Balasubramanian. “Understanding Online Price Dispersion: Focus on Efficiency, Store Characteristics, and Longitudinal Analyses.”
Marketing Science Conference, Atlanta, GA; June 2005.
- Obaid Al Shuridah and Siva K. Balasubramanian. “Customer Intention As A Key to Successful CRM Implementation,”
Marketing Science Conference, Atlanta, GA; June 2005.
- Hemant Patwardhan and Siva K. Balasubramanian, “A Model of the Antecedents of Brand Attitudes in Product Placements – An Empirical Evaluation,”
American Academy of Advertising Conference, Houston, TX; March/April 2005.
- Songpol Kulviwat and Siva K. Balasubramanian. “The Determinants of Online Purchases.”
Latent Variables in the Social Sciences workshop (organized by Statistical and Applied Mathematical Sciences Institute), Raleigh/Durham, NC; September 2004.
- Wanki Moon, Siva K. Balasubramanian and Arbindra Rimal. “Two-Stage Decision Model of Soy Food Consumption.”
American Agricultural Economics Association, Denver, CO; August 2004.
- Anand Kumar and Siva K. Balasubramanian. “Understanding the Market Orientation – Customer Satisfaction – Business Performance Chain: An Application to Managing Product Returns.”
Marketing Science Conference, Rotterdam, The Netherlands; June 2004.
- William Putsis, Siva K. Balasubramanian and Wanki Moon. “Analyzing Consumers’ Perceptions Of Genetically Modified v. Non-Genetically Modified Foods.”
Marketing Science Conference, Rotterdam, The Netherlands; June 2004.

- Arbindra Rimal, Wanki Moon, and Siva Balasubramanian. "An Evaluation of Consumer Acceptance of Genetically Modified Food: Willingness-to-Pay (WTP) vs. Willingness-to-Accept (WTA)." *Southern Agricultural Economics Association*, Tulsa, OK; February 2004.
- Ramendra Thakur, Siva K. Balasubramanian, and John H. Summey. "Factors Influencing Customer Valuation: An Integrated Theoretical Model." *American Marketing Association Educator's Conference*, Scottsdale, AZ; February 2004.
- Wanki Moon and Siva K. Balasubramanian. "Is There a Market for GM Foods in Europe? Contingent Valuation of GM and non-GM Breakfast Cereals in UK." *American Agricultural Economics Association*, Montreal, Canada; July 2003.
- Siva K. Balasubramanian and Wanki Moon. "Analyzing Consumers' Perceptions of Soy Foods: Results from a Large-Scale Web-Based Conjoint Project." *Marketing Science Conference*, University of Maryland, MD; June 2003.
- Sonya Hsu and Siva K. Balasubramanian. "Telecommunication Infrastructure Investment and Firm Performance." *Hawaii International Conference on System Sciences*, Hawaii; January 2003.
- Siva K. Balasubramanian and Ike Mathur. "Understanding Changes in Shareholder Value Associated with Strategic Marketing Actions: Lessons from Past Event Studies." *MSI Academic Conference on "Measuring Marketing Productivity: Linking Marketing to Financial Returns,"* Dallas, TX; October 2002.
- Hemant Patwardhan and Siva K. Balasubramanian. "A Comparative Analysis of Four Message Types." *South Dakota International Business Conference*, Rapid City, SD; October 2002.
- Wanki Moon and Siva K. Balasubramanian. "Estimating the Impact of Perceived Health Knowledge on the Consumption of Soy-based Foods." *American Agricultural Economics Association Conference*, Long Beach, CA; July 2002.
- Wanki Moon and Siva K. Balasubramanian. "Willingness-to-pay a Premium for non-GM Foods and Willingness-to-Accept a Discount for GM Foods." *American Agricultural Economics Association Conference*, Long Beach, CA; July 2002.
- John H. Summey and Siva K. Balasubramanian. "Ethnographic Evaluation of Scuba Diving as a Consumption Experience." *Society for Marketing Advances Conference*, Heidelberg, Germany; June 2002.
- Pingjun Jiang and Siva K. Balasubramanian. "Understanding Online Price Dispersion: An Application of Data Envelopment Analysis." *American Marketing Association Educators' Conference*, Washington D.C; August 2001.
- Wanki Moon and Siva K. Balasubramanian. "A Multiattribute Model of Public Acceptance of Genetically Modified Organisms." *American Agricultural Economics Association Conference*, Chicago, IL; August 2001.
- Wanki Moon and Siva K. Balasubramanian. "Estimating Willingness to Pay for Non-Biotech Foods." *Marketing Science Conference*, Wiesbaden, Germany; July 2001.
- Wanki Moon and Siva K. Balasubramanian. "Valuation of Non-Biotech Foods: A Payment Card Interval Data Approach." *International Consortium on Agricultural Biotech Research Conference*, Italy; June 2001.
- Siva K. Balasubramanian and Anand Kumar. "Reverse Logistics: A Benchmarking Study." *Seventh Product Life Cycle Conference*, Lake Tahoe, NV; September 2000.

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).
- 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
Frontiers in Psychology
Journal of Interactive Advertising
Journal of Product and Brand Management
- 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, 2011-2012.
- 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.
- 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, 2011-2017.
Chair, Research & Faculty Development Committee, 2008-2018.
Chair, AACSB Review Committee, 2008-Present.
Chair, Undergrad Program & Curriculum Committee, 2008.
Chair, Graduate Program & Curriculum Committee, 2008.
- University Level Chair, University Accreditation Committee, 2011-2021.
Member, Academic Council, 2015-2021.
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, 1992.
Member, PhD Admissions Committee, 1991.
Faculty Coordinator, *Introduction to Marketing*, 1990.
- College Level Member, Undergraduate Programs Committee, 1990-1992.
- University Level Member, Faculty Senate Facilities Committee, 1991.

ADVISORY ROLE

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

STATUS

US Citizen

Updated February 2024