

Sekar Raju

CONTACT INFORMATION

Chair-Department of Marketing
Associate Professor & Gerald and Margaret Pint Fellow
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Iowa State University
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ACADEMIC EXPERIENCE

Iowa State University, Ames, Chair (Department of Marketing) – *July 2018 - present*

Iowa State University, Ames, Associate Chair (Departments of Management and Marketing) – *Jan 2017 to Jun 2018*

Iowa State University, Ames, Interim Associate Chair (Departments of Management and Marketing) – *Jul 2015 to Dec 2016*

Iowa State University, Ames, Associate Professor, *2012 - present*

Iowa State University, Ames, Assistant Professor, *2007 to 2012*

University at Buffalo (SUNY), Buffalo, Assistant Professor, *2002 to 2007*

The Ohio State University, Columbus, Instructor, *2000 to 2002*

Somaiya Institute of Management, Mumbai, Adjunct Lecturer, *1994 to 1995*

ACADEMIC DEGREES

Ph.D. in Marketing, The Ohio State University, August 2002

M.A. in Business Administration, The Ohio State University, 2001

M.B.A. in Marketing, Bharathidasan Institute of Management, India 1993

B. Engineering in Electronics and Communication, Bharathiar University, India 1990

RESEARCH INTERESTS

Brand Commitment, Attitude Strength, Food Choices, Memory, Advertising Effects

PUBLICATIONS

- Sridhar Manohar, Amit Mittal, Sekar Raju, Arjun J. Nair (2024), *Innovative Technologies for Increasing Service Productivity*, IGI Global Publishers
- Su, Lishan, Laczniak, Russell, Walker, Doug, & Sekar Raju, (2023). “Is strong more vulnerable? An empirical investigation of psychological contract formation, violation, and customer reactions.” *Journal of Business Research*, 168 (Nov). Doi: <https://doi.org/10.1016/j.jbusres.2023.114223>
- Su, Lishan, Sekar Raju, & Laczniak, Russell (2021). “The Roles of Gratitude and Guilt on Customer Satisfaction in Perceptions of Service Failure and Recovery.” *Journal of Service Science and Management*, 14 (1), 12-33. Doi: <https://doi.org/10.4236/jssm.2021.141002>
- Sekar Raju, Priyali Rajagopal, & Mitchel R. Murdock (2021), “The moderating effects of prior trust on consumer responses to firm failures” *Journal of Business Research*, 122 (Jan), 24-37. Doi: <https://doi.org/10.1016/j.jbusres.2020.08.059>.
- Priyanka Jayashankar and Sekar Raju (2020), “Factors affecting perceived food availability: Does social cohesion help increase favorable perceptions of food availability?” *Journal of Business Research*, 108 (Jan), 316-323. Doi.: <https://doi.org/10.1016/j.jbusres.2019.10.028>
- Nicole Montgomery, Sekar Raju, Kalpesh Desai, and H. Rao Unnava (2018), “When Good Consumers Turn Bad: Psychological Contract Breach in Committed Brand Relationships” *Journal of Consumer Psychology*, 28 (3), 437-449. Doi.: <https://doi.org/10.1002/jcpy.1015>
- Sekar Raju (2017), Positive and negative effects of affective and continuance brand commitment in a service context, *Journal of Indian Business Research*, 9 (2), 133-148. Doi.: <https://doi.org/10.1108/jibr-07-2016-0066>
- Sekar Raju (2016), Consumer Response to Brand Failures in “*The Psychology of Consumer and Social Influence: Theory and Research*” ed. Howard Daniel. Nova Publishers
- Sridhar Ramaswami, Sekar Raju and Dana Page (2016), “Conceptualizing and Measuring Resistance to Change in Brand Relationships,” *Journal of Indian Business Research*, 8 (3), 180-204. Doi.: <https://doi.org/10.1108/JIBR-11-2015-0115>
- Sekar Raju, Priyali Rajagopal, and Timothy Gilbride (2010), “Marketing Healthful Eating to Children: The Effectiveness of Incentives, Pledges and Competitions.”

Journal of Marketing, 74 (May), 93-106. Runner-up for the **MSI/Paul Root Award**.

- Amparo Villablanca, Shavon Arline, Jacqui Lewis, Sekar Raju, Susan Sanders and Shannon Carrow (2009), “Outcomes of National Community Organization Cardiovascular Prevention Programs for High-Risk Women.” *Journal of Cardiovascular Translational Research*, 2, 306-320
- Sekar Raju, H. Rao Unnava, and Nicole Votolato Montgomery (2009), “The Effect of Brand Commitment on the Evaluation of Non-Preferred Brands: A Disconfirmation Process.” *Journal of Consumer Research*, 35 (Feb), 851-863
- Sekar Raju, H. Rao Unnava, and Nicole Votolato Montgomery (2009), “The Moderating Effect of Brand Commitment on the Evaluation of Competitive Brands.” *Journal of Advertising*, 38 (Summer), 21-35.
- Kalpesh Desai and Sekar Raju (2007), “Adverse Influence of Brand Commitment on Consideration of and Preference for Competing Brands.” *Psychology and Marketing*, 24 (July), 595-614.
- Sekar Raju and H. Rao Unnava (2006), “The Role of Arousal in Commitment: An Explanation for the Amount of Counterarguments.” *Journal of Consumer Research*, 33 (Sept), 173-178.
- Priyali Rajagopal, Sekar Raju, and H. Rao Unnava (2006), “Differences in the Cognitive Accessibility of Action and Inaction Regrets.” *Journal of Experimental Social Psychology*, 42 (May), 302-313.

UNDER REVIEW/ WORKING PAPERS

- “Siri and Alexa Walk into a Bar: The Effect of Voice Assistant Humor on Relationship Perceptions and Information Sharing Intentions.” (with Tu Tu and Huifang Mao), Manuscript under preparation to be submitted to *Psychology and Marketing*.
- “The Effect of Brand Commitment on the Size of the Consideration Set: A Test of Alternative Explanations.” (with Hui Zhang), Manuscript under preparation for submission to *Psychology and Marketing*.
- “Psychological Contracts: The Role of Promises and Expectations as Necessary and Sufficient Conditions” Manuscript under preparation for submission to *Journal of Organizational Behavior* (with Montgomery)

- “Just do it! Greater rejoicing over actions than inactions.” Manuscript under preparation for submission to *Journal of Consumer Psychology* (with Rajagopal and Unnava)
- “Community Gardens – An Examination of Food Insecurity and Social Networks” (with Priyanka Jayashankar, and Kimberly Gerder), Data Analysis in progress.

GRANT PROPOSALS

- Sekar Raju (2019) Mini-grant, Ivy College of Business \$750, Funded
- Sekar Raju, Priyanka Jayashankar (2015), Food Deserts of the Mind, College of Business Bootstrap Grant, \$4,000, Funded.
- Sekar Raju, Priyanka Jayashankar, Kim Greder (2015), The role of collaborative consumption in enhancing sustainable consumption- An analysis of community garden-based social networks, College of Business Interdisciplinary Grant, \$7,500, Funded
- Nathaniel Wade, Steve Sandage, Sekar Raju (2015) Forgiveness in the Hands of Many: A Planning Grant for Disseminating Forgiveness Information Nationwide, John Templeton Foundation, \$215,201, Not funded.
- Sekar Raju, Wei Zhang, and Sree Nilakanta (2012), “Persuading the Persuader: Enhancing Compliance Behavior in Diabetes Self-Care Management” Robert Wood Johnson Foundation Grant, \$194,304. Not funded.

CONFERENCE PRESENTATIONS / PEER REVIEWED PROCEEDINGS PUBLICATIONS

- Zhang Hui and Sekar Raju (2024), “Busy Bias: Your Busyness Indicates Competence, Mine Does Not”, paper presented at the 2024 *Mittelstaedt & Gentry Doctoral Symposium*, Lincoln, March 2024.
- Zhang Hui and Sekar Raju (2024), “The Zero Bias in Linguistic Framing”, paper accepted and to be presented at the 2024 *Winter American Marketing Association Conference*, Working paper, St. Pete Beach, February 2024.
- Zhang Hui and Sekar Raju (2024), “Busy Bias: Your Busyness Indicates Competence, Mine Does Not”, paper accepted and to be presented at the 2024 *Winter American Marketing Association Conference*, Competitive paper, Virtual presentation, St. Pete Beach, February 2024.
- Zhang Hui and Sekar Raju (2024), “Busy Bias: Your Busyness Indicates Competence, Mine Does Not”, paper presented at the 2024 SPSP Conference SJDM Preconference, Working paper, San Diego, February 2024.

- Zhang Hui and Sekar Raju (2023), “Busy Bias: Your Busyness Indicates Competence, Mine Does Not”, Society for Judgment and Decision Making, Working paper, San Francisco, CA, November 2023.
- Sekar Raju (2019), “Marketing Entomology in the 21st Century: Delivering Knowledge, Changing Attitudes, and Encouraging Action”, Entomology 2019 Conference, St. Louis, November 2019.
- Priyanka Jayashankar and Sekar Raju (2018), “Perceptions of Food Availability: An Examination of Low-Income Consumers.” American Marketing Association Winter Conference, New Orleans, February 2018.
- Wan Kam Chan, Sekar Raju, Frank Kardes (2016), “When is saying “No” more powerful than saying “Yes”? The interactive effects of negation and modality match on forgetting,” Society for Consumer Psychology Winter Conference, St. Pete Beach, February 2016.
- Wan Kam Chan, Sekar Raju, Frank Kardes (2016), ‘Cube or Sphere? Effects of Self-Construal on Product Evaluation,’ Society for Consumer Psychology Winter Conference, St. Pete Beach, February 2016.
- Jayashankar, Priyanka, Sekar Raju, Paromita Pain (2015), “Food Deserts of the Mind: Extending the concept beyond structural barriers” Global Food Security Consortium and the Everson Seed and Biosafety Symposium, Ames April 2015
- Sekar Raju (2015), “Increasing Global Awareness Through Study Abroad Programs,” Presented at Marketing Management Association Fall Educators Conference, Puerto Rico, August 2015.
- Hemant Patwardhan and Sekar Raju (2015), “Innovations in Teaching International Marketing,” Presented at Marketing Management Association Fall Educators Conference, Puerto Rico, August 2015.
- Sekar Raju (2015), “Investigating the antecedents and consequences of attitudinal and continuance commitment on brand relationships,” Presented at North American Society for Marketing Education in India conference (NASMEI), Chennai, December 2015
- Sekar Raju, Nicole Montgomery, Kalpesh Kaushik Desai, H. Rao Unnava (2013), “When committed consumers turn against a brand - A psychological contract perspective,” Presented at North American Society for Marketing Education in India conference (NASMEI), Chennai December 2013

- Priyali Rajagopal and Sekar Raju (2012), “Recovering from ethical failures: Role of external attribution and monetary compensation”, Presented at Association for Consumer Research Conference, Vancouver, Canada October 2012
- Priyali Rajagopal, Sekar Raju, and Rao Unnava (2012), “Happiness from Actions vs. Inactions”, Presented at Association for Consumer Research Conference, Vancouver, Canada October 2012
- Priyali Rajagopal and Sekar Raju (2012), “It’s Not My Fault” And “Money Can Buy Anything”: Recovering from Ethical Failures,” Presented at the AMA Summer Conference, Chicago, August 2012
- Sekar Raju, Kalpesh Kaushik Desai, H. Rao Unnava, Nicole Montgomery (2010), "Can brand commitment be harmful to the brand? The moderating role of psychological contracts", Presented at Association for Consumer Research Conference, Jacksonville, FL, October 2010
- Sekar Raju, Priyali Rajagopal (2009), Pledges and Competitions as Health Interventions, Presented at Association for Consumer Research Conference, San Francisco, October 2008
- Raju, Sekar and Priyali Rajagopal (2008), Responding to Ethical and Competence Failures,” Presented at the Society for Consumer Psychology Conference, New Orleans, February 21-23, 2008.
- Raju, Sekar and Priyali Rajagopal (2007), Responding to Ethical and Competence Failures,” Presented at the Association for Consumer Research Conference, Memphis, October 2007.
- Raju, Sekar and Priyali Rajagopal (2007), “Effectiveness of Incentives, Pledges and Competitions as Healthy Eating Interventions” presented at the National Conference on Health Communication, Marketing, and Media, Atlanta, August 2007 (presented by Priyali Rajagopal).
- Raju, Sekar and Priyali Rajagopal (2007), “Comparative Advertising and Endorsements”, presented at the Academy for Marketing Science conference in Coral Gables, FL, May 2007 (presented by Priyali Rajagopal).
- Raju, Sekar, H. Rao Unnava and Nicole Montgomery (2006), “Similarity and Dissimilarity Testing in the Evaluation of Competitive Brands by Committed Consumers.” Presented at the Association for Consumer Research Conference, Orlando, FL

- Raju, Sekar and H. Rao Unnava (2005), "The Mediating Role of Arousal in Brand Commitment," Presented at the Association for Consumer Research Conference, San Antonio, TX
- H. Rao Unnava, Priyali Rajagopal and Sekar Raju (2005), "Reducing Competitive Ad Interference by Varying Advertising Context: A Test of Network Models of Memory." Paper presented at the Winter Marketing Educator's Conference, San Antonio, TX
- Raju, Sekar (2004), Chaired a competitive paper session titled "Putting Tradeoffs in Context: Stocks and Brands," Association for Consumer Research Conference, Portland, OR
- Raju, Sekar and H. Rao Unnava (2005), "Brand Commitment and the Size of the Consideration Set," *Advances in Consumer Research*, 32, 151-152.
- Raju, Sekar (2004), "Understanding Consideration Set Size: The Role of Brand Commitment," Presented at the BCRST Conference, Rochester, NY.
- Votolato, Nicole L., H. Rao Unnava and Raju, Sekar (2004), "Spillover of Negative Information on Brand Alliances," Presented at the Society for Consumer Psychology Conference, San Francisco, CA.
- Raju, Sekar and H. Rao Unnava (2004), "The Effect of Brand Commitment on the Size of the Consideration Set," Presented at the Society for Consumer Psychology Conference, San Francisco, CA.
- Raju, Sekar and H. Rao Unnava (2003), "Brand Commitment, Arousal, and Counterargumentation," Presented at Society of Experimental Social Psychology Conference, Boston, MA.
- H. Rao Unnava, Priyali Rajagopal and Sekar Raju (2003), "Reducing Competitive Ad Interference by Varying Advertising Context: A Test of Network Models of Memory." *Advances in Consumer Research*, 30, 45-46.
- Raju, Sekar, Priyali Rajagopal, and H. Rao Unnava (2002), "Attitude toward a Comparative Advertisement: The Role of an Endorser." *Advances in Consumer Research*, 29, 480-481.
- Rajagopal, Priyali, Sekar Raju and H. Rao Unnava (2002), "To Do or Not to Do: Differences in the Cognitive Availability of Action and Inaction Regrets." *Advances in Consumer Research*, 29, 124-125.

- Raju, Sekar, and H. Rao Unnava (2002), "The Effects of Brand Commitment on the Evaluation of Competitive Brands." *Advances in Consumer Research*, 29, 207-208.

INVITED RESEARCH AND OTHER PRESENTATIONS

- "Plant-based proteins – Learning from consumers and marketers" Presented at Practical Farmers of Iowa Annual Conference, Ames, IA, January 22nd, 2022.
- "Working in Global Environments," Presented at the Amrita School of Business, Coimbatore, India. July 10th, 2008
- "Brand Commitment" Presented at Amrita School of Business, Coimbatore, India. July 10th, 2008
- "The Effect of Brand Commitment on The Evaluation of Non-Preferred Brands: A Disconfirmation Process" Presented at the Indian School of Business, Hyderabad, India. June 17th, 2008
- Responding to Ethical and Competence Failures: The Role of Prior Trust and Diagnosticity of the Response" Presented at the Marketing Alumni Research Camp, Ohio State University, April 24-25, 2008.
- "Understanding Behavior," Niagara County Commission on the Status of Women, October 2004
- "Persuasion," Research Center for Stroke and Heart Disease, October 2004
- "Establishing Objectives and Understanding Behavior," P2 Collaborative of Western New York, September 2004
- "Persuasion," P2 Collaborative of Western New York, September 2004
- "Brand Commitment and Consideration Set Size," The Ohio State University, October 2003
- "Commitment and Attitude Change: The Mediating Role of Arousal," University at Buffalo, 2001
- "Commitment and Attitude Change: The Mediating Role of Arousal," Tulane University, 2001
- "Commitment and Attitude Change: The Mediating Role of Arousal," Concordia University, 2001

- “Commitment and Attitude Change: The Mediating Role of Arousal,” National University of Singapore, 2001
- “Commitment and Attitude Change: The Mediating Role of Arousal,” Singapore Management University, 2001

DOCTORAL COMMITTEES

- Hui Zhang – Marketing (Chair, 2023)
- Meenakshi Shekhar – Economics (member, 2023)
- Tu Tu – Marketing (member, 2023)
- Jiawei Li – Marketing (Chair, 2022)
- Rawan Alghamdi - Apparel, Merchandising and Design (member, 2022)
- Pushpinder Gill – Marketing (member, 2022)
- Aslan Lotfi – Information Systems (member, 2021)
- Darryll McLeod-Huges – Management (member, 2018)
- Linda Svenson – Education (member, 2017)
- Magnus Thorsson – Apparel, Events and Hospitality Management (member, 2017)
- Melika Kordrostami – Marketing (member, 2017)
- Inmyung Choi - Information Systems (member, 2017)
- Aslan Lotfi – Information Systems (member, 2017)
- Russell Lemken – Marketing (Co-chair, 2016)
- Akmal Mirsadikov - Information Systems (member, 2015)
- Amrut Sadachar – Apparel, Merchandising and Design (member, 2014)
- LiShan Su – Marketing (member, 2013)
- Amrish Kumar – Marketing (member, 2008)

OTHER SCHOLARLY PRESENTATIONS

- "The Effects of Brand Loyalty on Evaluation of Competitor Brands." Edward F. Hayes Graduate Research Forum, The Ohio State University, Competitive Paper, Awarded Second Place, April 2001.
- Discussant at the Albert Haring Symposium, Bloomington, Indiana, for the paper titled "Brand Relationships," April 2000.

SCHOLARLY ACTIVITIES

- Editorial Review Board Member – *Journal of Business Research* (2016-present)

- Editorial Review Board Member – *Social Influence* (2007-2021)
- Editorial Advisory Board Member – *JK International Journal of Management and Social Science* (2017- 2022)
- Program Committee Member – Association for Consumer Research 2011
- Session Chair – Association for Consumer Research 2012
- Ad-hoc Reviewer – *Advances in Consumer Research*
- Ad-hoc Reviewer – *Society for Consumer Psychology*
- Ad-hoc Reviewer – Summer American Marketing Association
- Ad-hoc Reviewer – Winter American Marketing Association
- Ad-hoc Reviewer – *Journal of Advertising*
- Ad-hoc Reviewer – *Journal of Service Management*
- Ad-hoc Reviewer – Indian Institute of Management (IIMA) Conference on Marketing in Emerging Markets

TEACHING INTERESTS

Promotional Strategy, Consumer Behavior, Global Marketing, Principles of Marketing, Marketing Research, Study Abroad programs

TEACHING EXPERIENCE

Ivy College of Business, Iowa State University

Doctoral - Consumer Behavior Seminar, Business Research Methods Seminar

Graduate – Marketing Core, Consumer Behavior, Integrated Marketing Communications

Undergraduate – Global Marketing, Principles of Marketing, Consumer Behavior, Promotional Strategy, Study Abroad Courses, Technology, Innovation and Cultures

School of Management, University at Buffalo

Graduate - Advertising and Promotions

Undergraduate - Advertising and Promotions; Consumer Behavior

Fisher College of Business, The Ohio State University

Undergraduate - Promotional Strategy; Marketing Research

University of International Business and Economics, Beijing, China

Visiting Faculty, Global Marketing, Undergraduate class (2016)

Great Lakes Institute of Management, India

Visiting Faculty, Consumer Behavior, Graduate class (2013, 2015)

Somaiyya Institute of Management, Mumbai, India

Visiting Faculty, Research Methodology, M.B.A class (1994)

PROFESSIONAL EXPERIENCE

Manager (Sales), Essar Steel Ltd., Mumbai, India 1993-1998
Research Engineer, C-DOT, Bangalore, India 1991
Systems Engineer, International Data Management, Bangalore, India 1990-1991

COMMITTEES/TASK FORCE/SERVICE

Higher Learning Commission Re-Accreditation Committee – Assurance Argument
Criterion Working Group (2023-present)
Chairs Cabinet, Iowa State University 2023-present
Supply Chain Department Chair Search Committee (**Co-chair**) - 2018
Ivy College of Business Associate Dean for Research Search Committee (**Co-chair**) -
2018
Dean’s Cabinet Committee 2015-present
Trademark Advisory Committee (University committee; Representing Provost
Office) – 2017-present
M.B.A. Core Committee (2017-2022)
Gerdin Building Expansion Committee – 2017-2018
Dean Five-year Comprehensive Review Committee - 2017
Associate Chair, Departments of Management and Marketing – 2017- 2018
Department P&T committee (**Chair**) – 2012, 2013, 2014, 2015, 2016
Interim Associate Chair – 2015-2016
Department Faculty Search Committee (**Chair**) - 2015
PRS University Task Force 2014
ISUAA ad-hoc committee 2014
College of Business Dean Search Committee 2013
College Curriculum Committee 2012-2015
College P&T Committee Fall 2013
Department P&T committee (Member) - 2017
Dean Search committee 2012 (member)
College Assessment Committee 2007-2010
Faculty Search Committee – 2008, 2009

SELECTED HONORS AND AWARDS

Teacher of the Month (Nov 2020)
Foreign Travel Grant, Iowa State University (\$1,400) – 2017-2018
Espeland Fellow (\$5,000) – 2017-2018
Senior Faculty Teaching Award Nominee, Iowa State University (2016)
Faculty Development Grant (\$2,500) – 2015-2016
College of Business Interdisciplinary Grant (\$7,500) – 2015-2016

Bootstrap Grant (\$4,000) – 2015-2016
Foreign Travel Grant, Iowa State University (\$1,500) – 2013-2014
Summer Research Grant, (\$10,000) Iowa State University (2011)
Runner-up for the MSI/Paul Root Award 2010 (Awarded by members of the *Journal of Marketing* editorial review board to a paper that has made a significant contribution to the advancement of the practice of marketing)
Summer Research Grant, Iowa State University (2010)
Summer Research Grant, Iowa State University (2009)
Junior Faculty Research Award Nominee, Iowa State University (2008, 2009, 2010)
Freshman Honors Mentor Program Grant, Iowa State University (2008)
Mini Research Grant, College of Business, Iowa State University (2008)
Summer Research Grant, School of Management, UB (2005)
Research Grant – Center for Relationship Management, School of Management, UB (2005)
Fellow, American Marketing Association Doctoral Consortium, Miami University (2001)
Fellow, Albert Haring Symposium, Indiana University (2000)
Second Place Award - Hayes Graduate Research Forum, Ohio State University (2002)
Robert Bartels Fellowship, The Ohio State University (1999-2002)
PEGS Fellowship, Fisher College of Business, The Ohio State University (2002)
Davidson Fellowship, Fisher College of Business, The Ohio State University (2002)
Merit Scholarship, Bharathidasan Institute of Management (1992-1994)