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**Ramaprasad Unni, Ph.D.**  
**Associate Professor**  
**Business Administration**  
**College of Business**  
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**Academic Background**

Ph.D. Indiana University, Marketing (Cognitive Science minor), 2000  
M.S. Indiana University, Bloomington, Indiana, Marketing, 1998  
M.B.A. Indian Institute of Management Calcutta, Calcutta, India, 1989  
B.Tech Indian School of Mines, Dhanbad, India, Mining Engineering, 1986

**Memberships**

Society for Marketing Advances, 5  
Federation of Business Disciplines, 3  
American Marketing Association, 12

**WORK EXPERIENCE:**

**Academic Experience**

Associate Professor, Tennessee State University (August, 2011 - Present). Teach undergraduate and graduate marketing courses  
Assistant Professor, Tennessee State University (August, 2007 - July, 2011). Teach undergraduate and graduate courses in marketing.  
Assistant Professor, Portland State University (September, 2000 - June, 2007). Teach marketing courses at the undergraduate and graduate levels.  
Visiting Lecturer, Indiana University (August, 1999 - May, 2000). Teach marketing courses at the undergraduate level.  
Associate Instructor, Indiana University (August, 1994 - May, 1999). Teach one undergraduate marketing course each semester.

**Non-Academic Experience**

**National**

Brand Executive/Product Manager, Cadbury India Ltd (June, 1989 - June, 1993). responsible for managing all marketing activities relating to Cadbury Dairy Milk brands.

**TEACHING:**

**Courses Taught**

**Courses from the Teaching Schedule:** Basic Marketing, Consumer Behavior, Integrated Marketing Communications, International Marketing, Internship, Marketing Management, Marketing Strategy, Retailing Management, Sales Management

**Courses taught, but not in the Schedule:**

MKTG 4350:International Marketing

**INTELLECTUAL CONTRIBUTIONS:**

**Grid**

Category	DBS	CTP	LPS	Total
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Articles in Refereed Journals	4		1	5
Publications in Refereed Conference Proceedings	8			8
Publications of Non-refereed or Invited Papers	1			1
Books, Monographs, Compilations, Manuals, Supplements, Chapters, Cases, Readings	2			2
Presentations of Refereed Papers	3			3
Grants - Funded (both refereed and non-refereed)	1		1	2
<b>Totals</b>	<b>19</b>		<b>2</b>	<b>21</b>

### Refereed Articles

- Charla, M., Wagner, J., & Unni, R. (2010). Computer Mediated Customization Tendency (CMCT) and the Adaptive e-Service Experience. *Journal of Retailing*, 1 (86), 11-21.
- Unni, R., Tseng, D. L., & Pillai, D. (2010). Context Specificity In Use of Price Information Sources. *Journal of Consumer Marketing*, 3 (27), 243-250.
- Unni, R. & Tseng, D. (2009). Perceptions of Online and On-Campus Business Programs: Implications for Marketing Business Programs. *Review of JHlgher Education and Self-Learning*, 2 (4).
- Unni, R. & Harmon, R. (2007). Perceived Effectiveness of Push vs. Pull Wireless Location-Based Marketing 7(2), Spring. *Journal of Interactive Advertising*, 7 (2).
- Unni, R. (2005). Value Perceptions and Retention of Textbooks Among Marketing and Other Business Majors. *Marketing Education Review*, 15 (2), 71-79.

### Refereed Proceedings

#### Full Paper

- Unni, R. & Roberts, J. (2013). Altruism of College Students: An Exploratory Examination of Volunteering Intentions. 2013 Association of Collegiate Marketing Educators (ACME) Conference, Albuquerque, NM.
- Unni, R. & Roberts, J. (2012). Attitudes toward donations of used clothing- implications for thrift stores. Association of Collegiate Marketing Educators Conference.
- Lukoaius, V. & Unni, R. (2009). Modeling Video Game Preference Using Personality and Motivation. Association of Collegiate Marketing Educators Conference.
- Unni, R. (2007). 'Price Sensitivity Measurement and New Product Pricing: A Conitive Response Approach'. Proceedings of the 2007 Portland International Conference on Management of Engineering and Technology (PICMET).
- Unni, R. (2006). 'An Initial Examination of Location-Based Mobile Marketing'. Proceedings of the Annual Conference of the Society for Marketing Advances.
- Unni, R. (2003). 'Differences in Information Processing from Print Ads and Web Pages'. Association for Consumer Research.

#### Abstract Only

- Unni, R. & Tseng, D. (2009). Perceptions of Online and On-Campus Business Programs: Implications for Marketing Online Business Programs. Intellectbase International Consortium.
- Unni, R. (2008). Role of Perceived Information Efficiency on Effectiveness of Information Sources. Proceedings of the Annual Conference of the Society for Marketing Advances.

### Non-Refereed Proceedings

#### Full Paper

- Unni, R. (2005). 'Comparison of Push vs Pull Location-based Marketing'. Proceedings of the 2005 DMEF Educators' Conference, Atlanta.

### Book Chapters

#### Refereed

- Unni, R. & Harmon, R. (2006). Location-based services Opportunities and Challenges. *Handbook of Research on Mobile Business Handbook of Research in Mobile Business: Technical, Methodological and Social Perspectives*. Idea Group Publishing.
- Unni, R. & Harmon, R. (2003). Location-Based Services: Models for Strategy Development in M-Commerce. *Technology Management for Reshaping the World*. IEEE.

## **Presentation of Refereed Papers**

### **International**

Unni, R. & Roberts, J. (2013). Altruism of College Students: An Exploratory Examination of Volunteering Intentions. 2013 Association of Collegiate Marketing Educators (ACME) Conference, Albuquerque, NM, Albuquerque, New Mexico.

Unni, R. & Roberts, J. (2012). ATTITUDES TOWARD DONATIONS OF USED CLOTHING IMPLICATIONS FOR THRIFT STORES. 2012 Association for Collegiate Marketing Educators, New Orleans, Louisiana.

Unni, R. (2008). Role of Perceived Information Efficiency on Effectiveness of Information Sources. Annual Conference of the Society for Marketing Advances, St Petersburg, Florida.

## **Grants**

### **Funded**

2010: Unni, R. Summer Research Grant (\$6,000.00).

2009: Unni, R. § Service Learning Mini-Grant (\$1,000.00), TSU Service Learning Center.

## **SERVICE:**

### **Service to the University**

#### **Department Assignments**

##### **Chair:**

2009-2010: BADM Hospitality Program Proposal Committee

##### **Member:**

2009-2010: BADM SCM Summit Program Committee

#### **College Assignments**

##### **Chair:**

2009-2010 – 2012-2013: College of Business Student Recruitment and Retention Committee

##### **Faculty Advisor:**

2009-2010 – 2012-2013: AMA Student Chapter

##### **Member:**

2012-2013: College of Business Coordination and Standards Committee

#### **University Assignments**

##### **Chair:**

2012-2013: Faculty Senate Student Affairs Committee

##### **Faculty Advisor:**

2011-2012: TSU Chapter-National Society of Collegiate Scholars

##### **Member:**

2012-2013: University Scholarship Committee

2010-2011 – 2011-2012: University Service Learning Advisory Council

2007-2008 – 2012-2013: University Human Subjects Committee

### **Service to the Profession**

#### **Board Member: PRJ Editorial Review Board**

2009 – 2012: IntellectBase International Consortium.

2009 – 2012: Marketing Education Review.

#### **Chair: Conference / Track / Program**

2013: 2013 Association of Collegiate Marketing Educators (ACME) Conference, Albuquerque, NM, Albuquerque, New Mexico.

2012: 2012 Association for Collegiate Marketing Educators, New Orleans, Louisiana.

2011: 2011 Association for Collegiate Marketing Educators.

**Reviewer: Ad Hoc Reviewer for a Journal**

2012: International Journal of Internet Marketing and Advertising.

**Reviewer: Conference Paper**

2012: 2012 Association for Collegiate Marketing Educators.

2011: 2011 Association for Collegiate Marketing Educators.

**Service to the Community**

**Positions Held in Civic Organizations**

2011: Member, Board of Directors, The Shopping Bag,

**Honors & Awards**

**Award**

2010: § Outstanding Service Learning Faculty Award.

TSU Service Learning Center.

2009: § Outstanding Paper Award in Sports and Entertainment Marketing Track.

Association of Collegiate Marketing Educators (ACME) Conference.

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**Last updated by member on 21-May-13 (01:50 PM)**