

VITA

RAMAPRASAD M. UNNI

Department of Business Administration
Tennessee State University
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EDUCATION

Ph.D.	2000	Indiana University
Master of Business	1998	Indiana University
PGDM (MBA)	1989	Indian Institute of Management, Calcutta, India
B.Tech.	1986	Indian School of Mines, India

EMPLOYMENT

Associate Professor	Tennessee State University	Aug 2011 – present
Assistant Professor	Tennessee State University	Aug 2007 – June 2011
Assistant Professor	Portland State University	Sep 2000 – June 2007
Visiting Lecturer	Indiana University	Aug 1999 – May 2000
Associate Instructor	Indiana University	Aug 1994 – May 1999
Product Manager	Cadbury India Ltd.	June 1990 – June 1993
Brand Executive	Cadbury India Ltd.	June 1989 – May 1990

HONORS, GRANTS, AND FELLOWSHIPS

- *Outstanding Service Learning Faculty Award*, 2010
- *College of Business Summer Research Grant* (\$6000), 2010
- *Service Learning Mini-Grant* (\$1000), Service Learning Center, *Tennessee State University*, Fall 2009
- *Outstanding Paper Award* in the Sports and Entertainment Marketing Track, *Association of Collegiate Marketing Educators (ACME) Conference*, Oklahoma City, 2009.
- *Best Paper Award* in the Technology & E-Commerce Track, Annual Conference of the *Society for Marketing Advances*, Nashville, TN, 2006.
- *Doctoral Research Grant*, Center for Education and Research in Retailing, *Kelley School of Business, Indiana University*, 1999 (\$1500).
- *Doctoral Research Grant*, Kelley School of Business, Indiana University, 1999 (\$500).
- *Finalist in Decision Sciences Institute's (DSI) Case Award Competition 1997* for the *D&A Corvette* case (co-authored with Kaushik Sengupta, Richard Bliss, and Jim Patterson).
- *Outstanding Discussion Leader* (\$250 honorarium), Fall 1994.
- *Travel Grants, Portland State University*, 2002-2006 (\$2500).

REFEREED PUBLICATIONS

Journal Articles

Unni, R. (2014), "Influence of deal proneness in evaluation of location-based marketing," *Journal of International Business and Management Research*, 5 (16).

Lukosius, V. & **Unni, R.** (2013), "An initial examination of motivational components of game playing behavior," *Journal of International Business and Management Research*, 4 (12).

Mathwick, Charla, Janet Wagner, and **Ramaprasad Unni** (2010), "Computer Mediated Customization Tendency (CMCT) and the Adaptive e-Service Experience," *Journal of Retailing*, 86(1), 11-21.

Unni, Ramaprasad, Douglas Tseng, and Deepa Pillai (2010), "Context Specificity In Use of Price Information Sources," *Journal of Consumer Marketing*, 27(3), 243-250.

Unni, Ramaprasad and L.P. Douglas Tseng (2009), "Perceptions of Online and On-campus Business Programs: Implications for Marketing Business Programs," *Review of Higher Education and Self-Learning*, 2(4), 19-30.

Unni, Ramaprasad and Robert Harmon (2007), "Perceived Effectiveness of Push vs. Pull Wireless Location-Based Marketing," *Journal of Interactive Advertising*, 7(2), Spring, 28-40.

Unni, Ramaprasad (2005), "Value Perceptions and Retention of Textbooks Among Marketing and Other Business Majors," *Marketing Education Review*, 15(2), 71-79.

Book Chapters (peer-reviewed)

Unni, Ramaprasad and Harmon, Robert (2006), "Location-based services – Opportunities and Challenges," in *Handbook of Research on Mobile Business Handbook of Research in Mobile Business: Technical, Methodological and Social Perspectives*, Ed. Bhuvan Unhelkar. Hershey, PA: Idea Group Publishing, 18-34.

Unni, Ramaprasad and Robert Harmon (2003), "Location-Based Services: Models for Strategy Development in M-Commerce," in *Technology Management for Reshaping the World*, Eds. Dunder F. Kocaglu and Timothy R. Anderson, Piscataway, NJ: IEEE., 416-424.

Peer-reviewed Conference Proceedings

- Thach, S., **Unni, R.**, & Abdelmoety, Z. (2018), "Local brands and global brands: competition in emerging markets," *XVII International Business & Economy Conference, San Francisco, January 4-7.*
- Thach, S., **Unni, R.**, & Yang, C. (2015). Finding, Holding, and Using an Advantage: Domestic Competition Versus International Brands. *XIV International Business & Economy Conference.* Bangkok, January 5-8.
- Unni, R.** (2014). Influence of deal proneness in evaluation of location-based marketing. Proceedings of the *Intellectbase International Consortium*, Nashville, TN.
- Unni, R.** & Roberts, J. (2012). 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.*
- Unni, Ramaprasad** and Douglas Tseng (2009), "Perceptions of Online and On-Campus Business Programs: Implications for Marketing Online Business Programs," Proceedings of the *Intellectbase Academic Conference*, Atlanta, GA, October. This paper was selected for publication in a peer-reviewed journal, *Review of Higher Education and Self-Learning*, 2(4), 19-30.
- Lukošius, Vaidotas and **Ramaprasad Unni** (2009), "Modeling Video Game Preference Using Personality and Motivation," *Association of Collegiate Marketing Educators (ACME) Conference*, Oklahoma City, 2009 (received *Outstanding Paper Award* in the Sports and Entertainment Marketing Track).
- Unni, Ramaprasad** (2008), "Role of Perceived Information Efficiency on Effectiveness of Information Sources" Proceedings of the *Annual Conference of the Society for Marketing Advances*, November.
- Harmon, Robert, **Ramaprasad Unni**, and Timothy Anderson (2007), "Price Sensitivity Measurement and New Product Pricing: A Cognitive Response Approach," *Proceedings of the 2007 Portland International Conference on Management of Engineering and Technology (PICMET)*, August.
- Unni, Ramaprasad** (2006), "An Initial Examination of Location-Based Mobile Marketing," Proceedings of the *Annual Conference of the Society for Marketing Advances*, November. (received *Best Paper Award* in the Technology & Ecommerce track).
- Unni, Ramaprasad** (2003), "Differences in Information Processing from Print Ads and Web Pages," in *Advances in Consumer Research*, vol. 31, Eds. Barbara E. Kahn

and Mary Frances Luce, Valdosta, GA: Association for Consumer Research, 263-264.

Unni, Ramaprasad, Bruce L. Stern, Nathan R. Stevens, and Robin J. Sena (2002), "An Examination of Factors that Affect Perceived Value and retention of Textbooks and Course Packets," Proceedings of the *Annual Conference of the Society for Marketing Advances*, November.

Unni, R.M. (1998), "Effects of Consumer Control in Interactive Media Environments: An Experimental Investigation," *1998 Winter Educators' Conference*, Vol. 9, Eds. Dhruv Grewal and Connie Pechmann, Chicago, IL: American Marketing Association.

Unni, R.M. (1997), "Enhancing Firm Credibility with Web Advertising," *Proceedings of the 1997 Society for Consumer Psychology Winter Conference*, Eds. Cornelia Pechmann and S. Ratneshwar, St. Petersburg, FL, February, 77-79.

Other Conference Presentations

Unni, Ramaprasad and Robert Harmon (2005), "Comparison of Push vs. Pull Location-based Marketing," Proceedings of the *2005 DMEF Educators' Conference*, Atlanta, October 15-16.

Unni, Ramaprasad and Tom Gillpatrick (2003), "Effects of Personalized Communications and Type of Loyalty Rewards on Store Patronage," *10th International Conference on Recent Advances in Retailing and Services Science, EIRSS*, Portland, OR, August.

Unni, Ramaprasad (2002), "Relative Effectiveness of "Virtual" Trial Compared to Actual Trial and Advertising," Special Sessions on Doctoral Dissertation Research in E-Commerce, *2002 Winter Educators' Conference: Marketing Theory and Applications*, Proceedings Series, Eds. Kenneth R. Evans and Lisa K. Scheer, Chicago, IL: American Marketing Association.

Aylesworth, Andrew B., Ronald C. Goodstein and **Ramaprasad Unni** (2000), "The Effects of Consumer Control, Knowledge and Motivation on Information Processing and Communication Effectiveness on the Web," Special Session, *Proceedings of the 2000 Society for Consumer Psychology Winter Conference*, February.

Working Papers

Unni, Ramaprasad, Robert E. Smith and H. Shanker Krishnan, "Interactivity as a Mediator of the Effects of Information Source and Efficiency on Brand Evaluations."

NON-REFEREED PUBLICATIONS

Unni, R.M. and Kaushik Sengupta (1995), "Coolfees: A Breakthrough Product for DPI." Business case used for the Integrative Business Core, Undergraduate Programs, School of Business, Indiana University, Bloomington, IN.

- Case used for concepts pertaining to new product development, test marketing, project management, and cash budgeting.

Sengupta, Kaushik and **Unni, R.M.** (1996), "Senju Food Products Limited." Business case used for the Integrative Business Core, Undergraduate Programs, School of Business, Indiana University, Bloomington, IN.

- Case used for concepts pertaining to market entry options, decision tree analysis, and hedging options for foreign currency risk.

Sengupta, Kaushik and **Unni, R.M.** (1996), "D&A Corvette." Business case used for the Integrative Business Core, Undergraduate Programs, School of Business, Indiana University, Bloomington, IN. Finalist in *Decision Sciences Institute's (DSI) Case Award Competition 1997* for the *D&A Corvette* case

- Case used for concepts pertaining to marketing strategy, promotions, project management, quality control, and cash flow analysis.

TEACHING

At Tennessee State University (2007-present)

Courses Taught

- Basic Marketing
- Consumer Behavior
- Retail Management
- Promotion Management
- Sales Management
- International Marketing
- Marketing Strategy
- Marketing Management (MBA)

At Portland State University (2000-2007)

Courses Taught

- E-Marketing
- E-Marketing (MBA)
- Buyer Behavior & Customer Satisfaction

SERVICE

Governance Activities for the University, College, Department

At Tennessee State University (2007-present)

University

- Member – University Assessment Improvement Council, 2016- present.
- Member - Human Subjects Committee, 2007-2015.
- Member – Service Learning Advisory Council, 2010 – 2014.
- Co-Faculty Advisor, Student Chapter - American Marketing Association, 2007-present.
- Member - 2008 TSU Research Symposium Committee.

College of Business

- Assessment Coordinator, College of Business, 2016 - present.
- Chair - College of Business Student Recruitment and Retention Committee, 2009-2014.
- Member - College of Business Student Recruitment and Retention Committee, 2007-present.
- Member, College of Business Intellectual Contributions Committee, 2007-2011.
- Member – Undergraduate Curriculum Committee, 2017-18.

Business Administration Department

- Chair – BADM Curriculum Committee
- Member - BADM Supply Chain Management Summit Program Committee, 2009-2010.
- Chair - BADM Hospitality Program Proposal Committee, 2009.
- Member - BADM Department Recruitment Committee, 2008, 2009.

Professionally Related Service

- Member, Editorial Review Board, *Marketing Education Review*, 2009 – 2011.
- Section Editor, Marketing Education in a Digital World, *Marketing Education Review*, 2001 – 2011.
- Member, Executive Editorial Board and Reviewers Task Panel, *IntellectBase International Consortium*, 2009-2011.
- Member, Board of Directors, *The Shopping Bag*, 2010-2011.
- Track Chair, New Media, Not for Profit and Social Media Track, *Association for Collegiate Marketing Educators*, 2011.
- Track Chair, International Marketing and Cross-Cultural Studies Track, *Association for Collegiate Marketing Educators*, 2010.
- Co-track Chair, Product and Brand Management Track, *2008 Cultural Perspectives in Marketing* conference, New Orleans.
- Ad hoc Reviewer, 2008 *Association for Collegiate Marketing Educators Conference*

- Ad hoc Reviewer, 2005, 2006 *American Marketing Association Summer Educators' Conference*.
- Ad hoc Reviewer for *Portland International Conference on Management of Engineering and Technology (PICMET)*, 2006
- Judge for *American marketing Association Collegiate Chapter Website Competition*, 2006
- Ad hoc Reviewer, 2004 *Information Resources Management Association Conference*
- Ad hoc Reviewer for *Association for Chinese Management Educators International Conference of Pacific Rim Management*, August 2-5, 2001, Toronto, Canada.
- Ad hoc Reviewer for grant application to the *Social Sciences and Humanities Research Council of Canada*, 2003, 2004.
- Ad hoc Reviewer for *Atlantic Marketing Conference*, 2004
- Ad hoc Reviewer for *International Business & Economy Conference*, 2016 – present.

Memberships in Professional Societies

- American Marketing Association

REFERENCES

Available upon request.