

**EDUCATION**

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

## **TEACHING ACTIVITIES**

**GRANTS AND AWARDS (SELECTED LIST)**

1. **Illinois-Missouri Biotechnology Alliance (IMBA).** Funded grant for research proposal titled “Assessing the

## **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,*

## **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.



30. Arbindra Rimal, Wanki Moon, and Siva K. Balasubramanian (2008). “

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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

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

## 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*, 2792 reW\* nBT/F6 9.9

## **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, *BusinessWeek*, August 1, 2023.

**INVITED PRESENTATIONS (SELECTED LIST)**

“Digital Transformation of Advertising,” Keynote Speaker, *International Congress on Business and Marketing (ICBM 2021)*,

## **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



Arbindra Rimal, Wanki

## **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](http://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*

**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-