

B. Publications

Articles in Refereed Journals

Ravindra Chitturi, Rajagopal Raghunathan and Vijay Mahajan (2007), "Form Versus Function: How the Intensities of Specific Emotions Evoked in Functional Versus Hedonic Tradeoffs Mediate Product Preferences," *Journal of Marketing Research*, 44 (November), 702 - 714. (Rated an A+ journal. Ranked in **Top 4 general marketing journals**). Hult, Neese and Bashaw (1997), "Faculty Perceptions of Marketing Journals," *Journal of Marketing Education*, 19 (1), 37-52.

Ravindra Chitturi, Rajagopal Raghunathan and Vijay Mahajan (2008), "Delight by Design: The Role of Hedonic and Utilitarian Benefits," *Journal of Marketing*, Vol. 72, (May), 48 - 63. (Rated an A+ journal. Ranked in **Top 4 general marketing journals**). **Winner of the 2012 Citation of Excellence Award by Emerald Group Publishing**. One of the top-50 most influential scholarly articles published across the disciplines of Management, Economics, and Business in the past 3 years (<http://www.emeraldgrouppublishing.com/authors/literati/citations/awards.htm>). **Winner of the 2014 Citation of Excellence Award by Emerald Group Publishing**. One of the top 35 most impactful scholarly articles out of more than 200,000 articles published in the past 15 years in scholarly journals such as *Journal of Finance*, *Strategic Management Journal*, *American Economic Review*, and applied journals such as *Harvard Business Review*, *MIT Sloan Management Review*, etc.

Ravindra Chitturi (2008), "Antecedents of Brand Strength: Perceived Hedonic and Utilitarian Brand Benefits," *Journal of Global Brand Management*, Vol. 4, Num. 2, **October 2008**.

Ravindra Chitturi, Pallavi Chitturi, and Raghavrao Damaraju (2008), "The Influence of Design and Brand on Price". *Best Paper Award at the 2008 Behavioral Pricing Conference, Philadelphia, PA*.

Franklin Carter and Ravindra Chitturi (2009), "Segmentation Based on Physician Behavior: Implications for Sales Forecasting and Marketing-Mix Strategy," *Journal of Personal Selling and Sales Management*, Volume 29, Number 1 (**Winter 2009**). Top ranked field journal in sales management.

K. Sivakumar, Cheryl Nakata, Praveen Aggarwal, Ravi Chitturi and Nevena Koukova (2009) "Role of Non-Price Variables in Inter-Tier Competition", *Journal of Marketing Theory and Practice*, Vol. 17, No. 4 (**Fall 2009**), pp.351-367.

Ravindra Chitturi (2009), "Emotions by Design: A Consumer Perspective," *International Journal of Design*, 3(2), 7-17, **August 2009**. **Lead article** – Rated an A+ journal. Ranked in **Top 4 general design journals**. (Friedman, Barron, Ferlazzo, Ivanka, Melles, & Yuille 2008). Design research journal ranking study: preliminary results. Accessible online:<http://researchbank.swinburne.edu.au/vital/access/manager/Repository/swin:10413>

Ravindra Chitturi, Pallavi Chitturi, and Raghavrao Damaraju (2010), “Design for Synergy with Brand or Price Information.” *Psychology & Marketing*, Vol. 27(7):679-697, (July 2010).

Michael Luchs, Jacob Brower, and Ravindra Chitturi (2010), “Trading-off Sustainability: Choice Given a Trade-off between Sustainability and Functional Performance.” *Best Paper Award at the Marketing and Public Policy Conference, Denver, Colorado, May 20-22, 2010*.

Michael Luchs, Jacob Brower, and Ravindra Chitturi (2012) , (Lead Article), “Product Choice And The Importance Of Aesthetic Design Given The Emotion-Laden Trade-Off Between Sustainability And Functional Performance,” *Journal of Product Innovation Management*. Ranked #1 journal in Technology Innovation Management. Linton, J. D. and Thongpapanl, N. (2004), PERSPECTIVE: Ranking the Technology Innovation Management Journals. *Journal of Product Innovation Management*, 21: 123–139.

Ravindra Chitturi (2015), “Good Aesthetics is Great Business: Do We Know Why?” in *The Psychology of Design: Creating Consumer Appeal*, Rajeev Batra, Colleen M. Seifert, and Diann E. Brei, eds. Routledge: Taylor & Francis Group, Pages 252-262, (September 2015). Based on the invited papers presented at the *Psychology of Design* conference at the University of Michigan at Ann Arbor.

Ravindra Chitturi (2015), “Design for Affect: A Core Competency for the 21st Century,” *GfK-Marketing Intelligence Review*, Fall 2015.

Articles under review

“Form Versus Function: Assessing Customer Preference”, Ravindra Chitturi and Pallavi Chitturi. Under review at *the International Journal of Design*.

Articles under preparation for Review in Refereed Journals

“Design, Delight, and Dollars,” Ravindra Chitturi. Targeted for the *Journal of Marketing*.

“Preference Reversal between Design Benefits,” Ravindra Chitturi. Targeted for the *Journal of Marketing Research*.

“Market Positioning Strategy based on Principles of Functional and Hedonic Dominance,” Ravindra Chitturi. Targeted for *Harvard Business Review*.

Work in progress

“Impact of Product Concept Introductions on Firm Value”, with Taewan Kim. Targeted for the *Journal of Marketing Research*.

“Product Concept Design and Firm Value”, with Taewan Kim. Targeted for *Marketing Science*.

“Product Package Design, Customer Emotions and Preference”, Ravi Chitturi. Targeted for *International Journal of Design*.

“Hedonic Designs: Experiential Versus Self-Expressive Benefits”, Ravi Chitturi. Targeted for *Journal of Marketing*.

Research Leadership

Co-Chair 2017 Association of Consumer Research (ACR) Latin America Conference. ACR is the largest research conference for Consumer Behavior scholars.

Editorial Review Board, *Journal of Product Innovation management*. Ranked #1 journal in Technology Innovation Management.

Research Awards for Impactful Publications

Emerald 2014 Citations of Excellence Award. One of the top 35 most impactful papers in the last 15 years out of 200,000+ publications across all business, management, and economics journals.

Emerald 2012 Citations of Excellence Award. One of the top 50 most impactful papers in the last 5 years out of 15,000+ publications across all business, management, and economics journals.

Best Paper Award at the Marketing and Public Policy Conference, Denver, Colorado, May 20-22, 2010.

Best Paper Award at the 2008 Behavioral Pricing Conference, Philadelphia, PA.

Quoted in Press Articles

“**Rescuing the Penn State Brand**,” Expert Opinion, Lehigh University News, November 2011.

“**Steve Jobs and the Art of Delight**,” Expert Opinion, Lehigh University News, October 2011.

“From Irrational Euphoria to Irrational Fear”, The Annual Publication of the College of Business & Economics, Lehigh University, May 2009.

“Cashing In On Product Design”, The Economic Times (The Wall Street Journal of India), India Times Publication, India, April 14 2004.

“iGotta have it: Flashy gadgets make people feel fine, experts say”, The Express-Times, December 12 2005

C. Honors and Awards

Awarded *Alison and Norman H. Axelrod '74 Summer Research Fellowship*, College of Business & Economics, Lehigh University, 2013.

Awarded *Class of 61' Professorship*, College of Business & Economics, Lehigh University, Academic years 2009-2011

Awarded *George N. Beckwith Professorship*, College of Business & Economics, Lehigh University, Academic years 2004-2007

Pre-emptive University Fellowship, The University of Texas at Austin.

Dean's Fellowship, McCombs School of Business, The University of Texas at Austin, 2001-2003

National Merit Scholarship, India.

D. Research Funding

Competitively Awarded Internal Research Grants

Lehigh University, College of Business and Economics Research Grant (\$10,000) for Research in Pharmaceutical Marketing with Franklin Carter

E. Editorial Responsibilities

Co-Chair 2017 Association of Consumer Research Conference (ACR) Latin America.

Editorial Review Board Member, Journal of Product Innovation Management, 2013-present

Reviewer Special Sessions, Asia ACR Conference, Beijing, China, June 16-19, 2011

Reviewer for Management Science

Reviewer for the Journal of Marketing

Reviewer for the International Journal of Design

Reviewer for the Journal of Consumer Research

Reviewer for the Journal of Product Innovation Management

Reviewer for the Journal of Services Research

Reviewer for the Journal of Consumer Psychology

Guest Editor for the European Society of Design & Emotion

Reviewer for the 2008 Academy of Marketing Science Conference

Reviewer for the 2007 AMA Winter Conference

Reviewer for the 2006 PDMA Conference

F. Professional Presentations

Refereed Academic Conference Paper Presentations

Ravindra Chitturi (2015), “Good Aesthetics is Great Business: Do We Know Why?” invited to present a paper at the *Psychology of Design* conference at the University of Michigan at Ann Arbor.

“Design, Delight, and Dollars: The Role of Hedonic Benefits”, *International Conference on Marketing in Emerging Economies: An Agenda for the Next Decade*, December 15-16, 2012, Amritsar, India.

“Product Choice and the Benefit of Design Given a Trade-off Between Sustainability and Functional Performance,” *The 18th International Product Development Management Conference, Delft, The Netherlands, June 5-7, 2011 (Selected as one of the top10 Finalist papers at the conference and invited for submission to a Special Issue of Journal of Product Innovation Management)*. (Paper was accepted for publication in the Conference Proceedings)

“Trading-off Sustainability: Choice and Willingness-to-pay Given a Trade-off between Sustainability and Functional Performance.” Michael Luchs, Jacob Brower, and Ravindra Chitturi (2010), *Best Paper Award at the Marketing and Public Policy Conference, Denver, Colorado, May 20-22, 2010*. (Paper was accepted for publication in the Conference Proceedings)

“Emotions By Design: A Marketing Perspective,” 6th Design and Emotion Conference 2008, The School of Design, The Hong Kong Polytechnic University. October 6-9, 2008. (The paper was selected as one of the top-10 papers out of a total of 105 papers presented at the conference. Paper has been invited for review with revisions for publication in the *International Journal of Design*). (Paper was accepted for publication in the Conference Proceedings)

“What is the influence of brand and price on consumer preference for hedonic versus utilitarian benefits offered by a product?” Behavioral Pricing Conference 2008, LeBow School of Business, Drexel University. September 19-20, 2008. (Best Paper Award at 2009 Behavioral Pricing Conference)

“Emotions By Design: Can We Design Our Way to Better Emotional Experience and Loyalty?,” 2007 Marketing Conference, *Indian Institute of Management, Ahmedabad, India*. January 03-05 2007. (Paper was accepted for publication in the Conference Proceedings)

“Customer Satisfaction, Delight, and Loyalty” PDMA 2006 Conference on Innovation, December 20-22 2006, *Chennai, India*. (Paper was accepted for publication in the Conference Proceedings)

“Form vs. Function: Preference Reversals in Choice vs. Willingness to Pay”, **Invited for Special Session Presentation**, Society for Consumer Psychology Conference, *Miami, Florida*, February 9-13, 2006. The special session was presented along with faculty from University of Chicago and The University of Texas at Austin.

“Design Strategies: Implications for Market Share and Profitability”, Conference on Innovation: Engineering meets Marketing, December 21-23 2005, *Indian Institute of Technology, Madras, India*. (Paper was accepted for publication in the Conference Proceedings)

“Hedonic vs. Utilitarian Designs: Preference Reversals in Choice vs. Willingness to Pay”, American Marketing Association (AMA) 2005 Conference. **Invited for Special Research Session on DESIGN**, August 2005, *San Francisco, California, USA*.

“Does e-Detailing Lead to Greater Marketing ROI?”, INFORMS 2005 Marketing Science Conference, Emory University, *Atlanta, Georgia, USA*

“Hedonic vs. Functional Designs: Consumer Emotions, Choice, Word of Mouth, and Repurchase Intentions”, Association of Consumer Research Conference, Seoul, South Korea, May 13-15 2004. (Paper was accepted for publication in the Conference Proceedings)

“Form vs. Function: Emotional and Behavioral Consequences of Hedonic vs. Functional Tradeoffs”, **Invited for Special Session Presentation**, Society for Consumer Psychology Conference, *San Francisco, California*, February 19-21, 2004.

Invited Research Presentation:

“Good Design is Great Business: Do we know why?” *Indian School of Business*, July 2014, India.

University of Western Ontario, Ivey School of Business, Ontario, Canada, November 2010.

QVC Corporate Strategy Group, Philadelphia, PA, July 2011.

University of Pennsylvania, School of Medicine, Philadelphia, USA, April 2010.

Institute of Management Development, Lausanne, Switzerland, October 28th, 2009.

Indian School of Business, Hyderabad, India, July 21st 2009.

Mount Sinai School of Medicine, New York, June 26th 2009.

Drexel University, Marketing Research Seminar Series, November 21st 2008.

Clarkson University, Marketing Research Seminar Series, November 10th 2008.

Hong Kong Polytechnic University, School of Design, October 7th 2008.

National Institute of Technology, Trichy, India, Dec 23rd 2005.

American University of Dubai, UAE, Dec 13th 2005.

Department of Economics, University of Tokyo, Tokyo, Japan, June 17 2004.

Department of Marketing, Temple University, Philadelphia, Pennsylvania, USA, March 31 2004.

Indian School of Business, Hyderabad, India, 2002.

Kellogg-ISB Forum, Kellogg Business School, Northwestern University, Chicago, USA, 2002.

Institute of Management Development (IMD), Lausanne, Switzerland, 2002.

Invited to be on Roundtable Discussion Panel

Invited to be on the discussion panel for a roundtable conference session on the topic of “Aesthetics and Consumption” at the Association of Consumer Research Conference in San Francisco, October 23-26, 2008.

Special Session Co-Chair

“Hedonic vs. Utilitarian Designs: Preference Reversals in Choice vs. Willingness to Pay”, American Marketing Association (AMA) 2005 Conference. **Invited for Special Research Session on DESIGN**, August 2005, *San Francisco, California, USA*.

Multi-media Projects

Produced and Directed a Documentary on the topic of “The Need for Sustainability”. It was selected for screening at the 2009 Southside Film Festival, Lehigh Valley, Bethlehem, PA. USA. <http://rm1.cc.lehigh.edu:8080/courses/dsc/Alliance.mov>

Independent Study

Summer 2005 - Directed independent study for a graduate student on the topic of “Pharmaceutical Marketing”

Internship Advisor

Summer 2009 – Advised and evaluated an MBA student during an internship with a Software Development firm.

Spring 2011 – Advised and evaluated UG marketing majors during their internships

MBA Student Advising

Faculty advisor to Lehigh Women MBA Team competing in 2009 National Marketing Strategy Case Competition organized by National Association of Women MBAs (NAWMBA). Lehigh team is one of the top six teams selected for the final round of competition on October 30, 2009.

H. Service

Service to the University (Lehigh University)

Member, Internal Review Committee, Grants application, Lehigh University. 2014 - present.

Member, University Retirement Plan Review Committee, Fall 2013 – Present.

Member, Faculty Recruitment Process handbook Development Committee, Fall 2011–Spring 2013.

Member, University Faculty Financial Planning and Operations Committee, Spring 2011- Spring 2013.

Member, Eckardt Scholar Program Review Committee, Provost's Office, Lehigh University 2010.

Member, Dean Search Committee, Provost's Office, College of Business and Economics, 2006-2007.

Member, Graduate and Research Committee (GRC), 2006-2008.

Service to the College (Lehigh University)

Chair - Executive Education Task Force, College of Business & Economics, 2014-Present.

Member, College Policy Committee, College of Business & Economics, 2013-Present.

Member, College Promotion & Tenure Committee, College of Business & Economics, 2011-2014

Member, Five Year College Strategic Plan Development Group chaired by the Dean--College of Business & Economics. 2010. (**Thought Leader and responsible for writing the section on Faculty Research and Graduate Programs.**)

Member, Phase II MBA Program Review Committee, College of Business and Economics, 2008-2009.

Member, Doctoral Committee, College of Business & Economics, 2004-2007.

Member, College Nominations Committee, 2005-2008.

Developed and Integrated Interdisciplinary teaching projects for students in marketing classes with the faculty from the **College of Engineering** and the **College of Arts & Sciences**. For example, PODCAST development group project in my New Product Development class.

Service to the Department (Lehigh University)

Co-Chair First Marketing Department Research Camp, 2014. Lehigh University.

Managing one credit hour Internships for Marketing Majors in the department, 2010-2012.

Advised Prof. Jim Maskulka's advisees during his sabbatical, Spring 2011.

Coordinator, Subject Pool and Data Collection for the Marketing Department, 2004-Present

Faculty advisor to Lehigh MBA team for NAWMBA National Marketing Case Competition 2009.

Summer 2009 – Advised and evaluated an MBA student during an internship with a Software Development firm.

Assisted senior faculty with the strategic planning for the department.

Coordinator, CBE Subject Pool Process: Lead the effort to create and implement a process for the marketing faculty to conduct behavioral research. 2004-2012.

Member, Faculty Search Committee, Department of Marketing, 2003, 2004, 2005, 2006, 2009, and 2010, 2011, 2013.