

ARUN LAKSHMANAN

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ACADEMIC EXPERIENCE

Associate Professor of Marketing	2016 - current
Assistant Professor of Marketing	2008 - 2016
School of Management, University at Buffalo – SUNY	
Associate Instructor, Indiana University - Bloomington	2005 - 2008

EDUCATION

PhD (Marketing)	2008
Kelley School of Business, Indiana University-Bloomington	
M.B.A (International Business)	1997
Indian Institute of Foreign Trade, New Delhi, India	
Bachelor of Engineering (Instrumentation and Control)	1995
Bangalore University, Bangalore, India	

ACADEMIC HONORS & GRANTS

2016	Co-Principal Investigator: <i>UB RENEW Institute SEED Award</i> , “Designing Sustainability: Integrating Consumer Behavior and Product Design to Minimize Electronic Waste” (\$25000)
2015	Co-Principal Investigator: <i>Institute of Person Centered Care – Small Grant Program</i> , “Cyber-empathic healthcare prognostics” (\$7000)
2014-2016	Co-Principal Investigator: <i>National Science Foundation Award</i> (#143579), “Cyber-Empathic Design: Using Embedded Sensors to Improve Product and System Design” (\$373000)
2011-12, 2016-17	Awardee – Research Committee Summer Grant, School of Management, UB
2009, 2010	Awardee – Research Committee Small Grants, School of Management, UB
2003-2007	Chancellors’ Fellowship, Indiana University - Bloomington

RESEARCH INTERESTS

Consumer Learning and Memory, New Product Use and Design, Social Media, Consumer response to Pricing and Promotion strategies
Inference, Attention and Working Memory, Visual Perception, Price cognition

RESEARCH ARTICLES

Marketing and Consumer Research

Kim, Junghan and Arun Lakshmanan, "Do Animated Line Graphs Increase Risk Inferences?," Conditionally accepted at *Journal of Marketing Research*.

Kang, Esther and Arun Lakshmanan (2018), "Narcissistic Goodness: How Mental Simulation Perspective Enhances Charity in Social Media Users," *Personality and Social Psychology Bulletin*, 44(8), 1214-1227.

Kang, Esther and Arun Lakshmanan (2017), "Role of Executive Attention in Consumer Learning with Background Music," *Journal of Consumer Psychology*, 27(1), 35-48.

Kim, Junghan and Arun Lakshmanan (2015), "How Kinetic Property Shapes Novelty Perceptions," *Journal of Marketing*, 79 (Nov), 94-111.

Lakshmanan, Arun, and H. Shanker Krishnan (2011), "The Aha! Experience: Insight and Discontinuous Learning in Product Usage," *Journal of Marketing*, 75 (Nov), 105-123.

Lakshmanan, Arun, Charles Lindsey and H. Shanker Krishnan (2010), "Practice Makes Perfect? When Does Massed Learning Improve Product Usage Proficiency," *Journal of Consumer Research*, 37 (4), 599-613.

* Featured in *JCR Research Curations* "The Psychology of Innovations" Summer 2016.

Delvecchio, Devon, Arun Lakshmanan, and H. Shanker Krishnan (2009), "The Effects of Discount Location and Frame on Consumers' Price Estimates," *Journal of Retailing*, 85 (3), 336-346.

Lakshmanan, Arun and H. Shanker Krishnan (2009), "How does Imagery in Interactive Consumption lead to False Memory? A Reconstructive Memory Perspective," *Journal of Consumer Psychology*, 19 (3), 451-462.

Product Design/Engineering

Ghosh, Dipanjan, Andrew Olewnik, Kemper Lewis, Junghan Kim and Arun Lakshmanan (2017), "Cyber-Empathic Design: A Data-driven Framework for Product Design," *Journal of Mechanical Design*, 139(9), 091401.

CONFERENCE PARTICIPATION

Kang, Esther and Arun Lakshmanan, "Too Close to Seek: Impact of Online Social Connections on Content Seeking in Social Media," at *European Marketing Academy Conference*, Corvinus University, Budapest, May 2020.

Kim, Junghan, Arun Lakshmanan, Andrew Olewnik, and Kemper Lewis, "Improving User Preference Prediction via Sensorization," *Theory + Practice in Marketing (New Technologies and Marketing)*, Columbia University, New York, May 2019.

Kim, Junghan and Arun Lakshmanan (February 2018), "Visual Coherence in Dynamic Marketing Stimuli: A Grounded Theory Approach," *Society for Consumer Psychology*, (Competitive Paper), Dallas, TX, USA

Lakshmanan, Arun, Junghan Kim, Dipanjan Ghosh, Andrew Olewnik, and Kemper Lewis, "Cyber-Empathic Design: A Framework for Mapping User Perceptions to Design Features via Embedded Sensors," *ISMS Marketing Science Conference*, University of Southern California, Los Angeles, June 2017.

Ghosh, Dipanjan, Junghan Kim, Andrew Olewnik, Arun Lakshmanan, and Kemper Lewis, "Cyber-Empathic Design: A Data-Driven Framework Product Design," at *ASME International Design Engineering Technical Conferences & Computers and Information in Engineering Conference (Competitive Paper)*, Charlotte, August 2016.

Kim, Junghan and Arun Lakshmanan, "The Impact of Animated Display on Trajectory Visualization," at *Society for Consumer Psychology*, Competitive Paper Session, St. Petersburg, February 2016.

Kim, Junghan, Dipanjan Ghosh, Arun Lakshmanan, Andrew Olewnik and Kemper Lewis, "Cyber-Empathic Design: A Framework for Mapping User Perceptions to Design Features via Embedded Sensors," at *Association for Consumer Research*, Working Paper Session, Phoenix, October 2015.

Kang, Esther and Arun Lakshmanan, "Who Knows What vs. Who Knows Who: Strategic Content Seeking in Social Media," at *Society for Consumer Psychology*, Competitive Paper Session, Phoenix, February 2015.

Kang, Esther and Arun Lakshmanan, "The Effect of Executive Attention on Discount Price Estimation," at *Society for Consumer Psychology*, Working Paper Session, Phoenix, February 2015.

Kim, Junghan and Arun Lakshmanan, "Keep an Eye on Moving Prices! The Effect of Visual Dynamism on Price Perceptions," at *Society for Consumer Psychology*, Working Paper Session, Phoenix, February 2015.

Kim, Junghan and Arun Lakshmanan, "It's Alive! How Kinetic Property in Ads Shapes Novelty Perceptions" *Association for Consumer Research*, Competitive Paper Session, Baltimore, October 2014.

Kim, Junghan and Arun Lakshmanan, "Stock in Motion" *Association for Consumer Research*, Working Paper Session, Baltimore, October 2014.

Kang, Esther and Arun Lakshmanan, "Narcissistic Goodness: How Mental Simulation Type Affects Charitable Intentions," at *Society for Consumer Psychology*, Competitive Paper Session, Miami, March 2014.

Lakshmanan, Arun, Lura Forcum and Shanker Krishnan, "The Dark Side of Product Visualization: Negative Effects of Imagery" at *Association for Consumer Research*, Competitive Paper Session, Chicago, October 2013.

Kang, Esther and Arun Lakshmanan, "Thank You for the Music! A Working Memory Examination of the Effect of Musical Elements on Verbal Learning," at *Association for Consumer Research*, Competitive Paper Session, Vancouver, October 2012.

Kang, Esther and Arun Lakshmanan, "The Effect of Background Music Elements on Learning: A Working Memory Perspective," at *Society for Consumer Psychology*, Winter Conference, Working Paper Session, Las Vegas, February 2012.

Forcum, Lura, Arun Lakshmanan and Shanker Krishnan, "My picture, my product: Does Co-creation of a Usage Experience Lead to Positive Consumer Outcomes?" at *Association for Consumer Research*, Working Paper Session, St. Louis, October 2011.

Lakshmanan, Arun and Shanker Krishnan, "How does Imagery in Interactive Consumption Lead to False Memory? A Reconstructive Memory Perspective," at *Society for Consumer Psychology*, Winter Conference, Special Session on "The Fallibility of Consumer Memory Before, During and After Consumption Experience," St. Petersburg, February 2010.

Thomas, Manoj, Charles Lindsey and Arun Lakshmanan, "Why New York is Closer to Ithacans than Ithaca is to New Yorkers: The Familiarity Effect in Distance Judgments," at *Society for Consumer Psychology*, Winter Conference, St. Petersburg, February 2010.

Lakshmanan, Arun, "Practice Makes Imperfect? Sequence Learning and the Discontinuous Acquisition of Feature Use Skills" at *Albert H. Haring Symposium 2007*, Indiana University, Bloomington, April 2007.

Lakshmanan, Arun and Shanker Krishnan, "Fact or Fiction: Accuracy of Consumption Memory in an Interactive Context," *Society for Consumer Psychology*, Winter Conference, Special Session on "New Insights into Post-Experience Memory Distortion," Las Vegas, February 2007.

DelVecchio, Devon, Arun Lakshmanan, and H. Shanker Krishnan, "The Effects Of On-Pack Discount Information On Consumers' Price Perceptions," *Society for Consumer Psychology*, Competitive Paper Session, Las Vegas, February 2007.

Lakshmanan, Arun and Shanker Krishnan, "Elaboration, Imagination, and the Misinformation Effect," at *Association for Consumer Research*, Working Paper Session, San Antonio, September 2005.

INVITED PRESENTATIONS

Kim, Junghan and Arun Lakshmanan, "The Impact of Animated Display on Trajectory Visualization," University of Rochester, Rochester, April 2016.

Kang, Esther and Arun Lakshmanan, "Who Knows What vs. Who Knows Who: Strategic Content Seeking in Social Media," Cornell University, Ithaca, April 2015.

Lakshmanan, Arun, Lura Forcum, and H. Shanker Krishnan, "Mirror, Mirror on the Wall: The Dark Side of Product Visualization," at *BBCRST Conference*, University at Buffalo, Buffalo, April 2014.

Lakshmanan, Arun and Nicole Montgomery, "Order of Recall or Recall of Order? The Effects of Misremembering Feature Presentation Sequence," Syracuse University, Syracuse, 2011.

Lakshmanan, Arun and H. Shanker Krishnan, "The A-ha Experience: The Role of Insight in the Discontinuous Learning of Product Use," University of Rochester, Rochester, April 2010.

Lakshmanan, Arun and H. Shanker Krishnan, "The A-ha Moment: Discontinuous Learning of Product Features" at Indian School of Business, Hyderabad, July 2009.

Lakshmanan, Arun and H. Shanker Krishnan, "The A-ha Moment: Discontinuous Learning of Product Features" at *Southern Ontario Behavioral Decision Research Conference 2009*, Brock University, St. Catharine's, May 2009.

"Practice Makes Imperfect? Sequence Learning and the Discontinuous Acquisition of Feature Use Skills," presented at *Virginia Tech, University at Buffalo, Washington State University and American University*, 2007.

(Discussant for) "The Impact of Memory on Temporal Sequence Evaluations", Nicole L. Votolato and H. Rao Unnava, at *Albert H. Haring Symposium*, Indiana University, 2006.

TEACHING

University at Buffalo (avg. evaluations 4.2/5; school avg. - 3.7/5)

Spring 2019	Professional MBA - Consumer Insights
Fall 2019	MBA - Advertising and Promotion - (4/5) Advertising and Promotion - (4.1/5)
Spring 2019	Professional MBA - Consumer Insights
Fall 2018	MBA - Advertising and Promotion - (4 /5) Advertising and Promotion - (4.3/5)
Fall 2017	MBA - Advertising and Promotion - (4.3/5) Advertising and Promotion - (4.6/5)
Spring 2017	Consumer Behavior - (4.7/5)
Fall 2016	MBA - Advertising and Promotion - (4.4/5) Advertising and Promotion - (4.3/5)
Spring 2016	Advertising and Promotion - (4.4/5) Consumer Behavior - (4.4/5)
Fall 2015	Advertising and Promotion - (4.3/5) MBA - Advertising and Promotion - (4.6/5)
Spring 2015	Advertising and Promotion - 2 sections (4.3/5)
Fall 2014	Advertising and Promotion - (4.1/5) MBA - Advertising and Promotion - (4.5/5)
Spring 2014	Consumer Behavior

	Advertising and Promotion
Fall 2013	Consumer Behavior
	Special Topics PhD Seminar
Spring 2013	Advertising and Promotion - 2 Sections
Fall 2012	Consumer Behavior
	Advertising and Promotion
Spring 2012	Consumer Behavior - 2 Sections
Fall 2011	Consumer Behavior
	Advertising and Promotion
Spring 2011	Consumer Behavior - 2 Sections
Fall 2010	Consumer Behavior PhD Seminar
Fall 2009	Consumer Behavior - 2 Sections
Spring 2009	Consumer Behavior - 2 Sections*
Fall 2008	Consumer Behavior - 2 Sections

*took over one section 3 weeks into the term

INDUSTRY EXPERIENCE

2002-2003	Buyer, Veg-Oils, Branded Oils Division, Cargill (India) Ltd
2001-2002	Location Manager, Distribution Terminal, Kakinada, Cargill (India) Ltd
1998-2001	Merchant, Chennai, Cargill (India) Ltd
1997-1998	Entrepreneur, Myla Facilitators (P) Ltd

SERVICE

Member

- Editorial Review Board – Journal of Business Research

Ad Hoc Reviewer

- Journal of Marketing Research
- Journal of Consumer Research
- Journal of Consumer Psychology
- Social Sciences and Humanities Research Council - Canada (Insight Grants Program)
- Association of Consumer Research
- Society for Consumer Psychology
- American Marketing Association
- Haring Symposium, Indiana University
- Reviewer – UB IMPACT Research Seed Grant Program (Social/Behavioral Panel)

Director, SOM PhD Program (Fall 2017 - ongoing)

Marketing Department Doctoral Program Coordinator (Fall 2016 - 17)

Committee Member

- University at Buffalo Academic Continuity of Graduate and Professional Education (Summer 2020 – Fall 2020)

- School of Management Personnel Committee (Fall 2018-2020)
- School of Management Hybrid Program Committee (Fall 2018-ongoing)
- School of Management Undergraduate Committee (2012-2016)
- School of Management Task Force on Online Programs (2013-14)
- Department of Marketing Strategic Vision Committee (2014)

Doctoral Student Committees

- Dissertation Committee (Chair) – Junghan Kim
(First Placement – Assistant Professor of
Marketing, Singapore Management University)
- Dissertation Committee (Chair) – Esther Kang
(First Placement – Assistant Professor of
Marketing, University of Cologne, Germany)
- Dissertation Committee Member – Nadia Steils, University of Namur, Belgium
- Dissertation Committee Member – Satheesh K. Seenivasan
- Dissertation Committee Member – Kamer Toker-Yildiz
- Second year Research paper (Chair) – Junghan Kim
- Second year Research paper (Chair) – Esther Kang
- Second year Research paper – Satheesh K. Seenivasan
- Second year Research paper – Jungim Mun

Faculty Mentor – UB SOM Undergraduate Honors Program – 2014-current

Member – UB Advanced Honors Program Admissions Committee – 2016

Faculty Advisor for Special Major – Ivana Bosek (Spring 2015)

Honors Program Mentor – Olivia Lee Chian Ng (Spring 2012)

PROFESSIONAL AFFILIATIONS

Association of Consumer Research
Society for Consumer Psychology
American Marketing Association