ARUN LAKSHMANAN

Department of Marketing
215F, Jacobs Management Center   alakshma@buffalo.edu
School of Management,   Work: (716) 645-3216
University at Buffalo   Fax: (716) 645-3499
Amherst, NY 14260   Cell: (716) 348-9719

ACADEMIC EXPERIENCE

Associate Professor of Marketing   2016 - current
School of Management, University at Buffalo – SUNY

Assistant Professor of Marketing   2008 - 2016
School of Management, University at Buffalo – SUNY

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-current	Dean's Faculty Fellow
2016	Co-Principal Investigator: *UB RENEW Institute SEED Award*, "Designing Sustainability: Integrating Consumer Behavior and Product Design to Minimize Electronic Waste" ($25000)
2015	Co-Principal Investigator: *Institute of Person Centered Care – Small Grant Program*, "Cyber-empathic healthcare prognostics" ($7000)
2018, '21, '22	Awardee – Research Summer Grant, School of Management, UB
2011-12, 2016-17	Awardee – Research Summer Grant, School of Management, UB
2009, 2010	Awardee – Research Small Grants, School of Management, UB
2003-2007	Chancellors' Fellowship, Indiana University - Bloomington

RESEARCH INTERESTS

Visual Perception, Inferences, Attention, Imagery, Skill Learning

RESEARCH

Kang, Seo Yoon*, Junghan Kim* and Arun Lakshmanan (2024), "Anatomical Depiction: How Showing a Product's Inner Structure Shapes Product Valuations," *Journal of Marketing*, Forthcoming.

Kim, Junghan* and Arun Lakshmanan (2021), "Do Animated Line Graphs Increase Risk Inferences?," *Journal of Marketing Research* 58(3), 595-613.

Kang, Esther* and Arun Lakshmanan (2018), "Narcissism and Self- Versus Recipient-Oriented Imagery in Charitable Giving," *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.

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.

* Honorable Mention - JMD Editors' Choice Paper Award (2017).

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

Olewnik, Andrew, Arun Lakshmanan and Kemper Lewis (2014), (equal Co-PI): "Cyber-Empathic Design: Using Embedded Sensors to Improve Product and System Design," *National Science Foundation Award* (#143579; $373000).

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.

* - UB doctoral student/graduate

CONFERENCE PARTICIPATION

Kang, Esther and Arun Lakshmanan, "Cognitive Challenges in Double Discount Processing and Mitigation Strategies," at *Academy of Marketing*, Cardiff, UK, Jul 2024.

Kang, Esther and Arun Lakshmanan, "Mistakenly Perceived Deal-Proneness: How Do Double Discounts Lead Individuals with Low Working Memory Capacity to Miscalculations and Misperceptions?," at *Society for Personality and Social Psychology*, San Diego, CA, Feb 2024.

Kang, Seo Yoon and Arun Lakshmanan, "I Can Almost See How It Works: The Effect of Sensory Visualization on Product Valuation," at *Society for Consumer Psychology*, Working Paper Session, San Juan, March 2023.

Kang, Seo Yoon, Junghan Kim and Arun Lakshmanan, "The Effect of Anatomical Product Representations on Consumer Outcomes," at *American Marketing Association Summer Conference*, Competitive Paper Session, Chicago, August 2022.

Kang, Seo Yoon, Junghan Kim and Arun Lakshmanan, "The Effect of Anatomical Product Representations on Consumer Outcomes," at *Association for Consumer Research*, Competitive Paper Session, Seattle, October 2021.

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

Kang, Esther and Arun Lakshmanan (January 2018), "Feasting with Your Eyes: The Relationship between Dieting and Food Media Consumption," *Society for Consumer Psychology Boutique Conference on Vice and Virtue*, Sydney, Australia.

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

Fall 2023	MBA – Advertising and Promotion – (4.2/5)
	Advertising and Promotion – (4.9/5)
Spring 2023	Special Topics PhD Seminar (n/a)
Fall 2022	MBA – Advertising and Promotion – (4.7/5)
	Consumer Behavior – (3.8/5)
Spring 2022	Professional MBA - Consumer Insights (4.7/5)
Fall 2021	MBA – Advertising and Promotion – (4.4/5)
	Consumer Behavior – (3.9/5)
Spring 2021	Professional MBA - Consumer Insights (4.8/5)
Fall 2020	MBA – Advertising and Promotion – (n/a)
	Consumer Behavior – (4.3/5)
Spring 2020	Professional MBA - Consumer Insights (4.1/5)
Fall 2019	MBA – Advertising and Promotion – (4/5)
	Consumer Behavior PhD Seminar – (n/a)
Spring 2019	Professional MBA - Consumer Insights (4.5/5)

Fall 2008 – Fall 2018 (*avg. evaluations 4.4/5; school avg. 3.7/5*)
   MBA – Advertising and Promotion (avg – 4.5)
   Undergraduate – Consumer Behavior, Advertising and Promotion (avg – 4.3)
   PhD Seminars – Consumer Behavior, Advanced Special Topics

SERVICE

SERVICE LEADERSHIP

Director, UB School of Management PhD Program (2017 - 2023)
University Graduate School Executive Committee (2017 – 2023)
University Graduate School Sub-Committee on Standardized Testing Policies for Graduate Programs (Fall 2020 – Spring 2021)
University Committee for Academic Continuity of Graduate and Professional Education (Summer 2020 – Fall 2020)

DOCTORAL MENTORSHIP

Doctoral Dissertations
   – Dissertation Chair – Seo Yoon Kang
                      (UB Sigma Xi Award, First Placement –
                      Assistant Professor of Marketing, University of
                      New Hampshire)
   – Dissertation Chair – Junghan Kim

(Paul Green Award in Marketing,
First Placement – Assistant Professor of
Marketing, Singapore Management University)
- Dissertation Chair – Esther Kang
(First Placement – Assistant Professor of
Marketing, University of Cologne, Germany)

Doctoral Student Committees
- Dissertation Committee Member – Xinghui Chen
(First Placement – University of Wisconsin -
Platteville)
- Dissertation Committee Member – Ji Myung (Danny) Kim
(First Placement – Assistant Professor of
Marketing, Gonzaga University)
- Dissertation Committee Member – Nadia Steils, University of Namur, Belgium
(First Placement – Assistant Professor of
Marketing, University of Lille, France)
- Dissertation Committee Member – Satheesh K. Seenivasan
(First Placement – Assistant Professor of
Marketing, Monash University, Australia)
- Dissertation Committee Member – Kamer Toker-Yildiz
(First Placement – AC Nielsen)

Doctoral Program (other)
- Second year Research paper (Chair) – Seo Yoon Kang, Junghan Kim, Esther Kang
- Second year Research paper – Satheesh K. Seenivasan, Ji Myung Kim, Jungim Mun
- Marketing Department Qualifying Exam Review (2012 – current)

Invited Presentation: "Transitioning: Going from a (poor) Doc Student to a (not so poor)
Faculty," Haring Symposium, Indiana University, Bloomington, April 2018.

DISCIPLINE SERVICE

External Reviewer for Tenure
- Rochester Institute of Technology (2022)
- University of Pittsburgh (Bradford) (2022)

Editorial Review Board – Journal of Business Research (2016 – current)
Ad Hoc Reviewer
- Journal of Marketing, Journal of Marketing Research, Journal of Consumer
Research, Journal of Consumer Psychology, European Journal of Marketing
- Association of Consumer Research, Society for Consumer Psychology, American
Marketing Association
- Social Sciences and Humanities Research Council - Canada (Insight Grants
Program)
- Haring Symposium, Indiana University

Reviewer - SCP Dissertation Proposal Competition 2019-2020

OTHER SCHOOL/UNIVERSITY SERVICE

Marketing Department Doctoral Program Coordinator (Fall 2016 - 17)

Committee Service
- – UB School of Management Dean Search Committee (Spring 2022)
- – School of Management Personnel (Tenure Review) 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)
- – Reviewer – UB IMPACT Research Seed Grant Program (Social/Behavioral Panel)

Faculty Mentor – UB SOM Undergraduate Honors Program – 2014-current
Member – University Advanced Honors Program Admissions Committee – 2016
Faculty Advisor for Honors Program Research – Martyna Boczar (Spring 2023, 2024)
Faculty Advisor for Special Major – Ivana Bosek (Spring 2015)
Honors Program Mentor – Olivia Lee Chian Ng (Spring 2012)

MEDIA CONTRIBUTIONS

Bloomberg (2022), Fortune (2022), LA Times (2022), Business Times (2022), The Star (2022), Washington Post (2015, 2021), Yahoo! News (2021), DigitalTrends (2020), CBS (2019), MarketWatch (2018), MorningStar (2018), Boston Globe (2015), MSN (2015), Denver Post (2015), NDTV (2015), GeekWire (2012), USA Today (2009)

Total Media Impressions (6 year) – 784,358,000

PROFESSIONAL AFFILIATIONS

Association of Consumer Research
Society for Consumer Psychology
American Marketing Association

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