

CURRICULUM VITAE

A. Biographical Information

Name: **Ravi Chitturi**
Associate Professor of Marketing

Office address: Lehigh University
College of Business & Economics
621 Taylor Street
Bethlehem, PA 18015

Home address: 125 Inverrary Drive
Blue Bell, PA 19422

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Educational History

Ph.D, McCombs School of Business, The University of Texas at Austin, USA
Executive MBA, McCombs School of Business, The University of Texas at Austin, USA
MS (Computer Science), Illinois Institute of Technology, Chicago, USA
BE (Electrical and Electronics Engineering), National Institute of Technology, Trichy, India

Teaching Experience

[08/2003 to 06/2009] Lehigh University Bethlehem, Pennsylvania
Assistant Professor of Marketing

[07/2009 to Present] Lehigh University Bethlehem, Pennsylvania
Associate Professor of Marketing (promoted with tenure)

[07/2017 to 2021] Lehigh University Bethlehem, Pennsylvania
Director of Executive Research
Vistex Institute of Executive Learning and Research

[11/2018 to 05/2019] Lehigh University Bethlehem, Pennsylvania
Director of Executive Education (Interim)
Vistex Institute of Executive Learning and Research

I teach the following classes with a total of four sections every year.

- MKT 319 – Development & Marketing of New Products (UG)
- GBUS 465 – Creating Breakthrough Innovations (MBA)
- MKT 347 – Strategic Brand Management (UG & Grad)
- MKT 111 -- Principle of Marketing (UG)

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.

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. **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.emeraldinsight.com/products/reviews/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**.

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**).

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+ level Journal in the field of Design).

Ravindra Chitturi, Pallavi Chitturi, and Raghavrao Damaraju (2009), “Design for Synergy with Brand or Price Information.” *Psychology & Marketing*, Vol. 27(7):679-697, (**Fall 2009**). *Best Paper Award at the 2008 Behavioral Pricing Conference*.

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), “Product Choice And The Importance Of Aesthetic Design Given The Emotion-Laden Trade-Off Between Sustainability And Functional Performance,” *Journal of Product Innovation Management (Lead Article).*

Ravindra Chitturi (2015), “Good Aesthetics is Great Business: Do We Know Why?” Invited for publication in a collection of articles from the “Psychology of Design” Conference at the University of Michigan, Ann Arbor. **Fall 2015.**

Ravindra Chitturi (2015), “Design for Affect: The Principles of Functional and Hedonic Dominance,” *GfK-Marketing Intelligence Review, Fall 2015.*

Carter, Franklin J; Jambulingam, Thani; Chitturi, Ravindra (2015), Determinants of Perceived Value of Direct to Consumer Advertising for Prescription Drugs: Do They Vary by Disease Condition?, *Journal of Marketing Management*, 2015.

Chitturi, Ravindra, Pallavi Chitturi (2016), Form Versus Function: Assessing Relative Importance, *NMIMS Management Review*, May 2016, Volume XXIX.

Ravindra Chitturi (2018), “Design, Emotions, and Willingness to Pay”, *Review of Marketing Research*, Volume 15.

Ravi Chitturi, Carlos, Juan Londono, and Carlos Alberto Amezquita (2019), “The Influence of Color and Shape of Package Design on Consumer Preference: The Case of Orange Juice”, *International Journal of Innovation and Economic Development*, vol. 5(2), pages 42-56, June.

Jay I. Sinha, Ravindra Chitturi, and Sunil H. Contractor (2022), “The Indian Premier League: The creation and management of a global sports branding phenomenon”, *Journal of Brand Strategy*, Volume 10 / Number 4 / Spring 2022, pp. 360-376(17), Henry Stewart Publications.

Ravindra Chitturi, Juan Carlos Londono, and Maria Cecilia Henriquez Daza (2022), “Visual Design Elements of Packaging: Implications for Consumers’ Emotions, Perceived Quality, and Price”, *Journal of Color Research and Application*, Volume 47, Issue 3, Pages 729-74, June 2022. Wiley.

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 of Special Session on Design & Innovation – PDMA 2022 Research Forum

Chair of Special Session on Consumer Behavior – AIMS 2022 Research Conference, IIM Kozhikode, India.

Co-Chair - Association of Consumer Research – Latin America Conference, July 2017.

Co-Editor, Special Issue of Journal of Global Fashion Marketing, January 2018.

Editorial Review Board Member, Journal of Product Innovation Management, 2013 to Present

Editorial Review Board Member, Journal of Global Fashion Management, 2016 to 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

“Do You Know How Design Drives Profit Margins?”, AIMS 2022 Research Conference, Indian Institute of Management, Kozhikode, India. December 2022.

“The influence of color and shape of package design on consumer preference: The case of orange juice,” 2018 DMI International Design Management Research Conference, London, UK

“Design for Greater Profit-Margin/Unit: The Role of Anticipatory Emotions of Confidence, Excitement, and Pride”, 2017 Annual Conference of Emerging Markets Conference Board, IIM Lucknow, India.

“Design-Driven Luxury Brands”, The Mystique of Luxury Branding Conference, Shanghai, China, May 2016.

“Good Aesthetics is Great Business: Do We Know Why?” Society of Consumer Psychology Conference titled, “Psychology of Design” at the University of Michigan, Ann Arbor, May 28-30, 2014.

“Good Design is Great Business”, Marketing Research Seminar, Indian School of Business, Gachibowli, India. July 2014.

“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:

“Entrepreneurship, Innovation, Wealth, and Quality of Life: A Conceptual Framework of Social, Economic, and Political Antecedents and Consequences,” Javeriana University, Colombia, 2021, Zoom Research Presentation.

“A Conceptual Framework for Defining and Managing Happiness,” Javeriana University, Colombia, 2020. Zoom Research Presentation.

“Preference Reversals in Hedonic versus Utilitarian Tradeoffs”, College of Business, Texas State University, 2019.

“Innovation, Policy, and National Security”, LM IIT Jaipur, India, 2019.

“Executive Research: Synergizing Industry & Academic Research,” Vistex Industry Conference, October 2018, Las Vegas, USA.

“Economics of Innovation”, LM IIT Innovation Jaipur, India, January 2017.

“Good Design is Great Business: Do We Know Why?”, Indian School of Business, Gachibowli, Summer 2014.

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

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

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>

G. Teaching and Advising

I teach the following classes with a total of four sections every year.

- GBUS 465 – Creating Breakthrough Innovations
(**MBA/Graduate Engineering**)
- GBUS 471 – Strategic Brand Management
(**MBA Class**)
- MKT 319 – Development & Marketing of New Products
(**Undergraduate**)
- MKT 111 -- Principles of Marketing (**Undergraduate**)

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

Curriculum Development

GBUS 465 Creating Breakthrough Innovations: Created a completely new MBA course on the topic. This course studies the role of the functions of research, development, and marketing in bringing about a breakthrough innovation. This is a unique class that specifically focuses on improving our understanding of the underlying reasons for highly successful products and brands such as iPod, Netflix, Apple, Nike, etc., from a consumer innovation perspective.

Actively participated and assisted senior faculty in the department with the outline and content of the first draft of the “Career Tracks” document. It is a guide for undergraduate students for selecting careers in marketing.

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, Study Abroad Committee, (2018 – 2019)

Chair & member, University Retirement Planning Committee, 2017--2018

Faculty Representative, University Retirement Planning Committee, 2013 – 2017

Member, Faculty Recruitment Process handbook Development Committee, Fall 2011 – 2014.

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

Mentor Incoming Lehigh Business Student from Arizona – Helped high school student with research project (Spring 2022)

Director of Executive Education (Interim 2019-2020), Vistex Institute for Executive Learning and Research

Director of Executive Research (2016-2020), Vistex Institute for Executive Learning and Research
Working to define and build the Executive Research dimension of the Executive Education

Member, Q Finance Department Review Committee, 2017.

Faculty interviews completed; Interview summaries provided to the committee chair

Lehigh Executive Education, (April 2016-2020), Helped the new director of executive education as follows: 1. Briefed the new director on faculty expertise, interests, for executive education in the CBE. 2. Shared contacts and information on potential business in the Lehigh Valley area for executive education. 3. Helped prepare for client visits and also joined the director on some key client visits. This has been a time consuming and an ongoing effort to bring a new person to speed on the Lehigh/CBE strengths and challenges w.r.t developing Lehigh Executive Education business.

Chair Search Committee for Director of Executive Education Committee

Members: Paul Brockman, Patricia Johnson, Mary Lynn Breiner (Nov. 2015 – March 2016)

College Policy Committee, 2014, 2015.

Faculty Grants IR Committee, 2014 – 2016.

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. **(Section Lead 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)

Miscellaneous Department/College Level activities: Participate in BUS 1 student project meeting/interview; Advised a student on internship related work on branding a new product; (Mentoring/Helping students across the university who reach out to me. An example of an engineering student e-mail:

Hi Professor Chitturi,

How are you!? I hope all is well. I'm excited to say I'll be attending Cornell Tech in NYC for an MEng in CS starting next month. (It's a very entrepreneurship-focused program, and I definitely think your class played a part in my admission!!)

MKT 373-010 – 1-Credit Internship Class for UG marketing students

Tier 2 Professional Development Program: Enrolled and attended training sessions (2021-2022)

Entrepreneurship Core Curriculum Committee (Spring 2019)

Member, Study Abroad Committee, (2018 – 2019)

Alumni Development Committee, (Fall 2018 – Present)

Managed an MBA student for 1 Credit independent study project (Summer 2016)

Managing one credit hour Internships for Marketing Majors in the department (2011)

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

Coordinator, Subject Pool and Data Collection for the Marketing Department, 2004-2013.

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.

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