

## RAMASWAMI Seshan

Lee Kong Chian School of Business  
Singapore Management University

RAMA@SMU.EDU.SG  
Office Phone: 6828 0391



Date of CV revision: 7 January 2014

**Citizenship:** Indian

### Education

Dec 1992	Ph.D in Marketing University of Florida
1987	Post Graduate Diploma in Management (Marketing, Information Systems) Indian Institute of Management
1985	Bachelor of Science (Mathematics) St Xavier's College University of Bombay

### Position(s) Held

2011 - Now	Associate Professor of Marketing (Education) Lee Kong Chian School of Business Singapore Management University
2006 - 2011	Associate Professor of Marketing, Practice Lee Kong Chian School of Business Singapore Management University
2000 - 2005	Associate Professor of Marketing Lee Kong Chian School of Business Singapore Management University
1992 - 1999	Assistant Professor, Department of Marketing Hong Kong University of Science and Technology

### Visiting Positions

Nov 2006 - Dec 2006	Visiting Associate Professor Indian School of Business
2005 - 2006	Visiting Associate Professor of Marketing Indian School of Business
Oct 2004 - Nov 2004	Visiting Associate Professor Indian School of Business
Nov 2003 - Dec 2003	Visiting Associate Professor Indian School of Business
1999 - 2000	Visiting Assistant Professor of Marketing Wharton School, University of Pennsylvania

## **Awards, Recognition and Honors**

- Dean's Commendation for Teaching Excellence, HKUST, 1999
- Wei-Lun Fellow, HKUST, 1992 - 1995
- AMA Doctoral Consortium Fellow, 1992
- Grinter Doctoral Fellow, University of Florida, 1988 - 1991
- LKC Dean Commendation for Teaching Excellence, 2007 - 2011
- Dean's Teaching Honour List, 2008 - 2008
- Dean's Teaching Honour List, 2009
- Dean's Teaching Honour List, 2010 - 2010
- Dean's Teaching Honour List, 2011 - 2011
- Dean's Teaching Honour List, 2012 - 2012
- Dean's Teaching Honour List, 2013 - 2013
- Nominated for Excellent Teacher Award, 2013 - 2013

## **Scholarships**

- National Merit Scholarship, Government of India, 1985 - 1986
- Mathematics Talent Development Scholarship, University of Bombay, 1982 - 1985

## **Research Interests**

- Consumer Decision Making
- Context Effects in Judgment and Choice
- Retailing

## **Journal Articles (Refereed)**

1. "Barriers to the Advancement of Modern Food Retail Formats: Theory and Measurement", by Goldman ARIEH, Robert E. KRIDER, and Seshan RAMASWAMI, 2004, 78, 4, *Journal of Retailing*, 281-295
2. "Multiple Category Decision Making: Review And Synthesis", by Gary J. RUSSELL, Allan D. RATNESHWAR, David Bell SHOCKER, Anand BODAPATI, Alex DEGERATU, Lutz HILDEBRANDT, Kim NAMWOON, Seshan RAMASWAMI, and Shankar VENKATESH, 1999, 10, 3, *Marketing Letters*, 319-332
3. "The Persistent Competitive Advantage of Traditional Food Retailers in Asia: The Case of Wet Markets' Continued Dominance in Hong Kong", by Goldman ARIEH, Robert E. KRIDER, and Seshan RAMASWAMI, 12/1999, 19, 2, *Journal of Macromarketing*, 126-139

4. "Contextual Effects On The Revision of Evaluative Judgements: An Extension Of the Omission Detection Framework", by Muthukrishnan A.V and Seshan RAMASWAMI, 06/1999, 26, 1, *Journal of Consumer Research*, 70-84

### **Conference Papers (Refereed)**

1. "Consumer Choice in Price-Free Situations", by Seshan RAMASWAMI, 11/2013, *Society for Judgment and Decision Making Conference*, Toronto, Canada
2. "The Attributes of Attributes", by Seshan RAMASWAMI, 11/2012, *Society for Judgment and Decision Making conference*, Minneapolis
3. "The Attributes of Attributes", by Seshan RAMASWAMI, 06/2012, *INFORMS Marketing Science Conference*, Boston
4. "A Multi-Country Study of Food Retailing Modernization in Asia", by Arie Goldman, Robert KRIDER, and Seshan RAMASWAMI, 07/2004, *EIRASS Conference*, Prague, Czech Republic
5. "Retail Assortment Variety : How Focus on "Assortment" versus the "Item" Can Affect Justification Strategies ", by Barbara KAHN, Mary France LUCE, and Seshan RAMASWAMI, 02/2004, *Society for Consumer Psychology Conference*, San Francisco, California
6. "Reader Responses to Consumer Reviews", by Susheela Abraham VARGHESE and Seshan RAMASWAMI, 10/2002, *Association for Business Communication*, Cincinnati, Ohio, USA
7. "What makes Consumer-to-Consumer Reviews Persuasive?", by Susheela Abraham VARGHESE and Seshan RAMASWAMI, 06/2002, *International Society for the Study of Argumentation*, Amsterdam, Netherlands
8. "The Framing Effects of Bundling", by A.V. MUTHUKRISHNAN and Seshan RAMASWAMI, 2000, *Society for Judgment and Decision Making Conference*, New Orleans
9. "Modelling Retail Format Competition in Asia", by Robert KRIDER, Arie Goldman, and Seshan RAMASWAMI, 1999, *INFORMS Marketing Science Conference*, Syracuse, N.Y, USA
10. "The Framing Effects of Bundling", by A.V. MUTHUKRISHNAN and Seshan RAMASWAMI, 1999, *AMA Summer Educators Conference*, San Francisco, C.A., USA
11. "The Impact of Information Format on Judgment Updating", by A.V. MUTHUKRISHNAN and Seshan RAMASWAMI, 1998, *Marketing Science Conference*, INSEAD:Fontainebleau, France
12. "Food Retailing in Asia: Problems and Prospects", by Arie Goldman, Robert KRIDER, and Seshan RAMASWAMI, 08/1998, *Managing Economic Liberalization in South Asia Conference*, Chennai, India
13. "Supermarket Shopping Adoption and the Modernization of Food Retailing", by Arie Goldman, Robert KRIDER, and Seshan RAMASWAMI, 1997, *INFORMS Marketing Science Conference*, Berkeley, C.A., USA
14. "The Price and Promotion Sensitivity of Supermarket Consumers: a Meta-Analysis of Models of Brand Choice", by Seshan RAMASWAMI, 1996, *INFORMS Marketing Science Conference*, Gainesville, F.L., USA.
15. "Hong Kong Consumers Food Shopping Patterns: Supermarkets vs. Traditional Retail Stores", by Arie Goldman, Robert KRIDER, and Seshan RAMASWAMI, 1996, *ConsumAsian Research Network Consumer Culture in Hong Kong Conference*, Hong Kong
16. "Contextual Effects of Product Line Pricing", by Seshan RAMASWAMI, 1995, *INFORMS Marketing Science Conference*, Sydney, Australia and ESSEC, Paris

17. "Grocery Shopping Dynamics in the USA and Hong Kong", by Robert E. KRIDER and Seshan RAMASWAMI, 1995, EIRASS/CIRASS conference, Surfers Beach, Australia
18. "The Impact of Data Cleaning Procedures on the Generalizability of Scanner Panel Research", by Seshan RAMASWAMI, 1994, Marketing Science Conference, Tucson
19. "A Model of Consumer Price Inertia", by Seshan RAMASWAMI, 1993, TIMS Marketing Science Conference, St Louis
20. "An Experimental Investigation into the Effects of a Price Tiered Market on Consumer Price Sensitivity", by J.W. HUTCHINSON, John G. LYNCH, and Seshan RAMASWAMI, 1993, TIMS Marketing Science Conference, St Louis

### **Working Papers**

1. "Incorporating an Analytical Framework into the Principles of Marketing course", by Seshan RAMASWAMI, 11/2013, Singapore
2. "Transforming the Image of Marketing through the Principles of Marketing course", by Seshan RAMASWAMI, 10/2013, Singapore
3. "The Inferential Effects of Product Line Range on Brand Choice", by Seshan RAMASWAMI and Pui Yee, Michelle LEE, 2008
4. "Reading the "Voice" of the Customer: A Content Analysis of Consumer Reviews", by Seshan RAMASWAMI and Susheela Abraham VARGHESE, 09/2003

### **Works-in-Progress**

1. "Marico: The Bangladesh Journey", by Seshan RAMASWAMI and Singanalore Narayanan VENKATARAMANAN, 01/2013
2. "Incorporating an Analytical Perspective into the Introductory Marketing course", by Seshan RAMASWAMI, 01/2013
3. "The Cost of Overconfidence in Prospective Remembering", by Pui Yee, Michelle LEE and Seshan RAMASWAMI, 2008
4. "Are the Utilities Underlying Choice Models Really Ordinal? Contrasting Ranking with Serial Choice", by Pui Yee, Michelle LEE and Seshan RAMASWAMI, 2008

### **Conference Presentations**

1. "Consequences of Direct Experience for Judgment and Decision Making", by Seshan RAMASWAMI and Huey Woon LEE, 12/2012, *Society for Judgment and Decision Making Conference*, Seattle, USA
2. "The Inferential Effects of Product Line Range on Brand Choice", by Pui Yee, Michelle LEE and Seshan RAMASWAMI, 06/2008, *INFORMS Marketing Science Conference*, Vancouver, British Columbia, Canada

## **Invited Academic Talks, Lectures and Panels**

1. "Competitive Paper Session on "Pricing Research"", by Seshan RAMASWAMI, 1998
2. "Competitive Paper Session on "Marketing Issues", Managing Economic Liberalization", by Seshan RAMASWAMI, 1998

## **Courses Taught - Masters**

- Consumer Behaviour, November 2006 - December 2006
- Consumer Behaviour: Theory, Methods and Applications, 2010 - Now

## **Courses Taught - Ph. D**

- Applied Multivariate Analysis in Marketing , 1998 - 1999

## **Courses Taught - Undergraduate**

- Term 1: MKTG101 Marketing, August 2007 - December 2007
- Term 2: MKTG102 Consumer Behaviour, January 2008 - April 2008
- Term 1: MKTG101 Marketing, August 2008 - November 2008
- Term 2: MKTG102 Consumer Behaviour, 2009

## **Executive Teaching**

- Marketing Strategy, for McKinsey and Company at the Indian School of Business, July 2006

## **Committees**

- Member, Faculty Senate, Singapore Management University, May 2007 - April 2009
- Program Committee Member, ACR Conference, Toronto, 2003
- Member, Faculty Senate, Singapore Management University, 2003 - 2005
- Member, Faculty Library Committee, SMU, 2000 - 2004
- Member, Faculty IT committee, SMU, 2004 - 2005

## **Conference Program Committee and Advisory Services**

- Invited Discussant, Competitive Paper Session on "Pricing Research", ACR-Hong Kong Conference, 1998
- Invited Discussant, Competitive Paper Session on "Marketing Issues", Managing Economic Liberalization , South Asia Conference, Chennai, India, 1998

## **Editorial Duties**

- Reviewer, Journal of Marketing, 01 January 2009 - Now
- Reviewer, Journal of Consumer Psychology, 2009 - Now
- Member, Editorial Review Panel, IIMB Management Review, 2010 - Now
- Reviewer, Society for Consumer Psychology Doctoral Thesis Proposal Competition, 2008 - Now

## **Public Services**

- Served as Vice-President (Publicity) of the Singapore Indian Fine Arts Society, November 2007 - November 2009

## **Other Services**

- Presented several "Know Thy Major" talks for the student society BONDUE
- Judge, L'Oreal Branding Competition (2010,2011,2012)
- Interviewer, BBM Student Admissions, 2000-now
- Faculty advisor, LKC Open House, 2007-now
- Chair/Member, Review Panel, Practice Track Faculty Renewal and Promotion, 2009-now
- Marketing Subject Pool Co-ordinator, 2009, 2011
- Faculty Advisor, SMU4P (Marketing club), 2010-now

## **Interviews by Media**

- Interviewed by Straits Times about the impact of the recession on purchase of luxury goods, 09 November 2008
- Interviewed by "My Paper" about the impact of the recession on consumer spending, 25 June 2009
- Interviewed by Straits Times about the impact of the closure of a private business school on the credibility of the consumer protection organization, CASETRUST, 26 July 2009
- Interviewed 14 times by Straits Times, Business Times, New Paper about various marketing and retailing issues, January 2011 - December 2011
- Interviewed several times by the Straits Times, Business Times, Today and MyPaper on a variety of marketing, branding, and retailing issues., 01 January 2012 - Now

## **Other Activities**

- Member, Search Team, Faculty recruiting at the American Marketing Association meeting at San Diego
- Survey Consultant, Office of International Relations

- Survey Consultant, Centre for Teaching and Learning

### **Conference Papers (Forthcoming)**

1. "Consequences of Direct Experience for Judgment and Decision Making", by Seshan RAMASWAMI and Huey Woon LEE, 12/2012, *Society for Judgment and Decision Making Conference*, Seattle, USA