

# **Rajneesh (Raj) Suri**

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## **EDUCATION**

PhD Marketing - University of Illinois at Urbana-Champaign 1996

MBA Marketing and Finance - Indian Institute of Management, Calcutta 1988

BE Mechanical Engineering –Delhi College of Engineering, Delhi University 1985

## **CURRENT POSITION**

**Senior Vice Provost, Academic Industry Partnerships, Fall 2022-present.**

Drexel University

## **ADDITIONAL ACADEMIC EXPERIENCE**

**Vice Dean, Research & Strategic Partnership, 2019-22**

*& Interim Sr Vice Provost, Academic Industry Partnerships, (2020-22)*

*Vice Dean, Research (2017-19); Associate Dean, Research (2015-17)*

LeBow College of Business, Drexel University

**Professor of Marketing, 2013-Present**

*Associate Professor (2006-13), Assistant Professor (1997-2000, 2002-06)*

LeBow College of Business, Drexel University

**Visiting Assistant Professor, 2002**

School of Hotel Administration, Cornell University

**Assistant Professor of Marketing, 1996-1997**

School of Business, Northern State University

## **SECONDARY ACADEMIC APPOINTMENTS**

**Acting Director, Doctoral Programs, 2019-20**

LeBow College of Business, Drexel University

## **INDUSTRY EXPERIENCE**

Expert, Pricing Practice, McKinsey & Company 2000-2002

Assistant Country Sales Manager, Unilever Arabia plc 1989-91

Area Sales Manager, HCL Technologies, 1988-89

Engineer Executive, Maruti Suzuki Motor Company 1985-86

## **PROFESSIONAL HONORS & AWARDS**

2024 Curriculum for Sustainable Food Systems Innovation (Waverly St

Foundation Grant & TEC: Co-PI \$15,000)

2019 DARE (Drexel Areas of Research Excellence) Award: Internet of Things for Future Smart Campus & City (Co-PI: \$250,000)

2017 *Innovations That Inspire*, AACSB (Association to Advance Collegiate Schools of Business)

2015 *Lamb-Hair-McDaniel AMS Outstanding Marketing Teacher*, Academy of Marketing Science

2014-16, 2006-8 Teaching Fellow, Center for Teaching Excellence, LeBow College of Business

2013 Archetype Competition Honorable Mention, LeBow College of Business

2009 *Hormel Meritorious Teaching Award*, Marketing Management Association

2005-7 Research Fellow, Center for Research Excellence, LeBow College of Business

2003 Research Excellence Award, LeBow College of Business

2002 Research Fellow, Cornell University, Center for Hospitality Research

2001 Literati Award for Excellence, Emerald Publishing

1995-96, Teachers ranked Excellent, Center for Innovation in Teaching,

University of Illinois at Urbana-Champaign (Ranked excellent 4 times)  
1993-96 J M Jones Fellow, University of Illinois at Urbana-Champaign.  
1991-92 IBE Fellowship, University of Illinois at Urbana-Champaign.

## **PROFESSIONAL LEADERSHIP & SERVICE ROLES**

### **CONFERENCE CHAIR**

2021 American Human Factors in Engineering, Co-Chair  
2019 Applied Human Factors and Ergonomics, Session Chair  
2015-16 Academy of Marketing Science Conference, Co-Chair  
2010 Behavioral Pricing Conference, Babson College, Session Chair  
2009 Behavioral Pricing Conference, University of Central Florida, Session Chair  
2008 Drexel University Behavioral Pricing Conference, Co-Chair  
2006 Academy of Marketing Science Conference, Pricing Track, Chair  
2000 Academy of Marketing Science Conference, Pricing and Value Track, Co-Chair

### **EDITORIAL REVIEW BOARDS**

2020- Present, Associate Editor, Frontiers in Neuroergonomics  
2017- Present, Editorial Board, Journal of Retailing  
2012- Present, Editorial Board, Psychology & Marketing  
2016- 2023, Editorial Board, Journal of Business Research  
2012-14, Area Editor, Pricing, Journal of Product and Brand Management

### **DOCTORAL DISSERTATIONS**

#### *Doctoral (PhD) Dissertations in Marketing*

Jintao Zhang, (2023), (Co-Chair) Texas A & M International  
Hongjun Ye, (2021), (Chair) University of Pittsburgh  
Haeyoung Jeong, (2020) (Co-Chair) North Carolina Central University  
Siddharth Bhatt, (2019), (Chair) Pennsylvania State University, Harrisburg  
Lee, Jeonggyu, (2019), (Chair) SUNY Brockport  
Lei Song, (2015), (Co-Chair) Pennsylvania State University, Abington  
Umit Koc, (2014), (Chair) Consultant/ Entrepreneur  
Wenling Wang, (2011), (Co-Chair) Guilford College  
Shan Feng (2011), (Chair) William Patterson University  
Jane Zhen (1999), (Chair) University of Rhode Island  
Joe Rocerreto (1997), (Chair) Monmouth University

#### *Doctoral (PhD) Dissertations in Neuroscience/Neuro-Engineering*

Amanda Sargent, (Co-Chair), 2019, Facebook, Inc  
Yigit Topoglu (Committee Member), Graduation pending.  
Jan Watson (Committee Member), Graduation pending.  
Kevin Chavez (Committee Member), Graduation pending.

#### *DBA Dissertations in Marketing & Neuroscience*

Jeremy Ray, (Co-Chair), 2023, US Secret Service  
Kelly Baumgartner, (Co-Chair) Anticipated Graduation in Summer 2024

## **UNIVERSITY, SCHOOL, AND DEPARTMENT COMMITTEE LEADERSHIP**

Chair, Cell and Gene Therapy Training Institute Blueprint Study, 2022-23  
Core Member, University Council for Innovation in Teaching and Learning, 2023-  
Advisory Board Member, Drexel Applied Innovation, Drexel University, 2022-  
Member, Core Competencies Feasibility Team, Drexel University 2023-  
Member, University Selection Committee for V. Provost for DEI, 2022  
Member, Drexel University Selection Committee for V Provost, Environment  
Collaboratory 2022  
Member, University Sabbatical Committee, 2016-23  
Co-Chair, University Advisory Committee on Joint Programs, 2020  
Member, Ex-Officio, College Personnel Committee, 2015-22

Senator, University Faculty Senate, 2016-19  
Member, LeBow External Advisory Council, 2015-9  
Chair, Research Task Force at LeBow, 2015-16  
Chair, Department Personnel Committee, 2013-14  
Member, Human Research Protection Review Board, 2012-15  
Chair, Department Journal Revision Committee, 2013  
Chair, MS Program in Marketing Design Committee, 2014

### **SELECTED COVER STORIES ON DSI & INNOVATION ENGINE**

[Virtual Field Trips & Metahumans Take Stage with Longwood Gardens](#)  
[Brain Waves: Longwood becomes a Living Laboratory...](#)  
[Students Create New Prototype App for Financial Giant](#)  
[Drexel, Main Line Health Course Engaged West Philadelphia on a Proposed Clinic](#)  
[Drexel And Lockheed Martin Launchpad: Space for Collaboration, Innovation](#)  
[Powerful Partnerships Forged Across Drexel, Bolstering Research, Academics](#)  
[Drexel's Play on the Business of Research](#)  
[The Inaugural Cohort of Provost Solutions Fellows](#)  
[Inaugural Dragon Bowl Tournament Levels Up Drexel Research and Esports](#)  
[Drexel Culinary Partnership Touts Upcycled Food, & Waste Reduction](#)  
[Drexel University & Longwood Tackle Food Sustainability & Innovation](#)

### **BOOK**

Marn, Michael, Roegner, Eric V., Suri, Rajneesh, and Zawada, Craig C.,  
*Pricing Advantage Workbook*. (2004), Willey Finance.

### **BOOK CHAPTERS**

Ye, Hongjun, Zhang, Jintao, Won, Youngdai, and Suri, Rajneesh “Price Promotions: A Review and Peek into the Future” in *Encyclopedia of Pricing*, Elgar Publishing (Forthcoming).

Curtin, Adrian, Topoglu, Yigit. Saqer, Alshehri, Woodburn, Michael, Martin, Lynelle, Suri, Rajneesh, & Ayaz, Hasan “Evaluating the Restorative Impact of Nature Through Multimodal Mobile Sensing of Neural, Physiological, and Behavioral Activity in Ambulatory Settings” in *Advances in Neuroergonomics and Cognitive Engineering*. AHFE 2023, DOI: 10.54941/ahfe1003015

Topoglu, Yigit. Watson, Jan, Curtin, Adrian, Defilippis, Nicolas, Zhang, Jintao, Suri, Rajneesh, & Ayaz, Hasan “Exploring the Link Between Emotional Arousal and Player Skill in Video Gaming Using Electrodermal Activity” *Neuroergonomics and Cognitive Engineering*, 2022, DOI: 10.54941/ahfe1001828

Watson, Jan, Curtin, Adrian, Sivakumar, S., Topoglu, Yigit, Defilippis, Nicolas, Zhang, Jintao, Suri, Rajneesh, & Ayaz, Hasan “Natural Language Processing to Assess Communication Dynamics between Cooperating Dyads during Video Gameplay” *Neuroergonomics and Cognitive Engineering*, 2022, DOI: 10.54941/ahfe1001827

Curtin, Adrian, Watson, Jan, Topoglu, Yigit, DeFilippis, Nicolas, Ye, Hongjun., Suri, Rajneesh, & Ayaz, Hasan “Interpersonal Synchrony Protocol for Cooperative Team Dynamics During Competitive E-Gaming” In: Ayaz, H., Asgher, U., Paletta, L. (eds) *Advances in Neuroergonomics and Cognitive Engineering*. AHFE 2021. Lecture Notes in Networks and Systems, vol 259. Springer, Cham. [https://doi.org/10.1007/978-3-030-80285-1\\_19](https://doi.org/10.1007/978-3-030-80285-1_19)

Watson, Jan, Ye, Hongjun, Zhang, Jintao, Topoglu, Yigit, Suri, Rajneesh, & Ayaz, Hazan “The Face of Bad Advertising: Assessing the Effects of Human Face

Images in Advertisement Design Using Eye-Tracking” In: Ayaz, H., Asgher, U., Paletta, L. (eds) *Advances in Neuroergonomics and Cognitive Engineering*. AHFE 2021. Lecture Notes in Networks and Systems, vol 259. Springer, Cham. [https://doi.org/10.1007/978-3-030-80285-1\\_18](https://doi.org/10.1007/978-3-030-80285-1_18)

Topoglu, Yigit, Sargent, Amanda, Watson, Jan, Ye, Hongjun, Suri, Rajneesh, Ayaz, Hasan “Evaluating Effects of Environmental and Financial-Savings Messaging on Decision-Making Using Electrodermal Activity” In: Ayaz, H., Asgher, U. (eds) *Advances in Neuroergonomics and Cognitive Engineering*. AHFE 2020. Advances in Intelligent Systems and Computing, vol 1201. Springer, Cham. [https://doi.org/10.1007/978-3-030-51041-1\\_24](https://doi.org/10.1007/978-3-030-51041-1_24)

Watson, Jan, Sargent, Amanda, Topoglu, Yigit, Ye, Hongjun, Suri, Rajneesh, & Ayaz, Hasan “Measuring the Effects of Messaging on Consumer Decision-Making Using Functional Near Infrared Spectroscopy” In: Ayaz, H., Asgher, U. (eds) *Advances in Neuroergonomics and Cognitive Engineering*. AHFE 2020. Advances in Intelligent Systems and Computing, vol 1201. Springer, Cham. [https://doi.org/10.1007/978-3-030-51041-1\\_25](https://doi.org/10.1007/978-3-030-51041-1_25)

Topoglu, Yigit, Watson, Jan, Suri, Rajneesh, & Ayaz, Hasan “Electrodermal Activity in Ambulatory Settings: A Narrative Review of Literature” In: Ayaz, H. (eds) *Advances in Neuroergonomics and Cognitive Engineering*. AHFE 2019. Advances in Intelligent Systems and Computing, vol 953. Springer, Cham. [https://doi.org/10.1007/978-3-030-20473-0\\_10](https://doi.org/10.1007/978-3-030-20473-0_10)

Sargent, Amanda, Watson, Jan, Topoglu, Yigit, Ye, Hongjun, Zhong, Wentin, Suri, Rajneesh, & Ayaz, Hasan “Brain Based Assessment of Consumer Preferences for Cognition Enhancing Hot Beverages.” In H. Ayaz (Ed.), *Advances in Intelligent Systems and Computing*, vol 953. Springer, Cham. [https://doi.org/10.1007/978-3-030-20473-0\\_7](https://doi.org/10.1007/978-3-030-20473-0_7).

Bhatt, Siddharth, Agrali, Atahan, Suri, Rajneesh, and Ayaz, Hasan, “Web Usability Testing with Concurrent fNIRS and Eye Tracking.” *Neuroergonomics: The Brain at Work and in Everyday Life*, San Diego, CA: Elsevier, (2019): 181-86

Suri, Rajneesh, and Monroe, Kent B., “Consumers' Prior Purchase Intentions and Their Evaluation of Savings on Product Bundles.” *Optimal Bundling: Market Strategies for Improving Economic Performance*, Ed. Ralph Fuerderer, Andreas Hermann & Georg Wuebker. New York: Springer- Verlag, (1999): 177-195

Kohli, Chiranjeev S., Leuthesser, Lance, and Suri, Rajneesh, “2 + 2 = 5? A Framework for Using Co-Branding to Leverage Your Brand.” *Creating Strategic Brand Alliances*, Ed. Henrik Uggala. Sweden: Brand Management Publishing Group, (2005): 35-47.

Suri, Rajneesh, Swaminathan, Srinivasan, and Monroe, Kent B., “Price Communications in Online and Print Coupons: An Empirical Analysis.” *Legends in Marketing: Kent B. Monroe*, Ed. Jagdish N Sheth. USA: Sage, (2011)

## **ARTICLES**

Bhatt, Siddharth, Swaminathan, Srinivasan, and Suri, Rajneesh, **Restrictively**

**Framed Promotions Hurt Retailers**, *Journal of Promotion Management* (Forthcoming).

Jeong, Haeyoung, Feng, Chen and Suri, Rajneesh, **Let Me Take a #Selfie #Variety: How Consumer Selfie Affects Variety Seeking**, *Psychology & Marketing* (September 2023): 40(9), 1693-1703.

Song, Lei, Suri, Rajneesh and Huang, Yanliu, **Inferring Quality from Price: The Effect of Stereotype Threat on Price-Quality Judgments**, *European Journal of Marketing* (May 2023): 57(5), 1442-1466.

Jeong, Haeyoung, Bhatt, Siddharth, Ye, Hongjun, Zhang, Jintao, and Suri, Rajneesh, **When and Whom Should Retailers Offer Price Reductions in Times of Crisis?** *International Journal of Retail & Distribution Management* (May 2022): 50(6), 744-759.

Ye, Hongjun, Bhatt, Siddharth, Deutsch, Jonathan, and Suri, Rajneesh, **Is There a Market for Upcycled Pet Food?** *Journal of Cleaner Production* (Apr 2022): 343(1), 130960.

Jeong, Haeyoung, Ye, Hongjun, Bhatt, Siddharth, Zhang, Jintao, and Suri, Rajneesh, **When Should Retailers Increase Prices during a Crisis? A Longitudinal Inquiry during the COVID-19 Pandemic**. *Journal of Consumer Behavior* (Oct 2021) 20(5): 1269–1276.

Bhatt, Siddharth, Ye, Hongjun, Deutsch, Jonathan, Jeong, Haeyoung, Zhang, Jintao, and Suri, Rajneesh, **Food Waste and Upcycled Foods: Can a Logo Increase Acceptance of Upcycled Foods?** *Journal of Food Products Marketing* (July 2021): 27(4), 188-203.

Bhatt, Siddharth, Deutsch, Jonathan, and Suri, Rajneesh, **Differentiating Price Sensitivity from Willingness to Pay: Role of Pricing in Consumer Acceptance of Upcycled Foods**. *Journal of Food Products Marketing* (Dec 2021): 27(7), 331-339.

Goodman-Smith, Francesca, Bhatt, Siddharth, Moore, Robyn, Miroso, Miranda, Ye, Hongjun, Deutsch, Jonathan, and Suri, Rajneesh, **Retail Potential for Upcycled Foods: Evidence from New Zealand**. *Sustainability* (Mar 2021): 13(5), 2624.

Villanova, Daniel, Bodapati, Anand, Puccinelli, Nancy, Tsiros, Michael, Goodstein, Ronald, Kushwaha, Tarun, Suri, Rajneesh, Ho, Henry, Brandon, Renee, and Hatfield, Cheryl, **Retailer Marketing Communications in the Digital Age: Getting the Right Message to the Right Shopper at the Right Time**. *Journal of Retailing* (Mar 2021): 97(1), 116-32.

Zhang, Jintao, Ye, Hongjun, Bhatt, Siddharth, Jeong, Haeyoung, Deutsch, Jonathan, Ayaz, Hasan, and Suri, Rajneesh, **Addressing Food Waste: How to Position Upcycled Foods to Different Generations**. *Journal of Consumer Behavior* (Apr 2021): 20(2), 242-50 {Top cited article at the Journal}

Sargent, Amanda, Watson, Jan, Topoglu, Yigit, Ye, Hongjun, Suri, Rajneesh, and Ayaz, Hasan, **Impact of Tea and Coffee Consumption on Cognitive Performance: An fNIRS and EDA Study**. *Applied Sciences* (Apr 2020): 10(7), 2390.

Sargent, Amanda, Watson, Jan, Ye, Hongjun, Suri, Rajneesh, and Ayaz, Hasan, **Neuroergonomic Assessment of Hot Beverage Preparation and Consumption: An EEG and EDA Study.** *Frontiers in Human Neuroscience* (May 2020): 14 (175), 1-15.

Ye, Hongjun, Bhatt, Siddharth, Haeyoung, Jung, Zhang, Jintao, and Suri, Rajneesh, **Red Price? Red Flag! Eye-tracking Reveals How One Red Price Can Hurt a Retailer.** *Psychology & Marketing* (Jul 2020): 37, 928-941.

Spratt, Olivia, Deutsch, Jonathan, and Suri, Rajneesh, **Defining Upcycled Food Products.** *Journal of Culinary Science & Technology* (Jul 2020): 19(6), 485-96.

Coulter, Keith, and Suri, Rajneesh, **On Melodic Contour and Number Preferences: The Effects of Musical Melody on the Processing of Numerical Information.** *Psychology & Marketing* (Aug 2020): 37(8), 1019-1030.

Bhatt, Siddharth, Ye, Hongjun, Deutsch, Jonathan, Ayaz, Hasan, and Suri, Rajneesh, **Consumers' Willingness to Pay for Upcycled Foods.** *Food Quality and Preference* (Dec 2020): 86, 104035.

Lee, Jeonggyu, Bhatt, Siddharth, and Suri, Rajneesh, **When Consumers Penalize Not So Green Products.** *Psychology & Marketing* (Jan 2018): 35 (1), 36-46.

Bhatt, Siddharth, Lee, Jeonggyu, Deutsch, Jonathan, Ayaz, Hasan, Fulton, Benjamin, and Suri, Rajneesh, **From Food Waste to Value Added Surplus Products (VASP): Consumer Acceptance of a Novel Food Product Category.** *Journal of Consumer Behavior* (Feb 2018): 17(1), 57-63.

Bhatt, Siddharth, and Suri, Rajneesh, **Website Testing Enters a New Era.** *CIO Magazine* (May 2017): 9-12.

Feng, Shan, Suri, Rajneesh, Chao, Mike Chen-Ho, and Koc, Umit, **Presenting Comparative Prices Vertically or Horizontally: Does it Matter?** *Journal of Business Research* (Jul 2017): 76, 209-218.

Motyka, Scott, Suri, Rajneesh, Grewal, Dhruv, and Kohli, Chiranjeev S., **Disfluent Vs. Fluent Price Offers: Paradoxical Role of Processing Disfluency.** *Journal of the Academy of Marketing Science* (Sep 2016): 44, 627-638.

Kohli, Chiranjeev S., Suri, Rajneesh, and Kapoor, Anuj, **Will Social Media Kill Branding?** *Business Horizons* (Feb 2015): 58(1), 35-44.

Xia, Lan, and Suri, Rajneesh, **Trading Effort for Money: Co-creation Motivation and the Pricing of Service Options.** *Journal of Service Research* (May 2014): 17(2), 229-242.

Feng, Shan, Suri, Rajneesh, and Bell, Monique, **Does Classical Music Relieve Math Anxiety? Role of Tempo on Price Computation Avoidance.** *Psychology & Marketing* (Jul 2014): 31(7), 489-99.

Long-Tolbert, Sylvia, Kohli, Chiranjeev S., and Suri, Rajneesh, **Who Pays the Price for Loyalty? The Role of Self-Consciousness.** *Journal of Product & Brand Management* (Sep 2014): 23 (4/5), 362 - 371.

Kohli, Chiranjeev S., Thomas, Sunil, and Suri, Rajneesh, **Are You in Good Hands? Slogan Recall: What Really Matters.** *Journal of Advertising Research* (Feb 2013): 53(1), 31-42.

Suri, Rajneesh, and Thakor, Mrugank, **Made in Country Versus Made in County: Effects of Local Manufacturing Origins on Price Perceptions.** *Psychology & Marketing* (Feb 2013): 30(2), 121-132.

Suri, Rajneesh, Monroe, Kent B., and Koc, Umit, **Math Anxiety and its Effects on Consumers' Preference for Price Promotion Formats.** *Journal of the Academy of Marketing Science* (May 2013): 41, 271-282.

Puccinelli, Nancy, Chandrashekar, Rajesh, Grewal, Dhruv, and Suri, Rajneesh, **Are Men Seduced by Red? The Effect of Red vs. Black Prices on Price Perceptions.** *Journal of Retailing* (Jun 2013): 89, 115-125. {Top cited article at the Journal}

Suri, Rajneesh, Cai, Zhen, Monroe, Kent B., and Thakor, Mrugank, **Retailers Merchandise Organization and Price Perceptions.** *Journal of Retailing* (Mar 2012): 88(1), 168-79.

Chandrashekar, Rajesh, and Suri, Rajneesh, **Effects of Gender and Price Knowledge on Offer Evaluation and Channel Transition in Retail and e-Tail Environments.** *Journal of Product & Brand Management* (May 2012): 21, 215-225.

Kohli, Chiranjeev S., and Suri, Rajneesh, **Price is Right? Guidelines for Pricing to Enhance Profitability.** *Business Horizons* (Nov 2011):54 (6), 563-73.

Thakor, Mrugank, Suri, Rajneesh, and Saleh, Katayoun, **Effects of Service Setting and Other Consumers' Age on the Service Perceptions of Young Consumers.** *Journal of Retailing* (Jun 2008): 84(2), 137-149

Suri, Rajneesh, Kohli, Chiranjeev S., and Monroe, Kent B., **The Effects of Perceived Scarcity on the Evaluation of Prices.** *Journal of the Academy of Marketing Science* (Mar 2007): 35, 89- 100.

Kohli, Chiranjeev S., Leuthesser, Lance, and Suri, Rajneesh, **Got Slogan? Guidelines for Creating Effective Slogans.** *Business Horizons* (Sep 2007): 50, 415-422.

Suri, Rajneesh, Manchanda, Rajesh V., and Lee, Sungho, **Comparing the Effectiveness of Fixed and Discounted Prices in the US and South Korea.** *International Journal of Retail & Distribution Management* (Jun 2004): 32, 328-336.

Suri, Rajneesh, Monroe, Kent B., and Srinivasan, Swaminathan, **Price Communications in Online and Print Coupons: An Empirical Investigation.** *Journal of Interactive Marketing* (Jul 2004): 18, 74-86.

Suri, Rajneesh, Anderson, Rolph E., and Kotlov, Vassili, **The Use of 9-Ending Prices: Contrasting United States with Poland.** *European Journal of Marketing* (Sep 2004): 38, 56- 72.

Philips, Marissa, and Suri, Rajneesh, **Impact of Gender Differences on the Evaluation of Promotional Emails.** *Journal of Advertising Research* (Dec 2004): 44,

Suri, Rajneesh, and Monroe, Kent B., **The Effects of Time Pressure on Consumers' Judgements of Prices and Products.** *Journal of Consumer Research* (Jun 2003): 30, 92-104.

Suri, Rajneesh, Lee, Julie A., Manchanda, Rajesh V., and Monroe, Kent B., **The Effects of Computer Anxiety on the Price Value Tradeoff on the Internet.** *Psychology & Marketing* (Jun 2003): 20, 515-536.

Kohli, Chiranjeev S., Leuthesser, Lance, and Suri, Rajneesh, **2+2=5? Framework for Using Co- Branding to Leverage your Brand.** *Journal of Brand Management* (Sep 2003): 11, 35-47.

Suri, Rajneesh, Long, Mary, and Monroe, Kent B., **The Impact of the Internet and Consumer Motivation on Evaluation of Prices.** *Journal of Business Research* (Sep 2003): 56, 379-390.

Kohli, Chiranjeev S., Suri, Rajneesh, and Thakor, Mrugank, **Creating Effective Logos: Insights from Theory and Practice.** *Business Horizons* (Sep 2002): 45, 58-64.

Suri, Rajneesh, Manchanda, Rajesh V., and Kohli, Chiranjeev S., **Comparing Fixed Price and Discounted Price Strategies: The Role of Affect on Evaluations.** *Journal of Product & Brand Management* (Sep 2002): 11, 160-171.

Madan, Vibhas, and Suri, Rajneesh, **Quality Perception and Monetary Sacrifice: A Comparative Analysis of Discount and Fixed Prices.** *Journal of Product & Brand Management* (Sep 2001): 10, 170-184.

Suri, Rajneesh, and Monroe, Kent B., **The Effects of Need for Cognition and Trait Anxiety on Price Acceptability.** *Psychology & Marketing* (Sep 2001): 18, 21-42.

Suri, Rajneesh, and Manchanda, Rajesh V., **The Effects of Acculturation on Consumers' Sensitivity to Prices.** *Journal of International Consumer Marketing* (Sep 2001): 13, 35-56.

Kohli, Chiranjeev S., and Suri, Rajneesh, **Brand Names That Work: A Study of the Effectiveness of Different Types of Brand Names.** *Marketing Management* (Sep 2000): 10 (2), 112-20.

Suri, Rajneesh, Manchanda, Rajesh V., and Kohli, Chiranjeev S., **Brand Evaluations: A Comparison of Fixed Price and Discounted Price Offers.** *Journal of Product & Brand Management* (Sep 2000): 9, 193-207.

Suri, Rajneesh, **Poor Performance of Retail during Christmas Season: A Case for Changing Price Promotions.** *Pricing Strategy & Practice* (Sep 1996): 4 (2), 32-35.

Suri, Rajneesh, and Monroe, Kent B., **The Effect of Consumers' Purchase Plans on the Evaluation of Price Bundles.** *Advances in Consumer Research* (Sep 1995): 22, 588-593.



## **SELECT PROCEEDINGS / PRESENTATIONS**

Watson, J., Curtin, A., Suri, R., Ayaz, H. **Evaluating the Effects of Spatial Proximity during Videogame Teamplay** . Cognitive Situation Management Conference (October 2023)

Curtin, A., Chavez, K., Alshehri, S., Topoglu, Y., Suri, R., Ayaz, H. **Neural Correlates of Path-Planning Complexity**. Cognitive Situation Management Conference (October 2023)

Curtin, A., Watson, J., Topoglu, Y., Zhang, J., Suri, R., Ayaz, H. **Investigating the Effects of Strategy on Mental Workload during Cooperative Teamplays**. Cognitive Situation Management Conference (October 2023)

Chavez, K., Curtin, A., Topoglu, Y., Alshehri, S., Suri, R., Ayaz, H. **Evaluate Environment on Neurophysiological Measures: A Multimodal Neuroergonomic Approach**. Cognitive Situation Management Conference (October 2023)

Song, L., Huang, Y. and Suri, R. **The Effect of Stereotype Threats on Price Perceptions**. European Marketing Academy Conference (EMAC) (May 2023)

Ramirez-Chavez, K.L., Curtin, A., Topoglu, Y., Alshehri, S., Woodburn, M., Martin, L., Suri, R., Ayaz, H. **Ultramobile Multimodal Wearable Sensors for Investigating the Impact of Nature Indoors and Outdoors**. Northeast Bioengineering Conference (April 2023)

Maldonado, F., Curtin, A., Jushchyshyn, N., Rajneesh, S., Ayaz, H.. **Experimental Virtual Reality Setup for Applications in Neuroergonomics and Spatial Cognition Studies**. Northeast Bioengineering Conference (April 2023)

Curtin, A., Alshehri, S., Topoglu, Y., Suri, R., Ayaz, H. **Exploring Cognition Behind Spatial Navigation: Studying Cortical Activity during Path-Planning in the Real World**. Northeast Bioengineering Conference (April 2023)

Curtin, A., Watson, J., Topoglu, Y., Zhang, J., Suri, R., Ayaz, H. **Examining Teammate Neural Synchrony during In-Person and Remote Gameplay**. Northeast Bioengineering Conference (April 2023)

Watson, J., Curtin, A., Topoglu, Y., Suri, R., Ayaz, H. **A Neuroergonomic Evaluation of e-gamer Performance and Expertise Level**. Northeast Bioengineering Conference (April 2023)

Ray, J., Watson, J., Mark, J., Topoglu, Y., Suri, R., Ayaz, H. **Using Neural and Physiological Signals from Wearable Sensors to Evaluate Computer-Mediated Communications**. Northeast Bioengineering Conference (April 2023)

Zhang, Jintao, Ye, Hongjun, Watson, Jan, Topoglu, Yigit, Ayaz, Hasan, and Suri, Rajneesh, **Does Esports Influence Spectators and Players Differently?**, American Human Factors in Engineering (March 2021)

Topoglu, Yigit, Watson, Jan, Zhang, Jintao, Ye, Hongjun, Suri, Rajneesh, and Ayaz, Hasan, **Assessing the Impact of Ad Characteristics on Consumer Behavior and Electrodermal Activity**, American Human factors in Engineering (March 2021)

Ye, Hongjun, Hima, Mirela, Mahalanobish, Ranjini, Nguyen, Justin, Ayaz, Hasan, and Suri, Rajneesh, **How does knowledge of teammate influence teamwork? A Zoom-based Study**, American Human Factors in Engineering (March 2021)

Ye, Hongjun, Ayaz, Hasan, De Visser, Ewart, and Suri, Rajneesh, **Customers' expectations of humanoid robots at retail stores**, American Human Factors in Engineering (March 2021)

Curtin, Adrian, Watson, Jan, Topoglu, Yigit, DeFilippis, Nicholas, Ye, Hongjun, Suri, Rajneesh, and Ayaz, Hasan, **Brains in Sync: Team coordination and interpersonal prefrontal neural synchrony during cooperative e-gaming**, NATO: Human Factors and Medicine (March 2021)

Zhang, Jintao, Ye, Hongjun, Bhatt, Siddharth, Jeong, Haeyoung, and Suri, Rajneesh, **Save Time For Better Life! The Effect of Time Saving On Quality Perception**, Association for Consumer Research Conference (September 2020)

Zhang, Jintao, Ye, Hongjun, Bhatt, Siddharth, Jeong, Haeyoung, and Suri, Rajneesh, **Repetition or No Repetition? Effects of Repetitive Numbers on Bundling Promotion**, Association for Consumer Research Conference (September 2020).

Watson, Jan, Sargent, Amanda, Ye, Hongjun, Suri, Rajneesh, and Ayaz, Hasan, **Neuroergonomic Evaluation of Hot Beverage Products: A multi-modal EEG and EDA Study**, International Neuroergonomics Conference (November 2020)

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