

Dr. Rajneesh (Raj) Suri
Professor of Marketing (Tenured)
LeBow College of Business, Drexel University

Administrative Experience, Drexel University 2015-2025 (Summary)

Office of the Provost: *Sr. Vice Provost Academic Industry Partnerships.*

Office of the Dean, LeBow: *Vice Dean; Vice Dean for Research & Strategic Partnerships; Associate Dean for Research; Faculty Senator; Chair, College Personnel Committee; Chair, Doctoral Programs.*

Marketing Department, LeBow: *Chair, Marketing Department Curriculum Committee; Chair, Department Personnel Committee.*

EDUCATION

PhD, University of Illinois at Urbana-Champaign, 1996

Business Administration: *Major: Marketing & Minor: Psychology*

(Advisor: Kent B Monroe; Dissertation: Effects of Time Pressure on Price Perceptions)

MBA, Indian Institute of Management, Calcutta, 1988

Major: Finance & Marketing

BE, University of Delhi (Delhi College of Engineering), 1985

Mechanical Engineering

ADMINISTRATIVE & ACADEMIC EXPERIENCE

September 2022- September 2025	Sr. Vice Provost Academic Industry Partnerships at Drexel; Founding Director (Drexel Solutions Institute; Innovation Engine)
September 2019- September 2022	Vice Dean at LeBow; Faculty Senator; Chair of College Personnel Committee; Chair of Doctoral Programs; Academic Director (LeBow Business Solutions Center); Interim Sr. Vice Provost (2020-2022)
September 2017- September 2019	Vice Dean for Research & Strategic Partnerships at LeBow; Senator; Founding Director (LeBow Business Solutions Center)
September 2015- September 2017	Associate Dean for Research at LeBow; Senator; Founding Director (Neuro-Business Solutions Center™)
September 2013- September 2015	Professor of Marketing at LeBow; Chair of Department Personnel Committee; Chair of Department Curriculum Committee
September 2006- September 2013	Associate Professor of Marketing (Tenured) at LeBow; Director Behavioral Laboratory
September 2002- September 2000	Visiting Assistant Professor at Cornell University; Consultant at McKinsey & Company
September 2006- September 1997	Assistant Professor of Marketing at LeBow (Leave of Absence: 2000-2002)

INDUSTRY EXPERIENCE

McKinsey & Company, Cleveland, 2000-2002: Consultant & Pricing Expert

Unilever Arabia plc, 1989-1991: Assistant Country Sales Manager

HCL Technologies, India, 1988-1989: Area Sales Manager

Maruti Suzuki, India, 1985-1986: Engineer Executive

SECTION I: ADMINISTRATIVE & SERVICE ACTIVITIES

Senior Vice Provost, Academic Industry Partnerships, 8/2022-8/2025

Interim Sr Vice Provost, Academic Industry Partnerships, 8/2020-8/2022

Academic Director: Drexel Solutions Institute, Innovation Engine, 8/2022-8/2025

Drexel University is an academically comprehensive research university, classified as a Carnegie R1 doctoral institution with a US News National Rank (No. 86). Enrolling 24,000+ students (~15,000 undergraduates), Drexel is a recognized leader in experiential and community engaged education with a curriculum centered on a well-respected co-op program that engages more than 1600 industry partners. The Drexel Solutions Institute was established in 2020 as a gateway for organizations to connect with the university's expertise to design custom interdisciplinary solutions, including experiential projects, training, and applied research.

Responsibilities

- Lead seventeen Provost Solutions Faculty Fellows recruited from 11 colleges at Drexel University.
- Provide leadership for six administrative reports (Executive Director, Director, Associate Directors, and Program Coordinators).
- Build and cultivate relationships with donors, alumni, external partners, and community.
- Manage creation and execution of all experiential projects, applied research and training engagements involving faculty and students across colleges.

Achievements

- Successfully established a gateway for industry partners (profit and non-profit) to create applied research, training, and curricular centered engagements with Drexel University
- Founded *Drexel Solutions Institute*, which creates applied research and training opportunities with external partners. As founding academic director, I have achieved the following:
 - Expanded participation from 3 students & 2 faculty members in 2017 to now over 367 students & 35 faculty across Drexel University (2022-24)
 - Created and managed an external advisory board of C-suite executives.
 - Established and managed a faculty cohort of 17 Provost Solutions Fellows representing all 11 colleges on campus.
 - Secured ~\$1M in seed funding through institutional advancement.
 - Built staffing expanding from a part-time staff role in 2017 to currently 6 staff positions (Director, Associate Directors, Program coordinators).
 - Launched the Lockheed Martin Innovation Launchpad (2000 sq ft) in Spring 2023 and recruited faculty fellows to oversee its programming.
 - Negotiated and led sponsored applied research and training projects with Comcast, Peco-Exelon, Lavazza, FMC, Vanguard, Longwood Gardens, SEI & others (w/NDA).

- Established partnerships in Delhi, Pune, & Hyderabad in preparation to launch Drexel's first Global Hub in India in 2025.
- Created the *Innovation Engine Initiative* in 2023. It engages students and interdisciplinary faculty in the classroom to create solutions for industry challenges and provide pathways for innovation and discovery.
 - Secured donor pledge for \$2.5M (expenses) for the Innovation Engine
 - Designed Innovation Engine courses in collaboration with Industry partners and Honors College starting Fall 2023
 - Established a team of faculty for coaching durable skills in these courses.
- Led a cohort of 19 faculty & 6 students from across the University (2023-24) to successfully establish Drexel University's Blueprint for Cell and Gene Therapy Training.
 - Secured donor seed funds for a faculty leadership position (\$3M).
 - Created a modular graduate program involving 4 colleges: Medicine, Business, Engineering, Arts & Sciences. A modified version of the program is also under consideration by an industry partner.
- Led a faculty team to create and implement an Assessment Metric for students engaged in sponsored research and experiential courses (2022)
- Lead a faculty and staff team to create a metric for assessing university partnerships (2024)
- Represented Provost Office in selection of three new Vice Provosts
- Chaired the University Advisory Committee on Joint Degree Programs recommending guidelines for interdisciplinary programs between colleges.
- Established a campus-wide innovation ecosystem by working with the Drexel University's President and the Vice Provost on Applied Innovation.
- Collaborated with the India Philanthropy Alliance to kick off the India Giving Day at Drexel University (March 2024).
- Oversee regular monthly meetings of Drexel University's President with college Deans to enhance and review engagements with external partners.

Vice Dean, LeBow College of Business, 2019-2022

Vice Dean for Research & Strategic Partnerships, (LeBow), 2017-2019

Associate Dean for Research, (LeBow), 2015-2017

Academic Director, LeBow Business Solutions Center, 2016-2022

Academic Director, Neuro-Business Solutions Center™, 2015-2017

Chair Doctoral Programs, (LeBow), 2019-2022

Acting Director Doctoral Programs, (LeBow), 2019-2020

LeBow College of Business uses experience-based education to develop world-class leaders and advance knowledge through research (US News Rank #2 for Best Internships Programs; UT Dallas Top 100 Business School Research Rank). LeBow enrolls 3684 undergraduate and graduate students, including 62 doctoral students mentored in 6 departments. The College employs 75 Tenure track and 40 Clinical faculty.

Responsibilities

- Collaborate with 6 department chairs to support all aspects of research at LeBow.
- Stimulate new and continued research activity by LeBow faculty.
- Oversee promotion and tenure decisions; create decision letters for promotions to full professors.
- Manage PhD program and provide leadership for the PhD Program Director, 3 direct administrative reports (Program Coordinators, Behavior Lab Manager) and 6 indirect faculty reports (Departmental PhD Coordinators).

Achievements

- Led the College Personnel Committee on Tenure & Promotion (2015-22)
 - Decided and wrote recommendations for all promotions to full professors (2017-20)
 - Recommended to the Dean on all tenure decisions to associate professors (2015-22)
 - Presented promotion decisions to the Provost and Deans' Committee
- Chaired LeBow's Search committee for the Stratakis Chair Professor in Corporate Governance (2019-20)
 - National search was open to all business school faculty including finance, accounting, marketing, economics & business law.
- Created and led the Neuro Business Solutions Center™ & the Drexel LeBow Solutions Center that engages faculty with industry partners on applied research and curricular programming.
 - AACSB's *Innovations that Inspire* (2017) recognized Drexel LeBow Solutions Center for its interdisciplinary approaches to applied research and training.
 - Increased annual industry engagements from 1 to 4 external partners working on interdisciplinary applied research.
 - Centers were financially self-sustaining in their first year through support from sponsored research engagements and donors (\$500K)
 - University President and senior leadership renamed the center to *Drexel Solutions Institute* in 2020 with its mission to engage all Drexel colleges with external partners (non-profit and for-profit).
- Created the Innovations Grant (2021) to support pedagogy and research on select topics like Community Impact, and AI
 - Established and led the evaluation committee of staff, faculty, and students to evaluate all proposals each term.
 - Grant provides monetary support every term for pedagogy and research requests by faculty, students, and staff.
 - Supported ~7 grants each year starting 2021.
- Co-created Dean's Fellowship Program (2021) to provide all faculty opportunities to explore dean administration and make meaningful contributions to the college.
 - Two faculty (tenure & non-tenure track) selected annually since inception.
- Oversaw successful AACSB accreditation in 2020.
- Led collaborative creation and execution of LeBow's strategic plan, vision, mission, & values.
- Created and led the Research Task Force at LeBow (2016-2017) to establish a shared vision of research at LeBow especially focusing on mid-career (Associate Professors) and senior faculty (Professors).
- Successfully ratified (twice) LeBow's journal list soliciting feedback from Deans from UT Dallas List of Top 50 Business Schools.
- Created and managed 3 new Dean's Fellowships (2017) each term to support researchers with 'revise & resubmits' at top tier journals and appointments for chief editor roles at select journals. This initiative led to:
 - LeBow consistently ranked in top 100 (70-80 rank) business schools in UT Dallas Business School Research Rankings
 - Course releases for top tier publications (2 course releases per fellowship)
 - Monetary support for data needs when revising research manuscripts.
 - Course releases to faculty in editorial roles at top quality journals
- Established and chaired the research fellowships evaluation committee.
 - Committee included 5 chair faculty representing all LeBow's departments.

- Convened quarterly meetings to decide on faculty awards.
- Established and expanded multiple channels of communication for research by LeBow's faculty.
 - Developed a quarterly digital research announcement on research and doctoral student successes for all LeBow faculty and doctoral students.
 - Created annual research magazine highlighting research by LeBow faculty and doctoral students.
- Directed LeBow's PhD program and collaborated with the Program Director to create a strategy to enhance quality, research experiences, and placements of students.
 - Increased doctoral stipends by 20% to attract and retain quality students.
 - Developed a "Research with Industry" course for undergraduates led by selected doctoral students trained in applied research projects.
- Created and co-chaired LeBow's Committee on Research and Curriculum Integration (2019-2021)
 - Assess & integrate faculty research expertise into existing & new courses.
- Collaborated with faculty to design and launch the DBA program.
 - Program successfully launched in 2017 and consistently enrolls ~25 students each year (Program Fees: \$111,000; 60 credits).
 - Created a new interdisciplinary core course for the DBA program (Driving Innovation & Design); co-taught with Global Head of Innovation at SEI Investments, and faculty from Management, Design, and Biomedical Engineering.
- Enhanced resources available to purchase research databases and to conduct research in behavioral lab.
 - Equipped behavior lab with forty-five new laptops in 2016 and neurophysiological devices (fNIRS, Eye trackers, Electrodermal Sensors, EEG: Cost \$200,000) in 2016-18 using funds from sponsored applied research projects with industry.
 - Established funds to support doctoral student presentations of applied research at academic and industry conferences.
- Collaborated with College of Arts & Sciences and School of Public Health (2016) to create faculty access to Philadelphia's Federal Statistical Research Data Center (FSRDC)

UNIVERSITY, SCHOOL, & 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-
 Faculty Lead, University Partnerships Metrics & Assessment Committee 2023-
 Member, Core Competencies Feasibility Team, Drexel University 2023-
 Advisory Board Member, Drexel Applied Innovation, Drexel University, 2022-
 Member, Drexel University Selection Committees for new V. Provosts on
 Undergraduate Education and Faculty Advancement & Inclusion, 2022-24
 Member, Drexel University Selection Committee for V Provost, Environment
 Collaboratory 2022
 Member, Selection Committee, Provost Student Scholars (Undergraduate), 2022-23
 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, Marketing Curriculum Committee, 2014
Chair, Marketing Department Journal Revision Committee, 2013

SELECT INDUSTRY ENGAGEMENTS AT DREXEL UNIVERSITY

SEI Investments, Comcast, Peco-Exelon, Lavazza, MARS Drinks, FMC, Vanguard, Longwood Gardens, Fidelity Investments, Aramark, Philadelphia Chamber of Commerce, Southeastern Pennsylvania Manufacturing Alliance, Artcinia, Live Work Philadelphia & others (w/NDA)

SELECT COVER STORIES

[Neuro-Business Solutions Use Data with a Difference](#)
[Drexel-SEI Partner to Explore Investors' Visual Interaction with their Wealth](#)
[FMC Corp. Partners with Drexel to Bring Safe, Clean Water to Indian Villages](#)
[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](#)
[A Blueprint for Clean Water](#)
[Your Brain on Natural Beauty](#)
[Second India Giving Day campaign launched in Philadelphia](#)

SECTION II: TEACHING & RESEARCH ACTIVITIES

Professor of Marketing, LeBow College of Business, 2013-present

Associate Professor w/ Tenure, LeBow College of Business, 2006-2013

Assistant Professor, LeBow College of Business, 1997-2000, 2002-2006

Marketing, the second highest enrolled department at LeBow, employs 8 tenure track faculty.

- Designated by the Dean and Department Head as the future department head in marketing department's succession plan (2013).
- Chaired Curriculum Committee for MS (Marketing) program (2013-14)
 - MS (Marketing) Program successfully launched in 2015 and consistently enrolls ~25 students each year (*Program Fees: \$54,000; 45 credits*).
 - Interdisciplinary program with offerings from the College of Arts & Sciences (Department of Psychology; Department of Communications), School of Biomedical Engineering, & Westphal College of Arts & Design.
- Chaired Department Personnel Committee for Tenure & Promotion (2013-2015).
- Represented marketing department to create the collegewide list of journals for guiding tenure and promotion decisions (2009-10).
- Marketing Department Faculty Recruitment Committee member
 - Recruited five assistant professors (2009-2013).
- Created a college wide subject pool for behavioral studies.
- Established online signup system and staffing support for the behavioral lab.
- Chaired 14 dissertations in Marketing and Neuroergonomics in Biomedical Engineering.

- Recognized for teaching excellence by the Academy of Marketing Science, Marketing Management Association, & LeBow's Center for Teaching Excellence.
- Published one of 5 most highly cited papers in the Journal of Retailing (2014-2016), and Journal of Consumer Behavior (2019-2022).

Visiting Asst. Professor, School of Hotel Administration, Cornell University, 2002
Assistant Professor of Marketing, Northern State University, 1996-1997

PROFESSIONAL HONORS & AWARDS

2024 Curriculum for Sustainable Food Systems Innovation (Waverly St Foundation Grant & The Environmental Collaboratory: Co-PI: \$15,000)
 2021 Mentor, Research Science Institute (MIT) for High School Students
 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

2024 Career Network in Neuroscience & Society, Faculty Mentor
 2022 Research Sciences Institute @ MIT, Faculty Mentor
 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 & Value Track, Co-Chair

EDITORIAL REVIEW BOARDS PARTICIPATION

2020- Present, Associate Editor, Frontiers in Neuroergonomics
 2012- Present, Editorial Board, Psychology & Marketing
 2017- 2024, Editorial Board, Journal of Retailing
 2016- 2023, Editorial Board, Journal of Business Research
 2012-14, Area Editor, Pricing, Journal of Product and Brand Management

DOCTORAL DISSERTATIONS MENTORSHIP

Doctoral (PhD) Dissertations in Marketing
 Jintao Zhang, (2023), (Co-Chair) University of Iowa

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
 Shan Feng (2011), (Chair) William Patterson University
 Wenling Wang, (2011), (Co-Chair) Guilford College
 Jane Zhen Cai (1999), (Chair) University of Rhode Island
 Joseph Rocereto (1997), (Chair) Monmouth University

Doctoral (PhD) Dissertations in Neuroscience/Neuro-Engineering

Amanda Sargent, (Co-Chair), 2019, Abott Labs
 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), 2024, Army Intelligence Office

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, & Suri, Rajneesh “Price Promotions: A Review and Peek into the Future” in *Encyclopedia of Pricing*, Elgar Publishing(2024)

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

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

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

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

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

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.

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, and Suri, Rajneesh, **Empty Space Surrounding the Price Impacts Price Magnitude Perceptions**, *European Journal of Marketing* (Forthcoming)

Watson, Jan, Curtin, Adrian, Topoglu, Yigit, Suri, Rajneesh and Ayaz, Hasan, **Cognitive Control and Prefrontal Neural Efficiency in Experienced and Novice E-Gamers**, *Brain Sciences* (May 2025): 15(6), 568

Bhatt, Siddharth, Swaminathan, Srinivasan, and Suri, Rajneesh, **Restrictively Framed Promotions Hurt Retailers**, *Journal of Promotion Management* (January 2024): 30(1), 77-109.

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.

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

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SELECT PROCEEDINGS / PRESENTATIONS

Bhatt, Siddharth and Suri, Rajneesh, **Can Functional Near Infrared Spectroscopy (fNIRS) Help Understand Ad Effectiveness?** Academy of Marketing Science Conference (May 2025)

Chavez, K., Curtin, A., Topoglu, Y., Alshehri S., Jushchyshyn N., Suri, R., Ayaz, H. **Psycho-Physiological Responses in Virtual and Real Environments: A Multimodal Neuroergonomics Approach.** Neuroscience for the Everyday Conference, Boston University (August 2024)

Curtin, A., Chavez, K., Topoglu, Y., Alshehri S., Perry, B., Maldonado, F., Jushchyshyn N., Suri, R., Ayaz, H. **Navigating Neuroergonomics: Comparing Cognition during Real World and Virtual Reality Treadmill Navigation.** Neuroscience for the Everyday Conference, Boston University (August 2024)

Chavez, K., Curtin, A., Topoglu, Y., Alshehri S., Suri, R., Ayaz, H. **Human-Environment Interaction: Multimodal Neuroergonomic Approach in Immersive Real-World Settings.** International Neuroergonomics Conference (July 2024)

Curtin, A., Chavez, K., Maldonado, F., Perry, B., Topoglu, Y., Alshehri S., Suri, R., Ayaz, H. **fNIRs Over the Garden Wall: Naturalistic Path-Planning and Execution in the Real World.** International Neuroergonomics Conference (July 2024)

Curtin, A., Watson, J., Topoglu, Y., Suri, R., Ayaz, H. **Really Working 'Together': Effects of Physical Presence on Synchrony in Expert and Novices during Co-operative E-Gaming.** International Neuroergonomics Conference (July 2024)

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)

LaBella, M., Ye, H., Won, Y., Zhang, Y., Whang, Y., Suri, R. **Student Engagement and Innovation through Research-Based eSports Tournaments.** Southern Management Association Annual Meeting (October 2023)

Chavez, K., Curtin, A., Topoglu, Y., Alshehri, S., Suri, R., Ayaz, H. **Evaluate Environmental Impact 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)

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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

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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).

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Ye, Hongjun, Zuo, Zhiya, Feit, Elea M., Ayaz, Hasan, and Suri, Rajneesh, **How Much More Did You Like It? Understanding Utility Difference by Incorporating Different Decision Process Measures in Conjoint Analysis**, Society for Neuro Economics Annual Conference (September 2020).

Sargent, Amanda, Topoglu, Yigit, Watson, Jan, Suri, Rajneesh, Ayaz, Hasan, Ye, Hongjun, and Zhong, Wenting, **Reliability of Consumer Choices for Conflicting Price Promotions**, Applied Human Factors & Ergonomics Conference (March 2019) Springer

Ye, Hongjun, Bhatt, Siddharth, Zhong, Wenting, Watson, Jan, Ayaz, Hasan, and Suri, Rajneesh, **The Effects of Advertising on Cognitive Performance**, Applied Human Factors & Ergonomics Conference (March 2019), Springer

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Ye, Hongjun, Watson, Jan, Sargent, Amanda, Topoglu, Yigit, Zhong, Wenting, Ayaz, Hasan, and Suri, Rajneesh, **Using fNIRS and EDA to investigate the effects of messaging related to a dimensional theory of emotion**, Applied Human Factors & Ergonomics Conference (March 2019). Springer

Ye, Hongjun, Jeong, Haeyoung, Zhong, Wenting, Bhatt, Siddharth, Izzetoglu, Kurtulus, Ayaz, Hasan, and Suri, Rajneesh, **The Effect of Anthropomorphization and Gender of a Robot on Human-Robot Interactions**, Applied Human Factors & Ergonomics Conference (March 2019). Springer

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Sargent, Amanda, Watson, Jan, Topoglu, Yigit, Ye, Hongjun, Suri, Rajneesh, and Ayaz, Hasan, **Neural Correlates of Consumer Preferences for Promotions and Use of Cognition Enhancing Coffee**, Biomedical Engineering Society Conference (June 2019)

Watson, Jan, Topoglu, Yigit, Sargent, Amanda, Suri, Rajneesh, and Ayaz, Hasan, **Evaluating Effects of Environmental Messaging on Decisional Conflict Using Electrodermal Activity**, Biomedical Engineering Society Conference (June 2019)

Watson, Jan, Topoglu, Yigit, Sargent, Amanda, Suri, Rajneesh, and Ayaz, Hasan, **Evaluating Decisional Conflict Measures With fNIRS**, Biomedical Engineering Society Conference (July 2019)

Zhang, Jintao, Ye, Hongjun, Jeong, Haeyoung, Bhatt, Siddharth, and Suri, Rajneesh, **The Impact of Temporal Distance on Pay-What-You-Want Pricing**, American Marketing Association Conference (November 2019)

Zhang, Jintao, Ye, Hongjun, Jeong, Haeyoung, Bhatt, Siddharth, and Suri, Rajneesh, **Power of Shape Match: Round Matches for Consistent Performance**, American Marketing Association Conference (November 2019)

Ye, Hongjun, Bhatt, Siddharth, Jeong, Haeyoung, Zhang, Jintao, Ayaz, Hasan, and Suri, Rajneesh, **Effects of Machine Usability on Product Preference: A Neuroimaging Study**, American Marketing Association Conference (November 2019)

Ye, Hongjun, Zhang, Jintao, Bhatt, Siddharth, Jeong, Haeyoung, Deutsch, Jonathan, Ayaz, Hasan, and Suri, Rajneesh, **Good Logos Save the World: The Importance of Logo Design for Sustainable Foods**, Society for Consumer Psychology (December 2019)

Zhang, Jintao, Ye, Hongjun, Jeong, Haeyoung, Bhatt, Siddharth, and Suri, Rajneesh, **Repetitive Decimals Lead to Stability**, Society for Consumer Psychology (December 2019)

Suri, Rajneesh, Bhatt, Siddharth, Ye, Hongjun, Deutsch, Jonathan, Zhang, Jintao, Jeong, Haeyoung, and Ayaz, Hasan, **Will Consumers Consume Upcycled Foods?** Academy of Marketing Science Conference (2019)

Agrali, Atahan, Bhatt, Siddharth, Ayaz, Hasan, and Suri, Rajneesh, **All Super Bowl Advertisements are not Created Equal: Neural Correlates Unearthing Consumer Preferences**, Applied Human Factors & Ergonomics Conference (January 2018). Springer

Ye, Hongjun, Watson, Jan, Sargent, Amanda, Ayaz, Hasan, and Suri, Rajneesh, **Coffee Machine Usability Effects on Hot Drink Preference and Product Evaluation**, Applied Human Factors & Ergonomics Conference (January 2018), Springer

Bhatt, Siddharth, Agrali, Atahan, Ayaz, Hasan, and Suri, Rajneesh, **Does Comfort with Technology Affect Use of Wealth Management Platforms? Usability Testing with fNIRS and Eye-Tracking**, Applied Human Factors & Ergonomics Conference (January 2018), Springer

Lee, Jeonggyu, Bhatt, Siddharth, Fulton, Benjamin, Ayaz, Hasan, Deutsch, Jonathan, and Suri, Rajneesh, **Neuromarketing Approaches to Evaluate Value Added Surplus Products**, Applied Human Factors & Ergonomics Conference (January 2018), Springer

Watson, Jan, Sargent, Amanda, Ye, Hongjun, Suri, Rajneesh, and Ayaz, Hasan, **Using Wireless EEG and EDA to Investigate Body and Brain Dynamics During Preparation and Consumption of Coffee**, Applied Human Factors & Ergonomics Conference (January 2018), Springer

Sargent, Amanda, Agrali, Atahan, Bhatt, Siddharth, Ye, Hongjun, Izzetoglu, Kurtulus, Onaral, Banu, Ayaz, Hasan, and Suri, Rajneesh, **Neural Correlates of Math Anxiety on Consumer Choices of Price Promotions**, Applied Human Factors & Ergonomics Conference (January 2018), Springer

Agrali, Atahan, Sargent, Amanda, Bhatt, Siddharth, Ye, Hongjun, Izzetoglu, Kurtulus, Onaral, Banu, Ayaz, Hasan, and Suri, Rajneesh, **Recall of Spatial Locations of Price: Neural Correlates of Math Anxiety**, Applied Human Factors & Ergonomics Conference (January 2018), Springer

Suri, Rajneesh, Puccinelli, Nancy, Roggeveen, Anne L., Grewal, Dhruv, Ayaz, Hasan, Agrali, Atahan, Izzetoglu, Kurtulus, and Onaral, Banu, **Which Side is Right? Visual Price Dominance Under Low and High Engagement**, European Association for Consumer Research Conference (April 2018)

Ye, Hongjun, Bhatt, Siddharth, Suri, Rajneesh, Srivastava, Prashant, and Ayaz, Hasan, **Neuroergonomic Analysis of Dynamic Vs. Flat Rate Pricing on Consumers**, International Neuroergonomics Conference (May 2018)

Agrali, Atahan, Ayaz, Hasan, Izzetoglu, Kurtulus, Onaral, Banu, Bhatt, Siddharth, and Suri, Rajneesh, **Audience Preference Prediction for Commercials using fNIRS**, International Neuroergonomics Conference (May 2018)

Ye, Hongjun, Watson, Jan, Sargent, Amanda, Bhatt, Siddharth, Suri, Rajneesh, and Ayaz, Hasan, **Effects of Machine Usability on Final Product Preferences**, International Neuroergonomics Conference (May 2018)

Bhatt, Siddharth, Deutsch, Jonathan, Fulton, Benjamin, Lee, Jeonggyu, Suri, Rajneesh, and Ayaz, Hasan, **Upcycled vs. Conventional: Food product preference assessment using optical brain monitoring**, International Neuroergonomics Conference (May 2018)

Bhatt, Siddharth, Agrali, Atahan, Suri, Rajneesh, and Ayaz, Hasan, **How Good is the Wealth Management Portal? User Performance on the Portal as a Usability Metric**, International Neuroergonomics Conference (May 2018)

Bhatt, Siddharth, Agrali, Atahan, Suri, Rajneesh, and Ayaz, Hasan, **Assessing Usability of Wealth Management Portals using Neurophysiological Tools: Eye-tracking and fNIRS Study**, International Neuroergonomics Conference (May 2018)

Watson, Jan, Sargent, Amanda, Ye, Hongjun, Suri, Rajneesh, and Ayaz, Hasan, **Caffeine and Cognitive Task Performance: EEG and EDA Study**, International Neuroergonomics Conference (May 2018)

Sargent, Amanda, Agrali, Atahan, Bhatt, Siddharth, Ye, Hongjun, Izzetoglu, Kurtulus, Onaral, Banu, Ayaz, Hasan, and Suri, Rajneesh, **Neural Correlates of Math Anxiety and Ability on Price Promotions and Consumer Decisions**, International Neuroergonomics Conference (May 2018)

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Bhatt, Siddharth, Srinivasan, Swaminathan, and Suri, Rajneesh, **Minimum Purchase Quantity Restrictions: Good or Bad?** Academy of Marketing Science (February 2017)

Puccinelli, Nancy, Suri, Rajneesh, Roggeveen, Anne L., Grewal, Dhruv, Agrali, Atahan, Ayaz, Hasan, Izzetoglu, Kurtulus, and Onaral, Banu, **Which Side Is Right? Visual Price Dominance Under Low and High Engagement**, Lalonde Conference (March 2017)

Suri, Rajneesh, and Coulter, Keith, **Does Music Meter influence Price Perceptions?** Behavioral Pricing Conference (April 2017)

Bhatt, Siddharth, Lee, Jeonggyu, Deutsch, Jonathan, Ayaz, Hasan, Fulton, Ben, and Suri, Rajneesh, **Tackling Food Waste Through Value Added Surplus Products (VASP)**, Academy of Marketing Science Conference (April 2017)

Bhatt, Siddharth, Lee, Jeonggyu, Deutsch, Jonathan, Ayaz, Hasan, Fulton, Benjamin, and Suri, Rajneesh, **Tackling Food Waste Through Value Added Surplus Products**, American Marketing Association Conference (May 2017)

Bhatt, Siddharth, Lee, Jeonggyu, Deutsch, Jonathan, Ayaz, Hasan, Fulton, Benjamin, and Suri, Rajneesh, **Will Consumers Accept Foods Made from Surplus Ingredients?** Association for Consumer Research Conference (2017)

Feng, Shan, Suri, Rajneesh, Chen-Ho Chao, Mike, and Kashyap, Rajiv, **Presenting Comparative Prices Vertically or Horizontally: Does it Matter?** Academy of Marketing Science Feb 2016.

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Feng, Shan, Suri, Rajneesh, Chen-Ho Chao, Mike, and Kashyap, Rajiv, **Does the Presentation of Comparative Prices Matter?** Academy of Marketing Science, World Marketing Congress (April 2016)

Lee, Jeonggyu, Bhatt, Siddharth, Suri, Rajneesh, and Kothandaraman, Prabakar, **The Effect of Greenwashing Claims on Value Judgments: A Communication Dilemma**, American Marketing Association (April 2016)

Lei, Song, Meng, Yan, Jiayun, Wu, and Suri, Rajneesh, **Understanding the Effect of Counterfeit**, American Marketing Association (April 2016)

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Bhatt, Siddharth, Agrali, Atahan, Suri, Rajneesh, McCarthy, Kevin, and Ayaz, Hasan, **Neuroergonomic Assessment of Customer Experience with a Web Financial Tool Using fNIRS & Eye Tracking**, Neuroergonomics Conference (August 2016)

Agrali, Atahan, Bhatt, Siddharth, Suri, Rajneesh, Izzetoglu, Kurtulus, Onaral, Banu, and Ayaz, Hasan, **Predicting Audience Preferences for Television Commercials Using Functional Brain Imaging**, Neuroergonomics Conference (September 2016)

Suri, Rajneesh, Puccinelli, Nancy, Grewal, Dhruv, Roggeveen, Anne L., Agrali, Atahan, Ayaz, Hasan, Izzetoglu, Kurtulus, and Onaral, Banu, **Using Neural Correlates for Enhancing Customer Experience through Effective Visual Price Placement**, Neuroergonomics Conference (September 2016)

Lan, Xia, Manchanda, Rajesh V., and Suri, Rajneesh, **No Pain No Pay: Effect of Cost Signaling in Consumers; Willingness to Pay for Green Products**, American Marketing Association Conference (December 2016)

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

Interdependence of Acquisition and Transaction Value: The Role of quality, American Marketing Association Conference (December 2016)

Lee, Jeonggyu, Bhatt, Siddharth, and Suri, Rajneesh, **Consumers' Perception of Price Premiums for Greenwashed Products**, Academy of Marketing Conference (February 2016)

Motyka, Scott, Suri, Rajneesh, Grewal, Dhruv, and Kohli, Chiranjeev S., **Effects of Disfluency versus Fluency of Price Promotions on Product Preference and Choice**, Association for Consumer Research (June 2015)

Song, Lei, Suri, Rajneesh, and Huang, Yanliu, **Distortion from Depletion: The Effect of Stereotype Threat on Product Price and Value Judgments**, American Marketing Association Conference (October 2015)

Song, Lei, Swaminathan, Srinivasan, Anderson, Rolph E., and Suri, Rajneesh, **Satisfaction Toward Online Services in China and the US: The Impact of Confucian Versus Aristotelian Views**, American Marketing Association Winter Marketing Educators' Conference, Orlando, FL (February 2014)

Song, Lei, Meng, Yan, and Suri, Rajneesh, **Does Exposure to Counterfeits Influence Quality Perceptions and Post Purchase Satisfaction of Carried Luxury Brands? A Cross- cultural Study**, Association for Consumer Research Conference (June 2014)

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Suri, Rajneesh, and Coulter, Keith, **On Pachelbel and Prices: How Musical Time Signature and Tonal Pattern Impacts Number Predilection**, Association for Consumer Research Conference (June 2014)

Kohli, Chiranjeev S., Suri, Rajneesh, and Kapoor, Anuj, **Future of Branding in the Age of Social Media: Insights and Implications**, Western Decision Sciences Institute (December 2014)

Suri, Rajneesh, Thakor, Mrugank, and Long, Mary, **Effects of Health Concerns on Evaluation of Price Presentations for Health-Related Services**, American Marketing Association Conference (October 2013)

Wang, Wenling, Kothandaraman, Prabakar, and Suri, Rajneesh, **Does Greenwashing Pay?** American Marketing Association Conference (October 2013)

Suri, Rajneesh, Grewal, Dhruv, Motyka, Scott, and Kohli, Chiranjeev S., **Typeface and Recall of Product and Price Information**, American Marketing Association Winter Conference. Las Vegas. (February 2013)

Suri, Rajneesh, Feng, Shan, and Bell, Monique, **Effects of Classical Music and Math Anxiety on Price Perceptions: Does Tempo of Music Help Overcome Math Anxiety**, Pricing and Retailing Conference at Babson College (August 2013)

Suri, Rajneesh, Feng, Shan, and Bell, Monique, **Effects of Classical Music on Avoidance of Price Computations?** American Marketing Association Conference (August 2013)

Suri, Rajneesh, **Does Typeface used in Product Descriptions Influence Price Perceptions?** Summer American Marketing Association Conference (April 2012)

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