

Suraj Commuri
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University at Albany (SUNY)
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EDUCATION

Doctor of Philosophy in Business. University of Nebraska-Lincoln. 2001

Master of Arts in Business Administration (Business). University of Nebraska-Lincoln. 1998

Master of Management Studies (Marketing). University of Bombay, India. 1991

Bachelor of Arts in Economics. Osmania University, India. 1989

RESEARCH

Refereed Journal Publications

Kramer, Michael W., Vernon D. Miller, and Suraj Commuri (forthcoming), "Communication between Faculty and Institutional Review Boards," *Communication Education*.

Commuri, Suraj, "The Impact of Counterfeiting on Genuine Item Consumers' Brand Relationships," *Journal of Marketing*, 73 (May), 86-98.

Bloch, Peter H., Suraj Commuri, and Todd J. Arnold (2009), "Exploring the Origins of Enduring Product Involvement," *Qualitative Market Research - An International Journal*, 12 (January), 49-69.

Commuri, Suraj and Ahmet Ekici (2008), "An Enlargement of the Notion of Consumer Vulnerability," *Journal of Macromarketing*, 28 (June), 183-186.

Commuri, Suraj and James W. Gentry (2005), "Resource Allocation in Households with Women Chief Wage Earners," *Journal of Consumer Research*, 32 (September), 185-195. (*Lead article*)

Gentry, James, Suraj Commuri, and Sunkyu Jun (2003), "Review of Literature on Gender in the Family," *Academy of Marketing Science Review* [Online] 2003 (1) Available: <http://www.amsreview.org/articles/gentry01-2003.pdf>

Commuri, Suraj and James W. Gentry (2000), "Opportunities for Family Research in Marketing," *Academy of Marketing Science Review* [Online], 00 (08) Available: <http://www.amsreview.org/articles/commuri08-00.pdf>

Referred Book Chapters

"Capturing Time: Stretching the Boundaries of Ethnography in the Practice of Marketing Research" with C. Otnes, J. Ruth, and T. Lowrey, in *Handbook of Qualitative Research in Marketing*, R. Belk (editor), Edward Elgar, 2007.

"Methodological Challenges in Theorizing the Work-Family Complex," in *Sourcebook of Family Theory and Research*, V. Bengtson et al. (editors), Sage, 2005.

Refereed Proceedings

Bell, Tyler, Todd J. Arnold, Peter H. Bloch, and Suraj Commuri, "The Effect Of Enduring Product Involvement Upon Retail Salesperson Performance," AMA Summer Educators' Conference Proceedings, American Marketing Association, 2006.

Commuri, Suraj, Ahmet Ekici, and Patricia Kennedy (2002), "Historical Analysis of Advertising Targeting Mothers: Content Analysis under Sociological Imagination of Ads in 1920s, 1950s, and 1980s," *Advances in Consumer Research*, Vol. 29, eds. Susan M. Broniarczyk and Kent Nakamoto, Valdosta, GA: Association for Consumer Research, 114-123.

Gentry, James W., Sunkyu Jun, Yong Jin Hyun, Seungwoo Chun, and Suraj Commuri (2002), "Behavioral Acculturation Among Korean Americans," *Asia Pacific Advances in Consumer Research*.

Gentry, James W., Sanjay Putrevu, Clifford Shultz II, and Suraj Commuri (2001), "How Now Ralph Lauren? The Separation of Brand and Product in a Counterfeit Culture," *Advances in Consumer Research*, Vol. 28, eds. Mary C. Gilly and Joan Myers-Levy, Valdosta, GA: Association for Consumer Research, 258-265.

Stephens, Deborah, Ronald P. Hill, Suraj Commuri, and James W. Gentry (2000), "Issues of Control in Two Extreme Household Types," *Asia Pacific Advances in Consumer Research*.

Ekici, Ahmet, Suraj Commuri, and Robert A. Mittelstaedt (1999), "Toward a Holistic Model of Channel Development," *Macromarketing and 21st Century Challenges: Sustainable Consumption and Ecological Challenges*, Lincoln, NE: University of Nebraska, 15-30.

Ekici, Ahmet, Suraj Commuri, and Patricia Kennedy (1999), "Influence of Advertising Appeal on Perceived Efficacy and Pre-Purchase Trust: An Investigation of Fear and Profit Motive Appeals." *The Proceedings of the 1999 Conference of the American Academy of Advertising*, Gainesville, FL: University of Florida, 47-53.

Gentry, James W., Suraj Commuri, Alvin C. Burns, and John R. Dickinson (1998), "The Second Component of Experiential Learning: A Look Back at How ABSEL has Handled the Conceptual and Operational Definitions of Learning," in *Developments in Business Simulation and Experiential Learning*, Vol. 25, eds. Nancy Leonard and Sandra W. Morgan, Madison, WI: Association for Business Simulation and Experiential Learning, 62-68.

Ruth, Julie and Suraj Commuri (1997), "Shifting Roles in Family Decision Making," in *Advances in Consumer Research*, Vol. 25, eds. Joseph W. Alba and Wesley Hutchinson, Provo, UT: Association for Consumer Research, 400-406.

Presentations

Commuri, Suraj and Sanjay Putrevu (2009), "Consumer Reprieve," Association for Consumer Research Asia-Pacific Conference, India.

Gentry, James W. and Suraj Commuri (2009), "An Alternative Decision-Making Paradigm: The Maintenance of Mental Health," Association for Consumer Research Asia-Pacific Conference, India.

Kramer, Michael W., Vernon D. Miller, and Suraj Commuri (2007), "Communication and Institutional Review Boards," National Communication Association Convention, Chicago.

Commuri, Suraj (2007), "The Brand has Left the Building: Genuine Item Consumers Respond to Proliferation of Counterfeits." Macromarketing Conference, Washington D.C.

Commuri, Suraj (2005), "A Discussion of Research Agenda on Family Legacy and Consumption," Special Session Discussion, Association for Consumer Research Annual Conference, San Antonio.

Commuri, Suraj (2003), "I Hate Mickey Mouse and Other Stories: Marketing Comes Face-to-Face with Freedom of Expression," Presented at the Second Annual Symposium of the Center for the Digital Globe, Columbia.

Gentry, James W., Sunjay Putrevu, Jonathan Goh, Suraj Commuri, and Judy Cohen (2002), "The Legitimacy of Counterfeits: Consumers Choosing Counterfeit Brands and Tourists Seeking Authentic Counterfeits," Paper presented at the Macromarketing Conference, Sydney, Australia.

Commuri, Suraj (2000), "Husbands Play 'Men': Feminist Interpretation of Women's Participation in Preserving Male Stereotypes," Paper presented at the ACR Conference on Gender, Marketing, and Consumer Behavior, Chicago.

Commuri, Suraj (2000), "Emergent Model of Intra-household Resource Allocation," Paper presented at the Association for Consumer Research 2000 Conference, Salt Lake City.

Commuri Suraj (2000), "Anchor in Wonderland: Reality, Surreality, and Hyperreality of Internet Shopping," Paper presented at the International Interdisciplinary Conference of the Association of Internet Researchers, Lawrence.

Commuri, Suraj (2000), "An Emergent Model of Intra-household Resource Allocation," Ninth Annual Nebraska Doctoral Symposium Proceedings, Lincoln, NE: Department of Marketing, University of Nebraska-Lincoln, 3-39.

Commuri, Suraj and James W. Gentry (2000), "The WuLi Economy: Emic Narratives on Resource Management in Emerging Households," Paper presented at the Winter AMA Educators' Conference, San Antonio.

Commuri, Suraj, John W. Creswell, and James W. Gentry (1998), "Working Women and Conjugal Exchanges," Presented at 'International Conference on Vision 2020' hosted by the Academy of Marketing Science, New Delhi.

Commuri, Suraj (1998), "Methodological and Ethical Issues in Researching Acculturating Ethnic Minorities: A Case of Refugee Families," Paper presented at 'Ethnic Minority Graduate Research Symposium' at University of Nebraska-Lincoln.

Other Conference Presentations

CO-Chair of Panel Discussion on Family and Public Policy at the Macromarketing Conference, 2007.

CO-Chair of Roundtable Session on Relationship Research in Consumer Behavior at the Association for Consumer Research Conference, 2002.

CO-chair of Roundtable Session on Household Consumption Research at the Association for Consumer Research Conference, 2001.

CO-chair of Roundtable Session on Household Consumption Research at the Association for Consumer Research Conference, 2000.

Research in Progress

"Opinion Leadership in E-Commerce: An Investigation of Source and Message Factors as Determinants of 'Word-of-Web' Influence," with Peter H. Bloch (manuscript in preparation; PI).

“Materialism and Marital Status,” (manuscript under preparation).

“Market Mavericks: The People Vs. Marketing,” (manuscript under preparation; PI).

“A Model of Transformation Readiness,” with Julie A. Ruth (manuscript under preparation).

Recent Competitive Research Grants

University at Albany (SUNY) Faculty Research Award Program (Category A). \$7868. (PI)

Center for the Digital Globe Research Grant. March 2006. \$6,300. (PI)

University of Missouri System Research Board Grant. December 2003. \$12,600. (PI)

AWARDS

Nominated for Graduate Teaching Award. School of Business. University at Albany, 2008-09.

Nominated for Undergraduate Teaching Award. School of Business. University at Albany. 2008-09.

Member of Beta, Gamma, Sigma. The Honor Society of Collegiate Schools of Business.

University of Nebraska System Presidential Fellowship. 2000-2001. The system’s highest scholastic honor awarded to a graduate student.

Gerald L. Phillippe Memorial Fellowship in Business awarded by the Graduate School at University of Nebraska-Lincoln. 1997-2000.

Graduate Student Teaching Award. College of Business Administration at University of Nebraska. 2000.

Excellence in Research Award from College of Business Administration and Department of Marketing at University of Nebraska-Lincoln. 2000.

University of Nebraska Doctoral Symposium Presenter. 2000.

American Marketing Association Doctoral Consortium Fellow. 1999.

Warren F. and Edith R. Day Dissertation Travel Award from University of Nebraska. 1999.

Excellence in Service Award from College of Business Administration and Department of Marketing at University of Nebraska-Lincoln. 1998.

UNIVERSITY SERVICE

Chair of Committee on (Graduate) Education Policy and Procedures. University at Albany. Since Fall 2009.

Member of Graduate Academic Council. University at Albany. Since Fall 2009.

Research Committee. School of Business. University at Albany. Since Fall 2008.

Assurance of Learning Committee. School of Business. University at Albany. Since Summer 2008.

Marketing Committee. School of Business. University at Albany. Since Spring 2009.

Commencement Speaker Selection Committee. School of Business. University at Albany. Spring 2009

Graduate Affairs Committee. School of Business. University at Albany. Spring 2008.

Undergraduate Affairs Committee. School of Business. University at Albany. Fall 2007.

The Center for the Digital Globe. University of Missouri-Columbia. Faculty Member in the Certificate Program. 2004-2007.

Faculty Facilitator. Freshmen Interest Group. University of Missouri-Columbia. 2003-2007.

Technology Committee. College of Business. University of Missouri-Columbia. 2004-2007.

Faculty Advisory Board. Educational Technologies at Missouri. 2003-2005.

Panel Speaker. Educational Technologies at Missouri. Faculty Seminar on Academic Transformation. University of Missouri-Columbia. 2005.

Web Master Search Committee. College of Business. University of Missouri-Columbia. 2005.

Diversity Committee. College of Business. Member and Chair of Subcommittee on International Students. University of Missouri-Columbia. 2002-2004.

The Center for the Digital Globe. University of Missouri-Columbia. Member and Chair of Research Committee. 2001-2003.

Funding Proposal Review Faculty Committee. Department of Marketing. University of Missouri Columbia. 2001-2007.

Undergraduate Program Faculty Committee. Department of Marketing. University of Missouri Columbia. 2001-2003.

Speakers and Special Events Faculty Committee. Department of Marketing. University of Missouri Columbia. 2001-2002.

External Relations Committee. Department of Marketing. University of Missouri-Columbia. 2002-2004.

JOURNAL WORK

Member of Editorial Board

Journal of Business Research

Journal of Consumer Behaviour

Reviewer

Journal of Marketing

Journal of Consumer Research

Journal of Retailing

Journal of Economic Psychology

Association for Consumer Research Conference

American Marketing Association Annual Conference

Academy of Marketing Science Review (Guest editor of special issue on “Gender Issues in Consumer Research)

American Academy of Advertising Annual Conference

TEACHING

University Teaching

Assistant Professor at School of Business, University at Albany (SUNY). Since 2007.

Affiliate Faculty in the Department of Informatics, University at Albany (SUNY). Since 2008.

Assistant Professor at University of Missouri-Columbia. 2001-2007.

Instructor at University of Nebraska-Lincoln. Designed and independently taught various undergraduate marketing courses. 1997-2000.

Instructor at University of Nebraska-Lincoln Extended Education Division. 1999-2000.

Instructor at Nebraska Wesleyan University, Lincoln. Designed and taught Consumer Behavior at undergraduate level. Spring 1998.

Member of Faculty at Mudra Institute of Communications. 1995-1996.

Courses Taught

Marketing Management (MBA)

Advanced Marketing Research (MBA)

Marketing in the Digital Age: Implementing e-Marketing (MBA)

Marketing in the Digital Age: Six Sigma in CRM (MBA)

CRM for the Intelligent Enterprise (CDiG Graduate Certificate Program)

Marketing Research (Undergraduate)

E-Marketing (Undergraduate)

Consumer Behavior (Undergraduate)

International Marketing (Undergraduate)

Integrated Marketing Communications (Undergraduate and MBA)

Principles of Marketing (Undergraduate)

Dissertation and Thesis Committees

Vivara Trisnadi (Doctoral/Member)

Alexia Nikitkov (Doctoral/Member)

Scott Radford (Doctoral/Member)

Eun Young Kim (Masters/Member)

Emmy Anderson (Masters/Member)

Miri Yoon (Masters/Member)

Hans K. Meyer (Masters/Member)

Executive Education

Adjunct Faculty Member at S P Jain Institute of Management and Research. Training focussed on marketing communications and marketing research. Middle level managers. 1991-1996.

Visiting Faculty Member at SBI Capital Markets Limited. Training focussed on managerial communications. Front-line executives. 1996.

Visiting Faculty Member at Executive Development Center of ICICI Bank. Training focussed on shaping organizational culture to meet changing markets. Middle and junior level executives. 1994-1995.

Visiting Faculty Member at the Executive Development Center of Vysya Bank. Training focussed on marketing orientation. Senior managers. 1993-1995.

Retainer Trainer at the Executive Development Center of CDR Hospitals. Training focussed on relationship marketing and integrated marketing communications. General management, doctors, nurses, and support staff. 1992-1994.

EXPERIENCE IN INDUSTRY

Project Manager, Market Behavior Limited, India 1993-1995

Led a team of researchers and supervised research based consulting assignments for a portfolio of multinational brands. Projects involved studies on market mapping, positioning, competitive analysis, advertising research, segmentation, and brand strategy for corporations such as Avon Cosmetics, British Telecom, DuPont, Ford Motor Company, Hong Kong Bank, ITC Global, McDonalds Corporation, United Distillers, and VST Industries.

Research Executive, Indian Market Research Bureau, India 1991-1993

Assisted on international research assignments and independently handled regional advertising and product development research projects for corporations such as BBC, British Petroleum, Deutsche Bank, Leyland, Shell, TVS Suzuki, Unilever Group, and WHO.

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