

RAJAGOPAL (RAJ) RAGHUNATHAN

PERSONAL INFORMATION

Position:

Zale Centennial Professor of Business
McCombs School of Business
The University of Texas at Austin

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512-471-2987

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McCombs School of Business,
The University of Texas at Austin,
Austin, TX, 78712

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raj.raghunathan@mcombs.utexas.edu

PROFESSIONAL APPOINTMENTS

2017 – present: Zale Centennial Professor of Business, The University of Texas at Austin, Austin, TX
2013 – 2017: Professor, The University of Texas at Austin, Austin, TX
2007 – 2013: Associate Professor, The University of Texas at Austin, Austin, TX
2000 – 2007: Assistant Professor, The University of Texas at Austin, Austin, TX
1995 – 2000: Doctoral Candidate, New York University, New York, NY

EDUCATION

Ph.D. Marketing, Stern School of Business, New York University, 2000.
M.B.A Marketing, Indian Institute of Management, Calcutta, 1992.
B.E. Chemical Engineering, Birla Institute of Technology and Sciences, Pilani, 1989.

HONORS AND AWARDS

TED (hosted by Shah Rukh Khan): [A short course on happiness](#)

*Aired on STAR TV on January 21st 2018. Watched by over **17 million live viewers** worldwide.*

*Archived on TED.com with over **50,000 views***

BOARD MEMBER, [Rajya Anand Sansthan](#) (“Happiness Institute”), initiative of Chief Minister of Madhya Pradesh, India.

Contributed to design of subjective well-being interventions that have the potential to influence over 70 million citizens of Madhya Pradesh

Helped design survey instruments to measure subjective well-being

Designing RCT (Randomized Controlled Trials) to assess effectiveness of subjective well-being interventions

McCombs Teaching Innovation Award, May 2018

TED-Ed: [Would winning the lottery make you happier?](#)

Over **800,000 views**

TEDx Delhi: [The stupidest happiness mistake](#)

Over **50,000 views**

TEDx Austin: [Raising happy teenagers](#)

12,000 views

Texas Enterprise: [If you're so smart, why aren't you happy?](#)

15,000 views

Talks @ Google: [Happiness @ work](#)

10,000 views

L'Echappee Volee: [Giving up scarcity for abundance](#)

6000 views

BOOK, [If you're so smart, why aren't you happy?](#)

Translated into 13 languages worldwide

[Top 10 books of 2016](#) Inc magazine

[23 best business books to read this summer](#), Business Insider (2016)

[Books for summer reading](#), Washington Post (2016)

Full length author-interview featured in [The Atlantic](#)

Review or excerpt of book in [Time](#), [Harvard Business Review](#), [Inc.](#), [Inc.](#), [Forbes](#), [Fortune](#), [The New](#)

[York Times](#), [Austin American Statesman](#), [Live Happy](#), [Tech Crunch](#), [Washington Post](#), [Blinkist](#), [Well built style](#),

Featured in [The Guardian](#), [Business Insider](#), and [The Telegraph](#) in the UK.

Featured in [The Times of India](#), [Live mint](#), and [Mid-day](#) in India

MOOC, [A life of happiness and fulfillment](#)

Poets & Quants, [Most popular MOOCs of all time](#)

LinkedIn, [Most popular MOOCs of all time](#)

Class central, Top 50 MOOCs of all time, [2016](#), [2017](#), and [2018](#)

FreeCodeCamp, [The 50 best free online university courses according to data](#)

Class central, [Top MOOC of 2015](#)

Class central, [Top MOOC in Humanities](#)

MOOC, [Happier Employees & Return-on-Investment Course](#)

[Top 25 MOOCs of all time](#)

[Top 100 MOOCs of all time, 2019](#)

[The 100 Most Popular Online Classes of All Time, 2020](#)

PODCASTS

Pehla Sukh, [Interview with Raj Raghunathan](#)

School for Good Living, [Interview with Raj Raghunathan](#)

Play to potential, [Dealing with coronavirus stress](#)

KUT, Austin, [Why successful people aren't always as happy as you'd think](#)

The Matt Townsend Show, [If you're so smart, why aren't you happy?](#)

The Hidden why, [If you're so smart, why aren't you happy?](#)

The art of charm, [If you're so smart, why aren't you happy?](#)

Marcia Sirota, [The truth about happiness](#)

Bolly92.8, [Making a difference](#)

Glenn Zweig, [The art of excellence](#)

Tech Crunch by John Biggs, [What it takes for smart people to be happy](#)

Kongit Farrell, [How to overcome a traumatic event and be happy again](#)

INTERVIEWS

World University Consortium, [Interview with Dr. Raj Raghunathan](#)

The Atlantic, [Why so many smart people aren't happy](#)

Excellence reporter, [The quest for meaning of life](#)

Michael rucker, [Thought leader interviews](#)

Leap, [The future of work and working happy](#)

BLOG, [Sapient nature](#), with over 2 million page views

Fellow, [100 Coaches](#): Marshall Goldsmith 100 Leadership Institute

Chosen from over 16,000 applicants

McCombs Research Excellence Award, 2007 - 2008

The CBA Foundation Research Excellence Award for assistant professors, 2006 – 2007

Undergraduate Business Council Best Marketing Teacher Award, 2004 - 2005 & 2005 - 2006

Invited faculty, **AMA-Sheth Doctoral Consortium Faculty**, 2017, 2012, and 2010

Fellow, *Whole Food Market's Academy of Conscious Leadership*, 2013 – 2017.

Co-chair (with Tom Meyvis) of *Society for Consumer Psychology* Conference, 2013

Outstanding reviewer Award, *Journal of Consumer Research*, 2010

University-wide, "Professor of the Month" Teaching Award, UT Austin, October 2009

Marketing Science Young Scholar, 2005

Undergraduate Business Council Best Marketing Teacher Award, 2004 - 2005 & 2005 - 2006

AMA Doctoral Consortium Fellow, Atlanta, Georgia, 1998

GRANTS

ACI (The Institute for Asian Consumer Insight) Grant \$60,000 (2015 – 2016)

CIBER Grant for \$5000 ('18 – '19) and for \$6000 ('16 – '17)

NSF Career Grant Award for \$440,302, 2007-2013

McCombs Research Grants \$8000 ('16 – '17), \$5320 ('15 - '16), \$8,550 ('12 – '13), \$11084 ('09-'10), \$15000 ('07-'08), \$9000 ('06-'07), \$14412 ('05-'06)

SERVICE

Associate Editor, *Journal of Consumer Psychology*, January 1st, 2012 – 2015; May 2016 - present

Guest Associate Editor, *Journal of Marketing Research*, 2012 – 2018

Editorial Board, *Journal of Consumer Research*, September 2008 – 2017

Editorial Board, *Journal of Marketing Research*, 2012 - 2018

Editorial Board, *Journal of Consumer Psychology*, 2015 – 2016

Editorial Board, *Journal of Marketing*, July 2011 – 2018

Editorial Board, *Frontiers in Emotion Research*, January 2012 – present

Editorial Board, *Journal of Interactive Marketing*, 2006 – 2009

RESEARCH INTERESTS

Subjective well-being

Hedonic and utilitarian consumption

Design thinking

Behavioral decision making

JOURNAL ARTICLES

- 1) Raghunathan, Rajagopal, and Deepa Chandrasekaran (2021), "How Aversion to Food Going Waste Impacts Weight-gain," forthcoming, *Journal of Consumer Psychology*.

Featured in [McCombs online](#), July 22, 2020

- 2) Raghunathan, Rajagopal, Zhiyong Yang, Deepa Chandrasekaran (2020), "Love can buy you money: Effects of Parental Love on Children's Financial Success," forthcoming, *Journal of the Association for Consumer Research*.

- 3) Batra, Rishtee K., Tanuka Ghoshal, and Rajagopal Raghunathan (2017), "You are what you eat: An empirical investigation of the relationship between spicy food and aggressive cognition." *Journal of Experimental Social Psychology* 71 (2017): 42-48.

Featured in [Texas Enterprise](#), September 10th, 2018

- 4) Suher, Jacob, Rajagopal Raghunathan and Wayne Hoyer (2016), "Eating Healthy or Feeling Empty? How the 'Healthy = Less Filling' Intuition Influences Satiety," *Journal for the Association for Consumer Research*, 1(1), 26 – 40.
- 5) Gu, Bin, Prabhudev Konana, Rajagopal Raghunathan, and Michelle Chen (2014), "The Allure of Homophily: Evidence from Investor Responses on Virtual Communities," *Information Systems Research*.

- 6) Park, Jae Hong, Prabhudev Konana, Bin Gu, Alok Kumar and Rajagopal Raghunathan (2013), "Information Valuation and Confirmation Bias in Virtual Communities: Evidence from Stock Message Boards." *Information Systems Research*, 24(4), 1050 - 1067.
- 7) Loewenstein, Jeffrey, Rajagopal Raghunathan, and Chip Heath (2011), "The Repetition-Break Plot Structure Makes Effective Television Advertisements," *Journal of Marketing*, 75(5), 105 – 119.

Featured article in Texas Enterprise, January 31st, 2012
- 8) Luchs, Michael, Rebecca W. Naylor, Julie Irwin and Rajagopal Raghunathan (2010), "The Sustainability Penalty: Potential Negative Effects of Ethicality on Product Preference," *Journal of Marketing*, 74(5), 18 – 31.

Featured article in Polymers and Tyre Asia, Feb/Mar 2012
Top 10 article on Network for Business Sustainability, 2011
Featured article on Mccombs Blog, June 21, 2010
Featured article in Texas Enterprise, January 28 2010
- 9) Chitturi, Ravi, Rajagopal Raghunathan, and Vijay Mahajan (2008), "Delight by Design: The Role of Hedonic Vs. Utilitarian Benefits," *Journal of Marketing*, 72(3), 48-63.
- 10) Chitturi, Ravi, Rajagopal Raghunathan, and Vijay Mahajan (2007), "Form Vs. Function: How the Intensities of Specific Emotions Evoked in Functional versus Hedonic Tradeoffs Mediate Product Preferences," *Journal of Marketing Research*, 44(4), 702 – 714.
- 11) Raghunathan, Rajagopal, Rebecca W. Naylor and Wayne Hoyer (2006), "The 'Unhealthy = Tasty' Intuition and its Effects on Taste-Inferences, Enjoyment and Choice of Food Products," *Journal of Marketing*, 70(4), 170-184.

Featured in Austin American Statesman, June 1st, 2007.
Featured in SELF Magazine, May 2007.
Featured in the University of Texas Website as the weekly Banner Story, May 28th 2007.
Excerpt appeared in The New York Times, November 6th, 2006.
- 12) Raghunathan, Rajagopal and Kim P. Corfman (2006), "Is Happiness Shared Doubled and Sadness Shared Halved?: Social Influence on the Enjoyment of Hedonic Experiences," *Journal of Marketing Research*, 43(3), 386 – 394.
- 13) Naylor, Rebecca W., Rajagopal Raghunathan and Suresh Ramanathan (2006), "Promotions Spontaneously induce a Positive Evaluative Response," *Journal of Consumer Psychology*, 16(3), 295 – 305.
- 14) Raghunathan, Rajagopal, Michel T. Pham, and Kim P. Corfman (2006), "Informational Properties of Anxiety and Sadness, and Displaced Coping," *Journal of Consumer Research*, 32(4), 596 – 602.
- 15) Balasubramanian, Sridhar, Rajagopal Raghunathan, and Vijay Mahajan (2005), "Consumers in a Multiple Channel Environment: Product Utility, Process Utility, and Channel Choice," *Journal of Interactive Marketing*, 19(2), 12-30.

Runner Up for 2005 Best Paper Award in the Journal of Interactive Marketing.
- 16) Raghunathan, Rajagopal and Kim P. Corfman (2004), "Sadness as Pleasure-seeking Prime, Anxiety as Attentioness Prime: The Different Affect Different Effect (DADE) Model," *Motivation and Emotion*, 28(1), 23-41.

- 17) Alpert, Mark, and Rajagopal Raghunathan (2003), "Psychometrics of Hotel Service Quality: Comparative Factor Structures of Alternative Market Segments," *International Business and Economics Research Journal*, 2(9), 33-40.

Winner of Best Paper Award at the European Applied Business Research Conference, Venice, Italy.
- 18) Rochlen, Aaron, Christopher Blazina, and Rajagopal Raghunathan (2002), "Gender Role Conflict, Attitudes toward Career Counseling, Career Decision-Making and Perceptions of Career Counseling Advertising Brochures," *Psychology of Men and Masculinity*, 3(3), 122-134.
- 19) Raghunathan, Rajagopal and Yaacov Trope (2002), "Walking the Tightrope Between Feeling Good and Being Accurate: Mood as a Resource in Processing Persuasive Messages," *Journal of Personality and Social Psychology*, 83(3), September, 510-25.
- 20) Raghunathan, Rajagopal and Julie R. Irwin (2001), "Walking the Hedonic Product Treadmill: Default Contrast and Mood-Based Assimilation Effects in Judgments of Predicted Happiness with Target Product," *Journal of Consumer Research*, 28(3), 355-68.
- 21) Raghunathan, Rajagopal and Michel Tuan Pham (1999), "All Negative Moods are Not Equal: Motivational Influences of Anxiety and Sadness on Decision Making," *Organizational Behavior and Human Decision Processes*, 71(1), 56-77.

BOOKS

- 1) Raghunathan, Rajagopal (2016), "If you're so smart, why aren't you happy?" published by Portfolio/Penguin in the US, Vermilion in the UK, and Penguin India in India.

Featured in Time, Fortune, The Atlantic, The New York Times, and Washington Post in the US.
Featured in The Guardian and The Telegraph in the UK.
Featured in The Times of India, Daily Mirror, and Mid-day in India.

BOOK CHAPTERS

- 1) Raghunathan, Rajagopal and Ravidra Chitturi (2021), "Happienns and fulfillment at work: Why it matters and how to improve it," in Chetri and Binoi (Eds), *Subjective well-being and its applications*, forthcoming.
- 2) Raghunathan, Rajagopal (2019), "The interplay of hedonic and functional attributes in decision-making: Implications for happiness maximization," in Bagozzi, Krishen, & Berezan (Eds.), *Marketing and humanity: Discourses in the Real-World*.
- 3) Raghunathan, Rajagopal (2018), "The influence of the 'more hedonic = less functional' intuition on consumer inferences and choice," in Lambertson and Hill (Eds.), *Rewriting the marketing handbook: Accumulated wisdom from the ivory trenches*, 38 – 39.
- 4) Raghunathan, Rajagopal (2008), "Tracing the Evolution of the Experience Economy: It's Past, Present and Future," in Bernd Schmitt (Ed.), *Brandbook on Brand and Experience Management*.
- 5) Raghunathan, Rajagopal and Julie R. Irwin (2006), "Past product experiences as determinants of happiness with target product experiences: Implications for subjective well-being," in Luigini and Bianchi (Eds.), *Handbook of Happiness in Economics*.

- 6) Trope, Yaacov, Melissa Ferguson and Rajagopal Raghunathan (2001), "Mood as a Resource in Processing Self-relevant Information," in J. P. Forgas (Ed.), *Handbook of Affect and Social Cognition*, Mahwah, NJ: Erlbaum, 257-72.

PUBLICATIONS IN POPULAR PRESS

- 1) Raghunathan, Rajagopal (2020), "Identify what you're truly passionate about," *Texas Montly*.
- 2) Raghunathan, Rajagopal (2016), "Why rich people aren't as happy as they could be," *Harvard Business Review*.
- 3) Raghunathan, Rajagopal (2016), "7 ways you are thwarting your own happiness," *Time magazine*.
- 4) Raghunathan, Rajagopal (2016), "Why losing control can make you happier," *Greatergood*.

MANUSCRIPTS UNDER REVIEW

- 1) Unal, Gunes Biliciler, Rajagopal Raghunathan, and Adrian Ward, "Greet Your Consumers' Inner Physicist: How Visual Entropy Cues Shift Temporal Focus and Influence Product Evaluations," under 2nd round review at the *Journal of Consumer Research*.
- 2) Wang, Wangshuai, Rajagopal Raghunathan, and Dinesh Gauri, "Powerlessness, Variety-Seeking, and the Mediating Role of Autonomy," under 2nd review at *The Journal of Retailing*.
- 3) Nasa, Jayant, Tanuka Ghoshal, and Rajagopal Raghunathan, "Cozying up with the Kardashians: Need for affiliation as an explanation for the desire to consume 'gossip' magazines," in preparation for 2nd review at the *Journal of Consumer Psychology*.

SELECTED WORKS IN PROGRESS

- 1) Mukherjee, Ashesh, Rajagopal Raghunathan, and Sumitra Auschaitrakul, "Looking a gift horse in the mouth: Why unconditional gifts decrease donation likelihood," in preparation for review at the *Journal of Consumer Research*. Last revised: August 25th, 2020. Expected date of submission: November 1st, 2020.
- 2) Raghunathan, Rajagopal and Anoosha Izadi, "Post-negativity growth: How negative (vs. positive) events are more meaningful in retrospect," in preparation for review at the *Journal of Positive Psychology*. Last revised: July 15th, 2020. Expected date of submission: Oct 15th, 2020.
- 3) Raghunathan, Rajagopal, Deepa Chandrasekaran, and Anish Nagpal, "Social Support Mitigates the Link between Emotional Eating and BMI: A 5-Country Investigation," in preparation for review at *The Journal of Consumer Psychology*. Last revised: May 20th, 2020. Expected date of submission: December 15th, 2018.
- 4) Raghunathan, Rajagopal, Hyunkyung Jang, Lindsay Chilek, and Adrian Ward, "Using Social Norms to Mitigate the Propensity to Pay Unkindness Forward," in preparation for review at the *Journal of Consumer Psychology*. Last revised: July 10th, 2020. Expected date of submission: Dec 1st, 2020.
- 5) Rajagopal Raghunathan, Kelly Goldsmith, Sunaina Chugani, David Gal, and Lauren Cheatham, "The Pursuit of Happiness: Can it Make You Happy?," in preparation for review at the *Journal of Consumer Research*. Last revised: July 1st, 2020. Expected date of submission: Dec 1st, 2020.

- 6) Raghunathan, Rajagopal and Szu Chi Huang, "Too Hot to Handle: Post-decision Revision of Attribute Importance in Affectively Charged Tasks," in preparation for review at the *Journal of Marketing Research*. Last revised: April 10th, 2018. Expected date of submission: Dec 1st, 2020.
- 7) Raghunathan, Rajagopal, and Eunjoo Han, "The Cynical Observer: Asymmetries in Negative vs. Positive Trait Attributions" data collection in progress. Last revised: April 20th, 2020. Expected date of submission: Early 2020.

INVITED TALKS (LAST FIVE YEARS) _____

- 1) Raghunathan (forthcoming), "Coping with Covid: Recommendations from positive psychology," *University of Southern California*.
- 2) Raghunathan (2019), "Happiness @ work" Google, New York.
- 3) Raghunathan (2019), "If you're so smart, why aren't you happy?," DELL, Round Rock, TX.
- 4) Raghunathan (2019), "Well-being and productivity," Credit One Conference, Nassau, Bahamas.
- 5) Raghunathan (2019), "The functionality of happiness," Google, Austin.
- 6) Raghunathan (2019), "Effects of well-being on productivity," *St. Francis Hospitals*, Tulsa, Oklahoma
- 7) Raghunathan, Rajagopal (2018), "The Happiness Self-Sabotage: How Success Comes in the Way of Happiness, and Tips to Avoid it," *TEDx Gateway*, Mumbai, India.
- 8) Raghunathan, Rajagopal (2018), "A Review of the Major Determinants of Employee Happiness," Rekhi Center of Excellence for the Science of Happiness, *Indian Institute of Technology*, Kharagpur.
- 9) Raghunathan, Rajagopal (2018), "Evil Intuitions: How Three Lay-beliefs About Food Influence Weight-gain," *Great Lakes Institute of Management*, Chennai, India.
- 10) Raghunathan, Rajagopal (2018), "Healing the Healer: Why Subjective Well-being of Doctors and Nurses Matters," *St. Francis Hospitals*, Tulsa, Oklahoma.
- 11) Raghunathan, Rajagopal (2018), "Enhancing Employee Well-Being: An Evidence-based Approach," *Humana*, Louisville, Kentucky.
- 12) Raghunathan, Rajagopal (2017), "What does it take to lead a happy and fulfilling life?," *Royal Bhutan University*, Thimphu, Bhutan.
- 13) Raghunathan, Rajagopal (2017), "The 'BAMBA' Model of Employee Happiness," *GNH of Business Conference*, Thimphu, Bhutan.
- 14) Raghunathan, Rajagopal (2017), "Policy Debates in Enhancing Subjective Well-being of Citizens," Keynote address, *World Bank*, Washington D.C.
- 15) Raghunathan, Rajagopal (2017), "A Short Course on Happiness," *TED*, Mumbai, India.
- 16) Raghunathan, Rajagopal (2017), "Inside Out Leadership," UT Executive Management and Leadership Program, The University of Texas at Austin, Austin, TX. (October 2017.)

- 17) Raghunathan, Rajagopal (2017), "Inside Out Leadership," UT Executive Management and Leadership Program, The University of Texas at Austin, Austin, TX. (March 2017.)
- 18) Raghunathan, Rajagopal (2017), "Designing for Happiness," *The University of Michigan*, Ann Arbor, Michigan.
- 19) Raghunathan, Rajagopal (2017), "The 'MBA Model' of Happiness," *Seattle University*, Seattle, Washington.
- 20) Raghunathan, Rajagopal (2017), "The Determinants of Societal Well-being," presentation made to the governing board and to the honorable Chief Minister of Madhya Pradesh at the *Happiness Institute of the State Government of Madhya Pradesh*, Bhopal, India.
- 21) Raghunathan, Rajagopal (2017), "The Business Case for MOOCs," *McMaster University*, Hamilton, Canada.
- 22) Raghunathan, Rajagopal (2017), "Consumer, Employee and Citizen Well-being," Distinguished speaker, Haring Symposium, *Indiana University*, Bloomington, Indiana.
- 23) Raghunathan, Rajagopal (2017), "The double-edged sword of judgmentalism: how judging others negatively lowers one's happiness in the long-term," *The University of Houston*, Houston, TX.
- 24) Raghunathan, Rajagopal (2016), "Happy citizens = Happy, successful and kind state," *City of Amsterdam*, Amsterdam, The Netherlands.
- 25) Raghunathan, Rajagopal (2016), "Decoding happiness," *The School of Life*, Amsterdam, Amsterdam, The Netherlands.
- 26) Raghunathan, Rajagopal (2016), "If you're so smart, why aren't you happy?," *Fontys University*, Tilburg, The Netherlands.
- 27) Raghunathan, Rajagopal (2016), "No food left behind: How a positive value can lead to negative outcomes," *Nanyang Technological University*, Singapore.
- 28) Raghunathan, Rajagopal (2016), "If you're so smart, why aren't you happy?," *Texas Enterprise*, UT Austin, Austin, TX.
- 29) Raghunathan, Rajagopal (2016), "The double-edged sword of judgmentalism: how judging others negatively lowers one's happiness in the long-term," Psychology Department, *The University of Texas at Austin*, Austin, TX.
- 30) Raghunathan, Rajagopal (2016), "If you're so smart, why aren't you happy?," *Google*, Austin, TX
- 31) Raghunathan, Rajagopal (2016), "If you're so smart, why aren't you happy?," *Dell*, Austin, TX
- 32) Raghunathan, Rajagopal (2016), "If you're so smart, why aren't you happy?," *National Instruments*, Austin, TX
- 33) Raghunathan, Rajagopal (2016), "If you're so smart, why aren't you happy?," *truTV*, New York, NY.

CONFERENCE PRESENTATIONS (LAST FIVE YEARS) _____

- 1) Nasa, Jayant, Tanuka Ghoshal and Raj Raghunathan (2020), "Cozying up with the Kardashians," *Association for Consumer Research*, Paris, France.

- 2) Nasa, Jayant, Tanuka Ghoshal and Raj Raghunathan (2020), "Cozying up with the Kardashians," *Society for Consumer Psychology*, Huntington Beach, California.
- 3) Unal, Gunes Biliciler, Rajagopal Raghunathan, and Adrian Ward (2019), "Mortality salience heightens interest in functional activities," *Association for Consumer Research*, Atlanta, Georgia.
- 4) Unal, Gunes Biliciler, Rajagopal Raghunathan, and Adrian Ward (2018), "Greet Your Consumers' Inner Physicist: How Visual Entropy Cues Shift Temporal Focus and Influence Product Evaluations," *Association for Consumer Research*, Dallas, TX.
- 5) Wang, Wangshuai, Rajagopal Raghunathan, and Dinesh Gauri (2018), "Powerlessness, Variety-Seeking, and the Mediating Role of Autonomy," *Association for Consumer Research*, Dallas, TX.
- 6) Garg, Rajeev, Rajagopal Raghunathan, and Frenkel ter Hofstede (2017), "Personality Matching for Mobile Advertising," *Marketing Science*, Los Angeles, California.
- 7) Mukherjee, Ashesh, Rajagopal Raghunathan and Sumitra Auschaitrakul (2017), "Looking a Gift Horse in the Mouth: The Effect of Free Gifts on Charitable Behavior," *Association for Consumer Research*, San Diego, California.
- 8) Rajagopal Raghunathan, Neelesh Marik, and Ke Zang (2017), "Enhancing Happiness and Fulfillment at Work: The "BAMBA" Model," *GNH of Business conference*, Thimphu, Bhutan.

TEACHING

Teaching Interests:

Customer Insights and Design Thinking, Consumer, Employee and Citizen Well-being.

Teaching Experience:

A life of happiness and fulfillment, launched on the world's biggest MOOC platform (Coursera) on June 15th, 2015.

Currently with over 250,000 enrolled students from all 196 countries in the world
Since launch, consistently ranked in the Top 10 Coursera courses (in terms of new enrollments)
Rated "Best MOOC of 2015" class-central.com
Rated "Top 50 MOOC of all-time" by class-central.com
Overall rating of 4.8/5.0 based on about 3000 reviews

Design Thinking (MSM): Spring Fall 2016

Creativity and Leadership (MBA): Spring 2016, Spring 2013, Fall 2011, Fall 2010.

Creativity and Leadership (Undergraduate): Spring 2016, Spring 2010, Fall 2009.

Consumer Behavior (Undergraduate): Spring 2008.

Customer Insights (Undergraduate): Fall 2005, 2004, 2003, 2001, Spring 2006, 2004, 2003, 2002, 2001.

Consumer Behavior (MBA): Fall 2009, Fall 2008, Spring 2008, Fall 2007.

South Africa Global Connections (MBA): Spring 2016.

Ghana Global Connections (MBA): Spring 2015, 2014, 2013.

India Global Connections (MBA): Spring 2007, Spring 2006.

Customer Insights (MBA): Spring 2005, 2004, 2003, 2002, 2001.

Ph.D Seminar on Affect, Rationality and Decision Making, Fall 2004, 2006, 2008, 2010, 2011.

ADVISING

Dissertation Co-chair:

Gunes Biliciler – Ph. D. (Expected graduation: 2021)

Michael Luchs – Ph. D. (Graduated: May 2008)

Dissertation Committee:

Kitty Lee—Ph. D. (Graduated: 2018)

Hyunjung Lee—Ph.D. (Graduated: 2017)

Jacob Suher—Ph.D. (Graduated: 2016)

Eunjoo Han—Ph.D. (Graduated: 2016)

Jae Eun Namkoong—Ph.D. (Graduated: 2014)

Sunaina Chugani—Ph.D. (Graduated: May 2013)

Szu-chi Huang—Ph.D. (Graduated: May 2013)

Tracie Majors—Ph.D. (Graduated: May 2013)

Jaime Couter—Ph.D. (Graduated: May 2012)

Hongmin Kim—Ph.D. (Graduated: May 2011)

Jaehong Park—Ph. D. (Graduated: May 2010)

Jennifer Winchel – Ph. D. (Graduated: May 2008)

Margaret Christ – Ph. D. (Graduated: May 2008)

Leonardo Micolao – Ph. D. (Graduated: May 2008)

Lis a Navarrez – Ph. D. (Graduated: May 2008)

Deepa Mani – Ph. D. (Graduated: May 2008)

Wenjing Duan – Ph.D (Graduated: December 2006).

Rebecca W. Naylor – Ph. D. (Graduated: May 2006).

Ju Long – Ph.D (Expected Graduated: May 2005).

Kristine Ehrich – Ph.D. (Graduated: May 2004).

Ravi Chitturi – Ph.D. (Graduated: May 2003).

ADMINISTRATIVE SERVICE

Business School:

P&T Committee: Fall 2017 – present

Marketing Executive Committee, 2006 – 2007; 2009 – 2011; 2013 – 2014; Fall 2017 - present

Doctoral Affairs Committee, Marketing Department, 2002 – 2009; Fall 2017 – present

DUCC, Fall 2015 – present.

Ph.D Program Advisor, 2011 – 2014

Recruitment Committee, 2003 – present

Decision Making Seminar Series Coordinator, 2007 - 2014

Brown Bag Series Co-coordinator for the Marketing Department, 2005 – 2009

AMA Faculty Advisor for the University of Texas at Austin, 2006, 2007

Outside Business School:

Co-chair for SCP Conference, 2013

Coordinator for Round Tables at the Association for Consumer Research, 2007

Program committee, Association for Consumer Research, 2009, 2007, 2006 and 2004

REVIEWER SERVICE

Journal of Consumer Research

Journal of Marketing Research

Journal of Marketing

Journal of Consumer Psychology

Journal of Experimental Psychology

Journal of Experimental Social Psychology

Motivation and Emotion

Association for Consumer Research

Society for Consumer Psychology

Journal of Interactive Marketing

Emotion and Cognition

Journal of Applied Psychology

Decision Support Systems

Social Cognition

Psychological Science

Cognitive Science