

**Priyali Rajagopal**  
1014 Greene Street, Columbia SC 29208  
803-777-4924, Priyali.rajagopal@moore.sc.edu

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## **EDUCATION**

PhD. in Marketing, The Ohio State University, Columbus OH, 2004  
MBA, Indian Institute of Management, Ahmedabad, India, 1994  
Bachelor of Commerce, Narsee Monjee College, Mumbai, India, 1992

## **ACADEMIC EXPERIENCE**

Associate Professor, Moore School of Business, University of South Carolina, June 2013-  
Assistant Professor, Cox School of Business, Southern Methodist University, June 2004-2013  
Instructor, Fisher College of Business, The Ohio State University, 2000-2003

## **SELECTED HONORS AND AWARDS**

- Alfred Smith Teaching award, Moore School of Business, University of South Carolina, 2015-16
- Professor of the Year, Doctoral Students Association, Moore School of Business, University of South Carolina 2014-15
- Finalist, MSI H. Paul Root Award, Journal of Marketing, 2010
- Delta Sigma Pi Award for Exceptional Teaching, Cox School of Business, 2009
- Outstanding teaching award, Cox School of Business, 2007
- Who's Who in America 2008-
- Who's Who Among America's Teachers, 2007
- Honoring Our Professors Excellence award, SMU Office of Residence life and Student Housing, 2006
- Fellow, AMA Doctoral Consortium, Emory University, 2002
- Pace Setter Award for academic excellence, The Ohio State University, 2002

## **RESEARCH INTERESTS**

Consumer information processing, Memory and Persuasion

## **PUBLICATIONS**

1. Murdock, Mitchel and Priyali Rajagopal (Forthcoming), "Blowing Smoke: How Appeal Type Influences Subjective Norms and Intentions to Consume Electronic Cigarettes," to appear in *The Psychology of Social Influence: Theory, Techniques, and Research*, Daniel Howard (Ed).
2. Murdock, Mitchel and Priyali Rajagopal (2017), "The sting of social: how emphasizing social consequences in warning messages influences perceptions of risk," *Journal of Marketing*, 81(2), 83-98
3. Park, Joonwook, Priyali Rajagopal, William Dillon, Wayne DeSarbo and Seoil Cha (2016), "A New Bayesian Spatial Model for Brand Positioning," *Journal of Modeling in Management*.
4. Bublitz, Melissa G., Laura A. Peracchio, Alan R. Andreasen, Jeremy Kees, Blair Kidwell, Elizabeth Gelfand Miller, Carol M. Motley, Paula C. Peter, Priyali Rajagopal, Maura L.

- Scott, Beth Vallen (2013), "Promoting Positive Change: Advancing the Food Well-being Paradigm," *Journal of Business Research*, 66 (8), 1211-18.
5. *Social Influence and Consumer Behavior*. Eds. Daniel Howard, Amna Kirmani and Priyali Rajagopal, Psychology Press. 2012
  6. Park, Joonwook, Priyali Rajagopal and Wayne DeSarbo (2012) "A New Heterogeneous Multidimensional Unfolding Procedure," *Psychometrika*, 77(2), 263-287.
  7. Rajagopal, Priyali and Nicole V. Montgomery (2011), "I imagine, I experience, I like: The false experience effect," *Journal of Consumer Research*, 38(3), 578-594.
  8. Bublit, Melissa G., Laura A. Peracchio, Alan R. Andreasen, Jeremy Kees, Blair Kidwell, Elizabeth Gelfand Miller, Carol M. Motley, Paula C. Peter, Priyali Rajagopal, Maura L. Scott, Beth Vallen (2011), "The Quest for Eating Right: Advancing Food Well-being," *Journal of Research for Consumers* (19).
  9. Raju, Sekar, Priyali Rajagopal and Timothy J Gilbride (2010) "Marketing healthful eating to children: the role of incentives, pledges and competitions," *Journal of Marketing*, 74(3), 93-106. (Finalist for the Marketing Science Institute's H. Paul Root award in 2010)
  10. Rajagopal, Priyali and Jong Youn Rha (2009) "The mental accounting of time," *Journal of Economic Psychology*, 30 (5), 772-781.
  11. Rajagopal, Priyali and Robert E. Burnkrant (2009) "Consumer evaluations of hybrid products," *Journal of Consumer Research*, 36 (August), 232-241.
  12. Rajagopal, Priyali, Sekar Raju and H. Rao Unnava (2006) "To do or not to do: Differences in the cognitive accessibility of action and inaction regrets." *Journal of Experimental Social Psychology*, 42 (May), 302-313.

## **PAPERS UNDER REVIEW**

- "Just Me Versus We: The Impact of Social Connection on Memory," with Kara Bentley (under second review at *Journal of Consumer Research*)
- "If you can remember, I can forget: Social sharing and consumer memories," with Li Huang (invited for second review at *Journal of Consumer Research*)
- "What You Read is What You Experience: The Effect of Online Reviews and Brand Commitment on Reconstructed Experiences," with Nicole Montgomery, (invited for second review at *Journal of Experimental Psychology: Applied*)
- "Consumer Food Sustainability: Concept, Measurement, and Consumer Consequences," with Kealy Carter and Satish Jayachandran (invited for second round review at *Journal of Marketing Research*)

## **WORKING PAPERS**

- "Age effects on false memory" with Nicole Montgomery and Kara Bentley
- "Special memories" with Kara Bentley
- "Technological dependence and memory – the role of anthropomorphism" with Li Huang
- "Memory for happiness from actions vs. inactions" with Sekar Raju and Rao Unnava
- "The effects of construal level over time," with Frank May

## **REFEREED CONFERENCE PROCEEDINGS**

- Huang, Li and Priyali Rajagopal (2015), "To Share Or Not to Share: the Ironic Effects of Sharing on Consumer Memory," *Advances in Consumer Research*

- May, Frank and Priyali Rajagopal (2015), "The effects of construal level on fit perceptions," *Society for Consumer Psychology Proceedings*.
- Murdock, Mitchell and Priyali Rajagopal (2015), "Health or Beauty: How consequence type influences temporal proximity and vulnerability to negative health outcomes," *Society for Consumer Psychology Proceedings*.
- Bentley, Kara and Priyali Rajagopal (2014), "Just me versus we: How social connection impacts consumer memories," *Advances in Consumer Research*.
- May, Frank and Priyali Rajagopal (2014), "The effects of construal level over time," *Advances in Consumer Research*.
- Rajagopal, Priyali and Nicole Montgomery (2012), "Remembering Better or Remembering Worse: Age Effects on False Memory," *Advances in Consumer Research*
- Montgomery, Nicole and Priyali Rajagopal (2012), "Remembering the Best of Times or the Worst of Times? The Moderating Role of Brand Commitment on False Product-Experience Memories," *Advances in Consumer Research*.
- Rajagopal, Priyali, Sekar Raju and Rao Unnava (2012), "Happiness from Actions vs. Inactions," *Advances in Consumer Research*.
- Raju, Sekar and Priyali Rajagopal, (2012), "Recovering from Ethical Failures: Role of External Attribution and Monetary Compensation," *Advances in Consumer Research*.
- Raju, Sekar and Priyali Rajagopal, (2008) "Responding to Ethical and Competence Failures," *Society For Consumer Psychology conference proceedings*, 358-359.
- Rajagopal, Priyali and Nicole V. Montgomery, (2008) "Imagery, false memories and attitude strength," *Advances in Consumer Research*, 35
- Raju, Sekar and Priyali Rajagopal, (2008) "Responding to Ethical and Competence Failures," *Advances in Consumer Research*, 35, 855-856.
- Rajagopal, Priyali and Robert E. Burnkrant, (2007) "Conceptual combinations and consumer inferences about ambiguous products," *Advances in Consumer Research*, 34, 151-154.
- Rajagopal, Priyali and Robert E. Burnkrant, (2005) "The priming effects of counterfactual thinking," *Advances in Consumer Research*, 32, 612.
- Rajagopal, Priyali and Robert E. Burnkrant, (2005) "Consumer categorization and evaluations of ambiguous products," *Advances in Consumer Research*, 32, 362.
- Unnava, Rao, H., Priyali Rajagopal and Sekar Raju, (2003) "Reducing Competitive Ad Interference By Varying Advertising Context: A Test of Network Models of Memory," *Advances in Consumer Research*, 30, 46-46.
- Raju, Sekar, Priyali Rajagopal and H. Rao Unnava, (2002), "Attitude Toward A Comparative Advertisement: The Role of An Endorser," *Advances in Consumer Research*, 29(1), 480-482.
- Rajagopal, Priyali, Sekar Raju and H. Rao Unnava, (2002), "To do or not to do: Differences in the cognitive availability of action and inaction regrets," *Advances in Consumer Research*, 29(1), 124-126.
- Rha, Jong Youn and Priyali Rajagopal, (2001), "Is time like money? Consumers' mental accounting of time", *Proceedings of the 47<sup>th</sup> Annual Conference of American Council on Consumer Interest*.

## INVITED PRESENTATIONS

- “Beyond Intentions: How Emphasizing Social Consequences in Health Messages Influences Temporal Proximity and Vulnerability to Negative Health Outcomes and Leads to Less Favorable Consumption Experiences,” with Mitchell Murdock
  - Society for Consumer Psychology conference, February 2015
  - Association for Consumer Research: Asia Pacific conference, June 2015
  - Marketing and Public Policy conference, June 2015
  - Theory and Practice in Marketing conference, June 2015
  - Great Lakes NASMEI conference, December 2016
- “If you remember, I can forget: Sharing experiences and consumer memories,” with Li Huang
  - Society for Consumer Psychology conference, February 2015
  - Association for Consumer Research conference, October 2015
  - Southeast Marketing Symposium, February 2014
- “Just me versus we: How social connection impacts consumer memories”
  - Association for Consumer Research: Asia Pacific conference, June 2015
  - Association for Consumer Research conference, October 2014
- “The effects of construal level over time” with Frank May
  - Association for Consumer Research conference, October 2014
  - Society for Consumer Psychology conference, February 2015
- “Remembering Better or Remembering Worse: Age Effects on False Memory”
  - Association for Consumer Research conference, October 2012
  - Cognitive Aging Conference, April 2014
  - SARMAC conference, Sydney, Australia, January 2017
- “Remembering the Best of Times or the Worst of Times? The Moderating Role of Brand Commitment on False Product Experience Memories”
  - University of Iowa, April 2012, October 2012
  - University of Nebraska, September 2012
  - University of South Carolina, September 2012
  - American University, October 2012
  - Association for Consumer Research conference, October 2012
  - SARMAC conference, Sydney, Australia, January 2017
- “Imagery, false memories and attitude strength,”
  - Ohio State University, December 2007
  - Association for Consumer Research conference, San Francisco, 2008
  - Texas Marketing Faculty Colloquium, 2010
  - Marketing department speaker series, University of Texas, Arlington, 2010
  - Judgment and Decision Making Preconference, Society for Personality and Social Psychology Conference, San Antonio, 2011
  - Marketing department speaker series, Texas Christian University, 2011
- “Consumer responses to company failures”,
  - Association for Consumer Research conference, Memphis, October 2007
  - Society for Consumer Psychology conference, New Orleans, February 2008
- “Effectiveness of Incentives, Pledges and Competitions as Healthy Eating Interventions,”
  - Poster presented at the National Conference on Health Communication, Marketing and Media, Atlanta, August 2007
  - Association for Consumer Research conference, San Francisco, 2008

- Society for Consumer Psychology conference, New Orleans 2008
- “Comparative advertising and endorsements”, presented at the Academy for Marketing Science conference in Coral Gables, FL, May 2007.
- “Conceptual combinations and consumer inferences about ambiguous products,” with Robert E. Burnkrant, presented at the Association for Consumer Research conference, October 2006
- “Consumer categorization and evaluations of ambiguous products,” with Robert E. Burnkrant, presented at the Association for Consumer Research conference, October 2004
- “The effects of counterfactual thinking on framed message evaluation,” with Robert E. Burnkrant,
  - Midwest Marketing Camp, June 2003
  - Association for Consumer Research conference, October 2004
- “Reducing Competitive Ad Interference By Varying Advertising Context: A Test of Network Models of Memory,” with H. Rao Unnava and Sekar Raju, presented at the Association for Consumer Research conference, October 2002
- “Attitude Toward A Comparative Advertisement: The Role of An Endorser,” with Sekar Raju and Rao Unnava, Presented at the Association for Consumer Research conference, October 2001
- “To do or not to do: Differences in the cognitive availability of action and inaction regrets,” with Sekar Raju and Rao Unnava
  - Association for Consumer Research conference, October 2001
  - Albert Haring Symposium, March 2002
  - CogFest, The Ohio State University, April 2002
- “Role of consumer relationships with a brand in brand extensions: A discussion,” Discussant at the Albert Haring Symposium, April 2001
- “Customer Perceptions of time: The mental accounting of time,” with Jong Youn Rha, Presented at the annual ACCI conference, April 2001
- “Customer Contracts: Evaluations of Service Failures and Implications for Relationship Marketing,” with Neeli Bendapudi, Presented at the Frontiers in Services Marketing conference, October 2000

## **TEACHING**

- Moore School of Business
  - Consumer behavior (undergraduate, graduate)
  - Consumer Behavior seminar (Doctoral)
- Cox School of Business
  - Fundamentals of marketing (undergraduate)
  - Consumer Behavior (undergraduate, graduate, Exec Ed)
  - Brand Management (Exec Ed)
- Ohio State University
  - Marketing Strategy (undergraduate)
  - Sales Management (undergraduate)

## **SERVICE (DEPARTMENT)**

- Doctoral Program Coordinator, 2015-
- Subject pool coordinator 2014-2015

- Member, Recruitment committee, 2013-
- Dissertation committee
  - Kara Bentley (Chair), 2017
  - Li Huang (Chair), 2017
  - Mitch Murdock (Chair), 2016
  - Rafay Siddiqui, 2016
- Second year paper committee
  - Mitch Murdock
  - Rafay Siddiqui
  - Kara Bentley
  - Li Huang
  - Taehoon Park
  - Jane Park
- First year paper committee
  - Jane Park
  - Li Huang
  - Amir Javadinia
  - Sina Aghaie

#### **SERVICE (MOORE SCHOOL OF BUSINESS)**

- Member, Faculty Advisory Committee 2014-
- Member, Research Advisory Committee 2014-

#### **PROFESSIONAL SERVICE**

- Guest co-editor, *Social Influence* - Special Issue on Consumer Behavior, 2012
- Editorial Review Board member
  1. *Journal of Consumer Research*, 2014-
  2. *Journal of Consumer Psychology*, 2015-
  3. *Journal of Business Research* (Buyer Behavior) 2006-present
  4. *Social Influence* 2008 – present
- Ad hoc reviewer
  1. *Journal of Marketing*
  2. *Journal of Research in Personality*
  3. *Journal of Economic Psychology*
  4. *Journal of Marketing Research*
  5. *International Journal of Research in Marketing*
- Reviewer for SCP-Sheth dissertation competition, 2009-
- Reviewer for AMA Howard Dissertation competition, 2010
- Reviewer for ACR, AMA, SCP conferences, 2005-
- Faculty member, ACR Doctoral Consortium, 2007
- Associate Editor- For Consumers section of the ACR website, 2004-2006
- Co-Chair, Marketing Promotions and Communications track, Academy of Marketing Science conference, 2007
- Program Committee Member, ACR 2011

**SELECTED MEDIA MENTIONS**

BBC, Scientific American, Sciencedaily.com, Techradar.com Wired.com

**PROFESSIONAL AFFILIATIONS**

Association for Consumer Research

Society for Consumer Psychology

American Marketing Association

Association for Psychological Science

**NON-ACADEMIC EXPERIENCE**

Product manager, Unilever, India 1994-98

Consultant: ZingData, Knowledge Networks