

Suresh Sundaram, Ph. D.

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Education

- Ph.D. Business Administration (Marketing), University of Houston, 2003
- B.E. Instrumentation, University of Bangalore, 1992

Employment

Academic

- Assistant Professor of Marketing, Alfred Lerner College of Business & Economics, University of Delaware 2013 - Present
- Faculty Director, Minor in Professional Selling and Sales Management Alfred Lerner College of Business & Economics, University of Delaware Fall 2019 - Present
- Faculty Director, Lerner Study Abroad Semester and Internships Alfred Lerner College of Business & Economics, University of Delaware Fall 2018 - Present
- Visiting Assistant Professor of Marketing, Alfred Lerner College of Business & Economics, University of Delaware 2007 - 2013
- Assistant Professor of Marketing, Sellinger School of Business & Management, Loyola University, Maryland 2002 - 2007
- Graduate Research/Teaching Assistant, Department of Marketing & Entrepreneurship, C.T. Bauer College of Business Administration, University of Houston 1996 - 2002

Industry

- Chief Data Scientist, VirtumedHealth January 2021 – Present
- Executive Director and Chief Methodologist, Winkle BV (Americas) January 2015 – April 2020
- Independent Strategic Marketing Consultant April 2013 – Present, May 2008 – April 2009
- Executive Director (Analytical Sciences), Optimal Strategix Group, Inc., Newtown, PA May 2009 - March 2013
- Director of Research Sciences, Healogix LLC, Horsham, PA May 2006 - April 2008
- Senior Marketing Executive, HCL Frontline Ltd, Chennai, India July 1995 - August 1996
- Senior Sales Executive, HCL Ltd, Coimbatore, India October 1993 - July 1995
- Sales and Service Executive, Essen Computers Ltd., Mumbai, India August 1992 - October 1993

Research Interests

- Impact of Technology on Marketing, especially on the sales force and on individual consumers.
- Decision-Making and Outcomes

Awards & Honors

- \$10,000 State Farm Foundation Grant, January 2022
- \$1000 CTAL Travel Grant, University of Delaware, Spring 2018
- Outstanding Faculty Award, Department of Business Administration, University of Delaware, Spring 2018
- Nominee, Excellence in Teaching Award, University of Delaware, Spring 2016
- Nominee, MBA Teaching Award, Alfred Lerner College of Business & Economics, Spring 2016
- Recipient, \$7,500 Summer Grant for BUAD880 Course Redesign, UD Online MBA, 2016
- Nominee, MBA Teaching Award, Alfred Lerner College of Business & Economics, Spring 2015
- Recipient, \$11,889 Summer Grant for Development of Capstone Strategy Course, UD Online MBA, 2014
- Sellinger School of Business, Marketing Department Award for Best Article of the Year, 2004
- The Journal of Personal Selling and Sales Management's **Marvin Jolson Award** for "Best Contribution to Selling and Sales Management Practice" for the article "Factors Leading to Sales Force Automation Use: A Longitudinal Analysis" by Eli Jones, Suresh Sundaram, and Wynne Chin (JPSSM Volume 22, Number 3), 2003
- Dean's Award for Academic Excellence, C. T. Bauer College of Business, University of Houston, May 2003

Publications

- Satid Thammasitboon, Moushumi Sur, Joseph J. Rencic, Gurpreet Dhaliwal, Shelley Kumar, Suresh Sundaram & Parthasarathy Krishnamurthy (2020) Psychometric validation of the reconstructed version of the assessment of reasoning tool, *Medical Teacher*, DOI: 10.1080/0142159X.2020.1830960. (Journal Impact Factor (2020): 2.610)
- Steven Posavac, Michal Herzstein, Frank Kardes, and Suresh Sundaram (2010), "Profits and Halos: The Role of Firm Profitability Information in Consumer Inference," *Journal of Consumer Psychology*, 20, 327-337 (Journal Impact Factor (2020): 2.460)
- Suresh Sundaram, Andrew Schwarz, Eli Jones, and Wynne W. Chin (2007), "Technology Use on the Front Line: A Panel Data Analysis of How Technology Enhances Individual Performance," *Journal of the Academy of Marketing Science*, 35 (1), 101-112 (Journal Impact Factor (2020): 11.190)
- Eli Jones, Suresh Sundaram and Wynne Chin (2002), "Factors Leading to Sales Force Automation Adoption by the Sales Force: A Longitudinal Analysis," *Journal of Personal Selling and Sales Management*, 22 (Summer), 145-156 (Journal Impact Factor (2020): 1.930)
- Betsy D. Gelb and Suresh Sundaram (2002), "Adapting to "Word of Mouse"," *Business Horizons*, 45 (July-August), 21-25 (Journal Impact Factor (2020): 4.490)

Refereed Conference Papers, Presentations and Proceedings

- Srikanth Beldona, Hemant Kher, Stewart Shapiro, and Suresh Sundaram, "Does it Matter if it is Called Hospitality or Customer Service?, 17th International Research Symposium on Service Excellence in Management, Valencia, Spain, January 12-15, 2022.
- Srikanth Beldona, Hemant Kher, and Suresh Sundaram, "About Face: The Effects of Face Threat And Face Enhancement in SST Failures at Public Locations," 10th Advances in Hospitality and Tourism Marketing and Management (AHTMM) conference, Sao Paulo, Brazil, July 6-10, 2020.
- Srikanth Beldona, Hemant Kher, and Suresh Sundaram, "Getting too Close? How Guest Attachment Styles Impact the Desire for Relationship Closeness with Hosts in Hospitality", 7th Advances in Hospitality and Tourism Marketing and Management (AHTMM) Conference, Famagusta, Cyprus, July 10-15, 2017.
- Fiona Caramba-Coker, Srikanth Beldona, Hemant Kher, Suresh Sundaram, and Francis Kwansa, "The Impact of Face and Self-Construal on SST and Interpersonal Service Orientations", Proceedings of the Academy of Marketing Sciences Conference, Indianapolis, IN, May 21-23, 2014
- Posavac, Steven S., Michal Herzstein, Frank R. Kardes, and Suresh Sundaram, "On Profits and Halos: How Consumers Infer Product Quality," Proceedings of the 2010 Society for Consumer Psychology Annual Conference, St. Petersburg, FL, February 25-27, 2010
- Suresh Sundaram, Partha Krishnamurthy, Edward A. Blair (2008), "Shopping Online: The Role of Attribute-Benefit Mapping Information," Proceedings of the 2008 Academy of Marketing Science Annual Conference, Vancouver, BC, Canada, May 28-31, 2008
- Eli Jones, Wynne Chin, Andrew Schwarz, Suresh Sundaram, (2005) "Technology and the Sales Force: Does Technology Really Enhance Performance?" Proceedings of the 20th Annual National Conference in Sales Management, Miami Beach, FL, March 3-5, 2005
- Eli Jones, Suresh Sundaram, and Wynne Chin (2004), "Going Beyond the Technology Acceptance Model," *AMA CRM Faculty Consortium 2004*, Dallas, TX. (Presentation)
- Anuradha Sivaraman and Suresh Sundaram (2003), "Awareness and Personality of Internet Brands and Implications for Internet Branding Strategies," Proceedings of the Association of Collegiate Marketing Educators' Conference, Houston, TX
- Suresh Sundaram, Eli Jones and Wynne Chin (2002), "Technology and the Sales Force: Does Technology Really Enhance Performance?," Proceedings of the Academy of Marketing Science Annual Conference, Sanibel Island, FL
- Eli Jones and Suresh Sundaram (2002), "Using Customer Relationship Management Systems to Build Sales," *Agribusiness Summit*, Lexington, KY.
- Eli Jones, Wynne Chin, and Suresh Sundaram (2001), "Factors Leading to Sales Force Automation Adoption by the Sales Force: A Longitudinal Analysis," Proceedings of the Seventh Annual CBIM/ISBM Academic Workshop, Atlanta, GA
- Eli Jones, Wynne Chin, and Suresh Sundaram (1999), "Toward a Greater Understanding of Salesperson Adaptation to Sales Force Automation," Proceedings of the Southwestern Marketing Association Conference, Houston, TX

Invited Presentations, Seminars & Workshops Conducted

- 2017, Presentation on Application of Conjoint Analysis in Marketing, Department of Hospitality Business Management, University of Delaware
- 2009 – 2013, Presentation on Developing Marketing Programs for Physical Therapy Services, Doctor of Physical Therapy Program, University of Delaware Department of Physical Therapy
- 2009, Workshop on Consultative Selling for the ChamberU program conducted by the New Castle Chamber of Commerce
- 2005, Workshop on Harnessing the Web for Small Business under the aegis of the Center for Closely Held Firms, Loyola College in Maryland
- 2004, Workshop on Consultative Selling under the aegis of the Center for Closely Help Firms, Loyola College in Maryland

Research in Progress

- Srikanth Beldona, Hemant Kher, Stewart Shapiro, and Suresh Sundaram, “Does it Matter if it is Called Hospitality or Customer Service?”, Currently being rewritten for re-submission to a leading Hospitality journal.
- Srikanth Beldona, Hemant Kher, Suresh Sundaram, and Fiona Caramba-Coker, “About Face: The Role of Face Concerns in Using Self-Service Technology Located in a Public Place,” Currently being rewritten for submission to a leading Hospitality journal.
- Suresh Sundaram “Delineating the Underlying Dimensions of Country of Origin on Cross-Category Purchase Decisions,” data collected, analysis in progress
- Suresh Sundaram, Partha Krishnamurthy, and Edward A. Blair, “The Critical Role of Attribute-Benefit Information on Online Consumer Shopping,” data collected and analysis complete

Professional Development

- 2018, Sawtooth Workshop on Conjoint Methodologies, San Diego, CA
- 2018, UK Sales Educator Academy, Aston, UK
- 2016, ART Forum Pre-Conference Workshops, Boston, MA
- 2009, ART Forum Pre-Conference Workshops, Whistler, Canada
- 2005, Case Method Teaching Workshop, Harvard Business School, Boston, MA
- 2002 - 2004, Teaching Enhancement Workshop, Loyola College in Maryland, Baltimore, MD
- 2004, Teaching Portfolio Workshop by Peter Seldin, Loyola College in Maryland, Baltimore, MD
- 2003, Teaching Enhancement Workshop, Association of Collegiate Marketing Educators, Houston, TX
- 2003, Ethics Infusion Institute, Sellinger School of Business & Management, Baltimore, MD
- 1999, MCMC Short Course, Bayesian Applications and Methods in Marketing, Ohio State University, Columbus, OH

Teaching Experience

University of Delaware

Graduate

- BUAD680 Marketing Management
 - Spring 2018 4.52/5.00
 - Fall 2017 4.62/5.00
 - Fall 2016 4.47/5.00
 - Spring 2015 4.50/5.00
 - Fall 2013 4.58/5.00
 - Spring 2010 4.38/5.00
 - Spring 2009 4.78/5.00
- BUAD681 Research Methods for Marketing Decisions
 - Fall 2019 4.48/5.00
 - Fall 2018 Not Available (Low Response Rate)
 - Fall 2015 4.29/5.00
 - Fall 2011 4.25/5.00
 - Spring 2011 4.34/5.00
 - Fall 2009 3.99/5.00
 - Fall 2008 4.71/5.00
 - Fall 2007 4.32/5.00
- BUAD892 Experiences in Strategic Integration for Top Managers (Online MBA Program)
 - Spring II 2016 Not Available
 - Winter 2016 2.05/6.00
 - Spring II 2015 1.75/6.00
 - Winter 2015 2.52/6.00
 - Fall I 2014 2.25/6.00
 - Spring II 2013 2.31/6.00

Note: Scales for Online MBA Evaluations are on a Reversed Scale, with Scores Closer to 1 Indicating a Better Rating

- BUAD680 Marketing Management (Online MBA Program)
 - Fall A 2021 Evaluations Not Available
 - Fall B 2020 2.16/6.00 & 2.30/6.00
 - Fall A 2020 2.23/6.00
 - Summer 2020 Evaluations Not Available
 - Spring B 2020 Evaluations Not Available
 - Fall B 2019 1.73/6.00 & 1.11/6.00
 - Fall A 2019 1.81/6.00 & 1.35/6.00
 - Spring B 2019 1.73/6.00 & 1.11/6.00
 - Fall II 2018 1.55/6.00 & 1.45/6.00
 - Summer 2018 1.59/6.00 & 1.50/6.00
 - Spring I 2018 1.81/6.00 & 1.73/6.00
 - Fall I 2017 1.61/6.00
 - Spring II 2017 2.02/6.00 & 2.04/6.00
 - Winter 2017 2.60/6.00 & 2.86/6.00
 - Fall I 2016 3.01/6.00
- Independent Study on Research Methodologies
 - I also directed an undergraduate student (Lindsey Cohen) for a Summer Research Scholars Grant project
 - Spring 2012, Winter 2011, Summer 2010, Fall 2009, Fall 2008

Undergraduate

- BUAD470 Introduction to Personal Selling
 - Fall 2021 4.22/5.00 & 3.49/5.00
- BUAD483 Sales Practicum
 - Spring 2020 4.62/5.00
 - Spring 2019 4.12/5.00
- BUAD302 Marketing Research
 - Spring 2019 4.34/5.00 & 4.12/5.00
 - Fall 2018 4.21/5.00 & 4.29/5.00
 - Fall 2015 4.09/5.00
 - Fall 2013 4.09/5.00 & 4.25/5.00
- BUAD479 Marketing Strategy for the Firm
 - Spring 2020 4.98/5.00 & 3.72/5.00
 - Fall 2019 4.24/5.00 & 4.35/5.00
 - Spring 2018 4.08/5.00, 4.10/5.00, & 4.44/5.00
 - Fall 2017 4.63/5.00
 - Spring 2017 3.87/5.00, 4.05/5.00, & 4.64/5.00
 - Fall 2016 4.10/5.00
 - Spring 2016 3.96/5.00, 3.83/5.00, & 4.10/5.00

- Fall 2015 4.55/5.00
- Spring 2015 4.15/5.00, 4.36/5.00
- Fall 2014 4.55/5.00
- Spring 2014 3.89/5.00, 4.14/5.00, 4.15/5.00, & 3.95/5.00
- Fall 2013 3.85/5.00
- Spring 2013 4.08/5.00, 4.64/5.00, & 4.14/5.00
- Spring 2012 4.38/5.00, 4.57/5.00
- Spring 2011 4.52/5.00, 4.44/5.00, & 4.27/5.00
- BUAD301 Introduction to Marketing
 - Spring 2015 4.20/5.00
 - Fall 2014 4.14/5.00
 - Spring 2013 4.24/5.00
 - Fall 2012 3.99/5.00 & 3.86/5.00
 - Fall 2011 4.12/5.00 & 4.18/5.00
 - Fall 2010 3.98/5.00 & 4.11/5.00
 - Fall 2008 3.96/5.00
- BUAD477 IT Applications in Marketing
 - Fall 2010 3.88/5.00
 - Spring 2010 4.10/5.00, 4.09/5.00, & 3.84/5.00
 - Fall 2009 3.72/5.00 & 3.85/5.00
 - Spring 2009 4.07/5.00 & 3.87/5.00
 - Fall 2008 3.50/5.00 & 3.32/5.00
 - Spring 2008 3.82/5.00 & 3.53/5.00
 - Fall 2007 4.13/5.00 & 4.01/5.00
- BUAD393 Seminar in International Marketing, Study Abroad Program
 - Winter 2019, Winter 2017, Winter 2016, Winter 2015, Winter 2014, Winter 2011, Winter 2010

Loyola University, Maryland (Formerly, Loyola College in Maryland)

Graduate

- Marketing Management (Part-Time MBA)
 - Spring 2007 3.44/4.00
- Marketing Management (Executive MBA)
 - Fall 2006 2.64/4.00 & 2.96/4.00
 - Fall 2005 2.50/4.00
- Sales and Sales Management (Part-Time MBA)
 - Fall 2006 3.40/4.00
 - Fall 2004 3.27/4.00

Undergraduate

- Selling Concepts and Strategies
 - Spring 2006 3.67/4.00 & 3.38/4.00
 - Fall 2005 3.63/4.00 & 3.59/4.00
 - Fall 2004 3.89/4.00 & 3.44/4.00
 - Spring 2004 3.86/4.00 & 3.52/4.00
 - Fall 2003 3.76/4.00 & 3.71/4.00
 - Spring 2003 3.57/4.00 & 3.21/4.00
 - Fall 2002 2.40/4.00 & 2.19/4.00
- Advanced Sales and Sales Management
 - Spring 2006 3.62/4.00
 - Spring 2005 3.36/4.00
- Fundamentals of Marketing
 - Spring 2007 3.77/4.00
 - Spring 2003 3.59/4.00
- Electronic Commerce
 - Spring 2004 3.31/4.00

University of Houston

Undergraduate

- Principles of Marketing
 - Summer 2002 4.45/5.00
 - Summer 2000 4.93/5.00
 - Summer 1999 4.76/5.00
- Electronic Commerce
 - Spring 2002 4.19/5.00
 - Fall 2001 3.77/5.00
 - Summer 2001 4.36/5.00
 - Fall 2000 4.79/5.00
 - Spring 2000 4.59/5.00

Service

University of Delaware

- Chair, Marketing Continuing Track Faculty Search Committee Fall 2019
- Department Representative, Graduate Council Fall 2019 - Fall 2020
- Faculty Director, Minor in Professional Selling and Sales Management Spring 2018 - Present
- Faculty Director, Lerner Study Abroad Semester and Internship Programs Fall 2017 - Present
- Department Representative, AAUP Steering Committee Fall 2018 - Present
- Member, Faculty Senate Ad Hoc Committee on Adjunct Faculty Policy Spring 2018 - Fall 2019
- Lerner College Undergraduate Curriculum Committee, BUAD Representative Fall 2021 - Present
- Member, BUAD Department Undergraduate Curriculum Committee Fall 2017 - Present
- MBA Curriculum Committee, Department Representative Spring 2012 - Present
- Member, MBA Marketing Curriculum Committee Summer 2017 - Fall 2020
- Chair, BUAD Adjunct Policy and Oversight Committee Summer 2017 - Fall 2020
- Senator, UD Faculty Senate Fall 2016 - Fall 2020
- Blue and Gold Days, Department Representative Fall 2018
- Search Committee, CT Faculty in Entrepreneurship Spring 2018 - Fall 2018
- Search Committee, Sr. Study Abroad Coordinator, IGS Fall 2017
- Ad Hoc Committee on Semester Study Abroad Program in Australia/NZ Fall 2016 - Summer 2017
- Study Abroad Program Proposal Coordinator, BUAD Dept. Fall 2014 - Summer 2017
- Board Member, CT Caucus Spring 2015 - Fall 2016
- Ad Hoc BUAD Marketing Analytics Committee Fall 2015 - Fall 2018
- Ad Hoc BUAD MBA Committee on Marketing Concentration Fall 2015
- Ad Hoc BUAD MBA Curriculum Committee Spring 2015
- BUAD Business Administrator Search Committee Summer 2014
- VDC External Programs Coordinator Search Committee Spring 2014
- Delaware Decision Days, Department Representative Spring 2019, 2018, 2017, 2016, 2015, 2014, 2012
- Delaware Discovery Days, Department Representative Summer 2012
- Faculty Advisor, Alpha Mu Alpha 2011 - 2013
- Configuration of Behavioral Lab Computers Spring 2012
- Thesis Committee Member, Mikahila Bloomfield, Fashion Studies Graduate Program Fall 2011
- Graduate Programs Director Search Committee Summer 2010

Client List - Service Learning Projects Included in Courses at UD

- Collaborative for Diversity in Teacher Education at UD Spring 2015
- Prepaidian.com Spring 2014
- PenguinAds.com, Nemesis Autosport Fall 2013
- FYBDesigns.com Spring 2013
- Community Music School, University of Delaware Fall 2011
- DoKall.com Spring 2010
- Wiggio.com Fall 2008

Community

- Elected Member, School Council, Newark Charter School 2015 - 2017
- Advisor, Carvertise.com 2014 - Present
- Member, Newark Charter School Auction Committee 2013 - 2021
- Official Photographer, Auction, Newark Charter School 2013 - 2019
- Official Photographer and Videographer, Master Player Concert Series 2012 - Present
- Official Photographer and Videographer, UD Children's Choir 2009 - 2015
- Volunteer Member - Fundraising, Premiere Charities 2015 - Present

Professional

- Adhoc Reviewer, International Journal of Business & Economics 2014
- Adhoc Reviewer, Journal of Modelling in Management 2014
- Reviewer and Session Chair, AMA Summer Educators' Conference, Chicago, IL. August 2006
- Reviewer and Session Chair, AMA Summer Educators' Conference, San Francisco, CA. August 2005
- Reviewer, AMA Summer Educators' Conference, August 2004, Boston, MA. August 2004
- Reviewer, Society for Consumer Psychology Winter Conference, San Francisco, CA February 2004
- Reviewer and Session Chair (Student Paper Track), Association of Collegiate Marketing Educators Conference, Houston, TX March 2003
- Reviewer, Jones, Chonko and Stevens (2002), Selling ASAP: The Challenge to Change, Thomson Learning - Custom Publishing Group. 2001 – 2002
- Reviewer, AMA Summer Educators' Conference, San Diego, CA August 2002
- Program Chair, XVIII Annual Southwest Doctoral Symposium April 2000
- Organizing Committee, Annual Southwest Doctoral Symposium 1997 - 2002

Loyola University, Maryland

- Advisor, Marketing Majors 2002 - 2007
- Core Advisor (Freshmen) 2003 - 2007
- Member, College Board of Discipline 2003 - 2007
- Member, Academic Standards Committee 2004 - 2007
- Member, MBA and EMBA Partners' Group 2004 - 2007
- Member, MBA Partners' Sub-Committee on Curriculum Innovation 2004 - 2007
- Member, MBA Partners' Sub-Committee on Assessment 2004 - 2007
- Member, Undergraduate Curriculum Committee 2006 - 2007
- Faculty Mentor, Loyola Marketing Association 2004 - 2006
- Member, Undergraduate Scholarship and Research Committee 2004 - 2006
- Member, Intellectual Contributions Committee 2004 - 2005
- Co-Coordinator, GB616 Waiver Exam 2004 - 2005
- College Day, Department Representative 2002 - 2004
- Loyola Majors Fair, Department Representative Spring 2004
- Judge, Undergraduate Research and Scholarship Colloquium Spring 2004
- Member, Department Sub-Committee on Undergraduate Marketing Program Learning Goals 2003 - 2004
- Member, Strategic Planning Committee 2003 - 2004