

Anu Sivaraman

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Department of Business Administration
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EDUCATION

- Ph. D.*, University of Houston, Houston, TX, 2004
 - Major: Marketing
 - Minors: Economics and Psychology
- Masters in Statistics*, Madras Christian College, University of Madras, India, 1995
- Bachelors in Statistics*, Madras Christian College, University of Madras, India, 1993

RESEARCH

Research Interests

- Counterfactual thinking
- Behavioral decision making

Refereed Journal Publications

- Aboulnasr, Khaled and Anuradha Sivaraman (2010), “Food for Thought: The Effect of Counterfactual Thinking on the Use of Nutrition Information, *Journal of Consumer Behavior*, 9(3), 191-205.
- Krishnamurthy, Parthasarathy and Anuradha Sivaraman (2002), “The Impact of Counterfactual Thinking on Processing of Subsequently Encountered Stimuli,” *Journal of Consumer Research*, 28(4), 650-58.

Working Papers

- Krishnamurthy, Parthasarathy, Anuradha Sivaraman and Demetra Andrews “Honey, I Missed the Sale: The Role of Voluntary Inaction in the Inaction Inertia Effect.” *Manuscript rewriting in progress.*
- Krishnamurthy, Parthasarathy and Anuradha Sivaraman, “Self-Other Discrepancies in Counterfactual Thinking.” *Manuscript writing in progress.*
- Sivaraman, Anuradha and Mathieu Plourde, “Comparison of Learning Management Systems: Canvas vs. Sakai.” *Additional data collection in progress.*

Invited Presentations and Textbook Case Publication

- Sivaraman, Anu (Mar. 2016), “Using Social Media for Teaching-related Digital Content Curating,” Graduate Research Forum and CEOE Digital Presence Workshop for Graduate Students.
- Sivaraman, Anu (Nov. 2015), “Using Canvas Discussion Forums to Increase Student Participation,” Faculty Commons First Friday Teaching Roundtable.
- Sivaraman, Anu (Dec. 2014), “Tweeting you way to Student Engagement,” Delaware Career Planners Meeting.
- Sivaraman, Anu & Alex Brown (Winter 2013) “How We ~~Talked~~ Tweeted our Way Into Student Engagement,” 2013 Winter Faculty Institute.
- Sivaraman, Anuradha (Summer 2012) “Instructure Canvas pilot in Marketing,” [2012 Summer Faculty Institute](#).
- Sivaraman, Anuradha and R. Sukumar (2010), “Blood Bank of Delmarva and Optimal Strategix, LLC”, in Burns, Alvin, and Ronald F. Bush (2010), “Marketing Research,” 6th edition, Pearson Prentice Hall, pages 421-426. Dataset and teaching note was also developed.

Refereed Conference Papers, Presentations and Published Abstracts

- Krishnamurthy, Parthasarathy, Anuradha Sivaraman, Demetra Andrews, “Impact of Missed Opportunities on Subsequent Action Opportunities: A Functional Counterfactual Perspective,” Presented at *2009 Association of Consumer Research (ACR) Conference, Pittsburg, PA*.
- Sivaraman, Anuradha, Dan Freeman, and Stewart Shapiro, “Teenagers’ Willingness to Share Personal Information with Marketers,” Presented at *2008 Association of Consumer Research (ACR) Conference, San Francisco, California*.
- Sivaraman, Anuradha and Parthasarathy Krishnamurthy, “The Effect of Counterfactual Thinking on Behavioral Intentions: The Role of Goal Strength,” Presented at *2008 Association of Consumer Research (ACR) Conference, San Francisco, California*.
- Aboulnasr, Khaled and Anuradha Sivaraman, “The Role of Counterfactual Thinking on the Interpretation and Use of Health Related Claims and Nutrition Information,” Presented at *2006 Association of Consumer Research, Orlando, Florida, Sep. 29-Oct. 1 2006*.
- Aboulnasr, Khaled and Anuradha Sivaraman, “The Role of Counterfactual Thinking on the Interpretation and Use of Health Related Claims and Nutrition Information,” working paper presented at *2006 American Marketing Association Marketing and Public Policy Conference*.
- Sivaraman, Anuradha, “Teaching With Blogs,” Presented at *2006 Lilly-East Conference on College and University Teaching, Newark, Delaware, April 7-8, 2006*.
- Krishnamurthy, Parthasarathy and Anuradha Sivaraman, “Self-Other Discrepancies in Counterfactual Thinking,” Presented at the *2003 Society for Consumer Psychology Conference, New Orleans, Louisiana* and at *2002 Association for Consumer Research Conference, Atlanta, Georgia*.

- Sivaraman, Anuradha and R. Sukumar, “Using Network Analysis to Understand the Evolution of Strategic Alliance Networks,” Presented at the *2002 Marketing Science Conference*, Edmonton Canada.
- Sukumar, R., and Anuradha Sivaraman, “Identifying Change-of-Pace Behavior Using Hierarchical Bayesian Analysis,” Presented at the *2000 Marketing Science Conference*, Los Angeles, California.
- Krishnamurthy, Parthasarathy, and Anuradha Sivaraman, “The Impact of Counterfactual Thinking on Subsequently Encountered Stimuli,” Presented at the *XIX Annual Southwest Doctoral Symposium*, Houston, Texas.

AWARDS/HONORS (2000-PRESENT)

University of Delaware

- Spring 2015 *Outstanding Faculty Award*, Department of Business Administration, Lerner College of Business and Economics, University of Delaware
- Fall 2014 *The Vanguard Group Inc. Educator Recognition Award* (awarded to professor nominated by employee that had influenced their professional development and pursuing a career with Vanguard. Alexandra Burton recognized me as having a positive impact in her life)
- 2014 Nominated for *2014 University of Delaware Excellence in Teaching Award*
- 2013 Nominated for *2013 University of Delaware Excellence in Teaching Award*
- 2011-2015 Social Media Marketing Magazine’s [Top 100 Marketing Professors on Twitter](#)
- 2012 - 2013 *Alfred Lerner College of Business and Economics Outstanding Teacher Award*, University of Delaware.
- 2012 MBAprograms.org [Top 50 Marketing Professors on Twitter](#)
- 2011 *Faculty Senate Commendation for Service*, University of Delaware.
- 2009 Recipient, \$26,821 (+\$3800 for IT support) *General Education Grant* on behalf of Department of Business Administration (Marketing Area) to support the Development & Implementation of Department E-Portfolios for Student Learning.
- 2008 Recipient, \$6,000 *General University Grant (GUR)*.
- 2007 Nominated for the *Lerner College Student Advisory Board Student Choice Teaching Award*, Alfred Lerner College of Business, University of Delaware.
- 2006 Winner, *Exemplary Use of Technology in Teaching Contest*, University of Delaware.

University of Houston

- 2004 Recipient, Dean’s Award of Excellence, C. T. Bauer College of Business.
- 2002 AMA - Sheth Doctoral Consortium Fellow.
- 2002-2003 Recipient, Outstanding Promise as a Researcher Award, \$4000, C. T. Bauer College of Business.
- 2002-2003 Recipient, Bank of America Academic Success Scholarship, \$1200, C. T. Bauer College of Business.
- 2001-2002 Recipient, Harry B. and Aileen B. Gordon Scholarship (Ph.D. Academic Achievement), \$1000, C. T. Bauer College of Business.
- 2000-2001 Recipient, Robert L. and Ruth Kneebone Memorial Scholarship (Ph.D. Academic

Achievement), \$1000, C. T. Bauer College of Business.
1999-2000 Recipient, Bank of America Scholarship for Academic Excellence, \$1200, C. T. Bauer College of Business.

TEACHING EXPERIENCE (all evaluations are out of 5)

University of Delaware (average rating across sections)

- BUAD110: Introduction to Business (Undergraduate)
 - Fall 2015 4.28 and 4.31(Honors)
 - 2 sections
 - 2 honor sections were offered for the first time. A separate curriculum was formulated for the honor sections.
 - Coordinated the curriculum and managed 15 sections with 6 other instructors and over 600 students. Managed the three-pitch presentation competition with over 120 teams.
 - Fall 2014
 - 3 sections (1 overload) 4.23
 - Scaled the course up to 15 sections with 6 other instructors and over 640 students. Managed business simulation program and the three-minute pitch presentation competition for over 640 students.
 - Fall 2013
 - 2 sections: 4.29
 - Scaled the course up to 14 sections with 8 other instructors and approximately 600 students. Standardized curriculum and migrated the course to Canvas. Managed business simulation program for approximately 600 students.
 - Fall 2012:
 - 2 sections: 4.26
 - Reformatted course structure – large lectures have been eliminated and class size now ranges between 40-45. Standardized curriculum developed teaching material/support materials for all faculty in the program. Managed business simulation program for 350+ students.
 - Fall 2011:
 - Large Lectures (2 sections): 3.83
 - Discussion Sections (3.5 sections): 4.30
 - Reformatted course with major changes. Added and managed business strategy simulation for over 350 students
 - Fall 2010 (2 large sections and 3 discussion sections):
 - Large Lectures (2 sections): 3.68
 - Discussion sections (3 sections): 4.28
 - This is a first year experience course designed to give students an overview of all functional areas of business.
 - Large student body: Enrollment for this course – 320+ students.
 - Content of the discussion sections needs to be coordinated between various instructors.

- BUAD267: Statistics for Business & Economics I and II (Two-part UG Honors course)
 - *Spring 2010 (1 section):* 4.74
 - *Fall 2009 (1 section):* 4.45
- BUAD301: Principles of Marketing (Undergraduate)
 - *Fall 2015 (1 section):* 4.54
 - *Spring 2015 (2 sections):* 4.42
 - *Fall 2013 (1 section):* 4.42
 - *Spring 2013 (2 sections):* 4.48
 - *Spring 2012 (2 sections):* 4.21
 - *Fall 2009 (1 section):* 4.22
- BUAD 302: Marketing Research (Undergraduate)
 - *Fall 2014 (1 section):* 4.45
 - *Spring 2014 (3 sections):* 4.66
 - *Spring 2013 (1 section):* 4.43
 - *Fall 2012 (1 section):* 4.54
 - *Spring 2012 (1 section):* 4.44
 - *Spring 2011 (2 sections):* 4.65
 - *Spring 2010 (1 section):* 4.56
 - *Spring 2009 (3 sections):* 4.40
 - *Spring 2008 (1 section):* 4.36
 - *Spring 2007 (1 section):* 4.22
- BUAD477: Information Technology Applications in Marketing (Undergraduate)
 - *Fall 2006 (3 sections):* 4.16
 - *Spring 2006 (2 sections):* 4.44
 - *Fall 2005 (2 sections):* 4.19
 - *Spring 2005 (2 sections):* 3.81 (*co-taught with Mr. Alex Brown*)
 - *Fall 2004 (2 sections):* 4.28
- BUAD880: Principles of Marketing (Graduate)
 - *Spring 2011 (2 sections):* 4.37
 - I was scheduled to teach BUAD884: Database Marketing (Graduate) in spring 2007 and 2008. The course was cancelled due to insufficient enrollment.

Loyola College in Maryland

- Database Marketing (Graduate)
 - *Fall 2003 (1 section):* 4.40

University of Houston

- Marketing Research (Undergraduate)
 - *Spring 2003:* 4.68 (Commended for Teaching Excellence)
 - *Fall 2002:* 4.64 (Commended for Teaching Excellence)
 - *Spring 2001:* 4.55 (Commended for Teaching Excellence)
 - *Fall 2000:* 4.31
- Principles of Marketing (Undergraduate)
 - *Summer 2003:* 4.54 (*Commended for Teaching Excellence*)

DEPARTMENT-LEVEL SERVICE

University of Delaware

- Winter & Spr. 2016 Member, Marketing CT Faculty Recruiting Committee.
- Spr. & Fall 2015 Member, Business Administration Committee to revise Promotion and Tenure document for CT faculty.
- Fall 2013 Member, Sport Management CNTT Faculty Search Committee.
- Fall 2013 Member, Ad Hoc Committee on Mass Sections to Enhance Research Productivity.
- Spr 2013 Organized the TEDxUD 2013 Event with the TEDxUD event.
- Spr & Fall 2013 Member, Undergraduate Curriculum Committee.
- Spr 2013 Platform Party, Lerner Undergraduate Convocation Ceremony.
- Fall 2012 Faculty Representative, "Meet the Parents Weekend," October.
Recruiting Committee Member – Assistant Director Position for the
Venture Development Center.
- 2011, 2012 Implemented the Department E-Portfolios for Student Learning.
Faculty Representative, Platform Party, Lerner Undergraduate Convocation
Ceremony.
- Spr 2012 Organized the TEDxUD 2012 Event with the TEDxUD event.
- Fall 2011 Faculty Advisor, TEDxUD and BINC.
Helped setup these student groups and continue to work with them to
help them get RSO status.
Committee member, Marketing Area Undergrad Curriculum Committee.
Assisted Dr. Herzenstein with BUAD Subject Pool Coordination.
- Fall 2010 Reviewer and Coordinator, Marketing Department E-Portfolio Program.
Faculty Representative, "Meet the Parents Weekend," October.
Department Representative, Freshmen Orientation, August.
- Fall 2008, 2009 Faculty Senate Representative.
- Fall 2009 Subject Pool Coordinator (*also in Spring 2007, Fall and Spring 2006*)
- 2008- Spr 2011 Faculty Advisor, Alpha Mu Alpha.
- 2004-2008, 2010 Area Representative, Discovery Days.
- 2004, 2005 Member, Faculty Recruitment Committee.

University of Houston

- 2003, 2001 Program Co-Chair, XXI and XIX Annual Southwest Doctoral Symposium, University of Houston.
- 2001, 2000 Organizer, Research Colloquium (Friday Seminar Series), Department of Marketing and Entrepreneurship, University of Houston

COLLEGE-LEVEL SERVICE

University of Delaware

- Fall 2012-2015 Presenter and Department Representative, Freshmen Academic Orientation.
Fall 2014 - 2015 Participant, Lerner Freshmen “Coffee with the Prof” Program

UNIVERSITY-LEVEL SERVICE

University of Delaware

- Fall 2016 Member, CT Caucus Sub-Committee on P&T Document Revision and Workshop
- Fall 2015- Spr. 2016 Member, Plastino Scholars Committee
- Fall 2015- Present Member, Ad Hoc Committee on the First Year Seminar
- Fall 2015-Present Member, Faculty Senate Ad Hoc Committee on the Core
- Fall 2014-Spr 2015 Member, Provost’s CNTT Commission
- Fall 2011–Present Member, UD Social Media Steering Committee
- Fall 2014–Summer 2015 Secretary, 2014-2015 UD Faculty Senate
Member of the UD Faculty Senate Executive Council
Chair, UD Faculty Senate Rules Committee
- Spring 2014 Ad-hoc Mediator, UD Faculty Senate Faculty Welfare & Privileges Committee
- Fall 2011 – Present Member, UD Social Media Steering Committee
- Fall 2011–Spr 2013 Secretary, 2011-2013 UD Faculty Senate
Member of the UD Faculty Senate Executive Council
Chair, UD Faculty Senate Rules Committee
Member, Sakai Advisory Committee
- 2012 Faculty Panelist, at session for faculty new to UD
- 2010 - 2011 Committee Member, Academic Calendar Senate Ad-Hoc Committee, Faculty Senate, University of Delaware
- Fall 2010 Community Music School Director Search Committee Member, Music Department, University of Delaware.

PROFESSIONAL SERVICE

2016 Chair, 2015 ACR Competitive Paper Session, New Orleans.
2005 – present Adhoc Reviewer for one or more of the following:
Journal of Consumer Behavior
Journal of Consumer Psychology
International Journal of Business and Economics
International Journal of Forecasting
Association of Consumer Research (ACR) Annual Conference
Society for Consumer Psychology (SCP) Annual Conference.
Asia-Pacific ACR Conference
Winter American Marketing Association (AMA) Conference
Academy of Marketing Science (AMS) Conference
Lilly-East Conference on College and University Teaching
Summer AMA Marketing Educators' Conference.

Fall 2013 Reviewer, Fullbright-Nehru Scholarships

EMPLOYMENT

September 2004 – Present	Assistant Professor, Alfred Lerner College of Business and Economics, University of Delaware.
September 2003 – December 2003	Adjunct Assistant Professor, Department of Marketing, Law and Social Responsibility, Loyola College in Maryland, Baltimore, MD.
August 1998 – August 2003	Research/Teaching Assistant, Department of Marketing and Entrepreneurship, University of Houston, Houston, TX, USA.
Nov. 1995 – Feb. 1998	Senior Executive, Marketing Research, Fundraising Division, National Kidney Foundation, Singapore.

PROFESSIONAL MEMBERSHIPS

- Association for Consumer Research (ACR)
- American Marketing Association (AMA)
- Society for Consumer Psychology (SCP)

REFERENCES available upon request.