
RAJESH V. MANCHANDA

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APPOINTMENTS

2003 - present Associate Professor, University of Manitoba
1997 - 2002 Assistant Professor, University of Manitoba

EDUCATION

Ph.D. Business Administration; Marketing
University of Illinois, Urbana-Champaign 1998
M.S. Advertising
University of Illinois, Urbana-Champaign 1991
M.B.A. University of Bombay, India 1987
B.Com. University of Bombay, India 1985

ACADEMIC HONOURS AND AWARDS

2004 Associates Award for Research Achievement, Asper School of Business,
University of Manitoba
2002 Associates Award for Research and Teaching Achievement, Asper School of
Business, University of Manitoba
2002 Merit Award for Outstanding Achievement in Teaching, University of Manitoba
2001 Canada Academic Merit Award (CMA) for Research and Teaching
Achievement, 1997-2001, Asper School of Business, University of Manitoba

2001	Merit Award for Outstanding Achievement in Teaching, University of Manitoba
2000	Associates Award for Teaching Achievement, Asper School of Business, University of Manitoba
2000-2004	F. Ross Johnson Fellowship
1996	University of Illinois Doctoral Candidate Representative at the 26th Annual Albert Haring Symposium, Bloomington, Indiana University
1992-1997	J.M. Jones Fellowship in Business Administration, Department of Marketing, University of Illinois
1989 - 1991	James Webb Young Scholarship, Department of Advertising, University of Illinois

PUBLICATIONS IN REFEREED JOURNALS

Jennifer J. Argo, Darren W. Dahl, and Rajesh V. Manchanda (2005), "The Influence of a Mere Social Presence in a Retail Context," *Journal of Consumer Research*, forthcoming

Rajneesh Suri, Rajesh V. Manchanda, and Sungho Lee (2004), "Comparing the Effectiveness of Fixed and Discounted Prices in the US and S. Korea," *International Journal of Retail and Distribution Management*, 32(6), p.328-336.

Darren W. Dahl, Heather Honea, and Rajesh V. Manchanda (2003), "The Nature of Self-Reported Guilt in Consumption Contexts," *Marketing Letters*, 14(3), p. 159-171.

Darren W. Dahl, Kristina D. Frankenberger, and Rajesh V. Manchanda (2003), "Does it pay to Shock? Reactions to Shocking and Non-Shocking Ad Content among University Students," *Journal of Advertising Research*, 43(3), p. 268-280.

Subramanian Sivaramakrishnan and Rajesh V. Manchanda (2003), "The Effect of Cognitive Busyness on Consumers' Evaluations of Price Discounts," *Journal of Product and Brand Management*, 12(4&5), p. 335-345.

Rajneesh Suri, Julie Anne Lee, Rajesh V. Manchanda, and Kent B. Monroe (2003), "The Effect of Computer Anxiety on Price Value Tradeoff in the Online Environment" *Psychology and Marketing*, 20 (6), p. 515-536.

Rajneesh Suri, Rajesh V. Manchanda, and Chiranjeev S. Kohli (2002), "Comparing Fixed Price and Discounted Price Strategies: The Role of Affect on Evaluations" *Journal of Product and Brand Management*, 11(3), p.160-171.

Darren W. Dahl, Rajesh V. Manchanda, and Jennifer J. Argo (2001), "Embarrassment in Consumer Purchase: The Roles of Social Presence and Purchase Familiarity" *Journal of Consumer Research*, 28 (December), 473-481.

Rajneesh Suri and Rajesh V. Manchanda (2001), "The Effects of Acculturation on Consumers' Sensitivity to Prices" *Journal of International Consumer Marketing*, 13(1), p.35-56.

Rajneesh Suri, Rajesh V. Manchanda, and Chiranjeev S. Kohli (2000), "Brand Evaluations: A Comparison of Fixed Price and Discounted Price Offers" *Journal of Product and Brand Management*, 9(3) p.193-204
(Winner of Literati Club Awards for Excellence 2001 and selected as Highly Commended Authors by the editor and editorial advisory board members)

PUBLICATIONS IN CONFERENCE PROCEEDINGS

Manchanda, Rajesh V. and Elizabeth S. Moore-Shay (1996), "Mom I Want That! The Effects of Parental Style, Gender, and Materialism on Children's Choice of Influence Strategy," in *AMA Winter Educators Conference Proceedings*, Edward E. Blair and Wagner A. Kamakura (eds.), Chicago: American Marketing Association, 81-90

OTHER PUBLICATIONS

Manchanda, Rajesh V. (2003), "Ralston Purina," *Encyclopedia of Advertising*, Fitzroy Dearborn Publishers, Vol 2, p.1333-1335.

Manchanda, Rajesh V. (2003), "Schick Co.," *Encyclopedia of Advertising*, Fitzroy Dearborn Publishers, Vol 2, p.1400-1401.

CONFERENCE PRESENTATIONS

"Priming Moral Obligations: When 'Doing Good' Messages Boomerang", with Michelle R. Nelson, Frédéric F. Brunel, and Magne Suppehellen, *Society for Consumer Psychology*, St. Pete Beach, Florida, February 24-26, 2005.

"Why There Might be no Price Appreciation under Scarcity: An Empirical Investigation", with Rajneesh Suri, *Behavioral Pricing Conference*, Fordham University, New York, New York, October 30-31, 2004.

"A Non-Interactive Social Presence in a Retail Setting: An Investigation of its Influence on Consumers' Emotions, Cognitive Performance and Self Presentation Behaviors", with Jennifer J. Argo and Darren W. Dahl, *Association of Consumer Research*, Portland, Oregon, October 6-10, 2004.

"Guilt and Purchase Commitment: Understanding Feelings of Guilt in a Retail Purchase Context", with Darren W. Dahl and Heather Honea, *Association of Consumer Research*, Portland, Oregon, October 6-10, 2004.

"The Guilty Consumer: Understanding Feelings of Guilt in the Retail Purchase Context", with Darren W. Dahl and Heather Honea, *Society for Consumer Psychology*, New Orleans, Louisiana, February, 2003.

"The Effect of Cognitive Busyness on Consumers' Evaluations of Price Discounts," with Subramanian Sivaramakrishnan,
1) *Society for Consumer Psychology*, New Orleans, Louisiana, February, 2003.
2) *Administrative Sciences Association of Canada*, London, Ontario, May 26-29, 2001.

"The Effects of Motivation and Attribute Strengths on Evaluation of Fixed and Discounted Prices," with Rajneesh Suri and Mary Long, *Association of Consumer Research*, Atlanta, Georgia, October 2002.

"Consumer Product Knowledge and Price Recall Accuracy," with Rajesh Chandrashekar, *Behavioral Pricing Conference*, Fordham University, New York, New York, November 2-3, 2001.

"Shocking ads! Do they work?," with Darren W. Dahl and Kristina D. Frankenberger, *Association of Consumer Research*, Austin, Texas, October 11-14, 2001.

"The Impact of Computer Anxiety on the Evaluation of Prices on the Internet," with Rajneesh Suri, Kent B. Monroe and Srini S. Srinivasan, *Association of Consumer Research*, Austin, Texas, October 11-14, 2001.

"The Red-faced Customer: Investigating Embarrassment in the Context of Consumer Purchase," with Darren W. Dahl and Jennifer Argo, *Association of Consumer Research*, Salt Lake City, Utah, October 19-22, 2000.

"The Effect of Brand Name on Consumers' Evaluation of Price Discounts and Tie-In Product Promotions," with Rajneesh Suri and Kent B. Monroe, *Association of Consumer Research*, Salt Lake City, Utah, October 19-22, 2000.

"The Effects of Intention to Purchase and Brand Name on Consumers' Evaluations of Fixed Prices and Price Discounts," with Rajneesh Suri, *Behavioral Pricing Conference*, Fordham University, New York, New York, October 6-7, 2000.

"Embarrassment in the Consumption Context," with Darren W. Dahl and Jennifer Kirkpatrick, *Administrative Sciences Association of Canada*, Montreal, Quebec, June 8-11, 2000.

"The Effects of Brand Name on Consumers' Evaluations of Price Presentation Formats," with Rajneesh Suri and Chiranjeev S. Kohli, *Academy of Marketing Science*, Annual

Conference, Montreal, Quebec, May 24-27, 2000.

"The Effects of Tie-In Promotions versus Price Discounts on Perceived Value," with Rajneesh Suri, *Behavioral Pricing Conference*, Fordham University, New York, New York, September 29-30, 1999.

"The Effects of Motivation to Purchase on Consumers' Evaluation of Fixed Price and Price Discounts," with Rajneesh Suri and Vibhas Madan, *Association of Consumer Research*, Columbus, Ohio, September 30-October 3, 1999.

"Asian American Consumers and their Price Sensitivity," with Rajneesh Suri and Mayuresh Kelkar, *Academy of Marketing Science*, Multicultural Marketing Conference, Montreal, Quebec, September 17-20, 1998.

"Fixed Pricing Versus Price Discounting: Effect of Cultural Differences on the Effectiveness of Price Presentation Formats," with Rajneesh Suri and Sungho Lee, *Association of Consumer Research (Asia-Pacific) Conference*, Hong Kong, June 18-20, 1998.

"The Differential Effects of Brand, Price, and Referents on Asian vs. American Consumers," Special Session Co-Chair with Wai-Kwan Li, *Association of Consumer Research (Asia-Pacific) Conference*, Hong Kong, June 18-20, 1998.

"Is Fixed Pricing Preferable to Price Discounting?" with Rajneesh Suri, *Association of Consumer Research*, Denver, Colorado, October 16-19, 1997.

"The Effects of Frequency of Price Promotions and Size of Discounts on Brand Attitudes," *Pricing Camp*, University of Illinois, Champaign, Illinois, September 25-28, 1997.

"When do Frequent Price Promotions Affect Perceived Quality? An Empirical Investigation," *26th Albert Haring Symposium*, Indiana University, Bloomington, Indiana, March 22-24, 1996.

"Mom I Want That! The Effects of Parental Style, Gender, and Materialism on Children's Choice of Influence Strategy," with Elizabeth S. Moore-Shay, *AMA Winter Educators Conference*, Hilton Head, South Carolina, February 3-6, 1996.

RESEARCH GRANTS

Social Sciences and Human Research Council (SSHRC) grant (2004), \$89,253, "Understanding Feelings of Guilt in a Retail Purchase Context," with Darren W. Dahl, University of British Columbia.

Research and Publications Committee Grant (2003), \$2500, "The Influence of Social Audiences in Retail Settings."

Research and Publications Committee Grant (2002), \$2000, "Understanding Consumer Guilt."

Research and Publications Committee Grant (2001), \$1700, "The Effect of Computer Anxiety on Evaluation of Prices on the Internet."

University of Manitoba/Social Sciences and Human Research Council (1999), with Darren W. Dahl, \$2500, "The Effects of Embarrassment on Consumer Shopping Behavior."

University of Manitoba Research Grants Program (1999), \$3400, "The Effect of Price Promotions on Brand Attitudes."

Research and Publications Committee Grant (1999), \$2470, "Evaluation of the Effectiveness of Fixed Price and Discounted Price Offers."

University of Manitoba Research Grants Program (1998), with Bruce A. Huhmann and Malcolm C. Smith, \$2000, "The Role of Emotions in Age Differences for Memory of Print Advertisements."

WORK IN PROGRESS

"Understanding Consumer Guilt: The Roles of Salesperson Interaction and Consumer Choice," Darren W. Dahl, Heather Honea, and Rajesh V. Manchanda. Revision invited from the *Journal of Consumer Psychology*.

TEACHING EXPERIENCE

1997 - 2004

University of Manitoba, Winnipeg, Canada

Undergraduate Teaching

Fundamentals of Marketing, Advertising Management (course renamed Integrated Marketing Communications(IMC) in 2002-2003)

Teaching Evaluations:

<i>Year</i>	<i>Fundamentals of Marketing</i>	<i>Advertising Management/IMC</i>
1997-1998	4.41/5	4.08/5
1998-1999	4.41/5	4.35/5
1999-2000	4.76/5	4.67/5
2000-2001	4.65/5	4.70/5
2001-2002	4.84/5	4.81/5
2002-2003	-----	4.54/5
2003-2004	-----	4.73/5

Scores are in response to the question: As an overall rating I would say this instructor is (1=very poor, 5=very good)

Business School Average ranges from 3.46-3.90 for the 1997-2004 years
Department Average ranges from 3.90-4.40 for the 1997-2004 years

-Independent Study: Writing a Successful Business Plan, Winter 1998
-Independent Study: (Management Research I and II) Portrayal of Women in Magazine Advertising: An Assessment, Fall 1999-Winter 2000

Graduate Teaching

Consumer Behavior (MBA)

<i>Year</i>	<i>Rating</i>
2001-2002	4.91/5

As an overall rating I would say this instructor is (1=very poor, 5=very good)

Consumer Behavior (Ph.D.)

2002-2003 and 2003-2004

No official rating as class size was <4 students

Independent Studies (Ph.D.)

-The Effects of the Size and Relevance of Social Influence on Information Processing, Ph.D. empirical course requirement

- The Effect of Similarity on the Consumer Socialization Process, Ph.D. theory course requirement

1992-1997

Instructor

University of Illinois, Urbana-Champaign, U.S.A.

Advertising and Promotion Management, Spring 1995 (undergraduate)

Teaching Evaluation 4.2/5

Teaching Assistant, Principles of Marketing (undergraduate)

Teaching rated excellent for the Spring 1993 semester by the Daily Illini (the university newspaper)

Average Teaching Evaluation 4.2/5

Teaching Assistant, Advertising and Promotion Management (undergraduate)

Teaching Assistant, Principles of Marketing, Distance Learning Fall 1993-1996.

Tutor, College Algebra, Bridge Program
Summer 1995 and 1996. Tutored "at risk" minority incoming freshman accepted to the University subject to satisfying program requirements.

PROFESSIONAL EXPERIENCE

- 1991 - 1992 *Kellogg Company*, Battle Creek, Michigan
Marketing Associate, Corn Pops, Apple Jacks, Cocoa Krispies, Fruity MarshmallowKrispies, Frosted Krispies (total sales \$300 million)
· Managed advertising/trade/promotion budgets on all 5 brands (\$ 100 million), analysed brands' volume/share performance, reported on deviations from budget, recommended courses of action
· Directed the development of package promotion ideas with promotional agencies, evaluated proposals, organized and executed trade and consumer promotional programs for all 5 brands
· Assisted in competitive analysis, copy development, media planning, and in the development of 1993 business strategies and marketing plans
· Leader and coordinator for the Fruity Marshmallow Krispies Restage, projected to triple sales with an incremental \$11.4 million marketing spending in 1993
· Project leader for Kellogg's Frosted Krispies Christmas Product. Insights from this winning concept considered for other Kellogg's brands
- 1987 - 1989 *J. Walter Thompson Co.*, Bombay
Account Executive, Clients: Unilever plc, Readers' Digest, Handyplast (India) Ltd.
· Responsible for overall agency resource management, account profitability and advertising planning and execution
· Initiated and executed the successful repositioning of Handyplast first aid strips (Band AidCompetitor)
· Assisted in successful new business pitch for Resilens (plastic eye glass lenses)
- Summer 1988 *Hutmaszprojekt-Hapeko*, Katowice, Poland AISEC International Trainee
· Researched potential market opportunities for industrial products in developing countries
· Determined export opportunities of small scale Polish industrial companies
- 1986 – 1987 *Colgate-Palmolive Ltd.*, Bombay Marketing Intern,
Developed a marketing plan for the introduction of shampoo sachets (single use shampoo packs) in the Indian market

Summer 1986

Procter and Gamble Ltd., Bombay Sales and Marketing Intern

- Post launch study of distribution and consumption velocity of soaps
- Comparative evaluation of two alternative distribution systems

ASSOCIATION MEMBERSHIPS

Association for Consumer Research, American Marketing Association, Academy of Marketing Science, Society for Consumer Psychology, American Academy of Advertising, Administrative Sciences Association of Canada.

SERVICE

Student Related Service

Ph.D. Dissertation Co-Chair (Jennifer J. Argo)

University of Manitoba Distinguished Dissertation Award

Member of the Following Thesis Committees:

- Marketing doctoral student (Marjorie's Delbaere) 2003-current
- Marketing doctoral student (P. Bellamy) dissertation committee, 1997-current
- Clothing and Textiles masters student (Vera Steinberger) thesis committee 2000-2002
- Physical Education and Recreation Studies masters student (Christine Couldwell) thesis committee 2001-2002
- Fine Arts and Graphic Design undergraduate student (J. Van Winkle) thesis committee, 1999-2000

Member of the Following Student Program Committees:

- Marketing doctoral student (Norlaine Thomas) 2003-current
- Marketing doctoral student (Marjorie's Delbaere) 2001-2003
- Marketing doctoral student (J.Argo) 1999-2002

Other Student Related Service

- MIMC (Manitoba International Marketing Competition) faculty advisor 2001, 2003, 2004
- Faculty Advisor, Commerce Student Association 1999-2000
- Guest speaker at School of Arts, Graphics Design (054.228 and 054.366) and Advanced Graphics Design (054.347 and 054.451) course(s)

Departmental Committees

- Department of Marketing Recruiting Committee, 1997- to date
- Department of Marketing Behavioral Research Committee, 1998-to date

Faculty Committees

- Research and Publications Committee (Chair) 1999-2002
(Member) 1998-1999; 2004-current
- Phd Marketing Department Co-ordinator 2002-current
- Department of Marketing Head Search Committee 2001
- Asper School of Business Endowment Campaign Committee, 2001
- Curriculum Review Committee, 1998 -1999
- MSc Development Committee, May 2002-current
- Undergraduate Program Committee, May 2002-January 2003
- Web Page committee, May 2002-current
- International Student Exchange Program Interview Selection Committee, 1997-2000

Academic Service

- Editorial Review Board, Journal of Product and Brand Management
- Ad hoc reviewer for Journal of Consumer Research, Journal of Retailing, Journal of Marketing Theory and Practice, ACR Conference(s), Behavioral Pricing Conference(s), AMA Conference(s), Academy of Marketing Science Conference(s), ASAC conference(s)
- Reviewer for Social Sciences and Humanities Research Council (SSHRC) of Canada
- Reviewer for Foundations of Marketing, 7th edition by Beckman et al., Harcourt Brace, Canada; Marketing, 4th edition by Berkowitz et al., McGraw-Hill Ryerson.
- Academic Reviewer and Marketing Program Chair, Administrative Sciences Associate of Canada (ASAC) Conference 2001
- Marketing Division Chair, Administrative Sciences Associate of Canada (ASAC) Conference 2002

Community Service

- Director, Praire Centre for Business Intelligence, 2003-current
 - Invited speaker at the Certified General Accountants (CGA) 1998 Annual Conference
 - Invited speaker at Red River Community College, Creative Communications Program (CRECOM)
 - Marketing Advice and Counsel provided to: Taylor McAffrey and Associates 2004; Quarry Oaks Golf Course 2001; Manitoba Public Insurance 2001, Winnipeg Chamber of Commerce 2000.
- Media coverage:
- International- Research Project with Darren W. Dahl and Jennifer J. Argo, "Investigating Embarrassment in the Context of Consumer Purchase," was discussed in the Times of London, Higher Education Supplement in July 2000.
 - National- Television interview for embarrassment project, show aired on Global TV in December 2001; National Post interview on the same project appeared in December 2001; on CBC radio in June 2000.
 - Local- Radio interview with CJOB on Safeway's Promotional Strategies 1999, interview with the Winnipeg Free Press on MTS's advertising strategies in 1999. Interview on promotions and event sponsorship with Winnipeg Chamber of Commerce for their monthly publication Winnipeg Hub in April 2001.

REFERENCES

Darren W. Dahl (604) 822-8346
Associate Professor

Department of Marketing
The University of British Columbia
2053 Main Mall
Vancouver, British Columbia
Canada V6T 1Z2
darren.dahl@commerce.ubc.ca

Rajneesh Suri (215) 895-6980
Associate Professor

Department of Marketing
Lebow School of Business
Drexel University
32nd and Chestnut Streets
Philadelphia, PA 19104
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Kristina D. Frankenberger (503) 838-8720
Professor

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West House, Room 106
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PERSONAL

Canadian Citizen
U.S. Permanent Resident (Green Card)