

DURAIRAJ MAHESWARAN
(Mahesh)

Stern Research Professorship in Marketing
Associate Editor, Journal of Consumer Research
Director of Doctoral Program in Marketing

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Stern School of Business
New York University
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Education

Ph.D	1987	J.L.Kellogg Graduate School of Management Northwestern University
MBA	1976	Indian Institute of Management, Calcutta, India.
B. Tech	1973	University of Madras, India Chemical Engineering.

Academic Experience

Sept 86 - present	New York University
December 2002	Guanghua School of Management Peking University, Beijing, China
Summer 2001	China Europe International Business School, Shanghai, People's Republic of China
Summer 2001	National Institute of Development Administration, Bangkok, Thailand
August 1999	Visiting Research Professor Katholieke Universiteit Brabant, Tilburg, The Netherlands
March – April 1999	William Davidson Visiting Professor University of Michigan
Summer 1998-02	Thammasat University, Bangkok, Thailand
Spring 1995	International University of Japan, Yamato-Machii, Japan

Business Experience

- 79-82 Advertising Research Manager
 SSC&B: LINTAS, Bombay, India
- 76-79 Market Research Executive
 Operations Research Group, Bombay, India
- 73-74 Project Engineering
 Southern Petrochemicals Industries Corporation, Madras, India

COURSES TAUGHT

- New York University: Consumer Behavior
 International Marketing
 Advertising Management
 Marketing Management
 Global Business and Environment
 Emerging Markets Initiatives
 Ph.D Seminars Consumer Behavior
 Global Business Research
 Cross-Cultural Consumer Behavior

HONORS AND AWARDS

- Associate Editor, Journal of Consumer Research
Cited as one of the most productive researchers in marketing, 1990-96
Cited as one of the most productive assistant professors in marketing, 1993
International Teachers' Program, INSEAD, France, 1994
Winner, MSI Doctoral Dissertation Proposal Competition, 1985

New York University

- NEC Faculty Research Fellow, Stern School of Business, 1998-2001
Faculty Associate, Japan-US center, Stern School 1997-
Excellence in Teaching Award, Stern School of Business, 1993
Stern School Case Development Grant 1997
NEC Faculty Research Fellow, Japan-US Center 1997- 98
Stern School of Business, Faculty Research Award, 1992, 1994-1996
Solomon Center Financial Markets Research Award, 1994
International University of Japan, International Research Grant, 1995

Northwestern University:

- University Scholar, Graduate School, 1982-85
Fellowship, Kellogg Graduate School of Management, 1982-83
Research Scholarship, Kellogg Graduate School of Management, 1983-85

University of Madras:

- Merit Scholarship and awarded distinction in Engineering, 1968-73

PUBLISHED RESEARCH

a. Refereed Publications

- Johar, Gita, Durairaj Maheswaran and Laura Peracchio (2005), "A Generalized Theoretical Framework for Consumer Research," **Journal of Consumer Research**, In Press. (Invited Article)
- Agrawal, Nidhi and Durairaj Maheswaran (2005) "Effects of Brand Commitment and Self Construal on Persuasion", **Journal of Consumer Research**, In Press.
- Agrawal, Nidhi and Durairaj Maheswaran (2005), "Motivated Reasoning in Outcome Bias Effects," **Journal of Consumer Research**, In Press
- Durairaj Maheswaran and Nidhi Agrawal (2004), "Motivational and Cultural variations I in Mortality Salience Effects: Contemplations on Terror Management Theory", **Journal of Consumer Psychology**, In Press (Invited Article).
- Meyers-Levy, Joan and Durairaj Maheswaran (2004), "Exploring Message Framing Outcomes When Systematic, Heuristic or Both Types of Processing Occur" **Journal of Consumer Psychology**, Vol 14(1&2). 159-166.
- Jacob Jacoby, James Jaccard, Alfred Kuss, Maureen Morrin, Zeynep Gurhan-Canli, and Durairaj Maheswaran (2002), "Mapping Attitude Formation as a Function of Information Input: A Test of Fishbein and Ajzen's Hypotheses", **Journal of Consumer Psychology**, Vol 12 (1), 21-34.
- Jain, Shailendra, Bruce Buchanan, and Durairaj Maheswaran (2000), "Comparative and Noncomparative Advertising: The Moderating Impact of Pre-purchase Attribute Verifiability," **Journal of Consumer Psychology**, Vol 9 (4), 201-212.
- Gurhan-Canli, Zeynep and Durairaj Maheswaran (2000), "Cultural Variations in Country of Origin Effects." **Journal of Marketing Research**, Vol. XXXVII (Aug), 309-317.
- Gurhan-Canli, Zeynep and Durairaj Maheswaran (2000), "Determinants of Country-of-Origin Evaluations", **Journal of Consumer Research**, Vol 27, (June), 96-108.
- Jain, Shailendra and Durairaj Maheswaran (2000), "Motivated Reasoning: A Depth-of-Processing Perspective," **Journal of Consumer Research**, Vol. 26, (March), 358-371.
- Maheswaran, Durairaj and Sharon Shavitt (2000), "Issues and New Directions in Cultural Psychology," **Journal of Consumer Psychology**, Vol. 9 (2), 59-66..
- Gurhan-Canli, Zeynep and Durairaj Maheswaran (1998) "The Effects of Extensions on Brand Name Dilution and Enhancement", **Journal of Marketing Research**, Vol XXXV (November), 464-473.
- Aaker, Jennifer and Durairaj Maheswaran (1997), "The Effects of Cultural Orientation on Persuasion," **Journal of Consumer Research**, Volume 24 (December), 315-328.

Maheswaran, Durairaj, Brian Sternthal and Zeynep Gurhan-Canli (1996), "Impact and Acquisition of Consumer Expertise," **Journal of Consumer Psychology**, Volume 5 (2), 115-133.

Maheswaran, Durairaj (1994), "Country of Origin as Stereotypes: The Effects of Consumer Expertise and Attribute Information on Product Evaluations", **Journal of Consumer Research**, Vol. 21 (September), 354-365.

Chaiken, Shelly and Durairaj Maheswaran (1994), "Heuristic Processing can Bias Systematic Processing: The Effects of Task Importance, Argument Ambiguity and Source Credibility on Persuasion", **Journal of Personality and Social Psychology**, Vol. 66 (March), 460-473.

Meyers-Levy, Joan and Durairaj Maheswaran (1992), "When Timing Matters: The Influence of Temporal Distance on Consumers' Affective and Persuasive Responses", **Journal of Consumer Research**, Vol. 19 (December), 424-433.

Maheswaran, Durairaj, Diane M. Mackie, and Shelly Chaiken (1992), "Brand Name as a Heuristic Cue: The Effects of Task Importance and Expectancy Confirmation on Consumer Judgments", **Journal of Consumer Psychology**, Vol 1(4), 317-336.

Maheswaran, Durairaj and Shelly Chaiken (1991) "Promoting Systematic Processing in Low Motivation Settings: The Effect of Incongruent Information on Processing and Judgment", **Journal of Personality and Social Psychology**, Vol. 61 (July), 13-25.

Meyers-Levy, Joan and Durairaj Maheswaran (1991), "Exploring Males' and Females' Processing Strategies: When and Why Do Differences Occur in Consumers' Processing of Ad Claims", **Journal of Consumer Research**, Vol. 18 (June), 63-70.

Maheswaran, Durairaj and Joan Meyers-Levy (1990), "The Influence of Message Framing and Issue Involvement", **Journal of Marketing Research**, Vol. XVII (August), 361- 367.

Maheswaran, Durairaj and Brian Sternthal (1990), "The Effects of Knowledge, Motivation, and Type of Message on Ad Processing and Product Judgments", **Journal of Consumer Research**, Vol. 17 (June), 66-73.

b. Proceedings

Jennifer Aaker and Durairaj Maheswaran (1996), "New Directions in Cultural Psychology: The Effects of Cultural Orientation on Affect and Cognition, in M. Brucks and D. J. MacInnis (Eds.), *Advances in Consumer Research*, Tucson, AZ, Association for Consumer Research, Vol XXIV, Forthcoming.

Scattone, Joan and Durairaj Maheswaran (1994), " Compulsive Consumption: Issues in Motivation, Identification and Prevention," in M. Sujan and Frank Kardes (Eds.), *Advances in Consumer Research*, Boston, MA, Association For Consumer Research, Vol XXII, 498-499.

Shoaf, Robert, F., Joan Scattone, Durairaj Maheswaran and Maureen Morrin (1994), "Gender Differences in Adolescent Compulsive Consumption", in M. Sujan and Frank Kardes (Eds.), *Advances in Consumer Research*, Boston, MA, Association For Consumer Research, Vol XXII, 500-504.

Meyers-Levy, Joan and Durairaj Maheswaran (1990), "Message Framing Effects on Product Judgments", in M.E. Goldberg, Gerald Gorn and Richard W. Pollay (Eds.), *Advances in Consumer Research*, Vol. 17, New Orleans, LA, Association for Consumer Research.

c. Book Chapters

Maheswaran, Durairaj (1984), "State Enterprises: A Marketing Perspective" in *Marketing in Developing Countries* G.S. Kindra (Ed), Croom and Helm Ltd, Kent, UK.

PAPERS UNDER REVIEW

“Comparative Advertising in the Global Marketplace: The effects of Cultural Orientation on Communication” with Zeynep Gurhan at *Journal of Consumer Research*

RESEARCH IN PROGRESS

“ Individual Difference Variables in Comparative Advertising” with Shailendra Jain and Nidhi Agrawal

：“Negative information processing in a Cultural Context” with Rohini Ahluwalia

“Managing Corporate Brand Equity in the Global Marketplace” with Rohini Ahluwalia

“ The Effects of Message Framing and Cultural Orientation on Persuasion”

"The Sufficiency Principle: Empirical Validation of the Additivity and Attenuation Effects" with Shelly Chaiken.

“Cognitive Processes in Brand Name Dilution and Enhancement: The Effect of Expectancy Strength” with Zeynep Gurhan-Canli

"The Moderating Role of Self-Clarity on Incongruency Resolution: Evidence from the United States and the People’s Republic of China” with Ya-Ru Chen.

“Investor Sentiment in the Equity Markets: U.S. vs. Japan”, with Vandana Singhvi

INVITED LECTURES AND SEMINARS

- 2003 “Brand Extension and Culture” Discussant and Presenter, Association for Consumer Research Conference, Toronto, Canada, October
- “Persuasive Effects in Culture Psychology ” Research Seminar, University of Illinois, Department of Marketing, Urbana-Champaign, IL, March
- 2002 “Culture and Persuasion” Research Seminar, University of Minnesota, Department of Marketing and Logistics, Minneapolis, MN, March
- “Culture and Persuasion: Issues and New Directions”, Research Camp, Department of Marketing, New York University, NY June.
- 2001 “Individualism and Collectivism” Special Topic Session, ACR conference, Austin, TX, October
- “Research Issues in Cultural Psychology”, Research Seminar, Department of Marketing, Rice University, Houston, TX, May
- “Issues and New Directions in Cultural Psychology”, Special Topic Session, European ACR Conference, Berlin, Germany, June
- “Experimental Methods in Marketing”, Ph. D seminar series, Thammasat University, Bangkok, Thailand.
- 2000 Economic Trends in Emerging Markets, National Institute of Development Administration, Bangkok, Thailand
- 1999 “Trends in Persuasion Research”, Katholieke Universiteit Brabant, Tilburg, The Netherlands
- “Culture and Advertising Effectiveness: Comparative Advertising in the Global Marketplace” William Davidson Institute for Transitional Economies, University of Michigan, Ann Arbor, MI
- “Cultural Variations in Country-of-Origin Effects”, Research seminar, Department of Marketing, University of Michigan, Ann Arbor, MI
- “Cultural Issues in Persuasion”, Doctoral Research Seminar, University of Michigan, Ann Arbor, MI
- 1998 “Issues and New Directions in Cultural Psychology” Doctoral Research Seminar, Columbia University, New York, NY
- “Global Business Strategies” National Institute of Development Administration, Bangkok, Thailand
- “Cultural Differences in Consumer Behavior”, Masters in Marketing Program, Thammasat University, Bangkok, Thailand.
- 1997 “International Advertising Strategies”, National Institute of Development Administration, Bangkok, Thailand

“Japanese Business Strategy: A Marketing Perspective”, Japan - US Center,
Stern School of Business, New York University.

“Country of Origin Effects and Cultural Orientation”, ACR Conference, Denver,

“Brand Equity Dilution and Enhancement”, ACR Conference, Denver, CO

Discussion Leader, Session on “Attitude Strength and Attitude Change”, ACR
Conference, Denver, CO.

1996 "The Effects of Cultural Orientation on Information Processing and Product
Evaluations", Distinguished Speaker Series, Florida International University,
Miami, FL.

Chair and Organizer, Special Topic Session on "Culture and Consumer
Behavior", ACR Conference, Tucson, AZ

1995 "The Heuristic and Systematic Model of Persuasion: Issues and Extensions",
Faculty Seminar, The Hong Kong University of Science and Technology, Hong
Kong.

"Gender Differences in Adolescent Consumption", American Psychological
Association Annual Convention, New York, NY

"Incongruity Bias in Recall", American Psychological Association Annual
Convention, New York, NY

Motivated Reasoning: A Depth of Processing Framework", American
Psychological Association Annual Convention, New York, NY

Discussion Leader, Session on "Country of Origin Effects" Association of
Consumer Research Conference, Minneapolis, MN

1994 Coordinator and Participant, Special Topic Session on "Adolescent Compulsive
Consumption: Issues in Motivation, Identification and Prevention", Association
For Consumer Research Conference, Boston, MA

"Individual Differences in Adolescent Compulsive Consumption", Association
For Consumer Research Conference, Boston, MA

1993 Session Chair, ACR Conference, Nashville, TN

" Consumer Expertise and the Utilization of Product Related Heuristic Cues on
Evaluations", Research Seminar, School of Business, University of Missouri,
St.Louis, MO.

"Impact of Consumer Expertise on Warranty Information" Research Seminar,
Department of Marketing, University of Maryland, College Park, MD

1992 Discussant, Session on "Issues in Advertising and Promotion", AMA Conference, Chicago, IL.

Coordinator and Participant, Special Topic Session on "The Effects of Ambiguity on Consumer Information Processing: What, When, How, and Why", ACR Conference, Vancouver, BC, Canada

"Argument Ambiguity can Bias Systematic Processing: Effects of Task Importance and Source Credibility on Persuasion", Association For Consumer Research, Vancouver, BC, Canada

1991 Session Chair, ACR Conference, Chicago, IL

1990 Participant, Special Topic Session on "Affect and Consumer Behavior: Examining the Role of Emotions on Consumers' Actions and Perceptions", ACR Conference, New York.

"Consumers' Emotional Responses to Unrealized Expectations and Variations in Temporal Distance", ACR Conference, New York, NY

1989 Coordinator and Participant, Special Topic Session on " Message Framing Effects on Product Judgments", ACR Conference, New Orleans, LA.

"Investigating Message Framing Effects on Consumer Judgments: The Influence of Personal Relevance and Product Risk, ACR Conference, New Orleans, LA

1988 Coordinator and Participant, Special Topic Session on " Heuristic vs. Systematic Processing Models of Persuasion: Theory and Research", ACR Conference, Maui, Hawaii.

"Heuristic Processing Can Prime Systematic Processing: The Effects of Issue Involvement, Message Valence and Consensus Information on Persuasion, ACR Conference, Maui, Hawaii.

1987 Discussant, Competitive Paper Session, "Consumer Choice and Variety" ACR Conference, Boston, MA

"The Effects of Repetition on Consumer Recall of Advertising Information," Columbia-NYU-Yale Research Seminar, Columbia University, New York, NY

1986 "The Effects of Motivation on Subsequent Recall of Attribute Information", Market Research Practitioners' Forum, NYU, New York, NY

1985 Discussant, Albert Haring Symposium, Indiana University

"The Effects of Motivation and Expertise on Consumer Information Processing", Faculty Seminar, University of Chicago.

"Consumer Expertise: Issues in the Processing of Incongruent Information", Faculty Seminar, University of Illinois, Chicago.

"Incongruency Effects: A Review of Past Research and Future Directions",
Research Seminar, New York University

"The Effects of Knowledge, Motivation, and Incongruity on Product judgments",
Marketing Science Institute Awards Ceremony, AMA Conference, Washington,
D.C.

PROFESSIONAL ACTIVITIES

- 2004 Program Committee, Association for Consumer Research Conference, Portland,
O
- 1998 Editor, Special Issue on Cultural Psychology, Journal of Consumer Psychology
- 1997 Program Committee, ACR Conference, Denver, CO
- 1995 Conference Co-Chair, American Psychological Association, Div. 23, New York
- 1991 Program Committee, Association for Consumer Research Conference, Chicago IL

Reviewership

Editorial Review Board: Journal of Consumer Research, Journal of Consumer
Psychology

Editor, Special Issue on Cultural Psychology, Journal of Consumer Psychology

Reviewer: Journal of Personality and Social Psychology, Journal of Marketing Research,
Journal of Consumer Research, Journal of Consumer Psychology, Journal of Retailing,
Journal of Experimental Social Psychology, Personality and Social Psychology Bulletin,
Psychological Abstracts-Perceptual and Motor Skills

Reviewer: AMA Conferences, ACR Conferences, Dissertation Competitions

SCHOOL/DEPARTMENTAL COMMITTEES

2003 - Ph. D Program Coordinator

00-01 Strategic Planning Initiatives Committee

Marketing

International Business

98- School-wide Ph. D program Advisory Committee

99-00 Coordinator of Speakers Series, Marketing and International Business

99-00 Curriculum Review Committee – Special Electives, IB

97-98 Ph.D Program Coordinator, International Business

97-98 Internationalization of Curriculum Committee - Undergraduate Program

96 -97 Curriculum Review Committee, International Business

96-97 Recruitment Coordinator, Marketing

95-96 University Policy Committee on the Use of Human Subjects

93-94 Masters Program Committee

89-90 Ph.D. Proseminar Coordinator

SCHOOL/DEPARTMENTAL COMMITTEES (CONTD...)

89-92 Research Assistants Coordinator
88-89 Subject Pool Coordinator
88-91 Coordinator-Marketing Speaker Series
88- Departmental Research Committee
87 MBA Curriculum and Student Affairs Committee
87-97 Doctoral Committee

DOCTORAL DISSERTATION COMMITTEES

Nidhi Agrawal (Chair)
Vandana Singhvi (Chair - International Business)
Joan Scattone (Chair)
Zeynep Gurhan-Canli (Chair)
Shailendra Jain (Chair)
Priya Raghbir
Maureen Morrin
Gene Secunda
Valerie Noel
Amy Handlin
Doron Goldman

Personal Information

U.S. Citizen