

RESUME
MITA SUJAN

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Education

- 1983 Doctor of Philosophy in Management, Graduate School of Management, University Of California, Los Angeles. (Marketing). Chancellor's Fellowship 1979-83.
- 1975 Master of Management Studies, Jammalal Bajaj Institute, University of Mumbai, India. (Marketing). Merit Scholarship 1973-1975.
- 1973 Bachelor of Arts (Honors), Lady Shri Ram College, Delhi University, India. (Economics). Merit Scholarship 1970-1973.

Professional Experience

- 2001-Present Professor of Marketing
 Woldenberg Chair
 Newcomb Fellow (2009-present)
 Adjunct Professor Payson Center for International Development (2007-2015)
- 1995-2001 Professor of Marketing and Binder Faculty Fellow
 The Pennsylvania State University
- 1995-2001
(Summers) Visiting Professor of Marketing, University of Tilburg, the Netherlands
- 1993-1995 Professor of Marketing
 The Pennsylvania State University
- 1988-1993 Associate Professor of Marketing
 The Pennsylvania State University
- 1983-1988 Assistant Professor of Marketing
 The Pennsylvania State University
- 1975-1979 Advertising and Marketing Research Executive, Mumbai
 (Account Planning at Grant Advtg. Market Research at Ogilvy & Mather)

Publications (Web of Science Citation Count Reported Below=2276; Google Cites=7151)

32. Mita Sujan, "The Role of Familiarity and Knowledge in Consumer Behavior," Editor Volume 1, Legend in Consumer Behavior: C. W. Park, Sage Publications, Forthcoming.
31. Mita Sujan, "Familiarity and Knowledge," Volume 1, Series Editor Jagdish Sheth, Sage Publications, Forthcoming
32. Mita Sujan, "Consumer Information Processing: Applications for Marketing," Editor Volume 2, Legend in Consumer Behavior: James R. Bettman, Sage Publications, 2016.
31. Mita Sujan, "The Insertion of Information Processing Theory into Consumer Behavior" in Legends in Consumer Behavior: James R. Bettman, Volume 2, Series Editor Jagdish Sheth, Sage Publications, 2016 p.
30. Denise Buhrau and Mita Sujan(2015), "Temporal Mindsets and Self-Regulation: The Motivation and Implementation of Self-Regulatory Behaviors," Journal of Consumer Psychology, April, 231-244.
29. Kirsten Grasshoff and Mita Sujan, "Skill-Based Versus Effort-Based Task Difficulty (2012), A Task-Analysis Approach to the Role of Specific Emotions in Motivating Difficult Actions," Journal of Consumer Psychology, July (or October issue). (Cites=2)
28. Raquel Castano, Mita Sujan, Manish Kacker and Harish Sujan (2009), "Preparing for the Adoption of the New Arrival," Marketing Intelligence Review, November, 2.
27. Raquel Castano, Mita Sujan, Manish Kacker and Harish Sujan (2008), "Managing Uncertainty in the Adoption of New Products: Temporal Distance and Mental Simulations," Journal of Marketing Research, June, 320-336. (Cites=53)
26. Kirsten Passyn and Mita Sujan (2006), "Self-Accountability Emotions and Fear Appeals: Motivating Behaviors," Journal of Consumer Research, March, 583-589. (Cites=49)
25. Alan Cooke, Harish Sujan, Mita Sujan, Bart Weitz (2002), "Marketing the Unfamiliar: The Role of Context and Item-Specific Information in Electronic Agent Recommendations," Journal of Marketing Research, November, 39, 488-497. (Cites=47)
24. Parthasarathy Krishnamurthy and Mita Sujan (1999), "Remembering Versus Anticipating: The Role of the Ad under Retrospective and Anticipatory Self-Referencing," Journal of Consumer Research, June, 55-69. (Ferber Award Honorable Mention, 2000). (Cites=48)
23. Mita Sujan (1999), "James R. Bettman: Information Processing," The Elgar Companion to Consumer Research and Consumer Psychology, Peter E. Earl and Simon Kemp, editors, Cheltenham, UK/ Northampton, MA, USA: Edward Elgar Publishing, 46-50.
22. Rick Wagner, Harish Sujan, Mita Sujan, Carol Rashotte, Robert Sternberg (1999), "Tacit Knowledge in Sales," Tacit Knowledge in Professional Practice, Robert J. Sternberg and Joseph Horvath, editors. NJ: Lawrence Erlbaum Associates Inc.

Publications (continued)

21. Mita Sujan, Harish Sujan, James R. Bettman, and Theo Verhallen (1999), "Sources of Consumer Stress and Their Coping Strategies," European Advances in Consumer Research, Volume 4, Bernard Dubois, Tina M. Lowery, L.J. Shrum, Marc Vanhuele editors, Provo UT: Association for Consumer Research, 182-187.
20. Hans Baumgartner, Mita Sujan and Dan Padgett (1997), "Patterns of Affective Reactions to Ads: Integration of Moment-by-Moment Reactions into Overall Judgments," Journal of Marketing Research, May, 219-232. (Cites=121).
19. Mita Sujan (1996), "Buddhism, Information Processing and the Contributions of James R. Bettman," 13th Paul D. Converse Symposium Proceedings, American Marketing Association.
18. Frank Kardes and Mita Sujan (1995), Advances in Consumer Research, Vol. 22, Provo, UT: Association for Consumer Research (editors).
17. Harish Sujan and Mita Sujan (1994), "Positive Mood and Optimism: Effects on Processing Flexibility," Asia Pacific Advances in Consumer Research, Vol. 1, Joseph A. Cote and Siew Meng Leong, editors, Provo, UT: Association for Consumer Research, 122-126.
16. Mita Sujan, James R. Bettman and Hans Baumgartner (1993), "Influencing Consumer Judgments via Autobiographical Memories: A Self-Referencing Perspective," Journal of Marketing Research, 30 (November), 422-436. (Cites=105)
15. Hans Baumgartner, Mita Sujan and James R. Bettman (1992), "Autobiographical Memories, Affect and Consumer Information Processing," Journal of Consumer Psychology, 1 (January), 53-82.
14. Harish Sujan, Mita Sujan and James R. Bettman (1991), "The Practical Know-How of Selling: Differences in Knowledge Content Between More Effective and Less Effective Performers," Marketing Letters, 2 (November), 367-378.
13. Deborah Roedder John and Mita Sujan (1990), "Children's Perceptual Cues in Product Categorization," Psychology and Marketing, 7 (winter), 277-294 (Special Issue on Psychology, Marketing and Children).
12. Noel Murray, Harish Sujan, Edward R. Hirt and Mita Sujan (1990), "The Influence of Mood on Categorization: A Cognitive Flexibility Hypothesis," Journal of Personality and Social Psychology, 58 (September), 411-425. (Cites=191)
11. Deborah Roedder John and Mita Sujan (1990), "Age Differences in Product Categorization," Journal of Consumer Research, 16 (March), 452-460. (Cites=29)
10. Mita Sujan and James R. Bettman (1989), "The Effects of Brand Positioning Strategies on Consumers' Brand and Category Perceptions: Some Insights from Schema Research," Journal of Marketing Research, 26 (November), 454-467. (Cites=218)
9. Harish Sujan, Mita Sujan and James R. Bettman (1988), "Knowledge Structure Differences Between More Effective and Less Effective Salespeople," Journal of Marketing Research, 25 (February), 81-86. (Cites=102)
8. Harish Sujan, Barton A. Weitz and Mita Sujan (1988), "Increasing Sales Productivity by Getting Salespeople to Work Smarter," Journal of Personal Selling and Sales Management, 8 (August), 9-20.

Publications (continued)

7. Mita Sujan and Christine Dekleva (1987), "Product Categorization and Inference Making: Some Implications for Comparative Advertising," Journal of Consumer Research, 14 (December), 372-378. (Cites=137)
6. James R. Bettman and Mita Sujan (1987), "Effects of Framing on Evaluation of Comparable and Noncomparable Alternatives by Expert and Novice Consumers," Journal of Consumer Research, 14(September), 141-154. (Cites=233)
5. James R. Bettman and Mita Sujan (1987), "Research in Consumer Information Processing," in Review of Marketing, Michael J. Houston, ed., American Marketing Association, Chicago, IL, 197-235.
4. Mita Sujan and Alice M. Tybout (1987), "Applications and Extensions of Categorization Research in Consumer Behavior," Advances in Consumer Research, Vol. 15, Michael J. Houston, ed., Ann Arbor, MI: Association for Consumer Research, 50-54.
3. Mita Sujan, James R. Bettman and Harish Sujan (1986), "Effects of Consumer Expectations on Information Processing in Selling Encounters," Journal of Marketing Research, 23(November), 346-353. (Cites=76)
2. Barton A. Weitz, Harish Sujan and Mita Sujan (1986), "Knowledge, Motivation and Adaptive Selling: A Framework for Improving Selling Effectiveness," Journal of Marketing, 50(October), 174-191. (Listed Among Top Ten (Ranked 5) Sales Articles of the Century at American Marketing Association Meetings, August 2001). (Cites=403)
1. Mita Sujan (1985), "Consumer Knowledge: Effects on Evaluation Strategies Mediating Consumer Judgments," Journal of Consumer Research, 12(June), 31-46. (Ferber Award Honorable Mention 1984, among the most cited articles (ranked 5th) in JCR's list 2008-2010). (Cites=462)

Research in Progress

"When it Comes to Persuasion, It's Smart to Believe You Are Smarter than Others" with Amna Kirmani (manuscript being revised for resubmission to a different journal as Kirmani is now the Editor as JCR).

The research is co-authored with a colleague at the University of Maryland. We propose and find that consumers perceive themselves as both more resistant to common persuasion tactics as well as more open to persuasion than their peers depending on the fairness of the tactic when perceptions of their invulnerability or others vulnerability are primed. Unlike previous research that has considered these perceptions as making consumers more susceptible to marketers' ploys, we argue and demonstrate that these perceptions are functional because they cue coping strategies for managing influence attempts.

"Perspective taking in anticipated emotions," with Uzma Khan (data collection).

The research, examines the perspective with which emotions are anticipated and argues that different emotions are over- or under-estimated because of "focalism," the focus on different aspects of the self and the situation. Thus, individuals over-estimate some emotions (joy and sorrow) because of the focus on the self and under-estimate others (embarrassment and anger) because of situation neglect leading to biased choices for the future. The research clarifies that the forecasting bias is emotion dependent.

Research in Progress (continued)

"Mindfulness and Performance: Mindfulness Interventions in Improving Hospital Outcomes," with Frank Rosinia, Chair of Anesthesiology, Rick Ager, School of Social Work and Harish Sujan (data collection).

The purpose of the research is to determine the efficacy of the mindfulness as a disposition and a mindfulness intervention (teaching nonjudgmental awareness of one's present experiences) among healthcare providers. The research was conducted at Tulane Hospital's anesthesiology department and examines the impact of both dispositional mindfulness and an eight-week mindfulness training program among physicians and nurses on outcomes for anesthesiology patients, anesthesiologists and anesthesiology nurses.

The research will make theoretical and substantive contributions by testing whether the well-documented effects of mindfulness interventions on increasing personal resources (cognitive, psychological, physical and social) extends to job performance in a work environment and to the well-being of others both within (co-workers) and outside ("customers") the organization. The research will have practical significance in improving patient safety and satisfaction and improving quality of life among hospital staff.

The data have been collected with IRB approval and are being analyzed.

"Self-Regulation Strategies" with Tim Harlan (Medical School), Ed Hirt (Indiana University) and Harish Sujan (data collection and analyses).

The research examines the self-regulation strategies in Tulane's Teaching Kitchen (Goldring Institute of Culinary Medicine) and among the general population. The goals are to collect and codify individuals' strategies to regulate/control their diets and to assess differences between high and low self-regulators (determined by BMI or know cohorts). We have worked with the Teaching Kitchen faculty to develop a licensed teaching curriculum that incorporates these self-regulation strategies into culinary medicine curricula for medical schools and the community. The curricula has been adopted by Tulane's medical school and several partner universities and institutions.

"Narrative Structures of Global Brands" with C. W. Park (University of Southern California)

The research examines the stories behind iconic brands and the similarity of the story structures.

"Marketing Intelligence," with Harish Sujan and Robert Sternberg (Cornell)

The review paper examines the the types of knowledge bases that produce effective marketing actions.

Conference Presentations

Mita Sujan, "Editorial Perspectives," Doctoral Consortium, AMA Winter Conference, New Orleans, LA, February 2018.

Mita Sujan, Harish Sujan, Kira Smith, "Self-Regulation in Eating Behaviors," Goldring Institute of Culinary Medicine Round Table for Licensing Curriculum, June 2015.

Conference Presentations (continued)

Raul Ruiz, Harish Sujan, Mita Sujan and Manish Kacker, "The Effects of Practical Intelligence on Relationship Management," Society for Personality and Social Psychology, New Orleans, LA, January 2013.

Aldo Salinas, Harish Sujan, Mita Sujan and Manish Kacker, "An Evaluation of the Effects of Attachment Styles on Student Attrition," Society for Personality and Social Psychology, New Orleans, LA, January 2013.

Mita Sujan, "Publishing in the Journal of Consumer Psychology," Meet the Editors Session, Academy of Marketing Science, New Orleans, LA, May 2012.

Harish Sujan, Timothy Harlan, Mita Sujan, Denise Buhrau and Rick Ager, "Evaluating the Effectiveness of Doctors as Salespeople in Patient-Physician Interactions," Academy of Marketing Science, New Orleans, LA, May 2012.

Denise Buhrau and Mita Sujan, "Keep Walking," American Psychological Association, Washington D.C., August 2011.

Denise Buhrau and Mita Sujan, "Increasing Patient Adherence to Physician Recommendations," International Conference on Service Management, Delhi, India, May 2011.

Kirsten Grasshoff and Mita Sujan, "Skill- versus Effort-Based Task Difficulty: Different Emotions Motivate Different Difficult Actions," Association for Consumer Research, October 2010.

Harish Sujan, Mita Sujan, Raul Ruiz, Jamie Garcia, "Practical Intelligence and Motivation in Selling," LARC Conference, New Orleans, March 2010.

Denise Buhrau, Mita Sujan, Harish Sujan, Rick Ager, "Improving Adherence to Health Recommendations: The Role of Time Perspectives and Message Framing," Health Sciences Research, Tulane University, New Orleans, March 2010.

Harish Sujan, Mita Sujan, Raul Ruiz, Jamie Garcia, "Practical Intelligence and Relationship Selling," NASMEI Conference, Chennai, India, December 2009.

Kirsten Passyn and Mita Sujan, "The Role of Regret under Task Difficulty" Association for Consumer Research, October 2008.

Selected Editorial Work

Editor, Legend in Consumer Behavior: C. W. Park, Volume 1, Forthcoming

Editor, Legend in Consumer Behavior: James R. Bettman, Volume 2, 2016

Co-editor, Advances in Consumer Research, 1995

Associate Editor, Journal of Consumer Psychology, 2008-present (Editorial Board 1993-2008)

Editorial Board, Journal of Marketing Research, 1994-present (Guest Editor 2004-2009)

Editorial Board, Journal of Marketing, 2015-present

Editorial Board, Marketing Letters, 1988-present

Editorial Board, Journal of Consumer Research, 1985-2005

Selected Service at Tulane

Area Coordinator, Marketing 2011-2015
Area coordination functions for marketing 2015-present (including teaching schedules and recruiting)
MBA Curriculum Committee 2012-2013, 2015-present
Chair, MBA Sub-Committee on Assurance of Learning 2016-present
Established learning goals, created measurement instrument, collated and reported 2017 data.
MBA Graduate Oversight Committee 2016-present
Freeman Strategic Planning Committee 2012-2013
MBA Task Force 2012-2013
Freeman Recruiting Committee 2012-2015
Dean Search Committee, 2002-2003, 2003-2004, 2010-2011
University Senator, Fall 2009 to Spring 2012, 2013 - 2016
Faculty Representative to the Tulane Board 2015-present
President's Faculty Advisory Committee 2012-2014

Outside Reviewer for Promotion and Tenure (Part-list)

Columbia, Duke, Ohio State University, Stanford, University of California Berkeley, University of Maryland, University of Michigan, University of Minnesota, University of Oregon, University of Pennsylvania (Wharton), University of Wisconsin-Milwaukee, Vanderbilt University.

Chair, Ph.D. Committees at Tulane

Denise Bahrau, 2010, Assistant Professor, SUNY Stony Brook
Raquel Castano, 2004, Professor, Monterrey Tech

Member, Ph.D. Committees

Silvio Borrero, 2011
Jamie Garcia, 2009
Raul Ruiz, 2009
Aldo Torres, 2008
Gabriel Perez Cifuentes, 2002

Expert Witness Testimony in Branding Cases

HP Computers 2004
Dyson 2008-2010

Professional Memberships

Association for Consumer Research
American Psychological Association
Society for Consumer Psychology

