

## H. RAO UNNAVA

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Davis, CA 95616  
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### EDUCATION

- 1988                      Ph. D. in Business Administration  
                                 The Ohio State University
- 1983                      Post Graduate Diploma in Management  
                                 Indian Institute of Management Calcutta, India
- 1981                      Bachelor of Technology in Electronics Engineering  
                                 Jawaharlal Nehru Technological University, India

### EMPLOYMENT

- 6/16 – Present            Dean, Graduate School of Management  
                                 University of California, Davis
- 1/99 – 6/16                W. Arthur Cullman Professor of Marketing  
                                 Senior Associate Dean of Students and Programs (from 1/15)  
                                 Associate Dean of Executive Education (1/13-12/15)  
                                 Associate Dean of Undergraduate Programs (1/05-12/12)  
                                 Chair, Doctoral Programs (7/98 – 12/04)  
                                 Fisher College of Business, The Ohio State University
- 9/94 – 12/98              Associate Professor of Marketing  
                                 The Ohio State University
- 9/88 - 9/94                Assistant Professor of Marketing  
                                 The Ohio State University
- 6/87 - 5/88                Presidential Fellow, The Ohio State University
- 9/84 - 5/87                Graduate Teaching and Research Assistant  
                                 The Ohio State University
- 4/83 - 8/84                Senior Marketing Executive, ORG Systems, India

## **Research Background and Interests**

- \* Promotion Strategies
- \* Consumer Decision Making
- \* Consumer Memory Processes
- \* International Marketing Strategies
- \* Involvement in Global Markets

## **Teaching Interests**

Teaching experience at the undergraduate and graduate levels, both in the U. S. and abroad.

- \* Marketing Management and Strategy
- \* Marketing Research
- \* Consumer Behavior
- \* Promotional Strategy
- \* Human Memory Processes
- \* International Marketing (Export/Import)

## **Refereed Journal Articles**

Lee, Hyojin, Xiaoyan Deng, Kentaro Fujita, and H. Rao Unnava (in Press), "On Visualizing Distant and Near Future Events in Black-and-White versus Color," Journal of Consumer Research.

Deng, Xiaoyan, Barbara Kahn, H. Rao Unnava, and Hyojin Lee (in Press), "A 'Wide' Variety: Effects of Horizontal vs. Vertical Display on Assortment Processing, Perceived Variety, and Choice," Journal of Marketing Research.

Lee, Hyojin, Xiaoyan Deng, H. Rao Unnava, and Kentaro Fujita (2014), "Monochrome Forests and Colorful Trees: The Effect of Black-and-White versus Color Imagery on Construal Level," Journal of Consumer Research, 41 (December), 1015-1032.

Sekar Raju, H. Rao Unnava, and Nicole Montgomery (2009), "The Effect of Brand Commitment on the Evaluation of Nonpreferred Brands: A Disconfirmation Process," Journal of Consumer Research, 35 (February), 851-863.

Montgomery, Nicole and Rao Unnava (2009), "Temporal Sequences: A Memory Framework," Journal of Consumer Research, 36(1), 83-92.

Raju, Sekar, Rao Unnava, and Nicole Montgomery (2009), "The Moderating Effect of Brand Commitment on the Evaluation of Competitive Brands", Journal of Advertising, 38 (2), 21-35.

Sekar Raju and H. Rao Unnava (2006), "The Role of Arousal in Commitment: An Explanation for the Number of Counterarguments," Journal of Consumer Research, 33 (September), 173-178.

Votolato, Nicole and H. Rao Unnava (2006), "Spillover of Negative Information on Brand Alliances," Journal of Consumer Psychology, 16 (2), 196-202.

Priyali Rajagopal, Sekar Raju and H. Rao Unnava (2006), "Differences in the Cognitive Accessibility of Action and Inaction Regrets," Journal of Experimental Social Psychology.

Jewell, Robert D., and H. Rao Unnava, (2004), "Exploring differences in attitudes between light and heavy brand users," Journal of Consumer Psychology, 14 (1 & 2), 75-79.

Robert D. Jewell and H. Rao Unnava (2003), "The Beneficial Effects of Competitive Ad Interference," Journal of Consumer Research, 30 (2), 283-291.

Ahluwalia, Rohini, H. Rao Unnava and Robert E. Burnkrant (2001), "The Moderating Role of Commitment on the Spillover Effect of Marketing Communications," Journal of Marketing Research, 38 (November), 458-470.

Ahluwalia, Rohini, Robert E. Burnkrant and H. Rao Unnava (2000), "Consumer Response to Negative Publicity: The Moderating Role of Commitment," Journal of Marketing Research, 37 (May), 203-214.

Allenby, Greg, Neeli Bendapudi, Bob Burnkrant, Leslie Fine, Jim Ginter, Bob Leone, Mark Stiving and Rao Unnava, (1998) "Market Segmentation in the 21st Century: Discrete Solutions to Continuous Problems," Seoul Journal of Business, 4 (2), 129-158..

Unnava, H. Rao, Sanjeev Agarwal and Curtis P. Haugtvedt (1996), "Interactive Effects of Message-Generated Imagery and Presentation Modality on Recall of Advertising Information," Journal of Consumer Research, 23 (June), 81-87.

Robert E. Burnkrant and H. Rao Unnava (1995), "Effects of Self Referencing on Persuasion," Journal of Consumer Research, 26 (June), 17-26.

Unnava, H. Rao, Robert E. Burnkrant and Sunil Erevelles (1994), "Effects of Presentation Order and Communication Modality on Recall and Attitude," Journal of Consumer Research, 21(December), 481-490.

Unnava, H. Rao and Deepak Sirdeshmukh (1994), "Reducing Competitive Ad Interference," Journal of Marketing Research, Vol. 31 (August), 403-411.

Mobley, Amy S., Todd S. Painter, Eric M. Untch and H. Rao Unnava (1995), "Consumer Evaluation of Recycled Products," Psychology and Marketing, 12 (3), 165-176.

Unnava, H. Rao and Robert Burnkrant (1991), "An Imagery Processing View of the Role of Pictures in Print Advertisements," Journal of Marketing Research, 28 (May), 226-31.

Unnava, H. Rao and Robert Burnkrant (1991), "The Effect of Repeating Varied and Same Executions on Brand Name Memory," Journal of Marketing Research, Vol. 28, November, 406-416.

Miniard, Paul W., Sunil Bhatla, Ken Lord, Peter Dickson and Rao Unnava (1991), "Picture-Based Persuasion Processes and the Moderating Role of Involvement," Journal of Consumer Research, 18 (June), 92-107.

Miniard, Paul W., Rao Unnava and Sunil Bhatla (1991), "Investigating the Recall Inhibition Effect: A Test of Practical Considerations," Marketing Letters, 2 (1), 27-34.

Sauer, Paul E., Murray Young and Rao Unnava (1991), "An Experimental Investigation of the Country of Origin Effect," Journal of International Consumer Marketing, 3(2), 29-60.

Burnkrant, Robert E., and Rao Unnava (1989), "Self-Referencing: A Strategy for Increasing Processing of Message Content," Personality and Social Psychology Bulletin, 15, 628-638.

### **Textbook Chapters**

Unnava, H. Rao, Roger D. Blackwell, Curtis P. Haugtvedt and Amy Mobley (1993), "Communications in Global Markets," in Salah Hassan and Roger Blackwell (Eds.), Global Markets: Perspectives and Cases, Dryden Press.

Young, Murray A., Paul L. Sauer and H. Rao Unnava (1993), "Country of Origin Issues," in Salah Hassan and Roger Blackwell (Eds.), Global Markets: Perspectives and Cases, Dryden Press.

Petty, Richard E., H. Rao Unnava and Alan J. Strathman (1992), "Theories of Attitude Change," in H. H. Kassarjian and T. S. Robertson (eds.), Handbook of Consumer Theory and Research, Englewood Cliffs, NJ: Prentice Hall.

### **Papers Under Review, manuscripts in preparation**

Stillman, Paul E., Hyojin Lee, Xiaoyan Deng, Rao Unnava, William Cunningham and Kentaro Fujita, "Neurological Evidence for the Role of Construal Level in Future Directed Thought," being revised for Social Cognitive Affective Neuroscience.

Singh, Amitkumar, Rao Unnava, and Lifeng Yang, "Do Consumers Manage their Ambivalence?" Manuscript ready for submission to Journal of Consumer Research.

Singh, Amitkumar, Lifeng Yang, and Rao Unnava, "A Test of Two Models of Ambivalence," Manuscript under preparation for submission to Journal of Consumer Research.

Teeny, Jake, Xiaoyan Deng, and Rao Unnava, "The Role of Energetic and Aversive Arousal in Word-of-Mouth," Manuscript under preparation for submission to Journal of Consumer Research.

### **Refereed Conference Proceedings**

Menon, Geeta, Robert E. Jewell and H. Rao Unnava (1998), "When A Company Does not Respond to Negative Publicity: Cognitive Elaboration vs. Reactance Perspectives," ACR Conference, Montreal, Canada.

Sirdeshmukh, Deepak and H. Rao Unnava (1992), "The Effects of Missing Information on Consumer Product Evaluations," to appear in Brian Sternthal and John F. Sherry Jr. (eds.), Advances in Consumer Research, Volume 19, Provo, Utah: Association for Consumer Research.

Innis, Daniel E., and H. Rao Unnava (1991), "The Usefulness of Product Warranties for Reputable and New Brands," in Michael R. Solomon (ed.), Advances in Consumer Research, Volume 18, Provo, Utah: Association for Consumer Research, 317-22.

Miniard, Paul W., H. Rao Unnava and Sunil Bhatla (1989), "Inhibiting Brand Name Recall: A Test of the Saliency Hypothesis," in Thomas K. Srull (ed.), Advances in Consumer Research, Volume 16, Provo, Utah: Association for Consumer Research, 264-70.

Burnkrant, Robert E., and H. Rao Unnava (1987), "Effects of Variation in Message Execution on the Learning of Repeated Brand Information," in Melanie Wallendorf and Paul E. Anderson (eds.), Advances in Consumer Research, Volume 14 (Ann Arbor: Association for Consumer Research), 173-76.

Dickson, Peter R., Robert E. Burnkrant, Paul W. Miniard and H. Rao Unnava (1986), "If It Isn't A Duck then Why Did It Quack? Competing Explanations for an Observed Effect of Illustrations in an Advertisement," in Richard J. Lutz (ed.), Advances in Consumer Research, 13, Provo, Utah: Association for Consumer Research, 153-57.

### **Reviews or abstracts**

"Modality Specific Interference in the Processing of Advertising Information," Association for Consumer Research, 1992.

"The Effect of Experience on Attitude Structure," Association for Consumer Research, 1990.

"The Effects of Program Induced Mood States on the Processing of Commercial Information," Association for Consumer Research, 1988.

### **Papers presented**

"Effects of Variation in Message Execution on the Learning of Repeated Brand Information," Association for Consumer Research, 1986 (see section on Refereed Proceedings).

"The Effects of Program Induced Mood States on the Processing of Commercial Information," Association for Consumer Research, 1988.

"Self-Referencing: A Strategy to Enhance Message Elaboration," American Psychological Association, Division 23, 1990.

"The Effect of Experience on Attitude Structure," Association for Consumer Research, 1990.

"Modality Specific Interference in the Processing of Advertising Information," Association for Consumer Research, 1992.

"Psychological Proximity as a Determinant of Competitive Interference," Indiana University, 1993.

"Storage Processes and Competitive Interference," Northwestern University, 1993.

"Reducing Competitive Ad Interference," University of Wisconsin, Madison, 1993.

"Toward Higher Quality Consumer Research," Indiana University, October 1995.

"Some Criticisms of Consumer Research and Response," Cornell University, October 1995.

"Do Brands not Featured in an Ad Mitigate the Effects of a Comparative Ad," University of South Carolina, February 1996.

"The Effects of Varying Ad Execution on The Effectiveness of Comparative Advertising," University of Michigan, January 1997.

"Attitude Strength: Dimensions and Implications," at the University of Houston, March 1998.

"Attitude Strength: Dimensions and Implications," Penn State University, April 1998.

"Market Segmentation in the next Millennium," Marketing Science Institute Conference, Boston, June 1998.

"The Beneficial Effects of Competitive Ad Interference," University of Maryland, 2001.

"How Committed Consumers Evaluate Competitive Brands," Department of Psychology, Ohio State University, 2003.

"Why Committed Consumers Counterargue?" University of Michigan, 2003.

"Commitment, Information Processing and Attitude Change," University of Houston, 2004.

### **Working Papers**

"Reducing Competitive Ad Interference," with Deepak Sirdeshmukh (WPS 92-63).

"Effects of Order of Presentation and Information Modality on Persuasion," with Robert E. Burnkrant and Sunil Erevelles (WPS 92-75).

"The Effects of Missing Information on Consumer Product Evaluations," with Deepak Sirdeshmukh.

"The Usefulness of Product Warranties for Reputable and New Brands," with Daniel Innis and Thami Freeze (WPS 90-67).

"Pictures and Persuasion: The Moderating Role of Involvement," with Paul Miniard, Sunil Bhatla, Kenneth Lord, and Peter Dickson (WPS 89-67).

"Modality Specific Representation in Memory," with Robert Burnkrant (WPS 89-8).

"Investigating the Recall Inhibition Effect: A Test of Practical and Theoretical Considerations," with Paul Miniard and Sunil Bhatla (WPS 88-68).

"The Effects of Programming Induced Mood States on Memory for Commercial Information," with Robert Burnkrant and Kenneth Lord (WPS 88-12).

### **Reviewing Activities**

- \* Journal of Consumer Research, Editorial Review Board, 1996-
- \* Journal of Consumer Psychology, Editorial Review Board, 2004-
- \* Journal of Marketing Research, 1989-
- \* Journal of Marketing, 1996-
- \* Association for Consumer Research, 1990-
- \* American Marketing Association Educators' Proceedings, 1991-
- \* Guest Editor of Special Issue on Recycling for Psychology and Marketing

### **Department and College Service**

Senior Associate Dean of Students and Programs, Fisher College of Business, 2015-  
Associate Dean, Executive Education, Fisher College of Business (1/13- )  
Associate Dean, Undergraduate Programs in Fisher College (2005-2012)  
Director, Doctoral Programs in Business in Fisher College (1998-2004)  
Chair, Doctoral Studies Committee, Marketing Department  
Co-Chair, Recruiting Committee  
Chair, Professional Interaction Committee, 1994-1996  
Member, Undergraduate Policy Committee, 1994  
Alternate Member, University Faculty Senate  
Member, MBA Policy Committee, Marketing Department  
Member, Research and Graduate Council, OSU  
Member, Blue Ribbon Committee on Doctoral Education, College of Business

### **Other Professional Service**

Member, Board of Directors, American Marketing Association  
Member, Board of Directors, Bay Area Council  
Guest Editor, Psychology and Marketing  
Member, ACR Committee, 1994  
Track Chair, AMA Summer Educators' Conference, 1999  
Multiple Tenure Case Assessments  
Member of the University Senate, The Ohio State University  
Member of the Graduate Research Council, The Ohio State University

### **Major Academic/Professional Awards and Commendations:**

- Best Doctoral Dissertation, Academy of Marketing Science, 1988
- Nominated for Pacesetters Undergraduate Teaching Award, 1988
- Lisa Birnbach's book of College Education - voted as one of 15 best teachers out of 4000 faculty at Ohio State
- Marketing Professor of the Year, Student American Marketing Association, 1991
- College of Business Pacesetters Undergraduate Teaching Award, 1991
- Marketing Professor of the Year, Student American Marketing Association, 1992
- Outstanding Teacher - Golden Key National Honor Society
- College of Business Pacesetters Undergraduate Teaching Award, 1992
- Marketing Professor of the Year, Student American Marketing Association, 1993
- Nominated for Undergraduate Pacesetters Teaching Award, 1996
- Nominated for Pacesetters Research Award, 1995, 1996
- Marketing Professor of the Year, Student American Marketing Association, 1996.
- Marketing Professor of the Year, Student American Marketing Association, 1999.
- Nominated for Pacesetters Teaching Award, 2002, 2003.

### **Executive Education**

- Session Coordinator, AMA Marketing School, Fisher College of Business, 2001
- Session Coordinator, Ross Labs Executive Education Program, 2001.
- Session Coordinator, Marketing Certificate Program, Fisher College of Business, 2001.
- Session Coordinator, Executive Education Program, The Ohio State University, 2000
- Session Coordinator, Marketing Certificate Program, The Ohio State University, 2000.
- Session Coordinator, Marketing Certificate Program, The Ohio State University, 2000.
- Session Coordinator, Executive Education Program, The Ohio State University, 1999.
- Session Coordinator, Supply Chain Management Center, The Ohio State University, 1998.
- Session Coordinator, Executive Education Program, The Ohio State University, 1998.
- Session Coordinator, Executive Education Program, The Ohio State University, 1997.
- Session Coordinator, Executive Education at American Electric Power, 1996 (three sessions).
- Session Coordinator, Executive Education Program, The Ohio State University, 1996.
- Session Coordinator, Executive Education at American Electric Power, 1995 (three sessions).
- Session Coordinator, Executive Education Program, The Ohio State University, 1993, 1994, 1995.



- Session Coordinator, Executive Education Program, The Ohio State University / American Marketing Association, 1990, 1991.
- Session Coordinator, Academy of Financial Executives, The Ohio State University, 1994, 1995.
- Session Coordinator, Executive Education at the Bath and Body Works, 1994.
- Invited Keynote speaker, Allied Minerals Inc., 1994.
- Session Coordinator, Executive Education at American Electric Power, 1994 (three sessions).
- Session Coordinator, Executive Education at the Automotive Warehouse Distributors Association, February 1995.