BIOGRAPHIES

Rajagopal Raghunathan
(Department of Marketing Administration, The University of Texas at Austin)

Rajagopal Raghunathan earned his PhD from the Stern School of Business at New York University and is currently employed as Assistant Professor of Marketing in the McCombs School of Business at the University of Texas at Austin.

Raj's work juxtaposes theories from psychology, behavioral sciences, decision theory, and marketing to document and explain interrelationships between affect and consumption behavior. Raj’s work has been published in top marketing and psychology journals, such as Journal of Marketing, Journal of Consumer Research, Motivation and Emotion, Organizational Behavior and Human Decision Processes, and Journal of Personality and Social Psychology. Raj was recognized as a Marketing Science Young Scholar in 2006 for his contributions to the field of marketing.