

VANITHA SWAMINATHAN

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Katz Graduate School of Business
University of Pittsburgh
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EDUCATION

- 1998 Ph.D Business Administration, The University of Georgia, Athens, GA
Thesis: The Impact of Brand Extension Introduction on Choice
- 1990 Master's in Business Administration XLRI, India
- 1988 B.A. Economics, University of Madras, India

EXPERIENCE

- 2016- Thomas Marshall Professor of Marketing
- 2014-16 Professor of Marketing
& Robert W. Murphy Faculty Fellow in Marketing
- 2008-13 Associate Professor of Marketing (with tenure)
Robert W. Murphy Faculty Fellow in Marketing (2010-2015)
Joseph M. Katz Graduate School of Business, University of Pittsburgh, PA
- 2002-08 Assistant Professor of Marketing
Joseph M. Katz Graduate School of Business, University of Pittsburgh, PA
- 1998-02 Assistant Professor of Marketing
Isenberg School of Management University of Massachusetts, Amherst, MA

RESEARCH INTERESTS

Branding
Consumer Brand Relationships
Digital Branding
Online social networks
Social commerce
Augmented and Virtual Reality
Brand Experiences

PROFESSIONAL HONORS AND AWARDS

- 2021 Faculty Participant at Sheth Doctoral Consortium, Indiana University
2021 Faculty Participant at the 9th AIM-AMA Sheth Foundation Doctoral Consortium

- 2020 INFORMS Society for Marketing Science (ISMS) Doctoral Dissertation Proposal Competition Winner, served as Dissertation Advisor on Winning Entry
- 2020 Invited to serve as a Judge on ANA's Genius awards for excellence in Marketing Analytics, alongside industry leaders in marketing (only academic to serve on the panel)
- <https://www.geniusawards.com/a/page/Judges-2020>
- 2020 Lehmann Award awarded to the best dissertation-based article published in *Journal of Marketing* and *Journal of Marketing Research* in 2019-2020 (served as dissertation advisor and co-author on award-winning article)
- 2019 Excellence in Research Award, *Katz School of Business*
- 2019 Excellence in Teaching Award, *Katz School of Business*
- 2019 Faculty at 2019 AMA's Sheth Doctoral Consortium, New York University, June 2019
- 2018-19 President, *American Marketing Association Academic Council*
- 2018 Faculty at 2018 Marketing Strategy Consortium, Indiana University, March 2019
- 2018 Faculty at 2018 AMA's Sheth Doctoral Consortium, Leeds University, June 2018
- 2018 Best Paper Award for "Connected Consumers and Social Media" Track, 2018 AMA Winter Academic Conference, New Orleans (Co-winner with PhD Student, Christian Hughes)
- 2018 Mentor for AMA's *EBSCO Answers in Action* Grant, Awarded to PhD Student, Christian Hughes
- 2017-18 President Elect AMA Academic Council
- 2016-20 Executive Committee, AMA Academic Council
- 2015 Distinguished Research Award, Katz Graduate School of Business
- 2015 Distinguished Service Award, Katz Graduate School of Business
- 2015 Co-Chair, *American Marketing Association Winter Educators' Conference*
- 2014 Distinguished Service Award, Katz Graduate School of Business
- 2014 Member, *American Marketing Association Academic Council*
- 2014 Invited Speaker, Oxford Symposium on Corporate Reputation, Oxford University, U.K.

- 2011 Beta Gamma Sigma Inductee
- 2011 AMA Doctoral Consortium Faculty
- 2010 Recipient of Best Doctoral Student Contribution Award (with advisee Sara Loughran) at the First Colloquium of Consumer-Brand Relationships
- 2009 Faculty Participant, Academy of Marketing Science Doctoral Consortium, Oslo, Norway
- 2006 Best Paper of the Year Award, *Journal of Advertising*
- 2003 *Marketing Science Institute*, Young Scholar Program Participant
- 2002 Lehmann Award for the best Dissertation Article in *Journal of Marketing* or *Journal of Marketing Research* in the 2000 and 2001 years.
- 2002 Best Special Session Award, *2002 Winter Educators' Conference* (Session Chair and Organizer)
- 1998 Recipient of the 1997-98 dissertation award from *Procter & Gamble's Innovation Research Fund*
- 1998 *Outstanding Graduate Teaching Award* for contributions to teaching and instructional mission at The University of Georgia
- 1997 The University of Georgia's representative to the 1997 American Marketing Association's Doctoral Consortium, *University of Cincinnati*.
- 1995-97 University-Wide Assistantship awarded by *The University of Georgia*.
- 1996 Listed in the *1996-97 Who's Who Among Students in American Universities and Colleges*

RESEARCH GRANTS

- 2021-22 Co-Investigator on PCORI Grant with School of Public Health, \$ 200,000 Award
- 2016 R.K. Mellon Foundation Grant, \$ 7500
- 2016 American Marketing Association Grant, \$ 5000
- 2016 American Express Corporate Grant, \$ 5000
- 2016 TheMotherhood.com Corporate Grant \$ 1000
- 2016 Dean's Small Grant, \$ 1500
- 2015 Marketing Science Institute Grant, \$ 6800

2013-14 Berg Center CSR Grant, \$ 5000

2011-12 Berg Center CSR Grant, \$ 7000

2011 Berg Center Grant \$ 3000

2010 Technology Innovation Grant, Katz Graduate School of Business, \$ 3000

2010 *International Business Center* Grant, \$ 3000 to study cross-cultural differences in corporate social responsibility

2009 Dean's Research Grant, Awarded \$ 3000 to study consumer-brand relationships

2006 International Business Center Grant, Awarded \$5,000 to study brand alliances across cultures.

2005 International Business Center Grant, Awarded \$9,000 to study brand extensions in a cross-cultural context.

2002 Marketing Science Institute Grant, Awarded \$ 10,000 with Christine Moorman to study marketing alliance networks and firm performance, 2002

1996/8 Terry College of Business Research Award.

1994/7 Comer Fellowship Award.

JOURNAL PUBLICATIONS

1. Swaminathan, Vanitha, Sayan Gupta, Kevin Lane Keller, Don Lehmann (2022), "Brand Value Chain and Financial Consequences: A Review of Key Findings and Directions for Future Research", conditionally accepted, Journal of Academy of Marketing Science.
2. Swaminathan, Vanitha, Andy Schwartz, Shawndra Hill and Rowan Menezes (2022), "The Language of Brands in Social Media: Leveraging Topic Modeling on Social Media Conversations As a Guide to Decision-Making for Brand Management", forthcoming, Journal of Interactive Marketing.
3. Basu, Meheli and Vanitha Swaminathan (2022), "Consuming in a Crisis: Pandemic Consumption Across Consumer Segments and Implications for Brands," Journal of Product and Brand Management, forthcoming.

4. Hsieh, Meng-Hua, Xingbo Bo Li, Shailendra Pratap Jain, and Vanitha Swaminathan (2021). "Self-construal drives preference for partner and servant brands." Journal of Business Research, 129, 183-192.
5. Swaminathan, Vanitha, and Umut Kubat Dokumaci (2021), "Do all, or Only Some Personality Types Engage in Spreading Negative WOM? An Experimental Study of Negative WOM, Big 5 Personality Traits and Brand Personality." Journal of Global Scholars of Marketing Science, 1-13.
6. Swaminathan, Vanitha, Alina Sorescu, Jan-Benedict Steenkamp, Thomas O' Guinn and Bernd Schmitt (2020), "Branding in a Hyperconnected World: Refocusing Theories and Rethinking Boundaries," Journal of Marketing, 84(2) 24-46
7. Paharia, Neeru and Vanitha Swaminathan (2019), "Who is Wary of Cocreation? The Hazards of Empowering Power-Distant and Conservative Consumers", 83 (3), Journal of Marketing, 91-107.
8. Christian Hughes, Swaminathan, Vanitha and Gillian Brooks (2019), "Driving Brand Engagement Through Online Social Influencers: An Empirical Investigation of Sponsored Blogging Campaigns ", Journal of Marketing, 83(5) 78-96
Paper won the Lehmann award for best dissertation-based article in *Journal of Marketing* or *Journal of Marketing Research* in 2019 calendar year (served as advisor on the dissertation)
9. Swaminathan, Vanitha and Suyun Mah (2016), "What 100,000 Tweets About the Volkswagen Scandal Tell Us About Angry Customers," Harvard Business Review, October, 2016.
10. Swaminathan, Vanitha (2016), "Branding in the Digital Era: New Directions for Research on Customer-Based Brand Equity," AMS Review, 6 (1-2), 33-38.
11. Casey Newmeyer, Vanitha Swaminathan and John Hulland (2016), "When Products and Brands Trade Hands: A Framework for Acquisition Success", Journal of Marketing Theory and Practice, 24 (2), 129-146.
12. Felipe Thomaz and Vanitha Swaminathan (2015), "What Goes Around Comes Around: The Impact of Marketing Alliances on Firm Risk and the Moderating Role of Network Density," Journal of Marketing, 79 (5), 63-79.
13. Kubat, Umut and Vanitha Swaminathan (2015), "Crossing the Cultural Divide through Bilingual Advertising: The Moderating Role of Brand Cultural Symbolism", International Journal of Research in Marketing. 32 (4), 354-362.
14. Swaminathan, Vanitha, Zeynep Gürhan-Canli, Umut Kubat and Ceren Hayran (2015), "How, When, and Why Do Attribute-Complementary versus Attribute-Similar Cobrands Affect Brand Evaluations: A Concept Combination Perspective", Journal of Consumer Research, 42 (1), 45-58.

15. Winterich, Karen Page, Vikas Mittal and Vanitha Swaminathan (2014), "Friends and Family: How In-Group-Focused Promotions can Increase Purchase," Customer Needs and Solutions 1:333–344.
16. Swaminathan, Vanitha, Christopher Groening, Vikas Mittal and Felipe Thomaz (2014), "Dual Emphasis and Financial Performance in Horizontal Mergers," 17 (2), Journal of Service Research, 182-194.
17. Dommer, Sara Loughran, Vanitha Swaminathan, and Rohini Ahluwalia (2013), "Using Differentiated Brands to Deflect Exclusion and Protect Inclusion: The Moderating Role of Self-Esteem on Attachment to Differentiated Brands", 40 (4), Journal of Consumer Research, 657-675.
18. Dommer, Sara Loughran and Vanitha Swaminathan(2013), "Explaining the Endowment Effect through Ownership: The Role of Identity, Gender, and Self-Threat", Journal of Consumer Research, 39 (5), 1034-1050.
19. Kopalle, Praveen K., Scott A. Neslin, Baohong Sun, Yacheng Sun, Vanitha Swaminathan (2012), "A Dynamic Structural Model of the Impact of Loyalty Programs on Customer Behavior", Marketing Science, 31 (2), 216-235.
20. Swaminathan, Vanitha, Srinivas K. Reddy and Sara Dommer (2011), "Spillover Effects of Ingredient Branded Strategies on Brand Choice: A Field Study," Marketing Letters 21 (October),1-15.
21. Swaminathan Vanitha and Christine Moorman (2009), "Marketing Alliances, Networks and Firm Value Creation", Journal of Marketing, 73 (September), 52-69.
22. Swaminathan Vanitha, Karen Stilley and Rohini Ahluwalia (2009) "When Brand Personality Matters: The Moderating Role of Attachment Styles", Journal of Consumer Research, 35 (6), 985-1002.
23. Shah, Reshma and Vanitha Swaminathan (2008), "A Contingency Framework of Factors Influencing Partner Selection in Strategic Alliances: Exploring The Moderating Role of Alliance Context," Strategic Management Journal, 29 (5), 471-494.
24. Swaminathan, Vanitha, Feisal Murshed and John Hulland (2008), "Value Creation Following Merger and Acquisition Announcements: The Role of Strategic Emphasis Alignment," Journal of Marketing Research, 45(1), 33-47.
25. Swaminathan, Vanitha, Karen Page and Zeynep Gürhan-Canli (2007), "My Brand or Our Brand: Individual- and Group-Based Brand Relationships and Self-Construal Effects on Brand Evaluations," Journal of Consumer Research, 34 (2), 248-259.

26. Leigh, James, George Zinkhan and Vanitha Swaminathan (2006), "Dimensional Relationships Of Recall And Recognition Measures With Selected Cognitive And Affective Aspects Of Print Ads.," Journal of Advertising, 35(1), 105-122.

Received the Best Paper of the Year Award, 2006 from the American Academy of Advertising.

27. Rohm, Andrew J. and Vanitha Swaminathan (2004), "A Typology of Online Shoppers Based on Shopping Motivations," Journal of Business Research, 57 (7), 748-757.
28. Swaminathan, Vanitha (2003), "The Impact of Recommendation Agents on Consumer Evaluation and Choice, Journal of Consumer Psychology, 13, 1& 2, 93-102.
29. Swaminathan, Vanitha (2003), "Sequential Brand Extensions and Brand Choice Behavior," Journal of Business Research, 56 (6), 431-442.
30. Swaminathan, Vanitha, Richard J. Fox and Srinivas K. Reddy (2001), "The Impact of Brand Extension Introduction on Choice," Journal of Marketing, October, 1-15 (Lead Article).
***Won the 2002 Lehmann Award for the Best Dissertation Article in *Journal of Marketing* or *Journal of Marketing Research* in the 2000 and 2001 years.**
31. Swaminathan, Vanitha, Ela Lepkowska-White and Bharat P. Rao (1999), "Browsers or Buyers in Cyberspace? An Investigation of Factors Influencing Likelihood of Electronic Exchange," Journal of Computer-Mediated Communication, 5 (December 1999): [<http://www.ascusc.org/jcmc/vol5/issue2/swaminathan.htm>.]
32. Reddy, Srinivas K., Vanitha Swaminathan and Carol M. Motley (1998), "Exploring the Determinants of Broadway Show Success," Journal of Marketing Research, 35 (August), 370-383.

PAPERS UNDER REVIEW / BEING REVISED /WORKING PAPERS

31. Ameri, Mina, Vanitha Swaminathan and Sushma Kambagowni (2022), "Customer Engagement and Healthcare Apps," target journal, Journal of Marketing.
32. César Zamudio, Swaminathan, Vanitha and Suyun Mah (2022), "Walking the Tightrope: Balancing Employee and Customer Satisfaction to Optimize Shareholder Wealth", working paper.
33. Gupta, Sayan and Vanitha Swaminathan (2022), "Brand Crises Impacts in Social Media and Consumer Polarization," working paper.
34. Gupta, Sayan and Vanitha Swaminathan (2022), "Brand Activism 2.0: How Brands' Socio-Political Actions Drive Sales", working paper.

35. Bayer, Rabia, Vanitha Swaminathan, Zeynep Gürhan-Canli (2022),” The Market for Pre-Owned Luxury Goods and Its Effects on Luxury Brands,” working paper.

OTHER

36. Brand Management textbook “*Strategic Brand Management: Building, Measuring, and Managing Brand Equity*” Fifth Edition, co-authored along with Professor Kevin Lane Keller, Publisher: Pearson Education. Published, 2019.
- Global edition of the book (Europe and Australia) published in 2020
 - India edition of the book published in 2021

BOOK CHAPTERS AND REFEREED CONFERENCE PROCEEDINGS

37. Swaminathan, Vanitha and Alok Kumar, “Invited Commentary for “Legends in Strategic Marketing: Rajan Varadarajan “ (2018),
38. Five Volume Set Jagdish N. Sheth - Ph.D., Charles H. Kellstadt Professor of Marketing, Goizueta Business School, Emory University, USA Legends in Strategic Marketing
39. Bhattacharyya, Arun, Ramesh Kumar, and Vanitha Swaminathan (2017) Cultural context and advertising appeals: The Indian Context, forthcoming, in "Perspectives on Indian Consumer Behavior", Durairaj Maheswaran and Thomas Puliyeel (Eds.). Oxford University Press, India.
40. Swaminathan, Vanitha and Alokparna (Sonia) Monga (2011), “Self and Brand Relationships” in Identity and Consumption, edited by Russ Belk and Ayalla Ruvio, published by Taylor and Francis, pages 357-365.
41. Swaminathan, Vanitha and Sara Loughran Dommer (2012), “When is our Connection to Brands like our Connection to People? Differentiating Between Consumer-Brand Relationships and Interpersonal Relationships,” in Consumer-Brand Relationships, edited by Susan Fournier, Mike Breazeale and Marc Fetscherin, and published by Routledge.
42. Swaminathan, Vanitha (2009), “Comparative Scaling Methods” entry in Wiley International Encyclopedia of Marketing-Marketing Research, vol.3, edited by: Wagner Kamakura, Duke University.
43. Swaminathan, Vanitha (2009), “Noncomparative Scaling Methods” entry in Wiley International Encyclopedia of Marketing-Marketing Research, vol. 3, edited by: Wagner Kamakura, Duke University.
44. Mark Houston, Michael Hutt, Christine Moorman, Peter Reingen, Aric Rindfleisch, Vanitha Swaminathan and Beth Walker (2004), “A Network Perspective On Marketing Strategy Performance,” Chapter in Cools Tools for Assessing Marketing Strategy Performance, Donald Lehmann and Christine Moorman, eds., Cambridge, MA: Marketing Science Institute.

45. Swaminathan, Vanitha, Ela Lepkowska-White, and Bharat P. Rao (2000), "The Internet and Consumer Buying Behavior: A Research Framework and Analysis," in Current Topics in E-Commerce, Purdue University Press.
46. Swaminathan, Vanitha and Srinivas K. Reddy (2000), "Affinity Partnering: Conceptualization and Issues," in Handbook of Relationship Marketing, Sheth and Parvatiyar, eds., San Francisco: Sage Publications, 381-405.
47. Swaminathan, Vanitha (2000), "Conducting Advertising and Marketing Research on the World Wide Web," in Advertising Research: The Internet, Consumer Behavior and Strategy, George Zinkhan, ed. Chicago: American Marketing Association, 11-22.
48. Swaminathan, Vanitha, George M. Zinkhan, and Srinivas K. Reddy (1996), "The Evolution and Antecedents of Transformational Advertising: A Conceptual Model", Advances in Consumer Research, XXIII, (Kim P. Corfman and John G. Lynch, eds.), Provo, UT: Association for Consumer Research, 49-55.

INVITED TALKS

University of Illinois- Urbana Champaign, 2022
 Temple University, 2021
 Boston University, 2021
 University of Southern California, 2021
 AMA Sheth Doctoral Consortium, Indiana University, 2021
 NYU Stern Doctoral Consortium, June 13-15, 2019
 AI In Marketing conference at George Washington University, April 5, 2019
 Indiana Strategy Consortium, March 28-30, 2019
 Digital Marketing&Machine Learning conference, Carnegie Mellon University, December, 2018
 Leeds University Doctoral Consortium, June 2018
 Provost's University wide Inaugural Lecture at the University of Pittsburgh, April 2018
 University of Virginia
 Case Western Reserve University
 Penn State University
 Temple University
 Oxford University
 Indiana University

MEDIA ARTICLES AND MENTIONS

NPR's Marketplace "How are the Olympic designers chosen?"
<https://www.marketplace.org/2021/07/29/how-are-the-olympic-designers-chosen/>, 29th July 2021

Pitt ready to adapt as college athletes' compensation rules change, University Times ,
<https://www.utimes.pitt.edu/news/pitt-ready-adapt-college>, July 1, 2021

ImagineAR teams up with University of Pittsburgh to virtually teach augmented reality course,
<https://www.proactiveinvestors.com/companies/news/927374/imaginear-teams-up-with->

[university-of-pittsburgh-to-virtually-teach-augmented-reality-course-927374.html](https://www.pitt.edu/~news/2020/08/24/university-of-pittsburgh-to-virtually-teach-augmented-reality-course-927374.html),
August 24, 2020

Branding in a Hyperconnected World

<https://www.sciencedaily.com/releases/2020/01/200129104716.htm>

Phys.org Branding in a hyperconnected world Phys.org, 29 Jan 2020

EurekAlert! Branding in a hyperconnected world EurekAlert!, 29 Jan 2020

Pittsburgh Post-Gazette <https://www.post-gazette.com/business/tech-news/2020/04/28/steak-umm-twitter-coronavirus-pandemic-viral-allebach-communications/stories/202004280087>

Pittwire article <https://www.pittwire.pitt.edu/news/experts-weigh-instagram-hiding-likes>

<https://www.ama.org/marketing-news/virtual-influencers-are-becoming-more-real-heres-why-brands-should-be-cautious/>

AMA.org Virtual Influencers are Becoming More Real, Here's Why Brands Should be Cautious, June 20, 2019, <https://www.ama.org/marketing-news/virtual-influencers-are-becoming-more-real-heres-why-brands-should-be-cautious/>, June 2019.

“*Sell to Voters, Not Consumers*” article published in *Marketing News* features my research on political orientation and cocreation, <https://www.ama.org/marketing-news/sell-to-voters-not-consumers/>, June-July 2019.

CNN Money Instagram and Tinder go back to school with features just for college kids <https://money.cnn.com/2018/08/27/technology/instagram-tinder-college-kids/index.html>

Washington Post.com https://www.washingtonpost.com/business/2018/07/13/kylie-jenner-is-richer-than-jay-z-diddy-kim-too/?noredirect=on&utm_term=.4397e39a9ba6

How Kylie Jenner became richer than Kim Kardashian

Opinion-gulfnews.com • July 14, 2018

Read more here: bit.ly/vs-gulfnews

Instagram y Tinder apuestan por el ‘match’ de los universitarios

Expansión • August 29, 2018

Read more here: bit.ly/vs-expansion

Instagram y Tinder regresan a sus orígenes con funciones solo para ...

CNN • August 29, 2018

Read more here: bit.ly/vs-cnn

Jenner about to be youngest self-made billionaire

Fort Wayne Journal Gazette • July 15, 2018

Instagram, Tinder go back to school with features for college kids

Channel3000.com - WISC-TV3 • August 28, 2018

Read more here: bit.ly/vs-channel3000

The richest of them all

Independent Online • August 29, 2018

Read more here: bit.ly/richestofall

Instagram and Tinder go back to school with features just for college kids

CBS Detroit • August 28, 2018

Read more here: bit.ly/vs-featureforcollegekids

How Kylie Jenner got to be on the brink of becoming youngest billionaire ever

Bay City Observer • August 21, 2018

<https://www.scpr.org/programs/take-two/2018/05/01/62806/online-retailer-brandless-is-popping-up-in-west-ho/> (this is NPR in Los Angeles). This was also a radio interview with my commentary on this company, which aired in at http://www.scpr.org/listen_live.

<https://www.katz.business.pitt.edu/news/Katz-Doctoral-Student-Receives-Grant-to-Study-Video-Game-Industry>

Brand Management in a Digital World, *Smart Business Online*, November 27, 2017, <http://www.sbnonline.com/article/brand-management-digital-world/>, Accessed November 29, 2017.

Linder, Courtney (2017), Supercharge that Tesla and pick up a hot dog? Sheetz makes room for the brand's loyal drivers," October 27, 2017, *Pittsburgh Post-Gazette*, <http://www.post-gazette.com/business/tech-news/2017/10/31/Yes-Tesla-supercharging-stations-are-moving-to-Sheetz-locations-No-they-re-not-really-free/stories/201710270015>, Accessed November 29, 2017.

Quinn, Cathal, Managing your Business' Reputation – Crisis Management Research, September 7, 2016, <https://www.enablemarketing.ie/managing-business-reputation-crisis-management-research/>. Accessed May 17, 2017.

American Marketing Association and LinkedIn Learning Launch Digital Marketing Certification Program, May 10, 2017, <http://www.prweb.com/releases/2017/05/prweb14320688.htm>. Accessed May 17, 2017.

<https://www.benzinga.com/pressreleases/17/05/p9437849/american-marketing-association-and-linkedin-learning-launch-digital-mar>

American Marketing Association. Marketing Experts Discuss the Outcome of the Presidential Race. <https://www.ama.org/publications/enewsletters/marketing-news-weekly/pages/marketing-experts-dissect-the-outcome-of-the-presidential-race-.aspx>

CMU website, others targeted by hackers to toy with Google Search Results. Oct 7, 2016. <http://triblive.com/news/allegheeny/11266643-74/search-google-site>. Accessed May 17, 2017.

Smart Business News Online <http://www.sbsonline.com/article/bridging-cultural-divide-bicultural-consumers/>

Lost in Translation? Marketing to Bilingual Consumers, March 31, 2016, Strategy and Business Blogs, <https://www.strategy-business.com/blog/Lost-in-Translation-Marketing-to-Bilingual-Consumers?gko=8b02c>

US News, <http://money.usnews.com/money/personal-finance/articles/2016-11-03/how-to-make-a-living-as-an-online-media-star>

Yahoo.com <http://finance.yahoo.com/news/heres-psychological-reason-most-people-202000857.html>

Bridging the Cultural Divide, Katz School of Business Alumni Magazine, 2016.

Casey Newmeyer and Vanitha Swaminathan. Should Companies Seek Growth by Acquiring Products or Brands? <https://www.ama.org/resources/Pages/growth-by-acquiring-products-brands.aspx>

Lost in Translation? Marketing to Bilingual Consumers. <http://www.strategy-business.com/blog/Lost-in-Translation-Marketing-to-Bilingual-Consumers?gko=8b02c>

[*WESA \(NPR Pittsburgh\) Interview for Essential Pittsburgh on Marketing to a Multicultural Population*](#), November 19, 2015.

Forbes, [Understanding The Bicultural Consumer: Crossing The Cultural Divide Through Bilingual Advertising](#), November 17, 2015.

Science Daily.com, Marketing partnerships: Stock prices don't always run with the bulls <http://www.sciencedaily.com/releases/2015/09/150923182202.htm#>, September 23, 2015, American Marketing Association

Realbusiness.co.uk, Marketing alliances can reduce equity risk and impact investor expectations, claims study, <http://realbusiness.co.uk/article/31592-marketing-alliances-can-reduce-equity-risk-and-impact-investor-expectations-claims-study>.

Business Insider.com Shamers on the prowl in social media jungle <http://www.afp.com/en/news/shamers-prowl-social-media-jungle> (AFP news agency release)
--also quoted in Kuwaiti Times, Bharat Press, Jenkers.com

Advertising Week, <http://adthrowback.theawsc.com/5-legacy-brands-that-evolved-insanely-well-over-the-decades-and-5-rising-brands-about-to-become-a-legacy/>, May 20, 2015.

Did Earth Day Go Corporate by Reid Frazier, <http://www.alleghenyfront.org/story/did-earth-day-go-corporate>, April 15, 2015

Slate.com, Off Brands: Understanding the terrible spelling and punctuation in corporate names. By [Matthew J.X. Malady](#)
http://www.slate.com/articles/life/the_good_word/2014/03/chick_fil_a_spelling_why_so_many_brand_names_have_spelling_and_punctuation.html

The Rancher Don't Forget the Customers After Mergers.
http://www.yourhoustonnews.com/ranch/living/don-t-forget-the-customers-after-mergers/article_f0616d69-cdbe-5f1d-b5c3-4beef7e72a7f.html

Pittsburgh Post-Gazette Who Needs a Turkey When There's Black Thursday <http://www.post-gazette.com/business/2013/11/24/BLACK-THURSDAY/stories/201311240119>

Forbes Magazine "The Most Undervalued Brand In The World",
<http://www.forbes.com/sites/christophersteiner/2013/05/20/the-most-undervalued-brand-in-the-world/>

Chase Strikes Rewards Sharing Deal With Virgin Atlantic
<http://www.cardhub.com/edu/chase-strikes-rewards-sharing-deal-with-virgin-atlantic/>

Miami Herald, Garage Sales: Is It Worth It (April 20, 2013)

Press Coverage for "Explaining the Endowment Effect through Ownership: The Role of Identity, Gender, and Self-Threat", *Journal of Consumer Research*, February 2013, (co-authored with Sara Dommer):

<http://bigthink.com/insights-of-genius/rethinking-the-endowment-effect-how-ownership-effects-our-valuations>

<http://www.businessnewsdaily.com/3016-men-women-shop.html>

<http://www.sciencedaily.com/releases/2012/08/120815093238.htm>

<http://tech.money.pl/kobiety-i-mezczyzni-maja-inne-motywacje-zakupow-0-1143548.html>

<http://www.pap.pl/palio/html>

<http://www.nationalaffairs.com/blog/detail/findings-a-daily-roundup/consumer-confidence>

Los Angeles Times (November 1, 2012). AMC Leaves Moviegoers in the Dark on Rewards Program Change. <http://www.latimes.com/business/la-fi-lazarus-20121102,0,1097805.column?page=1>

ABC News (June 18, 2012) "Republicans, Democrats Can't Even Agree On Coffee".
<http://abcnews.go.com/Politics/OTUS/republicans-democrats-agree-coffee/story?id=16581674#.UVG5vDflpHQ>

Houston Chronicle, October 9, 2010, “For customers, will United-Continental merger fly?,” with Vikas Mittal and Christopher Groening.

Pittsburgh Business Times, April 9, 2010. “Pitt's Google AdWords project offers Insight into Online Advertising” article featuring my MBA marketing management class project was described in Future of the MBA series.

Pittsburgh Business Times, April 9, 2010. “The Future of Business” article noted how my MBA marketing management Google project reflected recent trends in MBA education.

“Pay Per Click” article in *PittBusiness* alumni magazine featured the MBA Google adwords project, Spring 2010, 21-23.

“Personal attachments” article featured my research in *Pitt Magazine*, Spring, 2010

“Your upbringing leads you to go for Brands,” *Financial Express, India*, 17th December 2008

“Upbringing “Leads” people to go for Brands,” *Hindu (India), Economic Times (India), Frontline (India)*, 17th December 2008

“Tipo de personalidade influencia escolha de marca, diz estudo” *Último Segundo (Brazil), O Globo (Brazil), Terra Brasil (Brazil), Estadão (Brazil), BBC Brasil (UK), G1.com.br (Brazil)*, 16th December 2008.

“Filling In The Gaps: Personality Types Lead People To Choose Certain Brands” *Science Daily*, 16th December 2008.

“Filling in the Gaps: Personality Types Lead People to Choose Certain Brands” *EurekaAlert! (DC), PhysOrg.com (VA), Eureka! Science News (Canada)*, 16th December 2008

“Przywiązanie odbite w produkcie”, *KopalniaWiedzy (Poland)*, 15th December 2008.

KDKA-Radio Interview, April 24th, regarding Brand Personality and Attachment Styles

Sirius Radio Interview, Dr. Channel, December 18th, Brands and Attachment Styles

RESEARCH SEMINARS AND PRESENTATIONS

Journal of Marketing Research Workshop on “Mitigation in Marketing” co-author on presentation “A Framework of Brand Crises in Social-Media: The Overlooked Role of Consumer Polarization” with Sayan Gupta, September, 2021

Indiana University Sheth Consortium “Product Management and Innovation” session participant, August, 2021

Temple University Research Seminar “The Impact of Employee Brand Equity on Financial Valuation”, May, 2021

University of Southern California, Research Seminar “The Impact of Employee Brand Equity on Financial Valuation” , April, 2021

INFORMS Marketing Science Conference - Impact of Nature of Brand Crises on Online Consumer Polarization – Insights From a Network Analysis of Twitter Data, co-author on Presentation, June 2021.

Invited Talk on “*Branding in a Hyperconnected World*” as part of the Global Thought Leaders Series, Great Lakes Institute of Management, Chennai, June 2020

Swaminathan, Vanitha (2019), “Language of Brands in Social Media,” Presented at Winter AMA, in Austin, Texas

Swaminathan, Vanitha (2018), “Language of Brands in Social Media,” Presented at *Digital Marketing & Machine Learning Conference*, December, 2018, *Carnegie Mellon University*

Hughes, Christian and Vanitha Swaminathan (2018), “Communicating in a Melting Pot: How Audience Diversity Impacts Word of Mouth Valence” presented at *Winter AMA* in New Orleans, LA, received award for Best Paper in Theme.

American Association for the Study of Liver Disease Abstracts, coauthor with Patricia Ajayi-Fox, Jennifer Steel and Jaideep Behari
“*Feasibility of Using Internet-Based Support Groups for Alcohol Abstinence in Patients with Alcohol-Related Cirrhosis*” October 2017.

AMA Winter Educators' Conference, Co-Chair of Special Session (with Kim Whitley), *Marketing's Role at the Top: Understanding How Marketing Experience of CEOs Impacts Firm Strategy and Performance*, Orlando, Florida, February 2017.

AMA Winter Educators' Conference, Co-Chair of Special Session (with Alina Sorescu), *Marketing, Human Capital and Their Joint Impact on Firm Performance*, Orlando, Florida, February 2017.

AMA Winter Educators' Conference, Co-author of Presentation *In Blogs We Trust: The Interplay of Sentiment, Blogger, and Campaign Characteristics in Influencing Engagement and Usage Consideration*, Orlando, Florida, February 2017.

AMA Winter Educators' Conference, Co-author of Presentation *Employer Brands: A Conceptual Framework and Empirical Test*, Orlando, Florida, February 2017.

AMA Winter Educators' Conference, Co-author of Presentation, *How Do CEO's of Small and Medium Enterprises Enhance Firm Performance Thanks To Marketing Dissemination*, Orlando, Florida, February 2017.

Theory & Practice in Marketing Conference, *In Blogs We Trust: The Interplay of Sentiment, Blogger, and Campaign Characteristics in Influencing Engagement and Usage Consideration*, Houston, Texas, May 2016.

AMA Winter Educators' Conference, Panel on *The Pursuit of Relevant, Meaningful Firm-Focused Research*, San Antonio, Texas, February 2015.

AMA Winter Educators' Conference, Co-Chair Session, *Perils and Perfect Practices of Research Project Management*, San Antonio, Texas, February 2015.

AMA Winter Educators' Conference, Marketing Alliances and Risk, Orlando, Florida, February 2014.

AMA Winter Educators' Conference, Brand Sentiment in Social Media, Orlando, Florida, February, 2014

Presenter, University of North Carolina Branding Conference, "When Brands Trade Hands", Chapel Hill, North Carolina, April 2012.

Chairperson for Special Session, Brands and Social Media, American Marketing Association Winter Educators' Conference, St. Petersburg, Florida, February, 2012.

Presenter, "What Drives Brand Sentiment in Social Media? A Network Theory Perspective," American Marketing Association Winter Educators' Conference, St. Petersburg, Florida, February 2012.

Chairperson for Special Session: "Partners, Masters, Friends, and Flings: Exploring the Multiple Roles of Brand Relationships," Association for Consumer Research Conference, Jacksonville, Florida, October 2010.

"Attachment Styles and Brand Relationships" presentation at Indiana University, January 2010.

"Getting Published in Marketing and Building a Research Career" Academy of Marketing Science Doctoral Consortium, Oslo, Norway, July, 2009.

"When Brand Personality Matters: The Moderating Role of Consumer Attachment Style" Association for Consumer Research Conference, San Francisco, CA, October, 2008.

"Dual Emphasis and Financial Performance: The Case of Horizontal Mergers," (Sheth Research Camp, Seven Springs: PA, February 2007).

"Brand Dilution in a Cross-Cultural Context" (Association for Consumer Research Conference, San Antonio:TX, October 2005).

"Spillover Effects of Co-Branded Strategies" (Association for Consumer Research Conference, San Antonio:TX, October 2005).

“Spillover Effects of Co-Branded Strategies” (Brand Alliance Research Conference, Stillwater:OK, April 2005).

“A Predictive Model of Movie Sequels” (Marketing Science Conference, Rotterdam, Netherlands, June 2004).

“Cool Tools for Assessing Marketing Strategy Performance” (AMA Summer Educators’ Conference, Chicago: IL, August, 2003).

“Networks of Marketing Alliances and Firm Performance” (Marketing Science Conference on Measuring Marketing Productivity: Linking Marketing to Financial Returns, Dallas: TX, October 2002)

“A Model of Trial and Repeat Based on Category Purchasing” (AMA Summer Educators’ Conference, San Diego: CA, August, 2002).

“Recommendation Agents and Choice Behavior” (AMA Winter Educators’ Conference, Austin: TX, February 2002).

“An Empirical Examination of the Determinants of Retail Patronage in Computer-Mediated Shopping Environments” (AMA Winter Educators’ Conference, Scottsdale:AZ, February 2001).

“Sequential Brand Extensions and Brand Choice Behavior” (AMA Summer Educators’ Conference, Chicago:IL, August 2000).

“Do Cobranding Strategies Influence Brand Choice” (AMA Summer Educators’ Conference, Chicago:IL, August 1999).

“Building Academic-Industry Relationships,” (Advisory Board Meeting of the Master’s in Marketing Research Program, December 1998, Atlanta, GA).

“The Impact of Brand Extension Introduction on Consumer Choice,” Final *Innovation Research Fund* Presentation Made to *Procter & Gamble* senior marketing executives (September 1998, Cincinnati, OH).

"The Impact of Brand Extensions on Market Structure and Choice: An Investigation of Some Reciprocal Effects Using Scanner Data," (INFORMS Marketing Science Conference, March 1997, Berkeley, CA).

“Advertising on the World Wide Web,”(American Marketing Association Advertising Special Interest Group Meeting, Winter 1997, St. Petersburg Beach, FL).

"Hits on Broadway: The Role of Critics' Reviews in the Success of an Experiential Good," (American Marketing Association Winter Conference, February 1996, Hilton Head, SC).

PhD DISSERTATION COMMITTEES**Chair**

Sayan Gupta (current PhD student)
 Christian Hughes, Placement: University of Notre Dame
 Felipe Thomaz, Initial Placement: University of South Carolina
 Sara Loughran Dommer, Initial Placement: Georgia Tech

Co-Chair

Umut Kubat
 Christopher Groening
 Feisal Murshed

Member

Meheli Basu
 Arun Bhattacharya (Indian Institute of Management, Bangalore)
 Casey Newmeyer
 Ceren Hayran (Koc University)
 Didem Kurt
 Karen Stille
 Karen Page Winterich
 Sarah Mussol (IAE Montpellier, France)
 Tuo Wang
 Yinlong Zhang

Stephanie Evans
 Andrew J. Rohm

OTHER MENTORING

Fulbright Scholars
 Umut Kubat
 Rabia Bayer

EDITORIAL ROLE

Editor (designate), *Journal of Marketing* (2022-2025)
 Associate Editor, *Journal of Marketing* (2016-current)
 Editorial Review Board Member, *Journal of Marketing Research*, 2019-current

PROFESSIONAL SERVICE

2020-2023 Member, Board of Directors, *American Marketing Association*
 2019-2020 Search committee, *Journal of Marketing Research* Editor
 2019-2020 AMA Fellows Committee
 2018-2019 President, *American Marketing Association Academic Council*
 2018-19 Irwin Award Committee
 2016 Chair, *American Marketing Association's* Digital Marketing Certification Taskforce, Conceptualized and Launched AMA's Digital Marketing Certification in 8 Months

2016-2017 2015	President-Elect Designate, American Marketing Association Academic Council Co-Chair, <i>American Marketing Association Winter Educators' Conference</i> , San Antonio, TX. (600 participants from over 35 countries).
2014-2017 2012	<i>American Marketing Association Academic Council</i> , Member Associate Editor, <i>Association for Consumer Research</i> conference
2007-08	Chair, AMA Marketing Research Special Interest Group
2006-07	Chair-Elect, AMA Marketing Research Special Interest Group.
2005-06	Vice Chair, AMA Marketing Research Special Interest Group.
2005	Session Chair, Brand Alliances and Spillover Effects, Association for Consumer Research Conference, San Antonio, TX, 2005.
2002	Track Chair, Research Methodology and Techniques Track, <i>American Marketing Association Winter Educators' Conference</i> , Austin, TX.
2000	Track Chair, <i>Integrated Marketing Communications Track</i> , Fifth Research Conference on Relationship Marketing, Emory University, Atlanta.
2000	Discussant, <i>Fifth Research Conference on Relationship Marketing</i> , Emory University, Atlanta.
2000	Session Chair, <i>Fifth Research Conference on Relationship Marketing</i> , Emory University, Atlanta.
1999	Discussant, <i>Brand and Pricing Management Track</i> , <i>American Marketing Association Winter Educators' Conference</i> , St. Petersburg, FL.

RECENT TEACHING

University of Pittsburgh

(all course evaluations ranged between 4.4 and 4.7 out of 5 in the past three years)

Spring 2021	Augmented and Virtual Reality for Business and Brand Strategy
Fall 2020	Marketing Management MBA Core (2 sections)
Fall 2019	Marketing Management MBA Core (2 sections)
Fall/Spring 2020	Strategic Brand Management (2 sections)
Fall 2018	Marketing Management MBA Core (2 sections)
Fall 2018	Marketing Strategy-PhD seminar
Fall 2017	Marketing Management MBA Core (2 sections)
Spring 2016	Brand Management MBA Elective
Fall 2015	Marketing Management MBA Core
Fall 2015	Brand Management MBA Elective
Fall 2014	Marketing Management MBA Core
Fall 2014	Brand Management MBA Elective
Fall 2013	Brand Management MBA Elective
Fall 2010-2013	MBA Marketing Management Core
Fall 2009	MBA Marketing Management Core
Spring 2009-2014	Marketing Strategy-PhD seminar
Fall 2008	Marketing Research
Spring 2008	Brand Management

SERVICE TO THE DEPARTMENT AND SCHOOL, UNIVERSITY

2021-22	Personal Branding Workshop and Program offered in collaboration with Pitt Athletics
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2021 Organized a Virtual Panel Discussion on “The Future of Augmented and Virtual Reality for Business and Brand Strategy, February, 2021

2019-22 PhD Coordinator, Marketing Group

2017-2022 Director, Katz Center for Branding

2019-20 Organized mini-conference at the University of Pittsburgh “Reimagining the Future of Media and Brands in a Technology-Enabled World”

2019 Rebranding the University of Pittsburgh project

2019-20 Chair, Fact-Finding Committee for Tenure case

2019-20 Promotion and Tenure Committee

2019 Chair, MS Programs Task Force

2019 Chair, Plan Development Team (tasked with envisioning and developing a draft Strategic Plan for the Business School)

2016-20 MBA Marketing Club Co-Advisor

2017-19 Coordinator, Sheth Marketing Camp

2016 Chair, Fact-Finding Committee

2016 Organized Digital Marketing Workshop for MBA Students on Google Adwords

2015-16 Member, Fact-Finding Committee, Third Year Review of Assistant Professor

2015-16 Member, Core Course Committee

2015-16 Coordinator, Sheth Research Camp

2015-16 Co-chair, Search Committee for Assistant Professor

2015-16 Member, Promotion & Tenure Committee

2013-17 MBA Marketing Club Faculty Advisor

2014-16 Co-Chair, Executive Committee, Katz School of Business

2014-15 Member, Dean Search Committee

2013-14 AMEX Case Competition Faculty Coordinator

2013 Member, Executive Committee

2013-2014 Member, Promotion & Tenure Committee

2013 Academic Integrity Board

2013 Chairperson for Committee to Conduct Three-Year Review for Junior Faculty

2012 MBA Core Course Committee

2011 MBA Curriculum Committee

2009-11 PhD Coordinator, Marketing Interest Group

2009-11 Member, Promotion and Tenure Committee

2009-11 Member, Doctoral Program Committee

2008 Member, Marketing Interest Group Task Force for strategic planning

2008-09 Member, MBA Design Task Force

2005-08 Member, Ph.D. Comprehensive Examination Committee, Katz Graduate School of Business, University of Pittsburgh.

2005-07 Member, Masters Admissions and Recruiting Committee, Katz Graduate School of Business, University of Pittsburgh,

2004-05 Member, Undergraduate Committee, Katz Graduate School of Business, University of Pittsburgh.

2002-03 Member, MBA Curriculum Planning and Policy Committee, Katz Graduate School of Business, University of Pittsburgh.

1999-01 Member, MBA Curriculum Planning and Policy Committee, School of Management, University of Massachusetts.

1999-00	Member, University of Massachusetts Status of Women Committee.
2000-01	Departmental Coordinator, Marketing Information Technology Concentration Chairperson, Departmental Merit Committee.
2000-01	State of Massachusetts Economy Project focusing on Trends in Venture Capital Funding For the Department of Economic Development, Massachusetts.

TEACHING INNOVATIONS

My teaching innovations over the years have focused on unique experiential learning opportunities which are embedded as projects within my courses.

Business Disruption Series: Augmented and Virtual Reality (AR/VR) for Brand Experience and Strategy

Created and taught a new course on how AR/VR can improve brand experience and create a competitive advantage for businesses. This immersion course aimed to provide a hands-on experience on the latest augmented and virtual reality tools and allows students to work with a real company on a project implementing AR/VR in their business.

Google Ads Project: 2010-2015

Created and introduced the first Google Ads campaign project as part of the MBA Marketing Management core class. Student teams received a small budget to setup and conduct a Google ads campaign for different small businesses. Students learned about the nuances of Google Ads, and traditional marketing concepts such as segmentation, targeting and positioning. Press coverage for this is given below:

- *Pittsburgh Business Times*, April 9, 2010. “Pitt's Google AdWords project offers Insight into Online Advertising” article featuring my MBA marketing management class project was described in Future of the MBA series.
- *Pittsburgh Business Times*, April 9, 2010. “The Future of Business” article noted how my MBA marketing management Google project reflected recent trends in MBA education.
- “Pay Per Click” article in *PittBusiness* alumni magazine featured the MBA Google adwords project , Spring 2010, 21-23.

Katz Brand Consulting Projects (2015-2020)

Developed marketing and brand management projects each year based on real-world cases involving a range of product categories and brands such as Big Heart Pet Foods, Ainsworth, Heinz, Hershey's, StarKist, DowDuPont. Data for these projects was sourced from AC Nielsen and IRI. Student teams worked with these client companies and presented their findings to them.

Katz Digital Workshop Series

A series of workshops featuring digital tools and techniques was developed and offered to students including Google Ads, Facebook and Instagram Ads, Google Analytics, Adobe

Experience cloud, among others. The workshops were meant to provide students with cutting edge skills to improve their expertise in. digital marketing.

INVITED TALKS / CONSULTING (PRACTITIONER AUDIENCES)

“Brands in a Digitally Evolving World”, Speaker and Participant at Webinar to coincide with the launch of Strategic Brand Management India edition, organized by Pearson India (around 500 attendees), April 23 2021

Discussant and Participant “Reimagining the Future of Media and Brands in a Technology-Enabled World”, January 2020

Speaker, Brand Summit, University of Pittsburgh, July 2019

Invited to Present at the Board Meeting, Audia Group, October 2019

Conducted Executive Education Seminars for Executives from Shougang Corporation, China

Presentation to the Katz School of Business Board of Visitors, 2017 on “Branding in the Digital Era”

Presentation to UPMC Enterprises “*The Power of Marketing and Branding*,” February, 2017

Worked at Unilever and Inchcape

Consulted with a variety of companies including Ainsworth Pet Foods, American Express, BNY Mellon, Chobani, DowDupont, Big Heart Pet Foods (now part of Smuckers), EA Sports, Glaxo Smithkline, JM Smuckers, KraftHeinz, P&G, Philips, Starkist, Zippo. All projects pertained to topics such as rebranding, digital branding, brand strategy development or identifying opportunities for brand growth. Consulted with a number of smaller companies regarding their digital marketing efforts.