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**Raj Murthy, Ph.D.**  
**J. Warren McClure Research Professor**  
**Department of MIS, Marketing and Digital Business**  
**Saunders College of Business**

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**Education**

Ph.D. 2009.  
M.B.A. Illinois, 2004.  
B.E. Honors, 1999.

**Professional Certifications**

SAS Base Programmer, 2016  
Google AdWords Partner Certification (Search and Display), 2015  
Google Analytics Partner Certification, 2015  
Market Motive Online Marketing Certified Professional, 2015  
Hubspot Inbound Marketing Certified Professional, 2014

**Work Experience**

**Academic**

J. Warren McClure Research Professor in Marketing, Rochester Institute of Technology (2016 - 2018), Rochester, New York.  
Associate Professor, Rochester Institute of Technology (May, 2015 - Present), Rochester, New York.  
Director, Saunders Consulting Group (August, 2015 - Present), Rochester, New York.  
Assistant Professor, Rochester Institute of Technology (August, 2009 - May, 2015), Rochester, New York.  
Consultant, Sprint (September, 2005 - May, 2008), Overland Park, Kansas.

**Non-Academic**

Consultant, B-Reality Inc (2002 - 2004), Cobden, Illinois.  
Senior Associate, World Bank - International Finance Corporation (2001 - 2002), Washington, District of Columbia.  
Associate - Systems Analyst, Dun and Bradstreet (2000 - 2001), Parsipanny, New Jersey.  
Programmer Analyst, Cognizant Technology Solutions (1999 - 2000), Teaneck, New Jersey.

**Consulting Experience**

2018-2019: Seneca Park Zoo, Visitor Loyalty and Social Media Engagement

**Teaching**

**Courses from the Teaching Schedule:** Data Management, Data Management and Analytics, Internet Marketing, Internet Marketing: Strategy & Tactics, Marketing Analytics, Marketing Concepts, Marketing Concepts and Commercialization, Principles of Marketing, Principles of Marketing, Search Engine Marketing and Analytics, Search Engine Mkt & Ana, Seminar in Marketing, Seminar in Marketing, Seminar in Marketing

**Courses taught, but not in the Schedule:**

**Scholarship**

## **Refereed Journal Articles**

### **Basic or Discovery Scholarship**

- Murthy, R. S. (in press, 2020). Multiscreening and Concurrent Media Usage: The Case of Recall and Recognition. *Journal of Advertising Research*.
- Kesgin, M., & Murthy, R. S. (2019). Consumer engagement: the role of social currency in online reviews. *Service Industries Journal*, 39 (7-8), 609-636, doi: <https://doi.org/10.1080/02642069.2018.1553237>.
- Kesgin, M., Murthy, R. S., & Pohland, L. W. (2019). Residents as destination advocates: the role of attraction familiarity on destination image. *Journal of Hospitality and Tourism Insights*, 2 (1), 55-74, doi: <https://doi.org/10.1108/JHTI-06-2018-0034>.
- Hodis, M. A., Sriramachandramurthy, R., & Sashittal, H. C. (2015). Interact with Me: A Four Segment Facebook Engagement Framework for Marketers. *Journal of Marketing Management*.
- DeMartino, R., Sriramachandramurthy, R., Miller, J. C., & Angelis, J. N. (2015). Looking Inside the Black Box of Growth Efforts in Declining Small Firms: The Role of Growth Factors, Planning and Implementation. *Advances in Entrepreneurship, Firm Emergence and Growth*.
- Stromeyer, W., Miller, J., Sriramachandramurthy, R., & DeMartino, R. (2015). The Prowess and Pitfalls of Bayesian Structural Equation Modeling: Important Considerations for Management Research. *Journal of Management*., doi: 10.1177/0149206314551962.
- Sashittal, H. C., Hodis, M. A., & Sriramachandramurthy, R. (2015). Entifying Your Brand Among Twitter-using Millennials. *Business Horizons*.
- Liao, A. L., Hull, C. E., & Sriramachandramurthy, R. (2013). The Six Facets Model of Technology Management: A Study in the Digital Business Industry. *International Journal of Innovation and Technology Management*, 10 (4), 24.
- Sashittal, H. C., Sriramachandramurthy, R., & Hodis, M. A. (2012). Targeting college students on Facebook? How to stop wasting your money. *Business Horizons*, 55 (5), 495-507, doi: <http://dx.doi.org/10.1016/j.bushor.2012.05.006>.
- Sriramachandra Murthy, R., Balasubramanian, S. K., & Hodis, M. A. (2009). Spyware and Adware: How Do Internet Users Defend Themselves? *American Journal of Business*, 24 (2), 41-52, doi: <http://dx.doi.org/10.1108/19355181200900010>.

### **Other**

- Sashittal, H. C., Hodis, M. A., & Sriramachandramurthy, R. (2015). Case Version: Entifying your brand among Twitter-using millennials. *Harvard Business Review*., doi: BH675-PDF-ENG.
- Sashittal, H. C., Sriramachandramurthy, R., & Hodis, M. A. (2012). Case Version: Targeting college students on Facebook? How to stop wasting your money. *Harvard Business Review*., doi: BH493-PDF-ENG.

## **Refereed Proceedings**

### **Basic or Discovery Scholarship**

- Murthy, R. (2019). Certified Benefit Corporations: A Survival Analysis of Hybridity. *Society for Marketing Advances*.
- Murthy, R. S., & Kesgin, M. (2019). An Affordances Approach to Social Media Engagement. In Thomas Schrier and John Farrish (Eds.) *International Hospitality Information Technology Association(iHITA) Annual Conference 2019*.
- Ettlie, J., Murthy, R. S., & Gianiodis, P. (2018). Open Ambidexterity: M&A versus Crowdsourcing Strategies. *World Open Innovation Conference*.
- Murthy, R. S. (2018). Online consumer engagement: The role of social currency in reviews. *Society for Marketing Advances*.
- Murthy, R. S., Ettlie, J., & Gianiodis, P. (2017). Acquiring Open Innovation. *25TH IPDMC: INNOVATION AND PRODUCT DEVELOPMENT MANAGEMENT CONFERENCE*, 25 (1)
- Gianiodis, P., Murthy, R. S., & Ettlie, J. (2017). Mergers & Acquisitions, R&D and Crowd Sourcing: Substitution or Complements? *World Open Innovation Conference*.
- Murthy, R. S., Hodis, M. A., & Sashittal, H. C. (2017). Indulgence on Facebook: The Case of Narcissism and Voyeurism. *Society for Marketing Advances*.
- Murthy, R. S., Hodis, M. A., & Sashittal, H. C. (2017). Mediated Voyuerism and Narcissistic Indulgence on Facebook. *Marketing Management Association Spring Conference*.

- Hodis, M. A., Sriramachandramurthy, R., & Sashittal, H. C. (2016). Communicating with Your Local Audience on Facebook: A Two-Step Local Engagement Model. *2016 Global Research Symposium on Marketing and Entrepreneurship*
- Sriramachandramurthy, R., Hodis, M. A., Gentilucci, M., & Long, D. (2016). Second Screens: The Case of Distraction vs Enhanced Engagement. *Society for Marketing Advances*.
- Hodis, M. A., Sriramachandramurthy, R., & Sashittal, H. C. (2016). It's All About Me! A Two-Step Model to Consumer Brand Engagement on Facebook. *American Marketing Association Summer Conference*.
- Angelis, J., & Sriramachandramurthy, R. (2012). Are Innovative Companies also More Interactive? Evidence from Company Websites. *INFORMS*.
- Miller, J. C., Angelis, J. N., Sriramachandramurthy, R., & DeMartino, R. (2011). The Effect of Resources, Entrepreneurship, and Strategic Intent on Small Business Growth Processes. *The Production and Operations Management Society*.
- Sriramachandramurthy, R., Hodis, M. A., & Sashittal, H. C. (2011). Life on Facebook: An Exploratory Study of the Consumers Relationship with Facebook and the Challenges it Poses for Marketers. *19th International Colloquium in Relationship Marketing*
- Miller, J. C., Angelis, J. N., Sriramachandramurthy, R., & DeMartino, R. (2011). Of Breeds, Tricks and Age: the Case of Small Business Growth and Market Choice Strategy. *Academy of Marketing Science*.
- Liao, A. L., Sriramachandramurthy, R., & Hull, C. E. (2011). The Six Facets Model of Technology Management: A Study in the Digital Business Industry. *Asia Pacific Business Innovation and Technology Management Society*.
- Sriramachandramurthy, R., Hodis, M. A., & Sashittal, H. C. (2011). Life on Facebook: An Exploratory Study of the Consumers Relationship with Facebook and the Challenges it Poses for Marketers. *19th International Colloquium in Relationship Marketing*
- Angelis, J. N., Sriramachandramurthy, R., Miller, J. C., & DeMartino, R. (2011). Intentionality to Reality: A Study of How Small Businesses Begin Their Road to Growth. *United States Association for Small Business and Entrepreneurship*
- Angelis, J., DeMartino, R., Miller, J. C., & Sriramachandramurthy, R. (2010). Intentionality of Growth: How Strategic Intent Affects Growth Tactics. *INFORMS*.
- Sriramachandramurthy, R., & Hodis, M. A. (2010). Why is Apple Cool? An Examination of Brand Coolness and its Marketing Consequences. *American Marketing Association Summer Conference*.
- Hodis, M. A., & Sriramachandramurthy, R. (2010). Seeing is Believing: Video Reviews as a Substitute for Haptic Product Information. *American Marketing Association Summer Conference*.
- Angelis, J., Sriramachandramurthy, R., Miller, J., & DeMartino, R. (2010). See How They Grow: Studying Small Venture Growth Through a Qualitative Lens. *The Ewing Marion Kauffman Foundation*.
- Sriramachandramurthy, R., Balasubramanian, S. K., Bruner II, G. C., & Kumar, A. (2008). An Exploration into Consumer Attitudes towards Location Based Advertising. *Society for Marketing Advances*.
- Hodis, M. A., Balasubramanian, S. K., & Sriramachandramurthy, R. (2008). From Advertising as Information to Advertising as Entertainment: The Impact of Music on the Effectiveness of Current Advertising. *Marketing Management Association*.
- Sriramachandramurthy, R., Balasubramanian, S. K., & Hodis, M. A. (2008). Spyware and Adware: How Do Internet Users Defend Themselves - Best Paper Award. *Marketing Management Association*.
- Sriramachandramurthy, R., Hodis, M. A., & Balasubramanian, S. K. (2008). Is Proprietary Software Under Threat? An Investigation Into the Adoption of Open Source Software and User Characteristics. *INFORMS: Marketing Science Institute*.
- Hodis, M., Balasubramanian, S. K., & Sriramachandramurthy, R. (2008). Can Consumers Feel Vicariously? A Comparison Between Haptic Information and Online Video Reviews. *INFORMS: Marketing Science Institute*.

### **Non-Refereed Articles**

#### **Basic or Discovery Scholarship**

- Sashittal, H. C., Hodis, M. A., & Sriramachandramurthy, R. (2014). Is Your Brand a Living Entity? *Sloan Management Review*, 55 (3), 95-96.

## **Grants**

### **Research**

2018-2019: Kesgin, M. & Murthy, R., Exploring stakeholders' journey of experience through an authentic and sincere exceptional cultural experience: The case of a living history museum (Genesee Country Village and Museum), Co-Investigator, Seed funding CET, SCB and COLA.

2018-2019 [Year 2 of 2]: Kesgin, M. & Murthy, R., Integrated destination management: Maximizing the synergies among attractions, Co-Investigator, Seed funding CET (formerly CAST).

2017-2018: Kesgin, M. & Murthy, R. S., Integrated Destination Management: Maximizing the Synergies among Attractions, Co-Principal Investigator, CAST Research Funding Grant.

2008-2009: Murthy, R. Research grant to Investigate Impact of Manufacturer, Retailer and User Generated Video Reviews on Product Perception, Risk of Purchase and Intent to Purchase, Pontikes Center of Information Management.

2008-2009: Murthy, R. Research grant to Investigate Mainstream Adoption of Open Source Software, Pontikes Center of Information Management.

### **Papers Under Review**

Kesgin, M., Murthy, R., & Lagiewski, R. (2020). "Food festival places and themes: A population study in the United States," Revision under 2nd review to *International Journal of Tourism Research*.

Ettlie, J. & Murthy, R. S. (2018). "Dreams Become You: Thinking Style, Innovation and the Dream State," Initial submission to *Journal of Product Innovation Management*.

Ettlie, J., Veloso, F., Ozer, M., & Murthy, R. S. (2016). "R&D Dynamic Capabilities in a Changing Regulatory Context," Initial submission to *IEEE Transactions on Engineering Management*.

### **Working Papers**

Kesgin, M., Taheri, B., Murthy, R., Decker, J., & Gannon, M. (2020). "Authenticity, Sincerity and Memorability: The Case of Living History Experiences," targeted for *Tourism Management*.

Kesgin, M., Murthy, R., & Lagiewski, R. (2020). "Food festival places and themes: A population study in the United States," Revision under 2nd review to *International Journal of Tourism Research*.

Ettlie, J., Yan, T., Murthy, R. S., & Flynn, C. (2019). "Legacy Network Effects and Supply Chain Innovation."

Demartino, R., Atkins, S., Murthy, R. S., Barbato, R., & Stromeyer, W. (2019). "The Career Motivators and Dynamics of Entrepreneurship in the Deaf Community," targeted for *International Small Business Journal*.

Ettlie, J. & Murthy, R. S. (2018). "Dreams Become You: Thinking Style, Innovation and the Dream State," Initial submission to *Journal of Product Innovation Management*.

Murthy, R. S. (2017). "Mediated Voyeurism and Narcissism on Facebook," targeted for *Computers in Human Behavior*.

Ettlie, J., Veloso, F., Ozer, M., & Murthy, R. S. (2016). "R&D Dynamic Capabilities in a Changing Regulatory Context," Initial submission to *IEEE Transactions on Engineering Management*.

William, S., Sriramachandramurthy, R., Demartino, R., & Noe, R. (2016). "The Influence of Mentoring on Entrepreneurial Self-Efficacy and the Desire to Become an Entrepreneur."

### **Other Research**

#### **Special Projects or Assignments**

2019-2020: Colton, D., *Roundtable conversation: Better Living with food allergies*.

## **Service**

### **College Assignments**

#### **Chair:**

2020-2021: Tenure Committee

2016-2017 – 2018-2019: Saunders Imagine RIT Committee (Co-Chair)

#### **Member:**

2019-2020 – 2020-2021: Faculty Advisors by Program

2018-2019 – 2020-2021: Transition Tenure Committee (w/DSS & HTM temporary committee)

2018-2019 – 2019-2020: Tenure Committee

2018-2019: Faculty Advisors by Program

2017-2018: Journal List Review Task Force

2017-2018: Promotion Committee - Lecturer

2017-2018: Faculty Advisors and Co-op Approvers by Program

2016-2017 – 2017-2018: SCB Marketing Search Committee

2016-2017: Journal List Task Force

### **University Assignments**

#### **Committee Member:**

2018-2019: RIT GCV&M Alliance

2017-2018: RIT and the Genesee Country Village and Museum

2017-2018: Eisenhart Nomination Committee

2016-2017: Eisenhart Awards Committee

#### **Member:**

2018-2019 – 2020-2021: Eisenhart Teaching Award

### **Service to the Profession**

#### **Academic Conference: Panelist**

2017-2018: Society for Marketing Advances, Louisville, Kentucky. Demystifying the Tenure and Promotion Process

Charles Martin, Wichita University, charles.martin@wichita.edu

Rajendran Murthy, Rochester Institute of Technology, rajsmurthy@saunders.rit.edu

Stephanie Nobel, The University of Tennessee Knoxville, snoble4@utk.edu

Bob McDonald, Texas Tech University, bob.mcdonald@ttu.edu

Omar Woodham, North Carolina A & T State University, opwoodha@ncat.edu

#### **Chair: Conference / Track / Program / Session**

2017-2018: Society for Marketing Advances, Louisville, Kentucky. Chair - Social Media and Technology

2016-2017: Marketing Management Association Spring Conference, Chicago, Illinois. Conference Chair Technology Track -

#### **Officer: Professional Organization / Association**

2016-2017: International Federation for Information Processing (IFIP), Swansea, United Kingdom. Program Committee Member - Chair - Social Media Track

Program committee member of the 15th IFIP I3E Conference on 'Social Media: The Good, the Bad, and the Ugly!' to be held 13-15th September 2016 in Swansea, UK.

#### **Reviewer: Ad Hoc Reviewer for a Journal**

2016-2017: Journal of Marketing Theory and Practice, Winter Park, Florida. Invited reviewer for (3 papers) Journal of Marketing Theory and Practice - Special Issue on Social Media.

2016-2017: California Management Review, Berkeley, California. Invited reviewer for the California Management Review special issue on Digital Goods

2016-2017: Journal of Marketing Management.

#### **Reviewer: Conference Paper**

2017-2018: Society for Marketing Advances. Reviewer - Social Media Track 2 papers

Reviewer - Technology and Marketing Track 1 paper

2016-2017: Society for Marketing Advances, Atlanta, Georgia.

2016-2017: AMA Summer Marketing Educators' Conference, Atlanta, Georgia. Marketing is an applied academic discipline. Certainly, building and testing theory is essential. However, theory needs to be grounded in - and contribute to - the practice of marketing if it is to thrive. From this perspective, many academic conferences primarily consist of "talking to ourselves" about problems that are centered on the advancement of marketing literature. There are few opportunities to ground ourselves in the problems of practice, and contribute to solving those problems. The aim of this year's summer AMA conference is to directly ground ourselves in practice. To that end, the summer conference will seek to: organize around real-world problems (vs. areas of the discipline or types of research); facilitate understanding of and interaction with senior executives; and, focus the discussion on the relevance of the research presented (as opposed to its theoretical and methodological details).

**Reviewer: External Tenure**

2017-2018: Elizabethtown College - External Review of Tenure. Reviewer for Tenure - External for Elizabethtown College

**Professional Memberships**

American Marketing Association, Present  
Association of Computing Machinery, Present  
Beta Gamma Sigma, Present  
Delta Sigma Pi, Present  
Society for Marketing Advances, Present  
Web Analytics Association, Present

**Honors/Awards**

**Award**

2018-2019: Best Paper Award - Strategy Track, Marketing Advances.

2017-2018: PLIG Grant - Flipped Search Engine Marketing and Analytics, Provosts Innovation and Learning Grant. The proposed work is to design and develop a flipped version of the Search Engine Marketing and Analytics (SEMA) course. The principal objective is for students to learn the tools and techniques in a format that provides flexibility to students and opportunities for different learning styles. The course content created will provide the opportunity for the student to access material outside of stipulated times and the geographic boundaries of the school. Further, the material created for the class will permit the instructor to preserve critical and limited class time for problem solving in the flipped version of the class.

2016-2017: Rochester Institute of Technology, Eisenhart Award for Outstanding Teaching Excellence.

2016-2017: Rochester Institute of Technology, Innovative Learning Institute Finalist - Best Lecture.

**Honor**

2018-2019: Eisenhart Outstanding Teaching Award, RIT. Nominated for every year I have been a faculty member at RIT except the year I was away on Sabbatical. I received the award in 2016.

2017-2018: Finalist - Cengage Pride-Ferrell Innovations in Teaching, Cengage Pride-Ferrell. Marketing has always been a data driven domain but students often fail to truly understand the nature of data in decision making. While professors and industry experts scream ROI from the rooftops most programs do not include applied projects on calculating ROI outside of case studies and simulated data. Students often do not understand the tracking of costs and impact across campaigns and instead focus on getting requirements and rubrics from the instructor and try to check boxes in pursuit of a grade. To truly engage students and drive home the concept of data and ROI in marketing, a project must resonate with the students, be of use to them, and include the option to use both their creativity as well as skills in an applied and 'real' setting