

VITA

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Professional/Teaching Experience

2022 -Current: Lecturer, Department of Marketing, Santa Clara University

2021 Academic Year Adjunct Lecturer, Santa Clara University

- Taught/teaching courses to both undergraduate and graduate students (MBA, MSBA, MS). Courses taught include *Principles of Marketing, Marketing Analytics, Marketing Analysis, Brand Leadership, Programmatic Advertising, and Social Media Marketing.*
- Serving on Strategic Planning Committee for Department of Marketing and Curriculum Committee for Graduate (MBA and MS in Marketing) programs. Actively contributed to research agenda, recruitment efforts for student assistants, developing research instrument, implementing focus group, outlining steps for outreach efforts.

2021 Fulbright Scholar, Visiting Professor, Turku University of Applied Sciences, Turku, Finland

- As recipient of 2021-22 Fulbright Scholar Award, prepared and taught a graduate course in Marketing and Technology at the College of Engineering and Business in Fall 2021, in addition to conducting research.

2015-2021

Associate Professor of Marketing (Non-Tenure Track), Chair of Undergraduate Business Program (2018-2021), Notre Dame de Namur University

- Responsible for teaching marketing classes, curricular development, curricular assessment for accreditation, course scheduling, and faculty relationship management. Developed and introduced a course in Digital Marketing for graduate students and in Marketing Analytics for undergraduate students. Taught a wide variety of courses including Digital Marketing, Principles of Marketing, Marketing Research, Consumer Behavior, Advertising, Marketing Analytics, and International Marketing. Introduced simulation games and non-profit organization projects as learning methods. Courses taught at both graduate and undergraduate levels including online and evening classes.
- Served on the university Diversity Council to the Office of the President, mentored Honor Society students to bring in outside speakers and market the event, currently serving as Chair of the undergraduate day business program in 2018-present academic year
- Dorothy Stang Scholar 2018-19 for community engagement in courses
- Presented research papers at national conferences, awarded competitive research grants in 2015, 2016, 2018, and 2020
- Proposed a program in Business Analytics and was successful in getting approval from curriculum committee

Other Academic and Corporate Work Experience

Consulting (2009-2014)

Managed a consulting firm working with start-ups in the technology industry. Authored a book titled “Marketing in a World of Digital Sharing: Are You Drowning in Social Media Noise and Chaos?” with favorable reviews from both academics and industry practitioners.

Assistant Professor of Marketing (Tenure Track), Humboldt State University (2005-2008)

Taught a wide variety of marketing classes introducing new classes to the department’s curriculum. Engaged students through entrepreneurial projects and community-based engagement projects. Awarded several research grants.

Adjunct Lecturer, San Jose State University (2001-2005)

Taught a number of marketing classes to undergraduate and graduate students. Served on the university graduate research committee. Was successful in bringing in speakers from high profile companies such as Google, PayPal, and Safeway/Webvan to classes. Awarded multiple research grants generally reserved for tenure track faculty.

Senior Analyst at the Gartner Group with two consecutive promotions (1996-2000)

As an analyst at Gartner, I managed the Digital media research program and grew the program within two years after joining Gartner. I successfully repositioned the program to reflect market realities and changes brought on by the Internet and convergence. Frequently quoted in leading press publications such as Red Herring, LA Times, Wall Street Journal, CNET.com, InfoWorld etc.

Education

Ph.D. in Business Administration (Marketing)
University of Oregon, Eugene, Oregon
M.B.A. in Marketing
Kansas State University, Manhattan, Kansas
B.S. in Mathematics
Miranda House, University of Delhi, New Delhi, India.

Courses Taught (Undergraduate and Graduate)

- Principles of Marketing /Marketing Management
- Digital Marketing (Author of Course at Notre Dame de Namur University)
- Consumer Behavior
- Social Media Marketing
- Brand Leadership
- Programmatic Advertising
- Marketing Research and Analysis
- International Marketing
- Marketing Analytics (Author of Course at Notre Dame de Namur University)
- Marketing Communications/ Advertising

Service to University and Profession (Most recent – 2015 to present)

- Strategic Planning Committee, Department of Marketing, Santa Clara University
- MBA and online MBA curriculum committee, Santa Clara University
- Curriculum and Standards Committee, Notre Dame de Namur University (NDNU)
- Committee member on Diversity Council to advise the Office of the President (NDNU)
- Honor Society Faculty Advisor (NDNU)
- Served on Dean Search Committee (NDNU)
- Chair of Undergraduate Day Business program (NDNU)
- Reviewer for Society for Marketing Advances Conference (2018, 2020)
- Editorial board of Journal of Global Scholars of Marketing Science, Social Media and Technology Management Section (current)

Awards

Fulbright Scholar 2021-2022 – Recognized as Fulbright Scholar, an international recognition based on a comprehensive and competitive application process.

Recognized as topper in Delhi University (equivalent to Award for academic excellence), B.S. in Mathematics.

Selected Papers, Presentations, Book Chapters, and Book

Ramnarayan, Sujata (2022), *“Happy or Not: A Case Study on Real Time Customer Satisfaction Measurement,”* Working Paper.

Ramnarayan, Sujata (2021), *“Marketing and Artificial Intelligence: Personalization at Scale,”* Chapter 5, Handbook of Research on Applied AI in International Business. IGI Global.

Ramnarayan, Sujata (2020), *“Using Zoom for Interactive Teaching,”* NDNU Symposium on Teaching.

Ramnarayan, Sujata (2020), *R for Fundamental Data Analysis in Market Research.* Published at Bookdown.org.

Ramnarayan, Sujata (2020), *“The Impact of Anthropomorphism of Artificial Intelligent Agents on Product Choices,”* Presented at Society for Marketing Advances Conference, 2020.

Ramnarayan, Sujata (2019), *“The Positive Value of Negative Reviews,”* *Society for Marketing Advances Conference*, 2019.

Ramnarayan, Sujata (2018), *“Fake or Not: Impact of Consumer Perceptions of Online Reviews on Purchase Intention,”* Presented at the *Society for Marketing Advances Conference*, Working Paper.

Ramnarayan, Sujata (2017), *“Understanding the Relationship between Social Conversations and Customer Engagement,”* Presented at *the Society for Marketing Advances Conference*, Working Paper.

Ramnarayan, Sujata (2016), *“Why I Share: Understanding Motivations for Sharing Positive, Negative, and Two-sided Online Reviews,”* Presented at the *Society for Marketing Advances Conference*, Working Paper.

Ramnarayan, Sujata (2015), *“What Makes or Breaks Product Reviews,”* Presented at *the Society for Marketing Advances Conference*, Working Paper.

Ramnarayan, Sujata (2012), *Marketing in a World of Digital Sharing: Are You Drowning in Social Media Noise and Chaos?* Mars Publishing.

Asbjorn Osland, Ramnarayan, Sujata, and Pamela Wells (2007), “How can Ten Thousand Villages Grow? *Annual Advances in Business Cases 2006*, August 2007.

Ramnarayan, Sujata (2005), “Perceived Effectiveness of Personalization,” published in the *Journal of Business and Economic Research*, September, 2005.