

Vaidyanathan Saunak Viswanathan

Ph.D. candidate, Marketing Department
Fox School of Business, Temple University

448, 4th floor,
1810 Liacouras Walk,
Philadelphia, PA 19122

Mobile: +1(267)-939-8292
Email: vsvaidya@temple.edu

EDUCATION

Ph.D. in Marketing	Expected	2024
Fox School of Business, Temple University, Philadelphia, PA		
PGDM		2015
Indian Institute of Management, Ahmedabad		
Bachelor of Technology, Electronics and Communication Engineering		2011
National Institute of Technology, Trichy		

RESEARCH INTERESTS

- Judgement and Decision Making
- Consumer Behavior
- Process Tracing Methods in behavioral research

PUBLISHED

Baldo, Davide, Vaidyanathan S. Viswanathan, Richard J. Timpono, and Vinod Venkatraman. "The heart, brain, and body of marketing: Complementary roles of neurophysiological measures in tracking emotions, memory, and ad effectiveness." *Psychology & Marketing*.

PAPERS UNDER REVIEW

The detection of false claims in news stories (sent for review at *Journal of Experimental Psychology: Applied*)

VS Vaidyanathan, Nicole Henninger, Vinod Venkatraman

WORKING PAPERS

Effect of political affiliations on strategic decision making

Edward C Rosenthal, VS Vaidyanathan, Vinod Venkatraman

WORK IN PROGRESS

What makes streamers influential?

Yang Wang, VS Vaidyanathan, Vinod Venkatraman

Interpersonal emotion regulation predicts increased COVID-19 safety

Craig W. Williams, VS Vaidyanathan, Crystal Reeck, Vinod Venkatraman

CONFERENCES

Vaidyanathan V.S., Henninger, N. M., & Venkatraman, V. (2022, October). Stop the spread: The detection and classification of false claims in partially true stories. Accepted for presentation at the annual meeting of the Association for Consumer Research, Denver, Colorado.

Vaidyanathan. S. Viswanathan, Vinod Venkatraman. (2022, May 24). Detection of False Claims in News Stories. Philadelphia Decision Neuroscience Symposium.

FUNDING

\$2500 Young Scholar's Interdisciplinary Forum, Fox School of Business, 2019

\$2700 Young Scholar's Interdisciplinary Forum, Fox School of Business, 2020

Ph.D. COURSEWORK

Statistical Methods for Business Research I & II (STAT 8112, 8113)

NHST using parametric and non-parametric tests, regression (linear, logistic, categorical), time series modelling using R

Business Research Econometrics (BA 9105)

Econometrics research using STATA

Quantitative Research Methods II & III (BA9207, 9208)

Experimental research design, research ethics and statistical testing using SPSS and M-Plus.

Seminar In Meta-Analysis (HRM 9006)

Performed a meta-analysis on the antecedents of belief in fake news using R

Seminar on Quantitative Research in Marketing (MKTG 9003)

Quantitative methods in marketing; Hands on project involving data-scraping, cleaning, sentiment analysis and topic analysis of New York Times articles using Python

Seminar Course on Judgement and Decision Making (MKTG 9005)

Exposed to the various research paradigms in JDM and its evolution.

Seminar courses on Marketing Theory & Development and Consumer Behavior Research in Marketing

Scientific Inquiry in Management (BA 9002)

Research methods, their ontology and epistemological bases

SUMMER SCHOOLS

Summer School on MRI Image Analysis at Symbiosis Centre for Medical Image Analysis, Pune, 2019

OTHER SKILLS

- Level 3 certified in fMRI data collection. Assisted in ~ 10 fMRI data-collection scans.
- Set up, collected, and analyzed eyetracker data in the Centre for Applied Research in Decision-making at Fox School of Business using Psychopy and Python.
- Data collection using Twitter's API for python.
- Github: <https://github.com/voidyman>

SERVICE

Volunteer, ACR 2021

MARKETING AND MANAGERIAL EXPERIENCE

IIM Ahmedabad

May 2017 – July 2019

Research Associate working with Prof Arvind Sahay

ITC Ltd

July 2015 – May 2017

Assistant Manager, Trade Marketing and Distribution, ESPB Division, Chennai

Unilever

April 2014- June 2014

Summer Intern, Global Media Function, London

Goldman Sachs Services Pvt Ltd

June 2013 - May 2015

Technology Analyst, Private Wealth Management Division, Bangalore