

Vinod Venkatraman

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PROFESSIONAL EXPERIENCE

- **Assistant Professor**, Department of Marketing, Fox School of Business, Temple University (Jul 2011 - present).
- **Graduate Student**, Department of Psychology and Neuroscience, Duke University (2006-2011).
- **Research Scientist**, Cognitive Neuroscience Laboratory, Singapore (2002-2006).
- **Teaching Instructor**, National University of Singapore, Singapore (2001-2002).
- **Internship**, Hewlett-Packard Asia Pacific Ltd., Singapore (Jan-Jun, 1997).

EDUCATION

- **Ph.D.**, Department of Psychology and Neuroscience, Duke University, May 2011.
Dissertation Committee: Dr Scott A. Huettel (Chair), Dr. John W. Payne, Dr. Roberto Cabeza and Dr. Tanya L. Chartrand.
- **Master of Engineering**, School of Computer Engineering, Nanyang Technological University, Singapore (1999-2001).
Advisor: Dr Jagath C. Rajapakse.
- **Bachelor of Applied Science (First Class Honors)**, School of Computer Engineering, Nanyang Technological University, Singapore (1995-1999).

RESEARCH STATEMENT

My primary research interest is in examining the processes and mechanisms underlying decision making. Specifically, I am interested in studying the effect of states, traits and context on decision preferences using a multi-methodological approach that includes behavioral studies, eye tracking, neurophysiology (skin conductance and heart rate) and neuroimaging (fMRI). A core emphasis of my research is in the application of these findings to real-world decisions in the areas of consumer financial decision making, public policy, and marketing communications.

ACHIEVEMENTS AND AWARDS

- Early Career Award, Society for Neuroeconomics, August 2016.
- Academic Advisory Board for Neuroscience and Behavioral Science, IPSOS.
- Fox School of Business Dean's Honor Roll, 2015 and 2016.
- Fox School of Business Citation Awards, 2013-2015.
- Departmental Research Award, Fox School of Business, 2016 and 2015

RESEARCH FUNDING

- Understanding how to Optimize a Mixed-media Campaign, Sponsored by United States Postal Service (Sep 2015 - June 2016; **\$140,000**). Principal Investigator with Drs. Angelika Dimoka and Paul Pavlou.
- Neurophysiological Responses to Advertising in Digital and Physical Media, Sponsored by United States Postal Service (Nov 2014 - June 2015; **\$130,000**). Principal Investigator with Drs. Angelika Dimoka and Paul Pavlou.
- Neuro 2.0: Role of Neurophysiological Methods in Predicting Advertising Success, Sponsored by Advertising Research Foundation (Nov 2012 - Dec 2013; **\$286,000**). Principal Investigator with Drs. Angelika Dimoka and Paul Pavlou.
- Age-related Decline in Decision Making: Impact on Retirement Decisions in Older Adults (Scientific Research Network on Decision Neuroscience and Aging Grant for Pilot Studies; 01/12-06/13; **\$22,500**). Principal Investigator
- Impact of In-store Promotions on Consumer Decision Making, Sponsored by Duke/IPSOS Research Center (May 1, 2013 - Aug 30, 2014; **\$20,000**).
- To Explore or Exploit: A Neurally-inspired Model for Incentivizing Employees, Sponsored by Temple Center for International Business Education and Research (Dec 2016 - Sept 2017, **\$5,000**). Principal Investigator with Sunkee Lee, Graduate student at INSEAD.
- Age-related Decline in Decision Making: Mechanisms, Implications and Interventions (Young Scholars Research Award, Fox School of Business; 07/15-12/16; **\$5,000**). Principal Investigator with Ingird Olson and William Hampton, Psychology.
- Mechanisms underlying risky choice in adolescents (Young Scholars Research Award, Fox School of Business; 01/14-01/17; **\$5,500**). Principal Investigator with Gail Rosebaum and Jason Chein, Psychology.
- Unconscious Thought Effect: Mechanisms (Young Scholars Research Award, Fox School of Business; 01/14-01/15; **\$2,400**). Principal Investigator with Sangsuk Yoon.

- Neural Investigation of Group Decision Making Processes (Young Scholars Research Award, Fox School of Business; 01/12-01/13; **\$3,000**). Principal Investigator with Co-PI Jeffrey Boles.

JOURNAL PUBLICATIONS¹

1. Hampton, W., Alm, K., **Venkatraman, V.**, Tehila, N., and Olson, I. Dissociable Frontostriatal White Matter Connectivity Underlies Reward and Motor Impulsivity, *NeuroImage* (In Press).
2. Yoon, S., Vo, K.D., and **Venkatraman, V.** Variability in Decision Strategies Across Description-based and Experience-based Decision Making, *Journal of Behavioral Decision Making* (In Press).
3. Martinez, D. L.*, **Venkatraman, V.***, Brusoni, S., and Zollo, M. Cognitive Neurosciences and Strategic Management: Opportunities and Challenges in Tying the Knot. *Advances in Strategic Management*, Vol 32 (2015), 351-370.
4. **Venkatraman, V.**, Dimoka, A., Pavlou, P., Vo, K., Hampton, W., Bollinger, B., Hershfield, H., Ishihara, M., Winer, R. Predicting Advertising Success: New Insights from Neuroscience and Market Response Modeling. *Journal of Marketing Research*, 52:4 (2015), 436-452.
5. Plassmann, H.*, **Venkatraman, V.***, Huettel, S.A., Yoon, C. Consumer Neuroscience: Applications, Common Criticisms and Possible Solutions. *Journal of Marketing Research*, 52:4 (2015), 427-435. *Manuscript featured in Journal Selections from MSI in June 2016 for its managerial relevance and potential to improve marketing practice.*
6. **Venkatraman, V.**, Payne, J.W. and Huettel, S.A. An Overall Probability of Winning Heuristic for Complex Risky Decisions: Choice and Eye Fixation Evidence, *Organizational Behavior and Human Decision Processes*, 125:2 (2014), 73-87.
7. **Venkatraman, V.** Why Bother with the Brain? A Role for Decision Neuroscience in Understanding Strategic Variability. (Special Issue Editors: Pamma, C. V. S., and Srinivasan, N.), *Decision Making: Neural and Behavioral Approaches*, *Progress in Brain Research*, 202 (2012), 267-288.
8. **Venkatraman, V.**, and Huettel, S.A. Strategic Control in Decision Making Under Uncertainty, *European Journal of Neuroscience*, 35:7 (2012), 1075-82.
9. **Venkatraman, V.**, Clithero, J. A, Fitzsimons, G. J. and Huettel, S. A. New Scanner Data for Brand Marketers: How Neuroscience can Help Better Understand Differences in Brand Preferences, *Journal of Consumer Psychology* 22:1 (2012), 143-153 (*Finalist, C.W Park Young Contributor Award*).
10. **Venkatraman, V.**, Huettel, S.A., Chuah, Y.M.L., Payne, J.W. and Chee, M.W.L. Sleep Deprivation Biases Neural Mechanisms Underlying Economic Preferences, *Journal of Neuroscience*, 31: 10 (2011), 3712-18.

¹ * indicates equal contributions between authors, order was determined randomly

11. **Venkatraman, V.**,* Taren, A.T.* and Huettel, S.A. A parallel functional topography between Medial and Lateral Prefrontal Cortex: Evidence and Implications for Cognitive Control, *Journal of Neuroscience*, 31:13 (2011), 5026-31.
12. **Venkatraman, V.**, Rosati, A., Taren, A. and Huettel, S.A. Resolving Response, Decision and Strategic Control: Evidence for Functional Topography in Dorsomedial Prefrontal Cortex, *Journal of Neuroscience*, 29:42 (2009), 13158-64.
13. **Venkatraman, V.**, Ritchey, M. and Reeck, C. Post-choice Revaluation of Hedonic Preferences: Insights from Functional Imaging. *Frontiers in Human Neuroscience General Commentary*, doi: 10.3389 (2009).
14. **Venkatraman, V.**, Payne, J.W., Bettman, J.R., Luce, M.F. and Huettel, S.A. Separate Neural Mechanisms Underlie Choices and Strategic Preferences in Risky Decision Making, *Neuron*, 62:4(2009), 593-602.
15. **Venkatraman, V.**, Chuah, Y.M.L., Huettel, S.A. and Chee, M.W.L. Sleep Deprivation Elevates Expectation of Gains and Attenuates Response to Losses Following Risky Decisions, *Sleep* 30:5 (2007), 604-609.
16. **Venkatraman, V.**, Soon, C.S., Chee, M.W.L. and Ansari, D. Effect of Language Switching on Arithmetic: A Bilingual fMRI Study. *Journal of Cognitive Neuroscience* 18:1 (2006), 64-74.
17. **Venkatraman, V.**, Ansari, D. and Chee, M.W.L. Neural Correlates of Symbolic and Non-symbolic Arithmetic: Evidence from Exact and Approximate Addition, *Neuropsychologia*, 45 (2005), 744-753.
18. Goh, J.O.S., Chee, M.W.L., Tan, J.C., **Venkatraman, V.**, Hebrank, A., Leshikar, E.D., Jenkins, L., Sutton, B.P., Gutchess, A.H., and Park, D.C. Age and Culture Modulate Object Processing and Object-scene Binding in Ventral Visual Area. *Cognitive, Affective and Behavioral Neuroscience*, 7:1 (2007), 44-52.
19. Lee, K., Lim, Z.Y., Yeong, S.H., Ng, S.F., **Venkatraman, V.** and Chee, M.W.L. Strategic Differences in Algebraic Problem Solving: Neuroanatomical Correlates. *Brain Res* (2007). 1155:163-71.
20. Chuah, Y.M.L., **Venkatraman, V.**, Dinges, D and Chee, M.W.L. The Neural Basis of Interindividual Variability in Inhibitory Efficiency after Sleep Deprivation. *Journal of Neuroscience*, 26(27), 2006, 7156-62.
21. Chee, M.W.L., Goh, J.O.S., **Venkatraman, V.**, Tan, J.C., Gutchess, A., Hebrank, A., Leshakar, E. and Park, D. Age-related Changes in Object Processing and Contextual Binding Revealed Using fMR-Adaptation, *Journal of Cognitive Neuroscience* 18, 2006, 495-507
22. Chee, M.W., Chuah, Y.M.L., **Venkatraman, V.**, Chan, W.Y., Philip, P. and Dinges, D.F. Functional Imaging of Working Memory Following Normal Sleep and after 24 and 35 h of Sleep Deprivation: Correlations of Fronto-Parietal Activation with Performance, *NeuroImage* (2006), 31(1), 419-438.
23. Ansari, D., Fugelsang, J.A., Dhital, B. and **Venkatraman, V.** Dissociating response conflict from numerical magnitude processing in the brain: an event-related fMRI study. *NeuroImage* (2006) 32(2), 799-805.

24. Choo, W.C., Lee, W.W., **Venkatraman, V.**, Sheu, F.S. and Chee, M.W.L. Dissociation of Cortical Regions Modulated by both Working Memory Load and Sleep Deprivation and Sleep Deprivation Alone. *NeuroImage* 25:2 (2005), 579-87
25. Chee, M.W.L., **Venkatraman, V.**, Westphal, C. and Soon, C.S. Comparison of block and event-related fMRI designs in evaluating the word frequency effect. *Human Brain Mapping* 2003, 18(3): 186-193.
26. Soon, C.S., **Venkatraman, V.** and Chee, M.W.L. Stimulus Repetition and Hemodynamic Response Refractoriness in Event Related fMRI, *Human Brain Mapping*, 20, 2003, 1-12.
27. Chee, M.W.L., Lee, H.L., Soon, C.S., Westphal, C and **Venkatraman, V.** Reproducibility of Word Frequency Effect: Comparison of Signal Change and Voxel Counting. *NeuroImage* (2003). 18(2), 468-482.

BOOK CHAPTERS

- **Venkatraman, V.**, Libedensky, C., Huettel, S. A. and Chee, M. W. L. Economic Decision Making and the Sleep-deprived Brain. In Nofzinger, E., Maquet, P. and Thorpy, M. (Eds.), *Neuroimaging of Sleep and Sleep Disorders* (2012), Cambridge University Press, UK.
- **Venkatraman, V.**, Payne, J.W. and Huettel, S.A. Neuroeconomics of Risky Decisions: From Variables to Strategies. In Delgado, M.R., Phelps, E.A. and Robbins, T.W. (Eds.), *Decision Making, Affect and Learning, Attention and Performance Volume XXIII*, Oxford University Press, March 2011.
- Payne, J.W., and **Venkatraman, V.** Opening the Blackbox: Process Tracing in Decision Research. In Shulte-Mecklenbeck, M., Kuhberger, A. and Ranyard, R. (Eds.), *Handbook of Process Tracing Methods in Decision Making*, 2010, Psychology Press, USA.

MANUSCRIPTS IN REVIEW/REVISION

- **Venkatraman, V.**, Yoon, S. Differential Effects of Age on Decision Strategies across Tasks (Revised for Resubmission to new journal).
- Rosenbaum, G., **Venkatraman, V.**, Steinberg, L., Chein, J. The Influences of Described and Experienced Information on Adolescent Risky Decision Making, *Developmental Review* (Revised for Resubmission).
- Li, R., Smith, D.V., Clithero, J.A., **Venkatraman, V.**, Carter, R.M., and Huettel, S.A. Reason's Enemy is Not Emotion: Cognitive Engagement and Disengagement Explain Biases in Gain/loss Framing, *Journal of Neuroscience* (Under Review).

SELECTED PROJECTS IN PROGRESS.

- Dimoka, D.,* **Venkatraman, V.**,* Vo, K.,* and Pavlou, P., Neural Insights into Relative Effectiveness of Print and Digital Media.
- **Venkatraman, V.**, Reinaker, A. and Boles, J., Whistle-blowing in Organizations: An Empirical Investigation of Personal and Social Motivations.

- Karmarkar, U., and **Venkatraman, V.** Effect of flanker items on shopping preferences: A value normalization perspective to shopping displays.
- **Venkatraman, V.**, Yoon, S., and Vo, K.D. Neural Correlates of Age-related changes in Decision Strategies.
- Galentino, A., and **Venkatraman, V.** Effects of emotion on risk preferences: Novel Insights from Eye-tracking and Neurophysiology.
- Liu, M., and **Venkatraman, V.** Who are Maximizers: Revisiting the Maximizing Construct.
- Liu, M., Morrin, M., and Venkatraman, V. Does a price discount provide good value? Ask Maximizers.
- Rosenbaum, G., Chein, J., and **Venkatraman, V.** A Within-subject Measure of the Description-Experience gap (Revised for Resubmission).

REPRESENTATIVE TALKS AND CONFERENCE ORAL PRESENTATIONS

- Neural Predictors of Real-world Market Outcomes, 10th Triennial Choice Symposium, Lake Louise, Alberta, Canada, May 2016.
- Consumer Neuroscience, Moving Beyond Hype, Mahoney Institute for Neurosciences, University of Pennsylvania, Philadelphia, April 2016.
- Consumer Neuroscience, Moving Beyond Hype, Interdisciplinary Institute on Decision Making, NYU, New York, March 2016.
- Consumer Neuroscience, Moving Beyond Hype, NYU-Shanghai, China, March 2016.
- Effectiveness of Physical and Digital Advertising: Insights from Neuroscience, International Conference on Cognition and Emotion, Allahabad, India, December 2015.
- Aging and Decision Making: Process Insights into Variability in Decision Strategies Across Tasks, Rotterdam School of Management, Netherlands, December 2015.
- Overall Probability of Winning Heuristic in Decisions Under Uncertainty and Ambiguity, Association of Consumer Research, New Orleans, October 2015 (Session co-chair).
- From Risky Choice to Annuities: Differential Effects of Aging on Decision Strategies, 4th Consumer Neuroscience Symposium, Miami, August 2015.
- Predicting Advertising Success: New Insights from Decision Neuroscience, Nanyang Technological University, Singapore, July 2015.
- Using Neuroimaging to Predict Population-level Consumer Behavior: Insights from Advertising and Market Response Modeling, European Society for Consumer Psychology, June 2015 (Session co-chair).
- Predicting Advertising Success: New Insights from Decision Neuroscience, Marketing Science Conference, Baltimore, June 2015.

- From Risky Choice to Annuities: Differential Effects of Aging on Decision Strategies, Decision Neuroscience and Aging Conference, Miami, March 2015.
- Using Neuroimaging to Predict Population-level Consumer Behavior: Insights from Advertising and Market Response Modeling, Society for Consumer Psychology, February 2015.
- Predicting Advertising Success: New Insights from Neuroscience and Market Response Modeling, Laurea University, Finland, November 2014.
- Predicting Advertising Success: New Insights from Neuroscience and Market Response Modeling, Inter-disciplinary Symposium on Decision Neuroscience, June 2014.
- Introduction to Consumer Neuroscience, Estee Lauder, New York, USA, January 2014.
- Predicting Advertising Success: New Insights from Neuroscience, IIT Gandhinagar, Gujarat, India, December 2013.
- Predicting Advertising Success: New Insights from Neuroscience, Society of Neuroeconomics Meeting, Lausanne, Switzerland, September 2013.
- How to Apply Neuroscientific Methods to Management Research, Academy of Management Annual Meeting, Lake Buena Vista, FL, August 2013.
- Neuro 2: New Insights for Predicting Advertising Success. Advertising Research Foundation Audience Measurement Conference 8.0, New York, June 2013.
- Strategic Variability and Adaptive Decision Making, Behavioral Economics and Decision Research Center, Cornell University, April 2013.
- Strategic Variability and Adaptive Decision Making, Department of Psychology, Temple University, Philadelphia, September 2012.
- Neuroscience and Management Research, *Academy of Management Annual Meeting, Boston*, August 2012.
- Contextual and Individual Variability in Risky Choice: Eye-tracking Evidence for Multiple Strategies, Duke University, Durham, May 2012.
- Strategic Control in Decision Making Under Uncertainty, Colloquium at LeBow College of Business, Drexel University, Philadelphia, March 2012.
- Neuroeconomics of Risky Choice: From Variables to Strategies, *Colloquium at Indian Institute of Management, Bangalore, India*, December 2011.
- Strategic Control in Decision Making Under Uncertainty, International Conference on Decision Making, University of Allahabad, India, December 2011.
- Neuroeconomics of Risky Choice: From Variables to Strategies, *Cognitive Neuroscience Laboratory, Singapore*, November 2011.
- Strategic Variability and Adaptive Decision Making, *Colloquium at Columbia Business School*, New York, November 2011.

- Effects of Sleep Deprivation and Aging on Risky Choice, *Society of Judgment and Decision Making*, November 2011.
- Variability in Social and Nonsocial Framing Effects, *Association of Consumer Research Annual Meeting, St. Louis*, October 2011.
- Contextual and Individual Variability in Risky Choice: Evidence for Multiple Strategies, *SPUDM 23, London, UK*, August 2011.
- Strategies and Individual Differences in Decision Making, *Academy of Management Annual Meeting, San Antonio*, August 2011.
- Strategic Variability in Decision Making: Mechanisms and Implications for Neuroanatomy of Cognitive Control, *Colloquium at University of Wisconsin-Madison*, Madison, December 2010.
- Strategies and Individual Differences in Decision Making, *Colloquium at Wharton School of Business, Philadelphia*, September 2010.
- Mechanisms Underlying Strategic Variability in Risky Choice, *Interdisciplinary Symposium on Decision Neuroscience*, Philadelphia, September 2010.
- Mechanisms Underlying Strategic Variability in Economic Decision Making, *Cognitive Neuroscience Society Annual Meeting*, April 2010.
- Individual Differences in Decision Strategies, *Society of Judgment and Decision Making*, Nov 2009.
- The Neuroeconomics of Risky Choice. Department of Accountancy, University of Illinois, Urbana Champaign, Mar 2009.
- Invited discussant for Consumer Neuroscience Round Table at Annual Meeting of *Association of Consumer Research*, San Francisco, Oct 2008
- Effects of Sleep Deprivation on Risky Decision Making Strategies, *Society for Neuroscience*, Nov 2008.
- Strategic Variability in Human Risky Decision Making. Max-Planck Institute for Human Development, Berlin, Jul 2008.
- Sleep Deprivation Leads to Enhanced Optimism and Reduced Concern for Losses, *Society for Neuroscience*, Nov 2006.

PROFESSIONAL ACTIVITIES

- Co-organizer, 5th Annual **Inter-disciplinary Symposium on Decision Neuroscience**, MIT, May 2015.
- Organizer, **Neuroscience in Strategic Management**, Pre-conference for Academy of Management, Temple University, Aug 2014.
- Co-organizer, 4th Annual **Inter-disciplinary Symposium on Decision Neuroscience**, Stanford University, June 2014.

- Co-organizer, **Symposium on Consumer Neuroscience**, University of Miami, September 2012.
- Co-organizer, **3rd Annual Inter-disciplinary Symposium on Decision Neuroscience**, Temple University, May 2013.
- Co-organizer, **2nd Annual Inter-disciplinary Symposium on Decision Neuroscience**, Temple University, August 2011.
- **Ad hoc Reviewer** for Journal of Consumer Research, Journal of Consumer Psychology, Journal of Marketing Research, NeuroImage, Journal for Business Ethics, Journal of Behavioral Decision Making, Management Science, MIS Quarterly, Organization Behavior and Human Decision Processes, NeuroImage, Journal of Cognitive Neuroscience, and PNAS.

TEACHING

- Assistant Professor, **Temple University** (July 2011 - present)
 - Fundamentals of Marketing Research (Undergraduate core course)
 - Database Systems in Marketing and Management (Undergraduate course)
 - Essentials of Marketing Research (MBA/MS course)
 - Market Intelligence (MBA/MS course)
 - Seminar in Behavioral Decision Making (PhD Seminar)
- Visiting Lecturer at **INSEAD, Singapore** (July 2015)
 - PhD Seminar on Neuroscience and Management
- Lecturer, **Duke University** (June 2010)
 - Introduction to Cognitive Psychology

DISSERTATION COMMITTEES

- Sangsuk Yoon, Fox School of Business, Temple University (Advisor)
- Gail Rosenbaum, Department of Psychology, Temple University (Co-advisor)
- William Hampton, Interdisciplinary Program in Decision Neuroscience (Co-advisor)
- Johnny Graham, Fox School of Business, Temple University (Dissertation Committee)
- Ryann Reynolds-Mclainay, Fox School of Business, Temple University (Dissertation Committee)
- Andy Reinaker, Fox School of Business, Temple University (Dissertation Committee)
- Nicole Senecal, University of Pennsylvania (Dissertation Committee)
- Primidya Susilo, Fox School of Business, Temple University (Dissertation Committee)

MEDIA AND EXTERNAL COVERAGE OF RESEARCH

- **Strategic Biases in Decision Making (2009)**. Articles: Newsweek, Huffington Post, Science World - Public Radio International, Folha (Brazil).
- **Sleep deprivation in Decision Making (2011)**. Radio Interview: BBC. Articles: Healthday News, New Scientist, The Independent (UK), Time Magazine (Healthland, online), Los Angeles Times, healthfinder.gov, Straits Times (Singapore).
- **Advertising Research and Neurophysiological Methods (2014)**. Articles: Technically Philly, Science magazine, Forbes, Temple Today. Podcast: Neuromarketingblog. Coverage in WHYY (Philadelphia NPR).