

Raj Raghunathan

Professor, Department of Marketing at The University of Texas at Austin, McCombs School of Business
Austin, TX, US

Consumer psychology, buying behaviors, and decision making

Biography

Raj (Rajagopal) Raghunathan is a marketing professor and expert whose work juxtaposes theories from psychology, behavioral sciences, decision theory and marketing to explain how consumers evaluate market choices, make buying decisions, and justify their preferences. His research frequently counters conventional wisdom about consumer motivation and why buyers behave as they do.

Raghunathan researches and teaches at McCombs School of Business, The University of Texas at Austin. He is the author of the blog Happy Smarts, which uses his academic insights to explore the determinants of leading a happy and fulfilling life. He also writes the blog Sapient Nature for Psychology Today, with "bite-sized insights on the human condition."

Raj's work has been published in top marketing and psychology journals such as the Journal of Marketing Research, Journal of Consumer Research, Journal of Consumer Psychology, Journal of Marketing, Organizational Behavior and Human Decision Processes, Motivation and Emotion, and the Journal of Personality and Social Psychology.

He has also been cited in the popular press, such as The New York Times, the Austin American Statesman, and Self magazine. Raj was recognized as a Marketing Science Young Scholar in 2005 for his contributions to the field of Marketing, and was awarded the prestigious NSF Career Award (for \$440,000).

Availability

Keynote, Moderator, Panelist, Workshop, Corporate Training

Industry Expertise

Research, Public Relations and Communications, Consumer Services, Consumer Goods,
Advertising/Marketing

Areas of Expertise

Consumer Behavior, Consumer Psychology, Buying Motivation, Decision Making, Happiness, Consumer and Market Insights, Marketing Strategies, Brand Experience, Product Branding, Social / Emotional Assessment

Affiliations

Journal of Consumer Research : Reviewer, Association for Consumer Research : Reviewer, Society for Consumer Psychology (Journal) : Reviewer, American Marketing Association : Member, Society for Consumer Psychology : Member, Association for Consumer Research : Member

Sample Talks

If You're So Smart, Why Aren't You Happy?

Ragunathan examines the question of why so few people purposely seek to create happiness for themselves, even though happiness ranks as one of the most desired human conditions. Based on his research and observations, he gives tips for achieving happiness as part of a lifelong journey.

Event Appearances

If You're So Smart, Why Aren't You Happy?

Texas Enterprise Speaker Series

The 'Fun = Not Good' Intuition, and Its Implications for Happiness Maximization

Marketing Young Scholars Conference

The 'Fun = Not Good' Intuition, and Its Implications for Happiness Maximization

Marketing Young Scholars Conference

Understanding the Role of Sensitivity and Empathy in Developing Customer Insights

MSI-UT sponsored Customer Insights Conference

Customer Emotions and the Experience Economy

American Marketing Association Annual Meeting

Social Influence and Paradoxes in the Pursuit of Happiness

IAREP/SABE Conference

Education

New York University, Stern School of Business

Ph.D. Marketing

Indian Institute of Management, Calcutta

M.B.A. Marketing and Behavioural Sciences

Birla Institute of Technology and Sciences

B.Eng. Chemical Engineering

Accomplishments

Marketing Science Young Scholar

Marketing research award.

Undergraduate Business Council Best Marketing Teacher Award

Awarded by The McCombs School of Business at The University of Texas at Austin.

Undergraduate Business Council McCombs Faculty Teaching Excellence Award

Awarded by The McCombs School of Business at The University of Texas at Austin.

Dean's Research Fellow

Awarded by the University of Texas at Austin.

American Marketing Association Doctoral Consortium Fellow

Atlanta, Georgia.

Testimonials

David Wenger

Raj Raghunathan has an amazing perspective on life as a human being, as a consumer of products and information, and as an influencer in the marketplace. He is a delightful speaker, teacher and mentor who loves to share what he knows.

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