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A PROFILE

Currently, Rajan is a full professor of marketing (& consumer economics) in the Department of Economics at Auburn University as well as the executive editor of *Psychology & Marketing*, a major academic journal published by Wiley-Blackwell. For 23 years, he was in the Department of Marketing in the College of Business where he began as an Assistant Professor and rose to become a full chaired professor holding the Torchmark Professor title. He served as the chairman of the Marketing department for the last eleven years of his stay in the College of Business. During that time, at the request of the top university administration, he also served as the interim-chairman of the Economics department for about a year. On August 15, 2011, Rajan stepped down as the chairman of the Marketing department and accepted the ardent invitation of the ECON chair & faculty to move to the Economics department at their new location in the College of Liberal Arts.

Besides serving as the Executive Editor of *P&M* since 1995, Rajan currently sits on the editorial boards of seven other academic journals including the *Journal of Business Research* and the *Journal of Research for Consumers*, and does a consulting project or two from time to time. He has, to his credit, over 80 refereed publications in various academic outlets. Over the years, he has received numerous awards, honors, and accolades pertaining to his role as an academic. At the 2009 *Society for Consumer Psychology* Conference in San Diego, he and his co-authors received the C.W. Park Inaugural Award [individual plaques and a prize of \$10K] for outstanding contribution to the field of consumer psychology as evidenced by their article in a 2006 issue of the *Journal of Consumer Psychology*.

Prior to joining Auburn in 1988, Rajan was at St. Joseph's University (St. Joe's) in Philadelphia. He has also taught as a part-time lecturer at McGill University in Montreal, Canada. Over the years, he has taught a wide variety of undergraduate, graduate, and executive MBA courses, and has served on numerous doctoral and master's committees. In regard to executive MBA courses, he has taught in both "on-campus" (a combination of residency and outreach) and "on-site" (at the client location) formats. In the latter category, the relatively recent ones include a course at Jostens HQ in Minneapolis, MN, and a course at the Pratt & Whitney plant in Columbus, GA. His current academic interests include *innovation, global consumer psychology, consumer economics, green marketing, and applications of evolutionary psychology to marketing.*

Establishing and maintaining international connections is extremely important to him. He has traveled the globe widely on various assignments and some of his 2005-2014 "invited" visits include the University of Salento (Italy), University of Braunschweig (Germany), University of Innsbruck (Austria), University of Vienna, University of Western Australia, University of Tasmania, GCSMES conference (keynote speaker) at Gold Coast (Australia), Griffith University (Australia), Vienna School of Economics & Business (Vienna University), University of Zaragoza (Spain), the Spanish Marketing Association (AEMARK, Castellon, Spain), Sogang University (Seoul, Korea), the University of Tromso (the world's northern most university: Tromso, Norway), the BI School of Business (Oslo, Norway), the University of Bath (Bath, England), the French Marketing Association (AFM: Le Mans, France), Yonsei University (one of the two top private universities in Korea: Seoul, Korea), Peking University (the leading university in China: Beijing, China), Korean Academy of Marketing Science (renamed Korean Scholars of Marketing Science, KSMS: Seoul, Korea), Seoul National University (the top public university in Korea: Seoul, Korea), Sookmyung Women's University (Seoul, Korea), National Taiwan University (the top university in Taiwan: Taipei, Taiwan), the University of Sydney & the University of Adelaide (Australia), Brazilian Academy of Management (Rio de Janeiro, Brazil), and Alliance University (Bangalore, India). He is an Advisor to the President of KSMS and a member of the Alliance Advisory Board.

Dr. Nataraajan holds a B.Tech in electrical engineering from the Indian Institute of Technology, Kharagpur, India, an MBA from McGill University, Montreal, Canada, and a Ph. D in marketing from Drexel University, Philadelphia, U.S.A. Prior to entering academia, he served in the industry for six years, first as a sales & service engineer, and later as a commercial engineer. He can speak, read, and write in Tamil and Hindi, and has working knowledge of several other languages. Finally, he is also a professional level chromatic harmonica player, percussionist, and drummer.