

Veena Chattaraman, Ph.D.

**Human Sciences Professor
Graduate Program Officer
Department of Consumer and Design Sciences
College of Human Sciences**

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Education

Ph.D., The Ohio State University, 2006, Consumer Sciences
M.Des., University of Cincinnati, 2002, Design

Research Interests

Intelligent agents – e- and m-commerce applications
Consumer Behavior – social-psychological, cultural, and aesthetic aspects
Consumer Neuroscience – decision neuroscience and neuroaesthetics

Summary

Veena Chattaraman leads the Intelligent Language-Based Virtual Agents Lab at CADS, Auburn University. She is the Principal Investigator (at AU) on two interdisciplinary NSF-funded projects, the MODA (Mobile Decision-Aids) project and the CAS (Conversational Agents for Seniors) project. These research projects have employed intelligent virtual agents, capable of natural language processing and social conversation, to provide navigational, procedural, search, and decision assistance to enhance consumer experience in e- and m-commerce environments. The innovative MODA project is developing a mobile decision app that understands consumers' product attribute language and decision-making styles to provide real-time, naturalistic decision assistance to consumers by intelligently retrieving information from customer-generated product reviews and manufacturer-provided product specifications. Dr. Chattaraman has specialized in using a combination of qualitative, experimental, and neuroscientific research approaches and has published over 80 papers in leading peer-reviewed journals, book chapters, and conference proceedings. Her collaborative research projects have generated over 1M dollars in external funding from the National Science Foundation and the Marketing Science Institute.

Selected Publications

- **Chattaraman, V.**, Deshpande, G., Kim, H.J., & *Sreenivasan, K.R. (2016). Form 'defines' function: Neural Connectivity between aesthetic perception and product purchase decisions in an fMRI study. *Journal of Consumer Behavior*, 15, 335-347.
- Wang, Y., **Chattaraman, V.**, Kim, H., & Deshpande, G. (2015). Predicting purchase decisions based on spatio-temporal functional MRI features using machine learning. *Transactions on Autonomous Mental Development*, 7(3), 248-255.
- **Chattaraman, V.**, Kwon, W.-S., Gilbert, J. E., & Li, Y. (2014). Virtual shopping agents: Persona effects for older users. *Journal of Research in Interactive Marketing*, 8(2), 144-162. (60% contribution)
- Kumar, V., **Chattaraman, V.**, Neghina, C., Skiera, B., Aksoy, L., Buoye, A., & Henseler, J. (2013). Data-driven services marketing in a connected world. *Journal of Service Management*, 24(3), 330-352.

- Goh, Y. S., **Chattaraman, V.**, & Forsythe, S. (2013). Brand and category design feature consistency in brand extensions. *Journal of Product and Brand Management*, 22(4), 272-285.
- **Chattaraman, V.**, Kwon, W.-S., & Gilbert, J. E. (2012). Virtual agents in retail websites: Benefits of simulated social interaction for older users. *Computers in Human Behavior*, 28, 2055-2066.
- Shim, S., Kwon, W.-S., **Chattaraman, V.**, & Gilbert, J. E. (2012). Virtual sales associates for mature consumers: Technical and social support in e-retail service interactions. *Clothing and Textiles Research Journal*, 30(3), 232-248.
- **Chattaraman, V.**, Kwon, W.-S., Gilbert, J. E., & Shim, S. I. (2011). Virtual agents in e-commerce: Representational characteristics for seniors. *Journal of Research in Interactive Marketing*, 5(4), 276-297.
- **Chattaraman, V.**, Lennon, S. J., & Rudd, N. A. (2010). Social identity salience: Effects on identity-based brand choices of Hispanic consumers. *Psychology & Marketing*, 27(3), 263-284.
- **Chattaraman, V.**, Rudd, N. A., & Lennon, S. J. (2009). Identity salience and shifts in product preferences of Hispanic consumers: Cultural relevance of product attributes as a moderator. *Journal of Business Research*, 62(8), 826-833.

Selected Funded Research Projects

External Funding

- **Chattaraman, V. (PI at AU)**, Gilbert, J., & Kwon, W.-S. (2015-18). *National Science Foundation, Cyber-Human Systems*, "Mobile Language-Based Aids for Intelligent Decisions," \$499,787, AU Share: \$296,500.
- Gilbert, J. E., **Chattaraman, V. (PI at AU)**, & Kwon, W.-S. (2009-13). *National Science Foundation, Human-Centered Computing*, "Conversational Agents in Web-Based Consumer Environments Designed for Older Users", \$583,814, AU Share: \$322,333.
- **Chattaraman, V. (PI)**, Deshpande, G., & Kim, H. J. (2011-12). *Marketing Science Institute*, "Value by Design: Aesthetic Experience and Neuropsychological Response to Product Design," \$7,360.

Internal Funding

- Banerjee, T., Deshpande, G., & **Chattaraman, V. (Co-I)** (2015-2017). *AU Intramural Grant Program*, "Efficacy of Food Taxes and Subsidies in Mitigating Childhood Obesity in Rural Alabama," \$50,895 (inclusive of matching funds).
- Kwon, W.-S. & **Chattaraman, V. (Co-PI)** (2013-14). *AU Competitive Outreach Scholarship Grant*, "Improving e-Pharmacy Literacy among Seniors through Intelligent Agent Technology," \$64,278 (inclusive of matching funds from College of Human Sciences, Department of Consumer and Design Sciences, and external constituencies).
- **Chattaraman, V. (PI)**, Gilbert, J. E., & Kwon, W.-S. (2008-9). *AU Competitive Outreach Scholarship Grant*, Auburn University, "Bridging the Digital Divide to Enhance Technology Use Among the Elderly", \$20,703 (\$10,000 from ORG, \$10,703 College matching funds).
- **Chattaraman, V.** (2008-9). *AU Competitive Research Grant*, Auburn University, "Embodied Conversational Agents in E-Commerce", \$10,000 (\$5,333 from CRG, \$4,667 College matching funds).

Theses & Dissertations Directed

Dissertations Directed as Major Professor

Student Name	Semester Completed	Dissertation/Current Position
Christin Seifert	Spring 2017	<i>Dissertation:</i> “‘Love It or Hate It’? Exploring the Role of Visual Storytelling in Mitigating Design Risk”
Olivia Johnson	Summer 2016	<i>Dissertation:</i> “A Model for Socially Responsible Consumption among Millennials: An Identity-Based Perspective”
Whitney Skinner Nunnally (co-advisor)	Summer 2012	<i>Dissertation:</i> “Cause related marketing: Understanding celebrity, consumer, and product fit relationships”
Yi Sheng Goh (co-advisor)	Summer 2010	<i>Dissertation:</i> “The influence of product-brand fit and product-category fit on product attitude and purchase intention: The role of brand strength and processing fluency”

Theses Directed as Major Professor

Student Name	Semester Completed	Thesis/Current Position
Alina Maria Braun	Summer 2015	<i>Thesis:</i> “The influence of design complexity on perceived quality: The moderating role of price and brand familiarity”
Eloise Faber (co-advisor)	Summer 2013	<i>Thesis:</i> “Men’s body area shape analysis and outdoor performance clothing fit preferences and issues”
Clarissa Kmieck	Summer 2013	<i>Thesis:</i> “The effect of color on perception of individual and brand personality traits and approach-avoidance behaviors: An implicit theory perspective”
Kristie J. Smith (co-advisor)	Spring 2013	<i>Thesis:</i> “Exploring adaptive clothing needs for hemodialysis patients”
Christin Seifert	Summer 2011	<i>Thesis:</i> “The effects of design complexity and novelty on aesthetic response: The moderating role of centrality of visual product aesthetics”
Phillip Sidberry	Summer 2011	<i>Thesis:</i> “Effects of body shape on body cathexis and dress shape preferences of female consumers: A balancing perspective”
Sarah Helm	Spring 2009	<i>Thesis:</i> “Body discrepancy and body satisfaction: Influence on approach-avoidance behaviors and emotions”

Imani Washington
(co-advisor)

Spring 2008

Non-Thesis Project: "Harvest Thrift Store: Upscale bargain hunting?"

Courses Currently Taught

Graduate

- CADS 7040: Protocol for Graduate Study
- CADS 7200: Aesthetics Theory in Consumer and Design Sciences
- CADS 7670: Social Psychological Theories for Consumer and Design Sciences

Undergraduate

- CADS 2740: Illustration Techniques

Editorial Board Membership

- *Fashion and Textiles*, Associate Editor (2013-present)
- *Journal of Service Management*, Editorial Advisory Board (2012-present)
- *Clothing and Textiles Research Journal*, Editorial Board Member (2009-present)

Professional Affiliations

- International Textile and Apparel Association
- American Collegiate Retailing Association
- Society for Consumer Psychology