



## VEENA CHATTARAMAN, Ph.D.

### Human Sciences Professor

### Director, Prosocial Design and Decision Science Lab

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### Education

Ph.D., The Ohio State University, 2006, Consumer Sciences

M.Des., University of Cincinnati, 2002, Design

### Teaching

Graduate courses in Survey of Consumer and Design Sciences Research, Aesthetics Theory, and Social Psychological Theories

Undergraduate courses on Aesthetics for Fashion, Illustration Techniques for Apparel, Consumer Decision Making for Apparel and Fashion Products

### Research

Dr. Veena Chattaraman's research goal encompasses consumer wellness through a Socially-conscious, Theoretically-grounded, Intervention-based, and Transformative (STIT) research approach. Her research program examines how prosocial technology, communications, and design impact consumer decisions and well-being. Her research areas include:

- **Design and evaluation of human-centered AI** for electronic, mobile, and conversational commerce and health technology applications
- **Prosocial and pro-health consumer decision-making** for healthy foods, and socially responsible products and communications
- **Neuroaesthetics and design** for consumer well-being

### Selected Publications:

#### *Design and Evaluation of Human-Centered AI*

- **Chattaraman, V.**, Kwon, W.-S., Gilbert, J., & \*Ross, K. (2019). Should AI-based, conversational digital assistants employ social- or task-oriented interaction style? A task-competency and reciprocity perspective. *Computers in Human Behavior*, *90*, 315-330. <https://doi.org/10.1016/j.chb.2018.08.048>
- **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. <https://doi.org/10.1108/JRIM-08-2013-0054>
- **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. <https://doi.org/10.1016/j.chb.2012.06.009>

#### *Prosocial and Pro-Health Consumer Decision-Making*

- \*Chakraborty, S., & **Chattaraman, V.** (2022). Acculturative stress and consumption-based coping strategies among first-generation Asian-Indian immigrants in the U.S. *International Journal of Consumer Studies*, *46*, 831-849. <https://doi.org/10.1111/ijcs.12731>
- Banerjee, T., **Chattaraman, V.**, \*Zhou, H., & Deshpande, G. (2020). A neurobehavioral study on the efficacy of price interventions in promoting healthy food choices among low socioeconomic families. *Nature Scientific Reports*, *10*(15435). <https://doi.org/10.1038/s41598-020-71082-y>
- \*Johnson, O., & **Chattaraman, V.** (2019). Conceptualization and measurement of Millennial's self- and social-signaling for socially responsible consumption. *Journal of Consumer Behavior*, *18*(1), 32-42. <https://doi.org/10.1002/cb.1742>

#### *Neuroaesthetics and Design*

- \*Seifert, C., & **Chattaraman, V.** (2020). A picture is worth a thousand words! How visual storytelling transforms the aesthetic experience of novel designs. *Journal of Product and Brand Management*, *29*(7), 913-926. <https://doi.org/10.1108/JPBM-01-2019-2194>
- **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. <https://doi.org/10.1002/cb.1575>
- \*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. <https://doi.org/10.1109/TAMD.2015.2434733>.

### Selected Externally Funded Projects:

- **Chattaraman, V.**, Gilbert, J., & Kwon, W.-S. (2015-19). *National Science Foundation, Cyber-Human Systems*, "Mobile Language-Based Aids for Intelligent Decisions," \$499,787 –Total, \$296,500 – AU, PI.
- Gilbert, J. E., **Chattaraman, V.**, & Kwon, W.-S. (2009-13). *National Science Foundation, Human-Centered Computing*, "Conversational Agents in Web-Based Consumer Environments Designed for Older Users", \$499,757, PI at AU.
- **Chattaraman, V.**, Deshpande, G., & Kim, H. J. (2011-12). *Marketing Science Institute*, "Value by Design: Aesthetic Experience and Neuropsychological Response to Product Design," \$7,360, PI.

**Professional Memberships:** International Textile and Apparel Associations (ITAA), Society for Consumer Psychology

### Selected Honors and Awards:

ITAA Paper of Distinction Award (2022) in Consumer Behavior Track; Best Poster Award (2018) 20<sup>th</sup> International Conference on Human-Computer Interaction; Best Poster Award for Faculty Engagement (2017) 18th Annual Engagement Scholarship Consortium Conference; Best Reviewer Award (2012), *Clothing and Textiles Research Journal*; Winner of Research Competition on Innovation (2011), *Marketing Science Institute*; Alumni Undergraduate Teaching Excellence Award (2011), Auburn University; College of Human Sciences Women's Philanthropy Board Faculty Award (2010), Auburn University; ITAA Paper of Distinction Award (2010) in the Merchandising Visual Track (2010); ITAA Fairchild Publications Textile & Apparel Faculty Award (2007).