

SUNAINA CHUGANI
Robert C. Vackar College of Business and Entrepreneurship
University of Texas Rio Grande Valley
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ACADEMIC POSITIONS

University of Texas Rio Grande Valley	Assistant Professor of Marketing, 2021 – Present
San Diego State University	Assistant Professor of Marketing, 2017 – 2021
Baruch College (CUNY)	Assistant Professor of Marketing, 2013 – 2017

EDUCATION

University of Texas at Austin	Ph.D. in Marketing, 2013
University of Texas - Pan American	M.B.A., Summa Cum Laude, 2007 B.A. in Finance, Summa Cum Laude, 2005

RESEARCH INTERESTS

Consumer Well-Being, Wisdom, Gratitude, Materialism, Hedonic Adaptation, Satiation, Social Forces.

PUBLICATIONS

Schneider, Abigail, **Sunaina Chugani**, Tavleen Dhandra, Jason Stornelli, Michael G. Luchs, Marat Bakpayev, Tessa Garcia-Collart, Bridget L. Leonard, Lydia Ottlewski, and Laura Pricer, “The Role of Wisdom in Navigating Social Media Paradoxes: Implications for Consumers, Firms, and Public Policy.” *Journal of Consumer Affairs*, July 2022.

Lee, Hyunjung C., **Sunaina Chugani**, and Jae-Eun Namkoong, “The Effect of Gratitude on Materialism Through Reduced Entitlement and Perceived Scarcity.” *Journal of Business Research*, February 2022.

Ozanne, Lucie, Jason Stornelli, Michael G. Luchs, David G. Mick, Julia Bayuk, Mia Birau, **Sunaina Chugani**, Marieke L. Fransen, Atar Herziger, Yuliya Komarova, Elizabeth A. Minton, Farnoush Reshadi, Gillian Sullivan-Mort, Carlos Trujillo, Hyeyoon Bai, Tavleen Kaur, Miguel Zuniga, “Enabling and Cultivating Wiser Consumption: The Roles of Marketing and Public Policy.” *Journal of Public Policy & Marketing*, February 2021.

Chugani, Sunaina, and Julie R. Irwin, “All Eyes on You: The Social Audience and Hedonic Adaptation.” *Psychology & Marketing*, August 2020.

Batat, Wided, Paula Peter, Iana Castro, Steven S. Chan, **Sunaina Chugani**, Emily Moscato, and Adrienne Muldrow, “A Conceptual Introduction to the Experiential Pleasure of Food (EPF) and Well-Being.” *Journal of Business Research*, Vol 100, 2019.

Peifer, Jared L., **Sunaina Chugani**, and Micah J. Roos, “Ethical Underpinnings of Non-Materialistic Values and Voluntary Simplicity in the United States.” *Psychology & Marketing*, November 2019.

Bahl, Shalini, George R. Milne, Spencer M. Ross, David G. Mick, Sonya A. Grier, **Sunaina Chugani**, Steven Chan, Stephen J. Gould, Yoon-Na Cho, Joshua D. Dorsey, Robert M. Schindler, Mitchel R. Murdock, and Sabine Boesen-Mariani, “Mindfulness: The Transformative Potential for Consumer, Environmental, and Societal Well-Being.” *Journal of Public Policy & Marketing*, Vol 35, No. 2, 2016.
*Winner of 2019 Thomas C. Kinnear award for outstanding article in JPPM.

Chugani, Sunaina, Julie R. Irwin, and Joseph P. Redden, “Happily Ever After: The Effect of Identity-Consistency on Product Satiation.” *Journal of Consumer Research*, Vol 42, Issue 4, 2015.

Shrum, L.J., Nancy Wong, Farrah Arif, **Sunaina Chugani**, Alexander Gunz, Tina M. Lowrey, Agnes Nairn, Mario Pandelaere, Spencer M. Ross, Ayalla Ruvio, Kristin Scott, and Jill Sundie, “Reconceptualizing Materialism as Identity Goal Pursuits: Functions, Processes, and Consequences.” *Journal of Business Research*, Volume 66, Issue 8, 2013.

WORKING PAPERS

Chugani, Sunaina, Tavleen Dhandra, Abigail B. Schneider, and Michael G. Luchs, “Social Media Wisdom: Conceptualization and Scale Development.” Four studies completed and manuscript writing in progress. *Target: Journal of Consumer Research*.

Hussain, Khondoker, Peter Magnusson, and **Sunaina Chugani**, “Effect of Gaze Congruency on Print Advertisement.” Three studies completed and manuscript writing in progress. *Target: Journal of Business Research*.

Amornpan, Suwakitti, and **Sunaina Chugani**, “The Effect of Product Advertising on Self-Improvement Motivations.” Two studies completed. *Target: Psychology & Marketing*.

Mustafa, Raji, Yuri Martirosyan, and **Sunaina Chugani**, “The Relationship between Growth Mindset and Local-Global Identity.” One study completed. *Target: Journal of Consumer Psychology*.

AWARDS AND HONORS

2019 Thomas C. Kinnear award for outstanding article in JPPM for “Mindfulness: The Transformative Potential for Consumer, Environmental, and Societal Well-Being.”

University Grants Program Award Recipient, Fowler College of Business, Spring 2019, Spring 2021.

Eugene M. Lang Junior Fellowship Award Recipient, Baruch College, Spring 2016.

Presidential Excellence Award in Teaching Nominee, Baruch College, Fall 2015.

TEACHING INTERESTS

Consumer Behavior, Marketing Research, Research Methods and Statistics, Principles of Marketing, Business Ethics and Social Responsibility.

TEACHING EXPERIENCE

Assistant Professor, Consumer Behavior (Undergraduate Class), Robert C. Vackar College of Business and Entrepreneurship, Fall 2021 - Present. Average instructor rating: 4.8/5.

Assistant Professor, Consumer Behavior (Doctoral Class), Robert C. Vackar College of Business and Entrepreneurship, Fall 2022. Instructor rating: 5/5.

Assistant Professor, Consumer Behavior (Graduate Class), Robert C. Vackar College of Business and Entrepreneurship, Spring 2022. Instructor rating: 4.9/5.

Assistant Professor, Consumer Behavior (Undergraduate Class), Fowler College of Business, Fall 2017 – Spring 2021. Average instructor rating: 4.8/5.

Assistant Professor, Consumer Behavior (Graduate Class), Baruch College/CUNY, Spring 2015 – Spring 2017. Average instructor rating: 4.7/5.

Assistant Professor, Consumer Behavior (Undergraduate Class), Baruch College/CUNY, Fall 2013 – Spring 2017. Average instructor rating: 4.7/5.

Lecturer, Principles of Marketing (Undergraduate Course), University of Texas at Austin, Spring 2010. Instructor rating: 4.4/5.

Teaching Assistant, Business Ethics and Social Responsibility (Undergraduate Course, Dr. Julie Irwin), University of Texas at Austin, Spring 2012.

Teaching Assistant, Business Ethics and Social Responsibility (MBA Course, Dr. Julie Irwin), University of Texas at Austin, Spring 2011.

PROFESSIONAL ACTIVITIES

Dissertation Committee Chair: Suwakitti Amornpan, UTRGV, 2022-Present

Dissertation Committee Member: Ai Nhan Ngo, UTRGV, 2021 – Present

Dissertation Committee Member: Breanne Mertz, Louisiana Tech University, 2021 – 2022

“Wisdom Interventions for Social Media Well-Being” Track Co-Chair, *Transformative Consumer Research* Conference, 2023

“Consumer Wisdom in a Digital World” Track Co-Chair, *Transformative Consumer Research* Conference, 2021

Reviewer (ad hoc), *Journal of Consumer Research*, *Journal of Business Research*, *European Journal of Marketing*, *Personality and Individual Differences*, *Journal of Consumer Affairs*, *Sustainable Production and Consumption*, *Qualitative Market Research*.

Nonviolent Communication Workshop Facilitator, Donovan State Prison, Spring 2018 – Spring 2020

Track Member, *Transformative Consumer Research Conference* (2019 Consumer Wisdom Track; 2017 Experiential Food Track; 2015 Mindfulness Track; 2011 Materialism Track)

Diversity, Equity, and Inclusion Committee Department Representative, Spring 2021

Business for Social Good Faculty Advisor, Fowler College of Business, 2020 – 2021

AMA Co-advisor, Fowler College of Business, 2019 - 2021

Business for Social Good Independent Study Instructor, Fall 2020

Program Assessment Committee, Fowler College of Business, 2018 – 2019

Dissertation Committee Member: Emily Goldsmith, Baruch College, 2015

Dissertation Committee Member: Ann McNeel, Baruch College, 2015

REFEREED CONFERENCE PRESENTATIONS

(* denotes presenter)

Chugani*, Sunaina, Michael G. Luchs, Abigail B. Schneider, and Tavleen Kaur, “Social Media Wisdom: Conceptualization and Scale Development,” to be presented (special session) at 2023 Association for Consumer Research Conference, October 2023, Seattle, WA.

Chugani*, Sunaina, Michael G. Luchs, Abigail B. Schneider, and Tavleen Kaur, “Social Media Wisdom: Conceptualization and Scale Development,” presented at 2022 Behavioural Insights into Business for Social Good Conference, June 25, 2022, Vancouver, CA.

Chugani, Sunaina, Michael G. Luchs, Abigail B. Schneider*, and Tavleen Kaur, “Social Media Wisdom: Conceptualization and Scale Development,” presented at 2022 AMA Marketing and Public Policy Conference, June 9, 2022, Austin, TX.

Chugani, Sunaina K., Hyunjung Crystal Lee*, and Jae-Eun Namkoong, “Appreciating What You’ve Got: The Effect of a Regular Gratitude Practice on Perceived Resource Availability and Materialism” presented (competitive paper) at 2016 meeting of Society for Consumer Psychology, Feb 25-27, St. Pete Beach, FL.

Chugani*, Sunaina K., and Julie Irwin, “All Eyes on You: Public Consumption Contexts and Hedonic Adaptation to Products,” presented (special session) at 2012 meeting of Society for Consumer Psychology, Feb 16-18, Las Vegas, NV.

Chugani*, Sunaina K., and Julie Irwin. “All Eyes on You: Public Consumption Contexts and Hedonic Adaptation to Products,” Brown Bag Presentation to University of Texas at Austin, Marketing Department, Sept 23, 2011.

Chugani*, Sunaina K., and Susan Broniarczyk, “Practicing What You Preach?” presented (special session) at 2011 meeting of Association for Consumer Research, Oct 13-16, Atlanta, GA.

Chugani*, Sunaina K., and Susan Broniarczyk, “Practicing What You Preach?” presented (special session) at 2011 meeting of Society for Consumer Psychology, Feb 24-26, Atlanta, GA.

Chugani*, Sunaina K., Broniarczyk, Susan, “Practicing What You Preach?” presented (special session) at 2010 meeting of European Association for Consumer Research, June 30 – July 3, Egham, UK.

Chugani, Sunaina K., Raghunathan*, Raj, and Ying Zhang, “The Inertia of Motion” presented (special session) at 2009 meeting of Society for Consumer Psychology, Feb 12 – 14, San Diego, CA.

Chugani, Sunaina K., Raghunathan*, Raj, and Ying Zhang, “The Inertia of Motion” presented (special session) at 2009 Asia-Pacific meeting of Association for Consumer Research, Jan 2–4, Hyderabad, India.

PUBLISHED CONFERENCE PROCEEDINGS

Raghunathan, Rajagopal, Rebecca W. Naylor, Kalpesh K. Desai, Kelly L. Haws, Ying Zhang, Sunaina Chugani, and Karthik Sridhar, “Evil Intuitions: Why the ‘Unhealthy = Tasty’ Intuition Leads to Unhealthy Food Choices Even Among Consumers Who Believe the Opposite.” *AMA Marketing and Public Policy Academic Conference Proceedings*, 2011.