

## Poovitha Muthuraman

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### Research Interests

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Consumer decision-making, Social signaling & identity, Sustainability, Consumer Welfare, Human-technology interaction.

### Manuscript

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***Joint Consumption Decision-Making Role in User-Generated Content: Effect on Recommendation Following Likelihood***, - [Arani Roy](#) (ISB), [Maria Ortiz](#) (Cal Poly Pomona), Poovitha Muthuraman, *Manuscript under preparation for submission to Journal of Marketing*.

#### Contributions:

- **Observational study:** Analysed a Yelp dataset of ~8 lakh reviews using text analytics. Conducted extensive analysis (using LIWC, NLP toolkit, and causalml package in Python) and found evidence for the main effect proposed.
- **Field study:** Involved in designing a customised app for the field study, recruited and coordinated with a market research firm to implement the study across 6 cities.
- Designed stimuli and experiments to establish the main effect, serial mediation and moderation.
- Contributed to the literature review (Joint-consumption, Online reviews, Power motivation, Credibility), data analysis, and manuscript preparation.

### Work In Progress

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***The Effect of Protection Positioning of Brands on Consumer Purchase Intention - The Perceived Vulnerability Stereotype***, - Arani Roy, [Shankha Basu](#) (Leeds University), Poovitha Muthuraman.

#### Contributions:

- Created contextual stimuli and experiments across categories to establish the main effect, mediation, and moderation hypotheses.
- Literature review of Lay Beliefs, Gender stereotypes, Brand positioning, and Perceived vulnerability.
- Involved in the design of the Implicit Association Test(IAT) to establish the stereotype under study.

***Roping Them in or Pushing Them Away - How escapist mindset of consumers shape brand attitudes?*** -

Poovitha Muthuraman

- Studied the attitudes towards the advertisements/brands shown to consumers when they are escapist mindset.
- Conducted a thorough literature review on consumer escapism, brand attitudes, negative-reinforcement, privacy concern.
- Submitted the research as term paper in the Consumer Behavior Ph.D. course, received a A- grade.

### Research Assistance

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***"I Would Love to See AI-usage in Manufacturing, But Others Won't": Self-Other Bias in Brand Evaluation*** - Arani Roy & [Nirajana Mishra](#) (Northeastern University)

#### Contributions:

- **Field study:** Involved in the devising of the design, data collection forms, detailing of the materials required, conducting the study by interacting with the participants, and data analysis.
- Created experiments and analysed the data to test the proposed mediation & possible moderation.
- Literature review of Artificial Intelligence in consumer research, Self/Other bias in uncertainty, Ambiguity tolerance.

## Education

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<b>Indian Institute of Management (IIM) Bangalore</b> Master of Business Administration (MBA)	<b>2015-2017</b>
<b>College of Engineering, Guindy, Anna University, Chennai</b> Bachelor of Engineering (Electronics and Communication)	<b>2010-2014</b>

## Employment

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Pre-Doctoral Researcher   Indian School of Business	June 2023 – till date
Brand Manager (Pan India)   Cavinkare Pvt Ltd. (FMCG)	March 2019 – Dec 2022
Channel Marketing Manager   Samsung	April 2017 – Feb 2019

## Conferences

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*“Joint Consumption Decision-Making Role in User-Generated Content: Effect on Recommendation Following Likelihood”*, Arani Roy, Maria Ortiz, and Poovitha Muthuraman

- Presented at the 17th NASMEI (North American Society for Marketing Education in India) International Conference, Chennai, December 2023.

*“How is it Written and Who Wrote it?” - A Visual Choice-Based Conjoint Analysis of User Generated Content”*, [Sudhir Voleti](#) (ISB), Arani Roy, and Poovitha Muthuraman

- Accepted at the ISMS Marketing Science Conference, Sydney, June 2024.

## Relevant coursework/training

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PhD seminar in Consumer Behavior   Prof Poornima Vinoo (ISB)	Indian School of Business
Qualitative Research Methods Workshop   Prof Lindsey Cameron (Wharton)	Indian School of Business
Introduction to Psychology   Prof Paul Bloom (Yale)	Coursera
Text Mining & Analytics   Prof Cheng Xiang Zhai (UIUC)	Coursera
Introduction to Consumer Behavior   Prof Ramesh Kumar (IIM B)	IIM Bangalore
Quantitative Methods I & II   Prof Trilochan Sastry (IIM B)	IIM Bangalore
Marketing Research Methods   Prof Ashis Mishra (IIM B)	IIM Bangalore
Sales and Distribution Management   Prof Avinash Mulky (IIM B)	IIM Bangalore

## Skills

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Research Methods: Experimental Design, Field Study, Computational Text Analysis, Observational Data Analysis.  
Technical Proficiencies: Python, SPSS, Orange, LIWC, Qualtrics, Text Analyser, Certainty Lexicon.

## Extracurriculars

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- President, Women in Management Club, spearheaded a 12-member team and organized 4+ events with 2000+ attendees, IIM Bangalore (2016-17)
- Awarded the rank of Corporal, actively participated in community service projects, and leadership training exercises - National Cadet Corps (Youth wing, Indian Armed Forces)
- Interests: Literature, Table Tennis, Badminton.

## Achievements

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- Awarded the state government merit scholarship for the duration of undergraduate study.
- Top 0.1% among 720,000 students at the high school board exams (98% marks), Tamilnadu.
- Recipient of award for all-round excellence at the state level (Yuvashree Kala Bharathi).
- Conferred with Best in Mathematics award - state level mathematics contest by Excellent Exams, India.