

**SRIKANT MANCHIRAJU**

Florida State University  
College of Human Sciences  
Department of Retail Merchandising and Product Development  
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**EDUCATION**

- 2015            Ph.D., Department of Apparel, Events, and Hospitality Management,  
Iowa State University
- 2008            Master of Science, Fashion Apparel Studies,  
Philadelphia University
- 2006            Bachelor of Technology, Chemical Engineering,  
J. N. T. University

**DISSERTATION**

*Extension of the Tripartite Model of Body Influence: The Role of Materialism on Body Satisfaction and Fashion Involvement*

**FULLTIME ACADEMIC POSITIONS**

- 2015—Present    Assistant Professor, Florida State University  
2014—2015      Lecturer, Indiana University—Bloomington

**JOURNAL PUBLICATIONS**

- Manchiraju, S., & Krizan, Z.** (2015, in press). What's materialism? Testing the two dominant perspectives in marketing literature. *Management & Marketing*.
- Manchiraju, S., & Sadachar, A.** (2014). Consumers' personal values and ethical fashion consumption behavior. *Journal of Fashion Marketing and Management*, 18(3), 357-374.
- Manchiraju, S., & Son, J.** (2014). Materialistic (and unhappy?) adult now, economically deprived child then: How are felt formative economic deprivation, materialism, and well-being measures related? *Journal of Business and Management Research*, 5, 125-127.
- Manchiraju, S.** (2013). Materialism in consumer behavior and marketing: A review. *Management & Marketing*, 8(2), 329-352.
- Son, J., Sadachar, A., **Manchiraju, S.**, Fiore, A. M., & Niehm, L. N. (2012). Adoption of online collaborative co-design, *Journal of Research in Interactive Marketing*, 6(3), 180-197.

## CHAPTER PUBLICATION

**Manchiraju, S.** (2014). Predicting behavioral intentions toward sustainable fashion consumption: A comparison of attitude-behavior and value-behavior consistency models. In *Consumerism in business and marketing: Concepts and practices* [Eds. H. R. Kaufmann & F. A. K. Panni]. Hershey, PA: IGI Global.

## CONFERENCE PRESENTATIONS

**Manchiraju, S., & Diddi, S.** (2015, November). Luxury consumption behavior: A value-based segmentation of the US consumers. *73<sup>rd</sup> International Textile and Apparel Association Annual Conference*, Santa Fe, USA. [Forthcoming]

**Manchiraju, S., & Krizan, Z.** (2015, March). What's materialism? Testing the two dominant perspectives on materialism. *American Marketing Association/American Collegiate Retailing Association Triennial Conference*, Coral Gables, USA. (Competitive Paper Category)

**Manchiraju, S.** (2015, March). Luxury consumption: An alternate explanation of hyperopic behavior from an attitudinal perspective. *American Marketing Association/American Collegiate Retailing Association Triennial Conference*, Coral Gables, USA.

**Manchiraju, S., & Diddi, S.** (2015, March). I'm happy: Profiling happy consumers' shopping habits. *American Marketing Association/American Collegiate Retailing Association Triennial Conference*, Coral Gables, USA.

Sadachar, A., Khare, A., & **Manchiraju, S.** (2015, March). The role of consumer susceptibility to interpersonal influence, environmental apparel knowledge, and general environmentally responsible behavior in predicting green apparel consumption behavior: A model testing in the USA and India. *American Marketing Association/American Collegiate Retailing Association Triennial Conference*, Coral Gables, USA.

Sadachar, A., Khare, A., & **Manchiraju, S.** (2014, November). The role of consumer susceptibility to interpersonal influence, environmental apparel knowledge, and general environmental responsible behavior in predicting green apparel consumption behavior of American youth. *72<sup>nd</sup> International Textile and Apparel Association Annual Conference*, Charlotte, USA.

**Manchiraju, S.** (2013, October). Predicting behavioral intentions toward sustainable fashion consumption: A comparison of attitude-behavior and value-behavior consistency models. *71<sup>st</sup> International Textile and Apparel Association Annual Conference*, New Orleans, USA.

**Manchiraju, S. & Krizan, Z.** (2013, October). What's materialism? Testing the two dominant perspectives on materialism. *71<sup>st</sup> International Textile and Apparel Association Annual Conference*, New Orleans, USA.

**Manchiraju, S., & Son, J.** (2013, May). Materialistic (and unhappy?) adult now, economically deprived child then: How are felt formative economic deprivation, materialism, and well-being measures related? *25<sup>th</sup> Association of Psychological Science Annual Conference*, Washington, D. C., USA.

**Manchiraju, S., & Fiore, A. M.** (2013, May). Dispositional happiness and hedonic shopping motivations: Behavioral inhibition and behavioral approach as mediators. *25<sup>th</sup> Association of Psychological Science Annual Conference*, Washington, D. C., USA.

**Manchiraju, S., Fiore, A. M., & Russell, D. W.** (2012, November). Sustainable fashion consumption: An expanded theory of planned behavior. *70<sup>th</sup> International Textile and Apparel Association Annual Conference*, Honolulu, Hawaii', USA.

**Manchiraju, S.** (2012, November). Role of consumers' personal values in the context of ethical consumption behavior. *70<sup>th</sup> International Textile and Apparel Association Annual Conference*, Honolulu, Hawaii', USA.

Park, Y. J., Lu, Y., Sadachar, A., & **Manchiraju, S.** (2012, November). 21<sup>st</sup> Century fashion careers: Content analysis of job skill requirements and implication for academia. *70<sup>th</sup> International Textile and Apparel Association Annual Conference*, Honolulu, Hawaii', USA.

Son, J., Sadachar, A., **Manchiraju, S.**, Fiore, A. M., & Niehm, L. N. (2011, November). Adoption of online collaborative co-design, *69<sup>th</sup> International Textile and Apparel Association Annual Conference*, Philadelphia, USA. [Nominee for Paper of Distinction Award in the Merchandising/Retailing II Visual and Promotion category]

## **BOOK REVIEW**

**Manchiraju, S.** (2013, November). [*The myths of happiness*, by Sonja Lyubomirsky]. *Students of the International Positive Psychology Association Newsletter*.

## **INVITED PRESENTATIONS**

Florida State University, January 2015

University of Wisconsin, Madison, April 2014

Drexel University, Philadelphia, April 2014

Western Kentucky University, Bowling Green, April 2014

Indiana University, Bloomington, March 2014

*How to Publish Research Work*, Center of Excellence in Learning and Teaching, Iowa State University (ISU), December, 2013

*Rock the First Day; and How to Run a Lab* (two sessions), University Teaching Seminar-Teaching Assistant Cohort, Center of Excellence in Learning and Teaching, ISU, August, 2013

*Confidence & Cultural Understanding* (Panelist), University Teaching Seminar-Teaching Assistant Cohort, Center of Excellence in Learning and Teaching, ISU, August, 2013

*Global Fashion Markets and Fashion Retailing*, [Overview of the Fashion Industry; Level – Freshman & Sophomore], College of Human Sciences, ISU, October, 2012

*Consumer Decision-Making Process*, [Principles of Marketing; Level – Junior & Senior], Gerdin College of Business, ISU, September, 2012

*Concerns of International Teaching Assistants; How to Run a Lab; and Finding Work-Life Balance* (three sessions), University Teaching Seminar-Teaching Assistant Cohort, Center of Excellence in Learning and Teaching, ISU, August, 2012

*Multi-Channel Retailing and Promotional Strategies*, [Retail Information Analysis; Level – Senior], College of Human Sciences, ISU, February, 2012

*Experiential Marketing and Consumer Psychology of Brands*, [Consumer Aesthetics and Retail Branding; Level – Graduate], College of Human Sciences, ISU, January, 2012

### **AWARDS & HONORS**

2015 Graduate Research Excellence Award, Iowa State University (ISU)  
2015 Peer-Research Excellence Award, ISU  
2013 Online Survey Master, Survey Gizmo  
2013 Student Travel Award, Association of Psychological Science  
2012 Peer-Teaching Award, ISU  
2012 Wakonse Fellow, University of Missouri—Columbia  
2012 Graduate Student Teaching Certificate, ISU  
2012 Preparing Future Faculty (PFF) Scholar, ISU  
2012 PFF Fellow, ISU  
2012 PFF Associate, ISU  
2009—2012 Academic Scholarship, ISU  
2009 Helen-Easter Graduate Scholarship, ISU  
2007—2008 Graduate Academic Scholarship, Philadelphia University  
2006 Member, *Phi Psi* (Alpha Chapter)

### **GRANTS**

2014—2015 Professional Development Grant, Indiana University—Bloomington  
2013 Honors Seminar Instructor Professional Development Grant, ISU  
2011—2013 Professional Advancement Grant, ISU  
2011—2013 Conference Travel Grant, ISU

### **ACADEMIC POSITIONS**

2013 Instructor, College of Business, ISU  
2012 NCAA Division I Tutor, ISU  
2012 Graduate Research Assistant, Department of Agronomy, ISU  
2009—2012 Graduate Teaching & Research Assistant, College of Human Sciences, ISU  
2007—2008 Graduate Assistant, School of Textiles, Philadelphia University  
2006—2007 Tutor, Philadelphia University

### **COURSES**

Indiana University—Bloomington  
Omni-Channel Marketing; International Trade; and Professional Development Techniques

Iowa State University

Aesthetics and Brand Image; Aesthetics and Consumer Experience; Brand Management and Promotion, College Algebra; College Education; Consumer Behavior; *Consumer Well-Being; Dress and Diversity in Society*; High School Algebra; *International Textile and Apparel Trade*; Introduction to Education Research; Introduction to Psychology; *Introduction to Textile Sciences*; Marketing Channels; Merchandising; *Merchandise Planning and Control*; Multi-Channel Retailing; Orientation in Math; Overview of Fashion Industry; Principles of Marketing; *Professional Techniques in the Retail Industry*; *Retail Information Analysis*; Social Psychology; and Sourcing and Global Issues in Textiles.

Philadelphia University

Algebra; High School Math; and Calculus I, II, and III.

**UNIVERSITY SERVICE**

2014—2015 Graduate Admissions Committee, Indiana University—Bloomington (IUB)  
 2014—2015 YMA Scholarship (Merchandising Track) Coordinator, IUB  
 2014—2015 Hong Kong Internship Program Committee, IUB  
 2013—2014 Advisory Board, CELT, ISU  
 2012—2013 International Programs Committee, CHS, ISU  
 2011—2013 Computation Advisory Board, CHS, ISU  
 2011—2012 Curriculum Committee, AESHM, ISU  
 2007 Graduate Student Organizer, Digital Textile Design Workshop, PhilaU

**PROFESSIONAL SERVICES**

2015—Present Board of Reviewers, *Fashion, Style, & Popular Culture*  
 2014—Present Board of Reviewers, *Financial Risks and Management Reviews*  
 2014—Present Board of Reviewers, *Journal of Business and Management Research*  
 2012—Present Book Reviewer, *Journal of Popular Culture*  
 2014—Present Teaching Innovation Resources Committee, ITAA  
 2013—Present Philosophical Mission Committee, ITAA  
 2011—Present Reviewer, SCP Annual Conference  
 2013—2014 Mentor, Association of Psychological Science Student Caucus  
 2013—2015 Executive Board, Students of International Positive Psychology Association  
 2015 Session Chair—Hedonic Retailing, AMA/ACRA Triennial Conference  
 2015 Reviewer, ITAA Annual Conference  
 2013 Program Committee, SCP Conference  
 2013 Invited Reviewer, *Consumerism in Business and Marketing: Concepts and Practices [Handbook]*  
 2012—2013 Reviewer, Student Research Awards, APS  
 2012—2013 Reviewer, RISE Awards, APS  
 2012—2013 Reviewer, Student Research Grants, APS  
 2013 Reviewer, AMS Annual Conference  
 2012 Reviewer, 1<sup>st</sup> SCP International Conference

**PROFESSIONAL AFFILIATIONS**

2012—Present Academy of Marketing Science  
2015—Present American Collegiate Retailing Association  
2012—Present Association of Consumer Research  
2012—Present Association of Psychological Science  
2010—Present International Textile and Apparel Association  
2011—Present International Positive Psychology Association  
2010—Present Society of Consumer Psychology  
2011—Present Society of Judgment and Decision Making  
2012—Present Transformative Consumer Research

**INDUSTRY EXPERIENCE**

2009 Retail Direct Intern, Kenneth Cole Productions, Inc., Manhattan, NYC  
2008 Product Development Intern, Liz Claiborne, Inc., Manhattan, NYC