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Department of Marketing
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EDUCATION

Ph.D., **University of Massachusetts**, Amherst, Massachusetts, 2014
Major: Marketing

M.B.A., **Hofstra University**, Hempstead, New York, 2009
Major: Marketing

B.E., **Pune University**, Pune, India, 2005
Major: Polymer Engineering

PROFESSIONAL EXPERIENCE

Academic Positions

- Professor of Marketing, Wright State University, August, 2021 - present
- Associate Professor of Marketing, Wright State University, August, 2018 – July, 2021
- Assistant Professor of Marketing, Wright State University, June, 2014 – July, 2018
- Instructor of Marketing, University of Massachusetts – Amherst, September 2012 – May 2014
- Research Assistant, University of Massachusetts – Amherst, September 2010 – May 2014

Professional Positions

- Board of Trustees, Muse Machine, Dayton, OH, July 2018 - Present
- Marketing Manager, Lencore Acoustics Corp., Woodbury, NY, May 2009-September 2010
- Marketing Intern, Lencore Acoustics Corp., Woodbury, NY, June 2008-April 2009
- Programmer Analyst, Cognizant Technology Solutions Pvt. Ltd., Pune, India, December 2005-June 2007

PROFESSIONAL MEMBERSHIPS

- American Marketing Association
- Beta Gamma Sigma
- Phi Kappa Phi

ACADEMIC AWARDS

- Forty Under 40 class of 2020, DBJ
- 2018 Presidential Award for Faculty Excellence: Early Career Achievement (WSU)
- 2016 College Outstanding Scholarship Award, Fall 2017

- Graduate School Fellowship Award (UMASS) (\$17,000), Spring 2013
- Isenberg School of Management (UMASS), Outstanding Doctoral Student Researcher Award, Spring 2013
- Harold E. Hardy Award Winner (departmental) (\$1,500 scholarship), Spring 2012
- Awarded a medallion for Scholastic Achievement by Beta Gamma Sigma, New York Chapter, Spring 2009
- Awarded M.B.A. Scholarship, Zarb School of Business, Fall 2007

TEACHING

- MKT 3500 (Marketing Research)
- MKT 3400 (Integrated Marketing Communications)
- MKT 4850 (Applied Business Planning)
- MKT 2500 (Principles of Marketing)
- MKT 4400 (Services Marketing)
- MKT 4150 (Viral Marketing and Social media)
- MKT 7500 (Marketing Research)
- MKT 7300 (Entrepreneurship)

SCHOLARSHIP

Peer Reviewed (Refereed) Journal Publications

1. Dinsmore, John, **Kunal Swani**, Ciro Troise, Wakiuru Wamwara, and Bin Li (2022) "Antecedents and consequences of sending and receiving information in mobile gaming apps." *Digital Business*, 2(2), 1-11.
2. Slepchuk, A., George Milne, and **Kunal Swani** (2022), "Overcoming privacy concerns in consumers' use of health information technologies: A justice framework," *Journal of Business Research*, 141, 782-793.
3. **Swani, Kunal** and George R. Milne (2021), "Impact of Unmet Privacy Expectations across Information, Time, and Space: Evidence from Four Countries," *Journal of Interactive Marketing* (accepted).
4. Roy Bhattacharjee, Debashree, Debasis Pradhan, and **Kunal Swani** (2022), "Brand Communities: A Literature Review and Future Research Agendas Using TCCM Approach." *International Journal of Consumer Studies* 46(1), 3-28.
5. **Swani, Kunal**, Wakiuru Wamwara, Kendall Goodrich, Shu Schiller, and John Dinsmore (2021), "Understanding Business Student Retention During Covid-19: Roles of Service Quality, College Brand, and Academic Satisfaction, and Stress." *Services Marketing Quarterly* (in press).
6. Labrecque, Lauren, Ereni Markos, **Kunal Swani**, and Priscilla Peña (2021) "When data security goes wrong: Examining the impact of stress, social contract violation, and data type

- on consumer coping responses following a data breach." *Journal of Business Research*, 135, 559-571.
7. **Swani, Kunal**, George R. Milne, and Alec N. Slepchuk (2021), "Revisiting Trust and Privacy Concern in Consumers' Perceptions of Marketing Information Management Practices: Replication and Extension," *Journal of Interactive Marketing*, 56, 137-158.
 8. **Swani, Kunal** (2020), "To App or Not to App: A Business-To-Business Seller's Decision," *Industrial Marketing Management*, 93, 389-400.
 9. **Swani, Kunal** and Lauren Labrecque (2020), "Like, Comment, or Share? Self-presentation vs. Brand Relationships as Drivers of Social Media Engagement Choices," *Marketing Letters*, 31, 279-298.
 10. Labrecque, Lauren, **Kunal Swani**, and Andrew Stephen (2020), "The impact of pronoun choices on consumer engagement actions: Exploring top global brands' social media communications," *Psychology & Marketing*, 37 (6), 796-814.
 11. **Swani, Kunal**, Brian Brown, and Susan Mudambi (2020), "The untapped potential of B2B advertising: A literature review and future agenda," *Industrial Marketing Management*, 89, 581-593.
 12. **Swani, Kunal**, George Milne, and Elizabeth Miller (2019), "Social media services branding: The use of corporate brand names," *Journal of Business Research*, 125, 785-797.
 13. Gulas, Charles, **Kunal Swani**, Marc Weinberger (2019), "Audience Reactions to Comedic Advertising Violence after Exposure to Violent Media," *Journal of Current Issues & Research in Advertising*, 40 (1), 3-19.
 14. Goodrich, Kendall, **Kunal Swani**, and James Munch (2018), "How to Connect with your Best Student Prospects: Saying the Right Things, to the Right Students, in the Right Media," *Journal of Marketing Communications*.
 15. **Swani, Kunal**, and George R. Milne (2017), "Evaluating Facebook brand content popularity for service versus goods offerings," *Journal of Business Research*, 79 (October), 123-133.
 16. Dinsmore, John, **Kunal Swani**, and Riley Dugan (2017), "To free or not to free: Trait predictors of mobile app purchasing tendencies," *Psychology and Marketing*, 34 (2), 227-244.
 17. **Swani, Kunal** and Easwar Iyer (2017), "The impact of the great recession on financial services advertising: An exploratory study," *Services Marketing Quarterly*, 38 (3), 1-17.
 18. **Swani, Kunal**, George R. Milne, Brian P. Brown, A. George Assaf, and Naveen Donthu (2017), "What messages to post? Evaluating the popularity of social media communications in business versus consumer markets." *Industrial Marketing Management*, 62 (April), 77-87.

19. Weinberger, Marc G., **Kunal Swani**, Hye Jin Yoon, and Charles S. Gulas (2017), "Understanding responses to comedic advertising aggression: The role of vividness and gender identity." *International Journal of Advertising* 36 (4), 562-587.
20. **Swani, Kunal**, George R. Milne, and Brian P. Brown (2014), "Should B2B tweets differ from B2C tweets? An Analysis of Fortune 500 Companies' Twitter Communication," *Industrial Marketing Management*, 43 (5), 873-881.
Ranked by Elsevier Publishing as Top 10 most downloaded Economics articles since January 2014.
21. **Swani, Kunal**, Marc G. Weinberger, and Charles S. Gulas (2013), "The impact of violent humor on advertising success: A gender perspective," *Journal of Advertising*, 42 (4), 308-312.
22. **Swani, Kunal**, George R. Milne, and Brian P. Brown (2013), "Spreading the word through likes on Facebook: Evaluating the message strategy effectiveness of fortune 500 companies," *Journal of Research in Interactive Marketing*, 7 (4), 269-294.
Selected by Emerald Publishing as an "Emerald Gem" and will appear in New Perspectives in Marketing by Word-of-Mouth based on being "[one] of the most highly cited, read and innovative research in its field."
23. **Swani, Kunal**, George R. Milne, Cory Cromer, and Brian P. Brown (2013), "Fortune 500 companies use of Twitter communications: A comparison between product and service tweets," *International Journal of Integrated Marketing Communications*, 5, 47-56.
24. **Swani, Kunal** and Boonghee Yoo (2010), "Interactions between price and price deal," *Journal of Product and Brand Management*, 19 (2), 143-152.
25. Berman, Barry and **Kunal Swani** (2010), "Managing product safety of imported Chinese goods," *Business Horizons*, 53 (1), 39-48.

Editorial

1. Dinsmore, John, **Kunal Swani**, Kendall Goodrich, and Umut Konus (2021), "Introduction: Advancing understanding of mobile applications in marketing," 126 361-362.
2. Brown, Brian, **Kunal Swani**, Susan Mudambi (2020), "Introduction to the special issue: B2B advertising," *Industrial Marketing Management*.

Book Chapter

1. Bahl, S., George Milne, Spencer Ross, and **Kunal Swani** (2018), "The Role of Mindfulness and Subjective Well-being on College Campuses," *Marketing & Humanity: Discourses in the Real World*.

- Gulas, C., Marc G. Weinberger, and **Kunal Swani** (2017), "Humor and violence," Wiley Handbook of *Violence and Aggression*.

Refereed Conference Presentations/Proceedings

Slepchuk, Alec, George Milne, and Kunal Swani, "The Changing Role of Concern and Trust in Using Interactive Technologies: A Look at the Healthcare Industry," presented at the Association for Marketing & Health Care Research, February 26-29, 2020 in Breckenridge, Colorado.

Swani, Kunal, "Determinants of Adoption of Business-to-Business Mobile Apps: A Seller's Perspective," presented at the Industrial Marketing Management Summit, January 22-24, 2020 in Philadelphia, Pennsylvania.

Labrecque, Lauren, Ereni Markos, and Kunal Swani, "Are Data Breaches the New Norm? Effects of Consumer Attitudes, Expectations, and Protective Responses to Security Invasions," presented at Interactive Marketing Research Conference, March 27-28, 2019 in Houston, Texas.

Swani, Kunal, George Milne, Alec Slepchuk, "Antecedents and consequences of trust and concern in direct marketing industries," poster presented at Interactive Marketing Research Conference, March 27-28, 2019 in Houston, Texas.

Swani, Kunal, George Milne, Elizabeth Miller "Social Media Services Branding: The use of corporate brand names" presented at the DMEF Direct/Interactive Marketing Research Summit, October 7-8, 2017 in New Orleans, Louisiana.

Labrecque Lauren and Kunal Swani "Does linguistic styles in social media communications impact consumer engagement?" presented at the AMS Annual Conference, May 18-21, 2016 in Lake Buena Vista, Florida.

Dinsmore, John, Kunal Swani, and Riley Dugan, "Trait predictors of mobile app purchasing behaviors," presented at the DMEF Direct/Interactive Marketing Research Summit, October 3-4, 2015 in Boston, Massachusetts.

Labrecque Lauren and Kunal Swani "Does Linguistic Styles in Social Media Communications Impact Consumer Engagement?" presented at the DMEF Direct/Interactive Marketing Research Summit, October 3-4, 2015 in Boston, Massachusetts.

Gulas, Charles, Kunal Swani and Marc G. Weinberger, "Comedic violence in advertising: a test of gender commonality," presented at the American Academy of Advertising Conference, March 26-29, 2015, Chicago, Illinois.

Bahl, Shalini, George Milne, Spencer Ross, and Kunal Swani, "The role of mindfulness and subjective well-being on college campuses," presented at Association for Marketing and Health Care Research, February 25-28, 2015, Steamboat Springs, Colorado.

Swani, Kunal, George R. Milne, and Brian P. Brown, "What messages to post? Evaluating the effectiveness of social media communications for services and products," presented at the Direct/Interactive Marketing Research Summit, October 25-26, 2014 in San Diego, California.

Swani, Kunal, George R. Milne, and Brian P. Brown, "Should B2B tweets differ from B2C tweets? An Analysis of Fortune 500 Companies' Twitter Communication," presented at the IMP Conference, August 30-September 2, 2013 in Atlanta, Georgia.

Swani, Kunal and Easwar Iyer, "Financial services advertising: Comparing business-to-business and business-to-consumer contexts," presented at the AMS Annual Conference, May 15-18, 2013, Monterey, California.

Swani, Kunal, George R. Milne, and Brian P. Brown, "What messages to post? Evaluating the effectiveness of social media communications in business-to-business and business-to-consumer contexts," presented at the CADMEF Conference, May 9-10, 2013 in Chicago, Illinois.

Ross, Spencer M., Kunal Swani, and George R. Milne, "What are they reading? The role of networked information usage in the classroom environment," poster at the DMEF Direct/Interactive Marketing Research Summit, October 13-14, 2012 in Las Vegas, Nevada.

Swani, Kunal, George R. Milne, and Brian P. Brown, "A comparison of social media message strategies in business-to-business and business-to-consumer contexts," presented at the DMEF Direct/Interactive Marketing Research Summit, October 13-14, 2012 in Las Vegas, Nevada.

Swani, Kunal, George R. Milne, and Brian P. Brown, "101 people like this - Evaluating the Facebook message strategy effectiveness of fortune 500 companies," presented at the AMA Summer Conference, August 17-19, 2012 in Chicago, Illinois.

Swani, Kunal and Marc G. Weinberger, "The impact of violent humor on advertising success: A gender perspective," presented at the AMA Summer Conference, August 17-19, 2012 in Chicago, Illinois.

Andonova, Yana and Kunal Swani, "Helping managers avoid privacy mishaps: a re-examination of marketer caused consumer privacy harms," presented at the DMEF Direct/Interactive Marketing Research Summit, October 1-12, 2011 in Boston, Massachusetts.

Swani, Kunal and Brian P. Brown, "The effectiveness of social media messages in organizational buying context," presented at the AMA Summer Conference, August 5-7, 2011 in San Francisco, California.

Research Papers Under Review

Bahl, Shalini, Milne, George, **Swani, Kunal**, "An Expanded Mindful Mindset: The Role of Different Skills in Stress Reduction and Life Satisfaction," *Journal of Affairs* ((round 1), September 2022).

Labrecque, Lauren, Ereni Markos, **Kunal Swani**, and Priscilla Peña, “When Data Security Goes Wrong: Examining Consumer Attitudes, Expectations, and Protective Responses to Data Breaches,” *Journal of Affairs* (revise and resubmit (round 2), August 2022).

Swani, Kunal, George R. Milne, and Brian P. Brown, “The benefits of meeting buyer privacy expectations across information, time, and space dimensions,” *Industrial Marketing Management* (revise and resubmit (round 2), July 2022).

Swani, Kunal and Anand Jeyaraj, “Buyers apping? Determinants of current and future use of sellers’ business-to-business mobile apps,” *Industrial Marketing Management* (revise and resubmit (round 3), August 2022).

Grants Funded

Rike Consumer Research Foundation (\$14,400), Fall 2018

Rike Consumer Research Foundation (\$19,000), Fall 2017

Rike Consumer Research Foundation (\$3,000), Fall 2014

Summer Faculty Research Stipend, Raj Soin College of Business, Summer 2014

Professional Service

- Associate Editor, *Journal of Business Research* (2019 – present)
- Guest Editor: Special Issue on ‘Mobile Apps’ at *Journal of Business Research* (2018)
- Guest Editor: Special Issue on ‘B2B Advertising’ at *Industrial Marketing Management* (2016)
- Editorial Board Member at *Industrial Marketing Management* (2015 – present) and *Journal of Marketing Analytics* (2015 – present).
- Ad hoc reviews for *Journal of Interactive Marketing*, *Journal of Business Research*, *Journal of Business & Industrial Marketing*, *Journal of Services Marketing*, *Journal of Advertising*, *Journal of Public Policy and Marketing*, and *International Journal of Advertising* and several other conferences such as American Marketing Association, American Marketing Science, and Direct Marketing Association (DMEF) (2014 – present)
- Served as a session chair at the OMAC 2019, DMEF 2014 and 2015 conferences