Background:

Ravi Jillapalli earned a Bachelor of Science degree in Physical Therapy (Neurology & Orthopedics) from Christian Medical College, India. After immigrating to USA, he pursued graduate studies and received an MBA (General Business & Healthcare Mgt.), M.S. (Information Systems), and Ph.D. (Marketing) from Texas Tech University. Further, he received training in neuroimaging for experimental design, structural and functional brain connectivity at the Martinos Center for Biomedical Imaging (*a joint institute of Harvard University, MIT and Massachusetts General Hospital*). Prior to his career in academics, Dr. Jillapalli had a successful career in clinical Physical Therapy, healthcare management, and management consulting.

Research Interests:
Decision Neuroscience, Brand Management, Services Marketing, and Healthcare Marketing.

Research and Publication Activities:
Dr. Jillapalli's research has been published in the *Electronic Commerce Journal, Journal of Marketing Education, Journal of Retailing and Consumer Services, Journal of Services Marketing, Journal of Marketing for Higher Education, and Journal of Global Marketing.* He has presented his research at the American Marketing Association Educators, Academy of Marketing Sciences, Society for Marketing Advances, and other leading national marketing conferences. Several of his publications received best paper and highly commended awards. He is a two-time winner of the competitive Research Enhancement Program (REP) grant and other grants from Texas State University.

Professional Service Activities:
Dr. Jillapalli is a member of the American Marketing Association and Society for Neuroscience. He is an ad hoc reviewer for the *Electronic Commerce Journal, Journal of Global Marketing, Marketing Management Journal,* and several national marketing conference proceedings. In addition, he is an invited guest speaker and performed market research for the government and nonprofit organizations. Also, he is the faculty advisor for the Students in Free Enterprise (SIFE) organization.

Teaching:
Dr. Jillapalli teaches undergraduate Consumer Behavior, Studies in Free Enterprises, and Promotions Strategy courses. He has taught graduate Marketing Management and undergraduate Services Marketing, Marketing of Health Care, Marketing Management, Consumer Behavior, and Principles of Marketing courses at Texas State University. He was nominated twice by the Dean for the Presidential Award for Excellence in Teaching at Texas State University and was the recipient of several teaching awards at Texas Tech University.