

GANGA URUMUTTA HEWAGE

University of Memphis

Fogelman College of Business and Economics, Department of Marketing and Supply Chain Management, 3675 Central Ave, Memphis, TN 38152.

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EMPLOYMENT

Assistant Professor of Marketing – University of Memphis August 2023-Present

Assistant Professor of Marketing – Bryant University August 2019-July 2023

EDUCATION

Ph.D., in Marketing May 2019
University of Central Florida, USA.

M.B.A. January 2011
University of Colombo, Sri Lanka.

B.Sc., in (Management and IT) (Hons) April 2007
University of Kelaniya, Sri Lanka.

Professional Postgraduate Diploma in Marketing June 2005
The Chartered Institute of Marketing, UK.

RESEARCH INTERESTS

Consumer decision-making, Visual perception, Digital marketing communications, Experiential and material purchases

PUBLICATIONS

Urumutta Hewage, Ganga, Yue Liu, Ze Wang, and Huifang Mao (2021), “Effects of Facial Asymmetry on Emoji Evaluation and Product Preference,” *Marketing Letters*, 32, 219–230.

Urumutta Hewage, Ganga, Laura Boman, and Sona Klucarova (2021), “How Political Ideology Shapes Consumer Preference for Logo Prominence in Fashion: The Moderating Role of Brand Familiarity,” *Journal of Global Fashion Marketing*, 12(4), 343–358.

Urumutta Hewage, Ganga and Xin He (2022), “The Mysteries of Mystery Deals: The Roles of Purchase Type and Excitement Neglect,” *Journal of Experimental Psychology-Applied*, 28(1), 179–188.

Urumutta Hewage, Ganga and Xin He (2022), “Preference for Experiences: Regulatory Focus and the Tradeoffs between Experiential and Material Purchases,” *Journal of Experimental Psychology-Applied*, 28(2), 329–340.

Boman, Laura, Sarah Lefebvre, and Ganga Urumutta Hewage (2023), “When Push Comes to Shove: How Coach Versus Student Athlete Misconduct Affects Event Attendance Intentions,” *Journal of Retailing and Consumer Services*, 74.

Nelson, Dolph F. IV, Laura Boman, and Ganga Urumutta Hewage, “The Effect of Gender Equality Initiatives by Brands on Consumer Perceptions,” in press, *Journal of Global Scholars and Marketing Science*.

Boman, Laura, Ganga Urumutta Hewage, and Jonathan Hasford, “Strength in Diversity: How Incongruent Racial Cues Enhance Consumer Preferences toward Conservative Brands,” in press, *Journal of Business Research*.

RESEARCH UNDER REVIEW

Boman, Laura, Lam An, Ganga Urumutta Hewage, and Jonathan Hasford, “The Effect of Perceived Movement in Brand Failure Communications,” preparing for 3rd review, *Journal of Service Research*.

Gupta, Aditya, and Ganga Urumutta Hewage, “Mapping the Past and Charting the Future of a Special Present: A Review and Research Agenda for Self-Gifting,” preparing for 2nd review, *AMS Review*.

RESEARCH IN PROGRESS

Urumutta Hewage, Ganga, and Xin He, “The Role of Self-Construal on the Experiential - Material Purchase Tradeoffs.” in preparation for submission to *Journal of Consumer Research*.

Wang, Ze, Juncai Jiang, and Ganga Urumutta Hewage, Mackenzie Bland, “The effect of entropy on product evaluation,” in preparation for submission to *Journal of Marketing Research*.

Di Natale, Julia, Ganga Urumutta Hewage, and Laura Boman, “Where did this purchase come from? The effect of purchase type on country of origin,” in preparation for submission to *Journal of International Marketing*.

Gupta, Aditya, and Ganga Urumutta Hewage, “Self-gifting: The Effect of Reward and Therapy,” in preparation for submission to *Journal of Business Research*.

Urumutta Hewage, Ganga, Laura Boman, and Sarah Lefebvre, “The effect of smart menus on loyalty,” data collection in progress, Target: *Journal of Service Research*.

Urumutta Hewage, Ganga, and Xin He, “The Effect of Purchase Type on Willingness to Travel for Experiential and Material purchases.” data collection in progress, Target: *Marketing Letters*.

He, Xin, and Ganga Urumutta Hewage, “Automation Adoption for Experiential and Material purchases.” data collection in progress, Target: *Journal Marketing Research*.

CONFERENCE PRESENTATIONS AND PROCEEDINGS

Urumutta Hewage, Ganga* and Laura Boman “The effect of QR codes on consumption,” *Society for Marketing Advances Annual Conference, Charlotte, 2022. (Conference proceedings)*

Bland, Mackenzie* and Ganga Urumutta Hewage, “Hallow pride,” *Society for Marketing Advances Annual Conference, Charlotte, 2022. (Conference proceedings)*

Gala Gandhi, Prachi*, Ganga Urumutta Hewage*, and Rani Hecht, “Impact of long term versus short term stress on healthy food choice decisions: Coping theory perspective,” *Society for Marketing Advances Annual Conference, Orlando, 2021. (International Journal of Advertising Symposium)*

Boman, Laura, Lam An*, Ganga Urumutta Hewage, and Jonathan Hasford, “The Role of Perceived Movement in Digital Brand Recovery Efforts,” *Association of Consumer Research, Virtual, 2021.*

Di Natale, Julia* and Ganga Urumutta Hewage, “Where did this purchase come from? The effect of purchase type on country of origin,” *Society for Marketing Advances Annual Conference, Orlando, 2021. (Conference proceedings)*

Boman, Laura, Lam An*, Ganga Urumutta Hewage, and Jonathan Hasford, “The Effect of Perceived Movement in Brand Failure Communications,” *American Marketing Association, Virtual, 2021. (Conference proceedings)*

Gupta, Aditya*, and Ganga Urumutta Hewage, “Yay or Nay? Investigating Surprise Across Consumer Self-gifting Motivations,” *American Marketing Association, Virtual, 2021. (Conference proceedings)*

Boman, Laura*, Sarah Lefebvre, and Ganga Urumutta Hewage, “The Interactive Effect of Boundaries and Political Ideology on Logo Evaluation' has been accepted for Competitive Paper presentations,” *American Marketing Association, Virtual, 2021. (Conference proceedings)*

Hewage Urumutta, Ganga*, Laura Boman, and Sona Klucarova, “How Liberals versus. Conservatives Evaluate Logo Prominence for Unfamiliar Fashion Brands,” *Global Marketing Conference, Virtual, 2020. (Conference proceedings)*

Urumutta Hewage, Ganga*, and Xin He, “Willingness to Travel: The Role of Purchase Type,” *Society of Judgement and Decision Making, Montreal, Quebec, 2019.*

Urumutta Hewage, Ganga and Laura Boman*, “Happiness for Rent: The Effect of Acquisition Mode on Material Expenditures,” *Society for Marketing Advances Annual Conference, New Orleans, 2019. (Conference proceedings)*

Boman, Laura, Sarah Lefebvre*, and Ganga Urumutta Hewage, “When Ethical Violations Happen Off the Field, Who Loses? The Effect of Offender Punishment on Academic

Institutions,” *Society for Marketing Advances Annual Conference, New Orleans, 2019.* (Conference proceedings)

Boman, Laura, Sarah Lefebvre*, and Ganga Urumutta Hewage, “Ethics 1, Teams 0: The Effect of Coach and Student Athlete Punishment on Academic Institutions,” *American Marketing Association Summer Academic Conference, Chicago, 2019.* (Conference proceedings)

Boman, Laura*, Ganga Urumutta Hewage, and Jonathan Hasford, “The Effect of Emoji Incongruity in Social Media,” *Academy of Marketing Science Annual Conference, Vancouver, B.C., 2019.*

Boman, Laura*, Ganga Urumutta Hewage, and Jonathan Hasford, “Strength in Differences, Not Similarities: The Effect of Incongruity on Social Media Communications,” *Society for Consumer Psychology Annual Winter Conference, Savannah, 2019.*

Urumutta Hewage, Ganga and Xin He*, “Preference for Uncertainty – Role of Purchase Type,” *Society of Judgement and Decision Making, New Orleans, 2018.*

Urumutta Hewage, Ganga* and Xin He, “Consumer Decision Making and Well-Being: Experiential and Material Tradeoffs: Promotion versus Prevention Focus,” *Decision Science Institute Annual Meeting, Chicago, 2018.*

Boman, Laura*, Ganga Urumutta Hewage, and Jonathan Hasford, “The Effect of Racial Incongruity on Social Media Communications,” *Society of Marketing Advances, West Palm Beach, 2018.* (Conference proceedings)

Urumutta Hewage, Ganga* and Xin He, “Experiences are for Me: Self-construal and Experiential Purchases,” *American Marketing Association, Boston, 2018.* (Conference proceedings)

Urumutta Hewage, Ganga, Ze Wang*, and Yue Liu, “Effects of Facial Asymmetry on Emoji Evaluation and Product Preference,” *Association for Consumer Research, Ghent, Belgium, 2018.*

Urumutta Hewage, Ganga*, Yue Liu, and Ze Wang, “Facial Cues in Anthropomorphizing Products,” *Society for Personality and Social Psychology, Atlanta, 2018.*

Urumutta Hewage, Ganga* and Xin He, “What to buy? Regulatory Focus and the Tradeoff between Experiential and Material Purchases,” *American Marketing Association, New Orleans, 2018.* (Conference proceedings)

Urumutta Hewage, Ganga*, Yue Liu, and Ze Wang, “Facial Cues in Anthropomorphizing Products,” *Society for Consumer Psychology, Dallas, 2018.*

Urumutta Hewage, Ganga and Xin He*, “Experiential versus Material Purchases: The Role of Self-construal,” *Society of Judgement and Decision Making, Vancouver, BC, 2017.*

Urumutta Hewage, Ganga*, Ze Wang, and Yue Liu, “Use of Asymmetric Facial Features to Engage Consumers: A Study on Use of Emoji on Product Design,” *Society of Judgement and Decision Making, Vancouver, BC, 2017.*

Urumutta Hewage, Ganga*, Yue Liu and Ze Wang, “Will You Like Me More? The Effect of Anthropomorphism on Consumers’ Decision,” *Society of Marketing Advances, Louisville, 2017. (Conference proceedings)*

Urumutta Hewage, Ganga* and Xin He, “The Role of Regulatory Focus in Experiential and Material Purchases,” *Society of Marketing Advances, Louisville, 2017. (Conference proceedings)*
*denotes presenter

SERVICE

Editorial Review Board: International Journal of Advertising

Conferences Reviewer: Society of Marketing Advances, American Marketing Association, Academy of Marketing Science, Society of Consumer Psychology, Atlantic Marketing Association, and Smart Computing and Systems Engineering- Sri Lanka

Ad hoc Reviewer: Journal of Experimental Psychology Applied, International Journal of Advertising, and Journal of Global Fashion Marketing

AWARDS, HONORS, AND GRANTS

Transformative Consumer Research Grant, Principal Investigator, *ACR-AMA, 2022, \$1,500*

Faculty Summer Research Grant, Bryant University, 2019 – 2022, \$3,500 per year

Fellow, *Chartered Institute of Marketing - UK, 2020*

Dissertation Completion Fellowship, *University of Central Florida, 2019, \$10,000*

Doctoral Consortium Fellow, *American Marketing Association-Sheth Foundation, 2017*

Doctoral Consortium Fellow, *Association of Marketing Science, 2018*

Doctoral Research Support Award, *University of Central Florida, 2018, \$2,000*

Graduate Presentation Fellowship, *University of Central Florida, 2017 – 2018, \$500 per year*

Conference Travel Award, *University of Central Florida, 2017 – 2018, \$250 per year*

Chartered Marketer, *The Chartered Institute of Marketing - UK, 2013*

TEACHING INTERESTS

Digital Marketing, Marketing Analytics, Marketing Research, Marketing Strategy, Services Marketing, Sales Management, Consumer Behavior, International Marketing

TEACHING EXPERIENCE

University of Memphis (Fall 2023 – To date)

- International Marketing

Bryant University - Assistant Professor (Fall 2019 – Summer 2023)

- International Marketing (International Business Majors and Marketing Majors)
- Marketing Capstone
- Honors Contemporary Marketing Seminar
- Foundations of Marketing
- Customized Study Abroad Program-Spain

University of Central Florida – Instructor (Spring 2016 - Summer 2018)

- Marketing Analysis and Research
- Digital Media Marketing

University of Kelaniya, Sri Lanka - Visiting Faculty (2011 - 2013)

- International Marketing

PROFESSIONAL AFFILIATIONS

American Marketing Association
Society of Judgement and Decision Making
Society of Consumer Psychology
The Chartered Institute of Marketing UK

PROFESSIONAL WORK EXPERIENCE

Unilever Sri Lanka Limited - November 2006 to June 2014

Senior Brand Manager-Face Care, June 2012 to June 2014 (Business Size USD \$12m)

- Developed face care strategy for Sri Lanka to make face care business six times bigger by 2015
- Led the beauty agenda for Unilever Sri Lanka by designing a capability agenda
- Planned and implemented a unique business model for Unilever Sri Lanka beauty business
- Launched new brands and products (Lakme, Fair and Lovely, Dove Face Washes)

Brand Manager-Mass Fabric Cleaning, January 2012 to May 2012 (USD \$45m)

- Developed and executed an integrated campaign for Sunlight brand equity building “Sunlight lightens up whole nation”. Reached more than 2 million people directly, (*Winner of Household Care Brand of the Year – SLIM Nielsen People’s Awards 2012*)

Brand Manager-Dove and Lifebuoy Hair Care, February 2011 to December 2011(USD \$5m)

- Crafted Dove Shampoo strategy for Sri Lanka for 2011-2013

- Planned and executed micro marketing activities to recruit consumers to shampoo category
- Planned and deployed Dove re-launch with integrated brand communications

Brand Manager-Astra, October 2009 to February 2011 (*USD \$9m*)

- Planned and executed “Astra Grow & Win” campaign, (*Winner of Bronze Award – Effie Awards 2010, Local Brand of the Year – SLIM Nielsen People’s Awards 2010*)
- Initiated the global partnership with World Food Program in Sri Lanka and implemented several CSR initiatives

Assistant Brand Manager-Spreads Category, January 2008 to October 2009 (*USD \$11m*)

Management Trainee, November 2006 to December 2007