
August 20, 2021

To the UNI Faculty Senate,

As a head of the Marketing and Entrepreneurship department for seven years, I had a great chance to get a closer look at K. N. Rajendran's (Raj) work at the University of Northern Iowa (UNI). Additionally, I knew Raj ever since I started at UNI in the Fall of 2003. Raj has been at UNI for thirty-plus years, and has a good record with research, service, and teaching.

Raj has published in many different academic journals and two of those journal articles received awards. Raj's 1993 paper "Consumer Profiles and Perceptions: Country-of-origin Effects," co-authored with Paul Chao, received the Emerald Literati Award for Excellence. The authors were invited to London, UK and received the award in person in a special ceremony from the UK Permanent Secretary for Education in November, 1993. Another paper in 1996 "The Influence of Worldmindedness and Nationalism on Consumer Evaluation of Domestic and Foreign Products, co-authored with Mohammed Rawwas and Gerhard Wuehrer, received a Citation for Excellence from Anbar (Emerald) Management Review, (an electronic library/database of management journals world-wide). In addition to these awards, Raj maintained an active research profile throughout his tenure at UNI.

Raj had a big impact on student learning over the past 30 years. As head of the department, I heard from many alumni saying how much they learned from Raj, and how grateful they were for taking his classes. Raj developed several new courses while at UNI, New Product Management and Pricing are examples. Additionally, Raj has been an active teacher in the MBA program at UNI.

Raj left a tremendous legacy with his service to the College of Business and UNI. To show how grateful the College of Business was to Raj, he received two service awards, in 2000 and 2015. For example, Raj served the Marketing and Entrepreneurship department for over 20 years as Chair of the Learning Assurance Committee, and serves on the Collegiate Core Curriculum Committee as well. He served six-year terms as member of the Educational Policies Commission, the Graduate Council, and as Chair of the MBA Policy Committee. He has also, in two spells, served as Advisor to the UNI American Marketing Association student organization. Raj's contributions extend much beyond what I just mentioned; these were just a few examples of his many efforts to serve the College of Business.

I would be happy to answer any questions or concerns as Raj has been a great faculty member at UNI and we will truly miss his happy nature when he retires. If you have any questions, please feel free to email me at matthew.bunker@uni.edu or call me at 319/273-6947.

Sincerely,

Matthew Bunker, Ph.D.
Professor Marketing and Entrepreneurship