

**DURAIRAJ MAHESWARAN**  
**(Mahesh)**

Paganelli-Bull Professor of Marketing and International Business  
Stern School of Business, New York University  
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**EDUCATION**

Ph.D., Kellogg School of Management, Northwestern University, 1987.  
M.B.A., Indian Institute of Management, Calcutta, India, 1976.  
B. Tech. in Chemical Engineering, University of Madras, India, 1973.

**ACADEMIC EXPERIENCE**

New York University, 1986-present.

Visiting Appointments

Chinese University of Hong Kong, Hong Kong  
Korea University, Seoul, South Korea  
Sungkyunkwan GSB, Seoul, South Korea  
National Economic University, Hanoi, Vietnam  
National University of Singapore, Singapore  
University of Sydney, Australia  
Singapore Management University  
Guanghua School of Management, Peking University  
National Institute of Development Administration, Bangkok, Thailand  
China-Europe International Business School, Shanghai, PRC  
Thammasat University, Bangkok, Thailand, Summer .  
Katholieke Universiteit Brabant, Tilburg, The Netherlands  
William Davidson Visiting Professor, University of Michigan.  
International University of Japan, Yamato-Machii, Japan

**BUSINESS EXPERIENCE**

Advertising Research Manager, SSC&B LINTAS, Bombay, India, 1979-82.  
Market Research Executive, Operations Research Group, Bombay, India, 1976-79.  
Project Management, Southern Petrochemicals Industries Corporation, Madras, India, 1973-74.

**HONORS AND AWARDS**

Editor, **Journal of Consumer Psychology**, 2005-2008.  
President, **Society for Consumer Psychology**, 2005-2006.  
Associate Editor, **Journal of Consumer Research** 2002-05.  
Editor, Special Issue on Cultural Psychology, **Journal of Consumer Psychology**.

Cited as one of the most productive researchers in marketing, 1990-96.  
Cited as one of the most productive assistant professors in marketing, 1993.  
International Teachers' Program, INSEAD, France, 1994.  
Winner, MSI Doctoral Dissertation Proposal Competition, 1985.

#### **NEW YORK UNIVERSITY**

Stern Research Professorship, Stern School of Business, 2001-.2007  
NEC Faculty Research Fellow, Stern School of Business, 1998-2001.  
Faculty Associate, Japan-US center, Stern School 1997-present.  
Excellence in Teaching Award, Stern School of Business, 1993.  
Stern School Case Development Grant 1997.  
NEC Faculty Research Fellow, Japan-US Center 1997- 98.  
Stern School of Business, Faculty Research Award, 1992, 1994-1996.  
Solomon Center Financial Markets Research Award, 1994.  
International University of Japan, International Research Grant, 1995.

#### **NORTHWESTERN UNIVERSITY**

Research Scholarship, Kellogg Graduate School of Management, 1983-85.  
University Scholar, Graduate School, 1982-85.  
Fellowship, Kellogg Graduate School of Management, 1982-83.

#### **UNIVERSITY OF MADRAS**

Merit Scholarship and awarded distinction in Engineering, 1968-73.

#### **PUBLISHED RESEARCH**

##### **REFEREED PUBLICATIONS**

Jain, Shailendra Pragma Mathur and Durairaj Maheswaran (2009), "The Influence of Consumer Lay Theories on Approach and Avoidance Motivation". ***Journal of Marketing Research***. 46(1), 56-65

Jain, Shailendra Pratap, Charles Lindsey, Nidhi Agrawal and Durairaj Maheswaran (2007) "The Effects of Regulatory Focus and Framing on Direct Comparative Ads", ***Journal of Consumer Research***, 34 (1), 57-65.

Maheswaran, Durairaj and Cathy Chen (2006), "Nation Equity: Incidental Emotions in Country-of-Origin Effects", ***Journal of Consumer Research***, 33(December), 370-376

Jain, Shailendra, Nidhi Agrawal and Durairaj Maheswaran (2006), "When More is Less: The Effects of Regulatory Focus on Comparative Advertising", ***Journal of Consumer Research***, 31(June), 91-98

Johar, Gita, Durairaj Maheswaran and Laura Peracchio (2006), "MAPping the Frontiers: Theoretical Advances in Consumer Research on Memory, Affect and Persuasion", ***Journal of Consumer Research***, Forthcoming.

Agrawal, Nidhi and Durairaj Maheswaran (2005), "The Effects of Brand Commitment and Self Construal on Persuasion," ***Journal of Consumer Research***, 31(March), 798-805.

- Agrawal, Nidhi and Durairaj Maheswaran (2005) "Motivated Reasoning in Outcome Bias Effects," *Journal of Consumer Research*, 31(March), 841-849.
- Durairaj Maheswaran and Nidhi Agrawal (2004), "Motivational and Cultural variations in Mortality Salience Effects: Contemplations on Terror Management Theory," *Journal of Consumer Psychology*, 14 (3), 213-218. (Invited Article)
- Meyers-Levy, Joan and Durairaj Maheswaran (2004), "Exploring Message Framing Outcomes When Systematic, Heuristic or Both Types of Processing Occur," *Journal of Consumer Psychology*, 14(1&2), 159-166.
- Jacob Jacoby, James Jaccard, Alfred Kuss, Maureen Morrin, Zeynep Gurhan-Canli, and Durairaj Maheswaran (2002), "Mapping Attitude Formation as a Function of Information Input: A Test of Fishbein and Ajzen's Hypotheses," *Journal of Consumer Psychology*, 12(1), 21-34.
- Jain, Shailendra, Bruce Buchanan, and Durairaj Maheswaran (2000), "Comparative and Noncomparative Advertising: The Moderating Impact of Pre-purchase Attribute Verifiability," *Journal of Consumer Psychology*, 9 (4), 201-212.
- Gurhan-Canli, Zeynep and Durairaj Maheswaran (2000), "Cultural Variations in Country of Origin Effects," *Journal of Marketing Research*, XXXVII (Aug), 309-317.
- Gurhan-Canli, Zeynep and Durairaj Maheswaran (2000), "Determinants of Country-of-Origin Evaluations," *Journal of Consumer Research*, 27, (June), 96-108.
- Jain, Shailendra and Durairaj Maheswaran (2000), "Motivated Reasoning: A Depth-of-Processing Perspective," *Journal of Consumer Research*, 26(March), 358-371.
- Maheswaran, Durairaj and Sharon Shavitt (2000), "Issues and New Directions in Cultural Psychology," *Journal of Consumer Psychology*, 9 (2), 59-66.
- Gurhan-Canli, Zeynep and Durairaj Maheswaran (1998), "The Effects of Extensions on Brand Name Dilution and Enhancement," *Journal of Marketing Research*, XXXV (November), 464-473.
- Aaker, Jennifer and Durairaj Maheswaran (1997), "The Effects of Cultural Orientation on Persuasion," *Journal of Consumer Research*, 24 (December), 315-328.
- Maheswaran, Durairaj, Brian Sternthal and Zeynep Gurhan-Canli (1996), "Impact and Acquisition of Consumer Expertise," *Journal of Consumer Psychology*, 5 (2), 115-133.
- Maheswaran, Durairaj (1994), "Country of Origin as Stereotypes: The Effects of Consumer Expertise and Attribute Information on Product Evaluations," *Journal of Consumer Research*, 21 (September), 354-365.
- Chaiken, Shelly and Durairaj Maheswaran (1994), "Heuristic Processing can Bias Systematic Processing: The Effects of Task Importance, Argument Ambiguity, and Source Credibility on Persuasion," *Journal of Personality and Social Psychology*, 66 (March), 460-473.

Meyers-Levy, Joan and Durairaj Maheswaran (1992), "When Timing Matters: The Influence of Temporal Distance on Consumers' Affective and Persuasive Responses," ***Journal of Consumer Research***, 19 (December), 424-433.

Maheswaran, Durairaj, Diane M. Mackie, and Shelly Chaiken (1992), "Brand Name as a Heuristic Cue: The Effects of Task Importance and Expectancy Confirmation on Consumer Judgments," ***Journal of Consumer Psychology***, 1(4), 317-336.

Maheswaran, Durairaj and Shelly Chaiken (1991), "Promoting Systematic Processing in Low Motivation Settings: The Effect of Incongruent Information on Processing and Judgment," ***Journal of Personality and Social Psychology***, 61 (July), 13-25.

Meyers-Levy, Joan and Durairaj Maheswaran (1991), "Exploring Males' and Females' Processing Strategies: When and Why Do Differences Occur in Consumers' Processing of Ad Claims," ***Journal of Consumer Research***, 18 (June), 63-70.

Maheswaran, Durairaj and Joan Meyers-Levy (1990), "The Influence of Message Framing and Issue Involvement," ***Journal of Marketing Research***, XVII (August), 361- 367.

Maheswaran, Durairaj and Brian Sternthal (1990), "The Effects of Knowledge, Motivation, and Type of Message on Ad Processing and Product Judgments," ***Journal of Consumer Research***, 17 (June), 66-73.

#### **PROCEEDINGS**

Jennifer Aaker and Durairaj Maheswaran (1996), "New Directions in Cultural Psychology: The Effects of Cultural Orientation on Affect and Cognition," in M. Brucks and D. J. MacInnis (Eds.), *Advances in Consumer Research*, Tucson, AZ, Association for Consumer Research, XXIV, 357-358.

Scattonne, Joan and Durairaj Maheswaran (1994), "Compulsive Consumption: Issues in Motivation, Identification and Prevention," in M. Sujan and Frank Kardes (Eds.), *Advances in Consumer Research*, Boston, MA, *Association For Consumer Research*, XXII, 498-499.

Shoaf, Robert, F., Joan Scattonne, Durairaj Maheswaran and Maureen Morrin (1994), "Gender Differences in Adolescent Compulsive Consumption," in M. Sujan and Frank Kardes (Eds.), *Advances in Consumer Research*, Boston, MA, *Association For Consumer Research*, XXII, 500-504.

Meyers-Levy, Joan and Durairaj Maheswaran (1990), "Message Framing Effects on Product Judgments," in M.E. Goldberg, Gerald Gorn and Richard W. Pollay (Eds.), *Advances in Consumer Research*, Vol. 17, New Orleans, LA, *Association for Consumer Research*.

#### **BOOK CHAPTERS**

Maheswaran, Durairaj and Cathy Chen (2009), "Nation Equity: Country of Origin Effects in the Global Marketplace," in *Handbook of International Business*, Ed. Masaki KOTabe and Christian Helson, Sage Publications.

Maheswaran, Durairaj (1984), "State Enterprises: A Marketing Perspective," in *Marketing in Developing Countries*, G.S. Kindra (Ed), Croom and Helm Ltd, Kent, UK.

## **PAPERS UNDER REVISION/REVIEW**

Mathur, Pragya, Shailen Shailendra Pratap Jain and Durairaj Maheswaran, "Implicit Theories and Brand Extensions," under revision, *Journal of Consumer Psychology*

Mathur, Pragya and D Maheswaran, "The Multiple Source Effect in Brand Alliances – An Information Processing perspective" under review *Journal of Consumer Research*

Swaminathan, V, Reddy, S.K & Maheswaran, D. "Impact of Ingredient Branding Strategies on Brand Dilution", under review *Journal of Consumer Psychology*

## **RESEARCH IN PROGRESS**

Chen, Cathy and Durairaj Maheswaran, "Nation Equity: The impact of country of origin related emotions in country of origin effects.

Duhachek, Adam, Katie Kelting and Durairaj Maheswaran, "The Road Not Travelled: Corporate Blame, Emotions and Counterfactual Processes in the Aftermath of Corporate Catastrophes"

Mathur, Pragya, D Maheswaran and Nidhi Agrawal, "The Impact of Context (In)dependence on Brand Feedback Effects".

Schaffner, Dorothea, D Maheswaran, Andreas Herrmann and Pragya Mathur, "Influence of Accuracy Motivated Information Processing on the Evaluation of Multiple Gains and Losses"

Mathur, Pragya, Shailendra P. Jain and Durairaj Maheswaran "Implicit Theories and Brand Feedback Effects"

Aronte Bennett, Zeynep Gurhan Canli, and Durairaj Maheswaran" The motivational Effects of Corporate Social Responsibility"

Krittinee Nuthivisit and Durairaj Maheswaran, "The Wheel of Dhamma: Mortality Salience Effects in Thailand"

## **INVITED LECTURES AND CONFERENCE PRESENTATIONS**

2008. "Beyond Brand Equity" Norwegian Marketing Association, Bergen, Norway.

2007 "Issues and Developments in Attitudes Research" Faculty Research Seminar, Singapore Management University, Singapore January

"Nation Equity" Distinguished Scholar Series, Singapore Management University, Singapore January

"Country of Origin Effects", Chinese University of Hong Kong

“Nation Equity – beyond Country of Origin Effects, National University of Singapore

“Publishing in International Journals”, National Economic University, Hanoi, Vietnam

“Nation Equity”, Key Note Address, Marketing Conference, Korea University, Seoul, Korea

“Nation Equity”, National University of Laos, Vientiane, PDR of Laos

2006. ACR Doctoral Consortium, Association for Consumer Research Conference, Florida

AMA Doctoral Consortium, University of Maryland, MD

“Heuristic and Systematic Model of Persuasion” Faculty Research Seminar, Anderson School of Management, UCLA, Los Angeles

“Nation Equity” Distinguished Visiting Scholar Series, University of Sydney, Sydney, Australia

“Developments in Attitude Research” Faculty and Ph D Research Seminar, University of Sydney, Sydney Australia

“Country of Origin Effects” Faculty Research Seminar, Georgetown University, Washington, D.C.

Special Topic Session on “Consumer Ethics” Society for Consumer Psychology Conference, Miami FL.

Special Topic Session on “Brand Alliance” Society for Consumer Psychology Conference, Miami FL.

2005 “Recent Developments in Persuasion Research” Faculty Research Seminar, Rutgers University, Camden, NJ

“Advances in Persuasion Research, Research Camp, Kellogg School of Management, Northwestern University.

ACR Doctoral Consortium, Association for Consumer Research Conference, San Antonio, TX.

Special Session on “Culture and Brand Equity” Association for Consumer Research Conference, San Antonio, TX

Round Table on ‘Culture Research’, Association for Consumer Research Conference, San Antonio, TX

AMA Doctoral Consortium, University of Connecticut, July, 2005

“Meet the Editors” AMA Doctoral Consortium, University of Connecticut, July, 2005

Round Table on 'Culture Research', Society for Consumer Psychology Conference, St. Petersburg, FL.

Panel Session on "Trends in Consumer Behavior", AMA Winter Conference, San Antonio, TX

"Meet the Editors", AMA Winter Conference, San Antonio, TX

- 2004 "Culture and Persuasion," Sheth Foundation/Sudman Symposium on Cross-Cultural Survey Research, University of Illinois, Urbana-Champaign, IL.
- "Culture and Persuasion," University of Washington, Seattle, WA.
- 2003 "Brand Extension and Culture," Discussant and Presenter, Association for Consumer Research Conference, Toronto, Canada.
- "Persuasive Effects in Culture Psychology," Research Seminar, University of Illinois, Department of Marketing, Urbana-Champaign, IL.
- 2002 "Culture and Persuasion," Research Seminar, University of Minnesota, Department of Marketing and Logistics, Minneapolis, MN.
- "Culture and Persuasion: Issues and New Directions," Research Camp, Department of Marketing, New York University, NY.
- 2001 "Individualism and Collectivism," Special Topic Session, Association for Consumer Research Conference, Austin, TX.
- "Research Issues in Cultural Psychology," Research Seminar, Department of Marketing, Rice University, Houston, TX.
- "Issues and New Directions in Cultural Psychology," Special Topic Session, European Association for Consumer Research, Berlin, Germany.
- "Experimental Methods in Marketing," Ph. D seminar series, Thammasat University, Bangkok, Thailand.
- 2000 "Economic Trends in Emerging Markets," National Institute of Development Administration, Bangkok, Thailand.
- 1999 "Trends in Persuasion Research," Katholieke Universiteit Brabant, Tilburg, The Netherlands.
- "Culture and Advertising Effectiveness: Comparative Advertising in the Global Marketplace," William Davidson Institute for Transitional Economies, University of Michigan, Ann Arbor, MI.
- "Cultural Variations in Country-of-Origin Effects," Research seminar, Department of Marketing, University of Michigan, Ann Arbor, MI.
- "Cultural Issues in Persuasion," Doctoral Research Seminar, University of Michigan, Ann Arbor, MI.

- 1998 "Issues and New Directions in Cultural Psychology," Doctoral Research Seminar, Columbia University, New York, NY.
- "Global Business Strategies," National Institute of Development Administration, Bangkok, Thailand.
- "Cultural Differences in Consumer Behavior," Masters in Marketing Program, Thammasat University, Bangkok, Thailand.
- 1997 "International Advertising Strategies," National Institute of Development Administration, Bangkok, Thailand.
- "Japanese Business Strategy: A Marketing Perspective," Japan - US Center, Stern School of Business, New York University.
- "Country of Origin Effects and Cultural Orientation," Association for Consumer Research Conference, Denver, CO.
- "Brand Equity Dilution and Enhancement," Association for Consumer Research Conference, Denver, CO.
- "Attitude Strength and Attitude Change," Discussion Leader, Session at the Association for Consumer Research Conference, Denver, CO.
- 1996 "The Effects of Cultural Orientation on Information Processing and Product Evaluations," Distinguished Speaker Series, Florida International University, Miami, FL.
- "Culture and Consumer Behavior," Chair and Organizer, Special Topic Session, Association for Consumer Research Conference, Tucson, AZ.
- 1995 "The Heuristic and Systematic Model of Persuasion: Issues and Extensions," Faculty Seminar, Hong Kong University of Science and Technology, Hong Kong.
- "Gender Differences in Adolescent Consumption," American Psychological Association Annual Convention, New York, NY.
- "Incongruity Bias in Recall," American Psychological Association Annual Convention, New York, NY.
- Motivated Reasoning: A Depth of Processing Framework," American Psychological Association Annual Convention, New York, NY.
- "Country of Origin Effects," Discussion Leader, Association for Consumer Research Conference, Minneapolis, MN.
- 1994 "Adolescent Compulsive Consumption: Issues in Motivation, Identification and Prevention," Coordinator and Participant, Special Topic Session, Association for Consumer Research Conference, Boston, MA.
- "Individual Differences in Adolescent Compulsive Consumption," Association for Consumer Research Conference, Boston, MA.



- 1993 "Consumer Expertise and the Utilization of Product Related Heuristic Cues on Evaluations," Research Seminar, School of Business, University of Missouri, St. Louis, MO.
- "Impact of Consumer Expertise on Warranty Information," Research Seminar, Department of Marketing, University of Maryland, College Park, MD.
- 1992 "Issues in Advertising and Promotion," Discussant, Session at the American Marketing Association Conference, Chicago, IL.
- "The Effects of Ambiguity on Consumer Information Processing: What, When, How, and Why," Coordinator and Participant, Special Topic Session, Association for Consumer Research Conference, Vancouver, BC, Canada.
- "Argument Ambiguity can Bias Systematic Processing: Effects of Task Importance and Source Credibility on Persuasion," Association for Consumer Research Conference, Vancouver, BC, Canada.
- 1991 Session Chair, Association for Consumer Research Conference, Chicago, IL
- 1990 "Affect and Consumer Behavior: Examining the Role of Emotions on Consumers' Actions and Perceptions," Participant, Special Topic Session, Association for Consumer Research Conference, New York.
- "Consumers' Emotional Responses to Unrealized Expectations and Variations in Temporal Distance," Association for Consumer Research Conference, New York, NY.
- 1989 "Message Framing Effects on Product Judgments," Coordinator and Participant, Special Topic Session, Association for Consumer Research Conference, New Orleans, LA.
- "Investigating Message Framing Effects on Consumer Judgments: The Influence of Personal Relevance and Product Risk," Association for Consumer Research Conference, New Orleans, LA.
- 1988 "Heuristic vs. Systematic Processing Models of Persuasion: Theory and Research," Coordinator and Participant, Special Topic Session, Association for Consumer Research Conference, Maui, Hawaii.
- "Heuristic Processing Can Prime Systematic Processing: The Effects of Issue Involvement, Message Valence and Consensus Information on Persuasion," Association for Consumer Research Conference, Maui, Hawaii.
- 1987 "Consumer Choice and Variety," Discussant, Competitive Paper Session, Association for Consumer Research Conference, Boston, MA.
- "The Effects of Repetition on Consumer Recall of Advertising Information," Columbia-NYU-Wharton-Yale Research Seminar, Columbia University, New York, NY.
- 1986 "The Effects of Motivation on Subsequent Recall of Attribute Information," Market Research Practitioners' Forum, New York University, New York, NY.

- 1985 Discussant, Albert Haring Symposium, Indiana University, Bloomington, IN.
- "The Effects of Motivation and Expertise on Consumer Information Processing,"  
Faculty Seminar, University of Chicago, Chicago, IL.
- "Consumer Expertise: Issues in the Processing of Incongruent Information,"  
Faculty Seminar, University of Illinois, Chicago, IL.
- "Incongruity Effects: A Review of Past Research and Future Directions,"  
Research Seminar, New York University, New York, NY.
- "The Effects of Knowledge, Motivation, and Incongruity on Product Judgments,"  
Marketing Science Institute Awards Ceremony, AMA Conference, Washington  
D.C.

## **TEACHING EXPERIENCE**

Consumer Behavior (Doctoral Seminar)  
Global Marketing  
Advertising Management  
Marketing Management  
Global Business and Environment  
Emerging Markets Initiatives  
Global Business Research (Doctoral seminar)  
Cross-Cultural Consumer Behavior (Doctoral seminar)

## **SERVICE TO THE PROFESSIONAL COMMUNITY**

### **REVIEWERSHIP**

Associate Editor, *Journal of Consumer Research*, 2002-2005.  
Editor, Special Issue on Cultural Psychology, *Journal of Consumer Psychology*, 2000.

#### Editorial Review Boards

*Journal of Consumer Research*  
*Journal of Consumer Psychology*

#### Ad hoc Reviewer

*Journal of Personality and Social Psychology*  
*Journal of Marketing Research*  
*Journal of Consumer Research*  
*Journal of Consumer Psychology*  
*Journal of Retailing*  
*Journal of Experimental Social Psychology*  
*Personality and Social Psychology Bulletin*  
*Psychological Abstracts-Perceptual and Motor Skills*

#### Reviewer

American Marketing Association Conference  
Association for Consumer Research Conference  
Dissertation Competitions

## **CONFERENCES**

Program Committee, Association for Consumer Research, Portland, OR; 2004.  
Program Committee, Association for Consumer Research, Denver, CO, 1997.  
Conference Co-Chair, American Psychological Association, Div. 23, NY; 1995.  
Program Committee, Association for Consumer Research, Chicago IL; 1991.

## **SERVICE TO THE SCHOOL AND DEPARTMENT**

Senior Faculty Peer Review committee, Stern School, 2004-2007  
Ph.D. Program Coordinator, 2003–2005.  
Strategic Planning Initiatives Committee: Marketing and IB, 2003-present.  
School-wide Ph.D. program Advisory Committee, 1998–present.  
Coordinator - Speakers Series, Marketing and International Business, 1999–2000.  
Curriculum Review Committee – Special Electives, IB, 1999-2000.  
Ph.D. Program Coordinator, International Business, 1997–98.  
Internationalization of Curriculum Committee - Undergraduate Program, 1997-98.  
Curriculum Review Committee, International Business, 1996-97.  
Recruitment Coordinator, Marketing, 1996-97.  
University Policy Committee on the Use of Human Subjects, 1995-96.  
Masters Program Committee, 1993-94.  
Ph.D. Pro-seminar Coordinator, 1989-90.  
Research Assistants Coordinator, 1989-92.  
Subject Pool Coordinator, 1988-89.  
Coordinator - Speaker Series, Marketing, 1988-91.  
Departmental Research Committee, 1988-2003.  
MBA Curriculum and Student Affairs Committee, 1987-1990.  
Doctoral Committee, 1987-2005.

## **DOCTORAL DISSERTATION COMMITTEES**

Aronte Bennett (Chair)  
Pragya Mathur (Chair)  
Nidhi Agrawal (Chair)  
Zeynep Gurhan-Canli (Chair)  
Shailendra Jain (Chair)  
Vandana Singhvi (Chair -International Business)  
Joan Scattone (Chair)  
Priya Raghubir  
Maureen Morrin  
Gene Secunda  
Valerie Noel  
Amy Handlin  
Doron Goldman

## **PROFESSIONAL AFFILIATIONS**

Society for Consumer Psychology  
American Marketing Association  
Association for Consumer Research  
International Communication Association

**PERSONAL INFORMATION**

U.S. Citizen