



BASUROY'S BOTTOM LINE: VIOLENCE DOESN'T SELL

Dr. Suman Basuroy may well have information that politicians are hungry for, namely, the effects of sex and violence in the movies. However, this marketing professor's research focuses not on sociological or psychological considerations, but on the primary concern of every director and producer—the bottom line. The findings of his most recent study, co-authored with Dr. Abraham Ravid of New York University and Rutgers, were surprising: very violent films aren't as profitable as their G-, PG-, and PG-13-rated counterparts, based on a comparison of movie budgets and box-office receipts. These findings, Dr. Basuroy believes, should be of interest to the movie industry as

a whole, and in particular to the studio heads who choose which films to produce.

Dr. Basuroy joined the faculty of the School of Management in the fall of 2000 after five years at Rutgers University in New Jersey. Dr. Basuroy teaches undergraduate and graduate courses in sales force management and marketing management. He also keeps his finger on the pulse of various research topics related to marketing—most recently, how the level of sex and violence in a movie affects its profitability and revenues in the domestic, international and video markets.



Photo: Frank Miller

Dr. Basuroy has joined the growing ranks of marketing experts studying the effects of e-commerce. He and a Rutgers colleague were recently awarded a \$9,000 grant by the International Council of Shopping Centers Educational Foundation to study how e-commerce is shaping the changing landscape of retail marketing. Another favorite research interest is category management. Dr. Basuroy's research results have added fuel to a growing controversy surrounding the effects of category management on the marketability of different retail brands. ✦