RAJENDRA K. SRIVASTAVA

DEAN AND NOVARTIS PROFESSOR OF MARKETING STRATEGY AND INNOVATION
INDIAN SCHOOL OF BUSINESS

Rajendra (Raj) Srivastava is the Dean and Novartis Professor of Marketing Strategy and Innovation at the Indian School of Business (Hyderabad and Mohali, India). He is also Executive Director, Center for innovation and Entrepreneurship (CIE) and Chairman, Board of Directors D-Labs and AIC (Atal Incubator Center) at the ISB Hyderabad and Mohali Campuses, respectively.

He has served as Provost and Deputy President at Singapore Management University, and as Senior Associate Dean at both the McCombs Business School at the University of Texas at Austin and at the Goizueta Business School at Emory University. As a distinguished scholar, he has held the George Kozmetsky Centennial Chair at UT-Austin and the Roberto C. Goizueta Chair in Marketing and Digital Commerce at Emory University. Raj serves as a Research Fellow at the Institute for Studies in Business Markets (ISBM), Smeal College of Business, Penn State University and at IC-Sq. Institute, University of Texas at Austin. He is also a Mack Institute Senior Fellow, Wharton School, University of Pennsylvania. He has been a Visiting Professor at London Business School, Indian School of Business (Hyderabad) and Helsinki School of Economics. He holds a B. Tech. (Honors) in Mechanical Engineering from the Indian Institute of Technology, Kanpur and an MS in Industrial Engineering from the University of Rhode Island. His MBA and Ph.D. (Business Administration) degrees are from the University of Pittsburgh.

Raj established the *Emory Marketing Institute (EMI)* at the Goizueta Business School, Emory University. The primary research focus at EMI was brand and marketing performance management. He also established the *Center for Customer Insight (CCI)* at the University of Texas at Austin with support from Andersen Consulting (Accenture) and 3M Foundation. As the Charles LeMaistre Fellow at *IC2 Institute* he worked closely with the *Austin Technology Incubator* (ATI) and served on the boards of technology-based start-ups for over 15 years. As Provost at SMU, he was responsible for all research operations and he is on the Advisory Boards of *Sim Kee Boon Institute (SKBI) for Financial Economics, Human Capital and Leadership Institute (HCLI), Institute for Innovation and Entrepreneurship (IIE), Living Analytics and Research Centre (LARC) and the Institute for Service Excellence @ SMU (ISES).* Most of these Institutes/Centres were initiated under his stewardship.

Raj is committed to cross-functional integration in management of business processes. He has championed inter-disciplinary research and academic programmes, and has nurtured multi-disciplinary areas of excellence in financial markets, innovation and business analytics at SMU. This interest is also reflected in his work related to technology commercialization at ATI and IC2 Institute at UT Austin.

His research, spanning marketing and finance/economics, has been published in *Journal of Marketing, Journal of Marketing Research, Marketing Science* and *Journal of Banking and Finance.* He was a guest editor for the *Journal of Marketing Research*'s Special Issue on Brand Management and Equity, and the *Journal of Marketing* Special Issues on Marketing Strategy Meets Wall Street (2009 and 2016 [in process]). Additionally, he has served on the editorial boards of several academic journals including Journal of Marketing Research (JMR) and International Journal for Research in Marketing (IJRM).

Raj's research interests include Marketing Strategy, Marketing Metrics, and Brand/Customer Management. His current work focuses on Business Model Innovations, especially in Services, B2B, Technology and Emerging Markets. His current research and teaching interests include Business Model Innovation, Strategic Performance Management, Marketing Accountability and Driving Growth and Shareholder Value. He is best known for his work on measuring the impact of market-facing business processes (innovation, supply-chain and customer management) that create value for customers, and the value of market-based assets (customers, channels, brands and value networks). He is also well known for his work in competitive market structures and brand equity/strategic brand management.

Raj is the recipient of the 2004 AMA Marketing Strategy SIG Mahajan Award for Career Contributions to Marketing Strategy. He also received the 1985 Alpha Kappa Psi Award from the American Marketing Association for the article in the *Journal of Marketing* judged to contribute most to the practice of marketing. In 1993 and 2002 he received the highest recognition for research at The University of Texas—the CBA Foundation Awards for Outstanding Research Contributions and Excellence. His paper on Market-Based Assets in the *Journal of Marketing* received both the 1998 Maynard Award for the article judged to contribute most to the development of theory in marketing and the MSI/Paul Root Award for the article judged to contribute most to the practice of marketing, the only time a single paper has won both awards. This same paper went on to win the AMA/Sheth Foundation Award for Long-Term contributions to the discipline of marketing. He is also a recipient of Marketing Science Institute's Research Awards on Brand Equity and on Assessment of the Value of Information Technology.

He has consulted and delivered executive education programs for such firms as 3M, AMD, AT&T, American Airlines, Agilent Technologies, Applied Materials, Bloomberg L.P., BMC Software, Capital One, Citigroup, Coca Cola, Citigroup, Dell Computers, Deutsche Bank, Dresdner Bank (Germany), Dow Chemicals, Du Pont, Hallmark, Hewlett-Packard, HSBC, IBM, Imation, Johnson & Johnson, Leo Burnett, LG Electronics, LIC, Lucent Technologies, Microsoft, Motorola, Nokia, Nokia Networks, PPG Industries, Schneider Electric, Shell Chemicals, Siemens, Suez (France), Synovus Bank, Texas Instruments, The Nutrasweet Company, Xerox Corporation, VITRO and CYDSA (in Mexico).

RAJENDRA K. SRIVASTAVA

DEAN AND NOVARTIS PROFESSOR OF MARKETING STRATEGY AND INNOVATION
INDIAN SCHOOL OF BUSINESS

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ACADEMIC APPOINTMENTS & AFFILIATIONS

2015 – Present	Mack Institute Senior Fellow, Wharton School, Univ. of Pennsylvania
2005 – Present	Senior Fellow IC2 Institute, University of Texas at Austin
2002—Present	ISBM Research Fellow, Institute for Studies in Business Markets, Smeal College of Business, Penn State

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INDIAN SCHOOL OF BUSINESS (HYDERABAD AND MOHALI)

2016 – Present	Dean and Novartis Professor of Marketing Strategy and Innovation

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SINGAPORE MANAGEMENT UNIVERSITY (2008-PRESENT)

2015 – 2017	LKC Chair & Distinguished Professor of Marketing and International Business
2009—2015	Provost and Deputy-President (Academic Affairs), SMU, Singapore
2008—2009	Provost and Vice President for Academic Affairs, SMU, Singapore

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EMORY UNIVERSITY, GOIZUETA BUSINESS SCHOOL (1999-2000; 2003-2008)

2003—2010	Roberto C. Goizueta Chair in Marketing and e-Commerce
2004—2005	Senior Associate Dean for Executive Programs, Goizueta Bus School
2004—2008	Executive & Founding Director, Emory Marketing Institute
2003—2005	Marketing Area Coordinator, Goizueta Business School
1999 – 2000	Senior Associate Dean and Daniel J. Jordan Professor of Marketing

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THE UNIVERSITY OF TEXAS AT AUSTIN, MCCOMBS BUSINESS SCHOOL (1978-2003)

2001—2003	Jack R. Crosby Regent's Chair in Business and Professor of Marketing and Management Science & Information Systems (MSIS), UT-Austin
1995 – 1999	Senior Associate Dean for Academic Affairs, Senior Associate Dean for Executive Education, Research and Collaboration, UT-Austin
1998 – 1999	George Kozmetsky Centennial Chair, UT-Austin
1995 – 1998	Jack R. Crosby Regents Chair in Business Administration, UT-Austin
1997 – 1999	Founding, Executive Director, Center for Customer Insight, UT-Austin
2005 – Present	Research Fellow, IC-Sq. Institute, UT-Austin
1983—2005	Charles A LeMaistre Research Fellow, IC2 Institute, UT-Austin
1993 – 1995	Chairman, Department of Marketing, UT-Austin
1990 – 1995	Sam Barshop Professor of Marketing, UT-Austin
1997 – 1992	Graduate Adviser (Doctoral Program), UT-Austin
1986 – 1988	Zale Corporation Centennial Fellow, UT-Austin
1983 – 1988	Associate Professor of Marketing
1978 – 1983	Assistant Professor of Marketing

VISITING APPOINTMENTS

2000—2005	e-BRC Research Fellow, Smeal College of Business, Penn State
2000 – 2007	Visiting Professor, Indian School of Business, Hyderabad
2001 – 2008	Visiting Professor, Helsinki School of Economics, Finland
1997 – 1999	Visiting Professor, London Business School, UK

EDUCATION:

1979	Ph.D. (Business Administration), University of Pittsburgh
1978	MBA University of Pittsburgh
1974	MS (Industrial Engineering), University of Rhode Island
1972	B. Tech. (Mechanical Engineering), Indian Institute of Technology, Kanpur

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HONORS AND AWARDS

2010 Sheth Foundation Best Paper Award for ***Journal of the Academy of Marketing Science*** *(Volume 37, 2009)(May 2010)*

2009 Lifetime Achievement Award, Academy of Marketing, Brand SIG (April 2010)

2007 Award for Most Relevant (Bridging Theory and Practice) Executive MBA Course, Modular EMBA program, Emory University

2007 Sheth Foundation Award for the article written in ***Journal of Marketing*** during the previous five to ten years that is judged to contribute most to the marketing discipline (February)

2005 Nominated for Educator of the Year Award, Academy of Marketing Science

2004 AMA Marketing Strategy SIG Mahajan Award for Career Contributions to Strategy

2002 Chair for The Outstanding Submission for the 2002 ISBM Business Marketing Doctoral Support Award Competition (Maria Merino's Dissertation on Impact of Marketing on Corporate Risk)

2002 ***University of Texas CBA Foundation Award for Research Excellence*** (for Contributions to Research on Marketing-Finance Interface)

2002 Nominated for Teaching Excellence in Executive Programs, University of Texas

1999 Maynard Award by the American Marketing Association for 1998 ***Journal of Marketing*** article judged to contribute most to the development of theory in marketing

1999 Marketing Science Institute/Paul Root Award by the American Marketing Association for 1998 ***Journal of Marketing*** article judged to contribute most to the practice of marketing

1999 MSI Best Paper Award for all manuscripts published during 1997 in the MSI Working Paper Series. Trustees of the MSI member companies confer this award.

1995 Co-Chair for Best University-Wide Doctoral Dissertation at The University of Texas (Thesis -- Goutam Challagalla; Co-Chair -- Dr. Tassu Shervani)

1993 ***University of Texas CBA Foundation Award for Outstanding (Lifetime) Research Contributions***

1993 Nominated for the Joe D. Beasley Award (MBA Marketing Management Core Course)

1992 Nominated for University Graduate Teaching Excellence Award by the Marketing Department

1991 Honorable Mention, Marketing Science Institute Research Competition on Managing Information to Improve Competitiveness (with Elliot Maltz)

1991 Nominated for University Graduate Teaching Excellence Award by the Marketing Department

1989 First Prize, Marketing Science Institute Research Competition on Brand Equity

1989 Nominated for College of Business Research Excellence Award by the Marketing Department

1985 Alpha Kappa Psi Award, by the American Marketing Association for 1984 ***Journal of Marketing*** article judged to contribute most to the practice of marketing

1985 Nominated for University Graduate Teaching Excellence Award by the Marketing Department

1985 Cited as among the top 20 contributors to Marketing Journals (Journal of Marketing Education)

1985 Nominated for College of Business Research Excellence Award by the Marketing Department

1984 Cited as among the top 20 contributors to the Association for Consumer Research Conferences

1972 Merit Award, Association of Mechanical Engineers (India)

1967-72 Merit Scholarship/Fellowship -- Indian Institute of Technology, Kanpur

1967 National Science Talent Search Scholarship (India)

ADMINISTRATIVE CONTRIBUTIONS

INDIAN SCHOOL OF BUSINESS, OFFICE OF THE DEAN

Faculty Alignment to Research Centres and Institutes (RCI's) to develop multi-disciplinary research and education programmes across schools based on distribution of faculty research interests. RCI domains have to encompass thought leadership (faculty research), recognized and differentiated academic programmes, and collaboration and practice. RCIs include multidisciplinary programmes Innovation and Entrepreneurship, Financial Markets, Manufacturing and Supply Chains, Information Technology, Infrastructure, HealthCare, Business Analytics, Public Policy, Family Business, Human Capital, Digital Initiatives and Women's Leadership.

Developed and Launched New Postgraduate Programs (PGPs) for Working Professionals – Weekend Program targeted to working professionals in Gurgaon, Hyderabad (2017) and Mumbai and Hyderabad (January 2019)

Revised Advanced Management Programs (AMPs) – These are multidisciplinary modular programs approximately four 8-day modules (=36 days) in Business Analytics, Public Policy, Healthcare, Manufacturing and Operations Management, Infrastructure Management. Additional Programs are in development in Technology Commercialization, Digital Transformation, Corporate Governance and Finance.

Developed and Launched Executive Fellows Programme in Management (EFPM) (DBA Equivalent) – This program is designed for multidisciplinary, applied research with senior managers (approximately 15 years experience) as the target market.

SINGAPORE MANAGEMENT UNIVERSITY, OFFICE OF PROVOST

Established Areas of Excellence (AOEs) to develop multi-disciplinary research and education programmes across schools based on distribution of faculty research interests. AOEs domains have to encompass thought leadership (faculty research), recognized and differentiated academic programmes, and collaboration and practice. AOEs include multidisciplinary programmes in Financial Markets, Innovation, Business Analytics, and Economic Security & Aging Demographics.

Established Research Centres and Institutes, and Performance Review Framework. Worked with Deans and Faculty (Post-2008) to develop Research Centres and Institutes that include:

- Human Capital and Leadership Institute (HCLI) http://iie.smu.edu.sg/
- Living Analytics and Research Institute (LARC) http://centres.smu.edu.sg/larc/
- Sim Kee Boon Institute for Financial Econometrics (SKBI) http://skbi.smu.edu.sg/
- Institute for Service Excellence at SMU (ISES) (renewed 2012) http://ises.smu.edu.sg/
- Behavioral Sciences Institute (BSI) http://bsi.smu.edu.sg/
- Institute for Innovation & Entrepreneurship http://iie.smu.edu.sg/
- Asia Private Equity Institute (APEI) http://apei.smu.edu.sg/
- UOB-SMU Asian Enterprise Institute (USAEI) http://usaei.smu.edu.sg/
- Centre for Cross-Border Commercial Law in Asia, http://cebcla.smu.edu.sg/
- Centre for Research in Economics of Aging, http://crea.smu.edu.sg/

- Centre for Management Practice (CMP); includes Asian Case Writing Initiative which has developed over 80 cases in 2012-13; and Asian Management Insights http://www.smu.edu.sg/contact/centre-management-practice

Development of Research Programmes and Faculty Reputation at SMU. From being virtually unknown in 2008, SMU research is now globally visible. SMU is ranked:

#4 in the World and #1 in Asia in Econometrics (Tilburg)
#8 in the world and #1 in Asia in Accountancy (Brigham Young Rankings)
#44 in the World and #2 in Asia in Finance (Arizona State Rankings)
#54 in the World and #4 in Asia in Management Disciplines (Marketing, Finance, Management and Strategy) (UT Dallas)

Postgraduate Research (PGR) Programmes. Increased the number of PhD programmes from 3 to 9, and increased enrollment from 25 to 178. New programmes include an Executive PhD in General Management, Doctor of Innovation and Doctor of Business Administration (DBA). Multidisciplinary programmes in Financial Markets, Innovation and Business Analytics (SMU's three Areas of Excellence) should be launched in 2014. The growth in PGR/PhD is balanced (and funded in part by) growth in PGP Programmes.

Postgraduate Professional (PGP) Programmes. More than doubled the number of programmes (from 9 to 21) and graduate student enrollment (from 350 to 1100). Set up a PGP Programme Office to enhance geographical reach across Asia, sustainability and cash flow by enhancing synergy and efficiency through joint marketing, student and career services.

International Partnerships in Postgraduate Programmes. Masters in Wealth Management (Yale and St Gallen), Masters in Quantitative Finance (Cass Business School, London), Masters in CFO Leadership (Tsinghua, China), DBA (Shanghai Jai Tong University (in Process)), Masters of Information Technology in Business (Peking University), Masters in Applied Finance (Washington University, Fudan University, Xiamen University, SWUFE (Chengdu))

GOIZUETA BUSINESS SCHOOL, EMORY UNIVERSITY

Helped establish the Emory Marketing Institute (EMI) at Goizueta Business School with major support from Sergio Zyman (ex-CMO, Coca Cola) and the Zyman Marketing Group. EMI focused on brands and brand portfolios (including private labels) as the unifying force in guiding go-to-market strategies and driving overall company value. EMI also concentrated on issues related to brand and marketing performance management and upon competitive dynamics related to price competition between private labels and leading manufacturer brands. Finally, EMI served to expand traditional marketing and branding research to emerging or "next" practices in B2B, technology, services and retailing sectors. EMI worked in partnership with leading research organizations such as MSI and ISBM and thought leaders worldwide in facilitating such research and was responsible for initiating the 2009 Marketing Strategy Meets Wall Street Conference, replicated in Boston (2011), Frankfurt (2013) and Singapore (planned for 2015).

Initiated program design for Emory's Modular Executive MBA (MEMBA) Program as Senior Associate Dean for Academic Programs. Helped develop and deliver an e-Business Executive Certificate Program

UNIVERSITY OF TEXAS AT AUSTIN

Solicited, developed and implemented an **Executive MBA (Option III)** program for Texas Instruments (to be subsequently taken to a cross-company) format. All advanced courses of this program focus on cross-functional processes (e.g., "supply chain management" incorporating concepts across marketing, information technology and operations) as opposed to functions ("distribution channels" from marketing alone). Additionally, developed "issue based learning" (IBL) courses in the EMBA program to bridge the gap between theory and practice. These IBL courses address significant strategic issues sponsored by senior executives, undertaken by EMBA participant teams and guided by faculty coaches. UT-Austin EMBA Programmes encompassed Austin, Dallas, and Mexico City (and later Houston).

Grants in Support of the **Center for Customer Insight** from Andersen Consulting and 3M Foundation. Additional commitments are from Dell, i2 Technologies, Intelliquest, Pfizer and Texas Instruments. The mission of CCI is to develop a collaborative, global network of leading business organizations and academic institutions committed to multi-disciplinary education and research on the emerging role of information technology in anticipating and satisfying changing needs and desires of customers in the global information age. More simply, CCI focuses on how to use customer knowledge and insight to drive business processes and how to use technology to enable these processes

Executive Education (Non-Degree) Programmes. Grew executive education revenues across degree and non-degree programs from under $5 million to $9 million. Negotiated and helped develop an Executive Excellence Program for the senior management at MD Anderson Cancer Center and Motorola.

GRANTS AND AWARDS

2009 Leveraging Technological Innovations Via Branding in Global Markets II (Project Renewal), Tekes, Finland (200,000 Euros; With Kristi Lindberg, Hanken School, Finland)

2007 Leveraging Technological Innovations Via Branding in Global Markets I, Tekes, Finland (450,000 Euros; With Kristi Lindberg, Hanken School, Finland)

2002 Financial and Strategic Bases for Competitive Analyses, IBM/Tivoli (with Eric Hirst) ($60,000)

2000 ROI on Advertising, American Association of Advertising Agencies (with Sundar Bharadwaj, Mukesh Bhargava) ($20,000)

2000 Impact of e-Marketing on Business Performance (Accenture) ($35,000)

2000 Measuring Market-based Assets, Marketing Science Institute (with Sridhar Ramaswami and Mukesh Bhargava) ($10,000)

2000 Impact of Knowledge Management on e-Business Performance, Institute for Knowledge Management (with Liam Fahey) ($20,000)

1999 Internet Value and Market Performance Metrics, Andersen Consulting Institute for Strategic Change (with Sriram Venkataraman, London Business School) ($30,000)

1996 Emerging Markets for Windows NT & Unix, Hewlett-Packard ($25,000) (with Tom Davenport)

1995 Marketing Strategies for Software Systems, Schlumberger ($50,000) (With Paul Mang)

1993 Examining the Response of Sales to Advertising and Price-Promotions: A Longitudinal Perspective, FRC, GSB, and UT-Austin (With Mike Zenor)

1993 Market Conversion Strategies for Defense Related Businesses and Products, Texas Instruments ($20,400), (with Ajay Kohli and Tassu Shervani)

1992 A Latent Segment Market Share Model Based on Consideration Sets Estimated From Aggregate Market Data, FRC, GSB, UT-Austin ($8,500) (With Mike Zenor)

1991 Development and Testing of a Model for Hybrid Segmentation, FRC, GSB, UT-Austin ($10,000)

1991 Assessing the Value of Information Technology: A Systems Perspective, Marketing Science Institute ($6,750) (with Elliot Maltz) (also funded by University Research Institute, $500)

1990 A Comparative Study of Canadian and US Security Markets, Canadian Government ($10,000) (with T. McInish and R. Wood)

1990 Market Growth Opportunities in the Consumer Electronics Industry, Motorola ($3,500)

1990 Financial Valuation of Marketing Strategies, IC-Sq Institute ($14,000/Summer Research)

1989 Development, Testing and Validation of a Model for the Measurement of Brand Equity Under Conditions of Divestment and Acquisition, Marketing Science Institute (with Vijay Mahajan and Vithala Rao) ($5,000)

1989 Measurement of Brand Equity, The Nutrasweet Company ($5,000)

1989 Telecommunication Opportunities in the Health Care Industry, Project for Southwestern Bell through the Center for Technology Venturing (with Ray Smilor) ($9,000)

1989 Life Cycle Management and Risk Assessment, IC-Sq Institute ($12,000)

1988 The Market for Metafil, Project for TRACOR (with Ray Smilor) ($18,500)

1988 Customer Choice Under Risk, IC-Sq Institute, ($11,500)

1987 Information Search and Product Choice, GSB, University of Texas, ($11,000)

1987 Market Structure and Customer Choice, IC-Sq. Institute ($10,500)

1986 Marketing of Technology Intensive Products, IC-Sq Institute ($10,000)

1985 Computer Purchase Decision-Making Project, Texas Instruments, ($30,000)

1985 The Market for Manufacturing, Research and Engineering Services, Radian Corp. ($20,000)

1985 Marketing Strategy for Soft Drinks Distributors, National Soft Drinks Association ($2,000)

1984 The Market for Expert System Tools, Radian Corporation, Austin. ($20,000)

1984 Marketing Analysis of Robotics Industry, Radian Corporation, Austin ($20,000)

1983 Market Structure Derivation Based on Choice Models, IC-Sq. Institute ($9,000)

1982 Effect of Inflation on Investment Behavior, Summer Research Grant, IC-Sq ($9,000)

1981 Impact of Inflation and Regulation on Investment Patterns, URI, UT-Austin ($5,000).

1980 Effect of Inflation on Shifts in Consumption Patterns, URI, UT-Austin ($750).

1979 Product Planning and Management, Academic Development Grant, UT-Austin ($4,500).

1978 Aggregation Measures for Individual Customer Decision Sequences, URI, UT-Austin (500).

1976 Customer-Oriented Approaches to Determining Market Structure, Equibank ($6,000)

RESEARCH PUBLICATIONS

EDITED BOOKS, CHAPTERS, CASES AND INVITED PAPERS:

2019 ***Economic History of Singapore,*** with SR Nathan (DRAFT Form)

2015 ***Future of Branding***, (edited with Gregory Metz Thomas), Sage Publishing (forthcoming)

2015 **SMU-14-0046TN Mia by Tanishq: Jewellery to entice the working woman in India**

2014 "Leveraging Market-Based Assets to De-Risk the Firm's Operations," ***Asian Management Insights***, Volume 1, No 2 (November)

2012 **SMU-12-0021TN NTUC Income's Orange Force: Powering Forward to Innovative Paths of Customer Excellence** (with Havovi Joshi)

2009 "Brand Platforms as Strategic Investments: Leveraging Customer Connections to Manage Profitability, Growth and Risk," Chapter 8 in ***The Connected Customer: The Changing Nature of Consumer and Business Markets, Routledge-Taylor and Francis Group,*** Stefan Wuyts, Marnik Dekimpe, Els Gijsbrechts, and FMG (Rik) Pieters (editors), (forthcoming) **(**Thorsten Wiesel)

2004 "Can Marketing Bridge Corporate Fault Zones? Linking Marketing to Corporate Relevance," in ***Does Marketing Need Reform***, Raj Sisodia (editor)

2001 "Baylor University Roundtable on Business Practice and Education in the New Economy," ***Journal of Applied Corporate Finance***, 14, 2 (Summer), 62-78
(Moderator: John Martin; Panel Participants: Michael Froehls, Stinson Gibner, Rajendra Srivastava, Bennett Stewart, Igor Vaysman)

2001 "Leveraging e-Business in a Networked Economy," in Nirmal Pal and Judith Ray (eds.), ***Pushing the Digital Frontier***, New York: AMACOM (with Liam Fahey)

2000 "Economic Perspectives in Digital Marketing," in Jerry Wind and Vijay Mahajan (eds), ***Digital Marketing***, John Wiley (forthcoming) (with Anitesh Barua and Preyas S. Desai)

2000 "Building and Leveraging Market-based Assets to Drive Marketplace Performance and Value," in ***Defying the Limits: Seeking New Heights in Customer Relationship Management***, San Francisco: MRI Research (with Liam Fahey and Tassu Shervani)

2000 "Linking Advertising to Brand and Market-Based Assets," ***Admap***, February, 33-36 (with Liam Fahey and Tassu Shervani)

1997 "Uncertainty as a Management Evaluation Tool for Infrastructure Projects," in Manas Chatterjee (ed.), ***Regional Science: Perspectives for the Future***, Macmillan and St. Martin's Press

1991 "Strategic Issues in Lifecycle Management," in Fred Y. Phillips (ed.)***, Concurrent Lifecycle Management: Manufacturing, MIS and Marketing Perspectives***, IC-Sq. Institute, Austin

1991 "Valuation of Market Growth Opportunities," in Fred Y. Phillips (ed.)***, Concurrent Lifecycle Management: Manufacturing, MIS and Marketing Perspectives***, IC-Sq. Institute, Austin

1987 "Strategic Challenges in the Financial Services Industry," in Andrew Pettigrew (ed.), ***Management of Strategic Change***, Oxford, UK: Basil Blackwell

1982 ***Analytic Approaches to Product and Marketing Planning***, Vol. II, Cambridge, MA: Marketing Science Institute (with A. D. Shocker).

1978 "Market Analysis," in Lester R. Bittel (ed.), ***Encyclopedia of Professional Management***, New York: McGraw-Hill Book Co. (with Gerald Zaltman) (reprinted with revisions, 1984).

JOURNAL ARTICLES:

2019 Store Manager–Store Performance Relationship: A Research Note, ***Journal of Retailing,*** March 2019 (With Todd Arnold, Dhruv Grewal, Scott Motyka, Namwoon Kim, Arun Sharma)

2016 S-D logic–informed customer engagement: integrative framework, revised fundamental propositions, and application to CRM, ***Journal of the Academy of Marketing Science***, September 2016 (with Linda Hollebeek and Tom Chen)

2016 Customer Acquisition and Retention Spending: An Analytical Model and Empirical Investigation in Wireless Telecommunications Markets, ***Journal of Marketing Research,*** October 2016 (with Sungwook Min, Xubing Zhang and Namwoon Kim)

2015 Marketing Mix and Brand Sales in Global Markets: Examining the Contingent Role of Country-Market Characteristics, ***Journal of International Business Studies, 46.5, pp 596-619*** (with Cem Bahadir and Sundar Bharadwaj)

2014 Impact of component supplier branding on profitability and risk, ***International Journal of Research in Marketing***, 31, 4 (with Stefan Worm)

- *Recipient of **French Management Research Prize** for the best academic publication in Marketing by a France-based researcher. This prize is the highest recognition accorded by the French professional association of management consultants.*

2013 Product recalls and the moderating role of brand commitment, ***Marketing Letters***, July 2013, (Frank Germann & Rajdeep Grewal & William T. Ross Jr.)

2010 "Utilization of Business Technologies: Managing Relationship-Based Benefits for Buying and Supplying Firms", ***Industrial Marketing Management*****,** 39 (April) (Namwoon KIM, Jae H PAE, Jin K. HAN)

2010 "Managing Brand Performance: Aligning Positioning, Execution and Experience" ***Journal of Brand Management*** 17(7): 465-471 (with Gregory M. Thomas)

2009 Marketing Strategy and Wall Street: Nailing Down Marketing's Impact, ***Journal of Marketing***, Special Issue on Marketing Strategy and Wall Street, 73 (November) (Dominique M. Hanssens and Roland T. Rust) (Invited)

2008 "Financial Value of Brands in Mergers and Acquisitions: Is Value in the Eye of the Beholder? ***Journal of Marketing,*** 72 (November), 49-64 (S. Cem Bahadir and Sundar Bharadwaj)

2009 "Market-based Capabilities and Financial Performance of Firms: Insights Into Marketing's Contribution to Firm Value," ***Journal of the Academy of Marketing Science***, 37, 2 (September), pp 97-116 (with Sridhar Ramaswami and Mukesh Bhargava)

- **Winner: Sheth Foundation Best Paper Award for Journal of the Academy of Marketing Science 37 (2), 97-116**

2008 "Work Smarter: Delivering Better Results by Investing in Marketing Performance Capabilities,**"** ***Marketing Management***, Sept/Oct 2008, 35-40 (with Naveen Donthu, Naras Eechambadi and Greg Thomas)

2007 "Modeling Cross-Price Effects on Inter-Category Dynamics: The Case of Three Computing Platforms," **Omega** (2007), 35 (with Namwoon Kim)

2006 Linking Brand Equity to Customer Equity (2006), ***Journal of Service Marketing*****,** Vol 9, Number 2, November 2006, 125-38. (With Leone, Robert P. , Vithala R. Rao, Kevin Lane Keller, Anita Man Luo, Leigh McAlister)

2004 "Measuring Marketing Productivity: Current Knowledge and Future Directions," ***Journal of Marketing*** 68, 4, (October), 76-89, (Roland Rust, Tim Ambler, Greg Carpenter and V. Kumar) (editorial)

2003 "Factors Influencing the Likelihood of Customer Defection: The Role of Consumer Knowledge," 31, 2, 164-175 (April), ***Journal of Academy of Marketing Science*** (with Tony Capraro and Susan Broniarczyk)

2003 "The Integrated Networks Model: Explaining Resource Allocations in Networked Business Markets," ***Journal of Marketing***, 67, 1 (January), 29-45 (with Judy Frels and Tassu Shervani)

2002 "Linking Customer Assets to Financial Performance," ***Journal of Services Research*** 5, 1 (August), 26-38 (with John Hogan, Don Lehmann, Maria Merino, Jacquelyn Thomas and Peter Verhoef)

2002 "A Dynamic IT Adoption Model for the SOHO Market: PC-Generational Decision with Technological Expectations." 48, 2 (February), 222-240, ***Management Science*** (with Namwoon Kim and Jin K. Han)

2001 "Linking e-Business and Operating Processes: The Role of Knowledge Management," ***IBM Systems Journal***, 40, 4, 889-907 (with Liam Fahey, Joyce Sharon and David E. Smith)

2001 "Resource-Based View and Marketing" ***Journal of Management***, 27, 777-802, (Special Issue on Resource-Based View Retrospectives) (with Liam Fahey and Kurt Christianson)

2001 "Consumer Decision-Making in a Multi-Generational Choice Set Context," ***Journal of Business Research***, Vol. 53, No.3 (with Namwoon Kim and Jin K. Han)

2000 "Explaining Context Effects on Choice Using a Model of Comparative Judgment," ***Journal of Consumer Psychology***, Volume 9, Number 3, pages 167-177 (Mukesh Bhargava and John Kim)

2000 "A Model of Shareholder Returns: Marketing Implications," ***Journal of Business Research***, 50, 2, 157-168 (with V. Kumar and Sridhar Ramaswami)

1999 "Product, Person, and Purpose: Putting the Consumer Back into Theories of Dynamic Market Behavior," ***Journal of Strategic Marketing,*** 7, 191-208 (with S. Ratneshwar, Allan Shocker and June Cotte)

1999 “Marketing, Business Processes and Shareholder Value: An Organizationally Embedded View of Marketing Activities and the Discipline of Marketing,” ***Journal of Marketing,*** 63 (Special Issue), 168-179 (with Tasadduq Shervani and Liam Fahey)

1999 "A Simultaneous Model for Innovative Product category Sales Diffusion and Competitive Dynamics," ***International Journal for Research in Marketing***, 16, 95-111, (with Namwoon Kim and Eileen Bridges)

1999 “Managing Intra-Organizational Diffusion of Technological Innovations,” ***Industrial Marketing Management***, 27, 3 (May) (with Namwoon Kim)

1998 “Marketing Orientation and Organizational Performance: Is Innovation a Missing Link?” ***Journal of Marketing,*** 62 (October), 30-45 (with Jin K. Han and Namwoon Kim)

1998 “Market-Based Assets and Shareholder Value: A Framework for Analysis,” ***Journal of Marketing***, 62 (January), 1-14 (with Tasadduq A. Shervani and Liam Fahey)

- ***1999 Maynard Award*** *by the American Marketing Association for 1998* ***Journal of Marketing*** *article judged to contribute most to the development of theory in marketing*
- ***1999 Marketing Science Institute/Paul Root Award*** *by the American Marketing Association for 1998* ***Journal of Marketing*** *article judged to contribute most to the practice of marketing*
- ***2007 AMA/Sheth Foundation Award*** for the article written in ***Journal of Marketing*** during the previous five to ten years that is judged to contribute most to the marketing discipline
- *Reprinted in Richard M. Wilson (ed.),* ***Marketing Controllership, The International Library of Management****, Aldershot (UK): Ashgate Publishing Company, 2000)*

1997 “Managing Retailer-Supplier Partnerships With EDI: Evaluation and Implementation,” ***Long Range Planning***, 30, 6, 862-876 (with Elliot Maltz)

1997 “Driving Shareholder Value: The Role of Marketing in Reducing Vulnerability and Volatility of Cash Flows,” ***Journal of Market-Focused Management***, 2, 49-64 (with Tassu Shervani and Liam Fahey)

1997 “Coupon Attractiveness and Coupon Proneness: A Framework for Modeling Coupon Redemption,” ***Journal of Marketing Research***, 34, (November), 517-525 (with Srini Srinivasan and Kapil Bawa)

1997 “The Value of Corporate Reputations: Evidence from the Equity Markets,” ***Corporate Reputation Review***, 1, Inaugural Issue (with Anthony Capraro,Thomas McInish and Robert Wood)

1997 “Has the Influence of Financial Performance on Reputation Measures Been Over-stated?” ***Corporate Reputation Review***, Inaugural Issue (with Anthony Capraro)

1995 "Use of New Product Diffusion Models for Market Valuation of a Firm in Telecommunications Industry," ***Technological Forecasting and Social Change,*** 49, 257-279 (with Vijay Mahajan and Namwoon Kim)

1994 "The Changing Perspectives, Challenges and Opportunities Facing Brand Management," ***Journal of Marketing Research***, 31 (May), 149-158 (with Allan Shocker and Robert Ruekert) ***(Introduction to the Special Issue on Brand Management)***

1994 "An Approach to Assess the Importance of Brand Equity in Acquisition Decisions," ***Journal of Product Innovation Management***, 11, 3, 221-235 (with Vijay Mahajan and Vithala Rao)

1993 "Inferring Market Structure With Aggregate Data: A Latent Segment Logit Approach," ***Journal of Marketing Research***, 30 (August), 369-379 (with Mike Zenor)

- *One of three JMR papers selected for the 1994 Advanced Research Techniques Forum*

1993 "Investors Choice of Full Service Versus Discount Brokerage Accounts," ***Review of Business and Economic Research***, (with Thomas McInish and Sridhar Ramaswami)

1992 "Do More Risk Averse Investors Have Lower Net Worth and Income?" ***The Financial Review,*** (with Thomas McInish and Sridhar Ramaswami)

1992 "An Exploratory Study of Portfolio Objectives and Asset Holdings," ***Journal of Economic Behavior and Organization***, 19, 285-306 (with S.N. Ramaswami and T.H. McInish)

1991 "Applying Latent Trait Analysis in the Evaluation of Prospects for Cross-Selling of Financial Services," ***International Journal for Research in Marketing***, 8, 329-349 (with Wagner Kamakura and Sridhar Ramaswami)

1991 "Incorporating Choice Dynamics in Models of Consumer Behavior," ***Marketing Letters***, 2, 3, 241-252 (with Leigh McAlister and members of the Session on Choice Dynamics at the Banff Symposium on Consumer Decision-Making and Choice Behavior)

1990 "Determinants of Adopter Categories Using Innovation Diffusion Models," ***Journal of Marketing Research***, 27 (Feb.), 37-50 (with Vijay Mahajan and Eitan Muller)

1988 "A Geographical Analysis of the Innovativeness of States," ***Economic Geography***, 64, 2 (April), pp 137-146 (with D. L. Huff and J. M. Lutz)

1987 "Marketing of Technology Intensive Products to Industrial Firms: Developing a Service Orientation," ***High Technology Marketing Review***, 1, 2, 11-21.

- *reprinted in Ray Smilor (ed.), Customer Driven Marketing: Lessons from Entrepreneurial Technology Companies, Lexington Books, 1989*

1987 "Classification of Export Markets Based on Product Mix," in S.T. Cavusgil (ed.)*,* ***Advances in International Marketing****,* 2 (Summer) (with R. T. Green).

1986 "An Ideal Point Probabilistic Choice Model for Heterogeneous Preferences," ***Marketing Science***, 5, 3 (Summer) (with Wagner A. Kamakura)

1986 "Determinants of Bilateral Trade Flows," ***Journal of Business***, 59, 4, 1, (with R. T. Green).

1985 "A Multi-Attribute Diffusion Model for Forecasting the Adoption of Investment Alternatives for Consumers," ***Technological Forecasting and Social Change***, 28, 4 (December) (with V. Mahajan, S. N. Ramaswami and J. Cherian).

1984 "A Customer-Oriented Approach for Determining Market Structures," ***Journal of Marketing***, 48, 3, Summer (with Mark Alpert and Allan D. Shocker).

- ***Received AMAs ALPHA KAPPA PSI AWARD, 1985*** *by the American Marketing Association for 1984* ***Journal of Marketing*** *article judged to contribute most to the practice of marketing*

1984 "Predicting Choice Shares Under Conditions of Brand Interdependence," ***Journal of Marketing Research***, 21 (November) (with Wagner Kamakura)

1984 "Examination of Sources of Advertising Miscomprehension," ***Journal of Advertising***, 13, 2, 17-26 (with Wayne Hoyer)

1984 "The Nature of Individual Investors' Heterogeneous Expectations," ***Journal of Economic Psychology***, 5, 251-263 (with Thomas McInish)

1984 "Information Costs and Portfolio Selection," ***Journal of Banking and Finance***, 8 (Sept), 417-429 (with Thomas H. McInish and Linda Price)

1984 "Ex Ante Expectations and Portfolio Selection," ***The Financial Review***, May 1984 (with Thomas McInish).

1984 "Analysis of Characteristics of Individual Investors in Real Estate Securities and Income Producing Property," ***Journal of the American Real Estate and Urban Economics Association***, 12, 4 (Winter) (with H. Isakson, L. Price and T. McInish).

1983 "Ex Ante Risk and Return: An Empirical Investigation," ***Southwest Journal of Business and Economics***, Fall 1983 (with T. McInish).

1982 "Teaching the Art of Market Making With a Game Simulation," ***Journal of Financial Education***, 11 (Fall), 94-96 (with Thomas McInish).

1982 "The Determinants of Investments in Collectibles: A Profit Analysis," ***Journal of Behavioral Economics***, 11 (Winter), 123-134 (with Thomas McInish)

1982 "Multidimensionality of Locus of Control for Common Stock Investors," ***Psychological Reports,*** 51, 361-62 (with Thomas McInish).

1981 "Market Structure Analysis: Hierarchical Clustering of Products Based on Substitution- in-Use," ***Journal of Marketing***, 45, 3, Summer (with Robert Leone and Allan Shocker).

1980 "Consumer Credit Card Usage and Retail Purchasing," ***Journal of Retail Banking***, 2, March (with E. Hirschman and Mark I. Alpert)

1979 "Customer Oriented Approaches to Identifying Product-Markets," ***Journal of Marketing,*** 43, Fall (with George S. Day and Allan D. Shocker).

(Reprinted in J.P. Guiltinan and G.W.Paul, Readings in Marketing Strategies and Programs, New York, McGraw-Hill, 1982, and in Wensley, R. and B. Weitz, Strategic Marketing, Boston, MA: Kent Publishing, 1984)

1979 "Attitude Change or Attitude Formation? An Unanswered Question," ***Journal of Consumer Research***, 4, 4, pp. 271-276 (with members of Carnegie-Mellon University Marketing Seminar).

MONOGRAPHS, TECHNICAL PAPERS AND REPORTS:

2012 Are Financial Analysts "Good Marketers"? Implications for Marketing and Investor Relations, *Thorsten Wiesel, Roman Kräussl, and Rajendra K. Srivastava,* ***Marketing Science Institute Report****, 2012, 12-108*

2005 Metrics for linking marketing to financial performance, *Rajendra Srivastava, DJ Reibstein and Arch Woodside,* ***Marketing Science Institute Report***

2004 Market-based Assets and Capabilities, Business Processes, and Financial Performance, *Sridhar N. Ramaswami, Mukesh Bhargava, and Rajendra Srivastava,* ***Marketing Science Institute Report****, 2004, 04-102*

1997 “Market-Based Assets and Shareholder Value: A Framework for Analysis” ***Marketing Science Institute Technical Paper***, October (with Tasadduq A. Shervani and Liam Fahey)

1994 "Assessing the Value of Information Technology: A Systems Perspective," ***Marketing Science Institute Technical Paper***, August (with Elliot Maltz)

1993 “An Approach to Assess the Importance of Brand Equity in Acquisition Decisions,” ***Marketing Science Institute Technical Paper*** (93-124), December (with Vijay Mahajan and Vithala Rao)

1991 "Brand Equity: A Perspective on its Meaning and Measurement." ***Marketing Science Institute Technical Paper***, October (with Allan Shocker)

1987 ***The CD Market***, Stamford, CT: MRCA Information Service.

1986 ***IRA/Keogh's: A Market in Transition***, Stamford, CT: MCRA Information Services.

REFEREED ARTICLES IN CONFERENCE PROCEEDINGS:

1995 “Driving the Market: Licensing Strategies for Networked Product,” Proceedings of the AMA Winter Educator’s Conference, San Deigo, February (with Arvind Sahay)

1994 “Attribute Inheritance in Brand Extensions: Its Role in Extension Expectations and Evaluations,” AMA Summer Educator’s Conference, San Francisco, August (with Kalpesh Desai and Wayne Hoyer)

1994 “Brand Equity: A Research Perspective on Its Management and Measurement,” Proceedings of the Advanced Research Techniques Forum, American Marketing Association: Chicago, June 1994 (with Allan Shocker; Conference--Beaver Creek, Colorado, June 15-17)

1991 "Project Valuation and Scheduling With Recourse," Proceedings of the Portland International Conference on Management of Engineering and Technology, PICMET: Portland, Oregon

1985 "Are People Always Risk Averse? Contextual Effects of Choice Under Uncertainty," 1985 AMA Educators' Conference Proceedings, Chicago: American Marketing Association.

1984 "Improved Analytical Techniques for Estimating Conjoint Models," Proceedings of Southwest Marketing Association Conference (with Stephen Goldberg).

1984 "Innovations in the World Markets: High Technology Trade of France, 1970-1981," Proceedings, 10th Annual Senanque International Marketing Conference, (with Robert Green).

1983 "A Model of U. S. Automobile Demand," in Thomas Kinnear (ed.), Advances in Consumer Research, 10, Chicago: Association for Consumer Research (with Robert Leone and V. Kumar).

1983 "Adapting Latent Trait Theory for Attitude Scaling," in William Darden (ed.), Proceedings of the AMA Winter Educators' Conference, 1983, Chicago: AMA (with Wagner Kamakura).

1983 "Use of Probabilistic Choice Models in Estimating Demand for New Product Concepts," in F. Zufreyden (ed.), Proceedings of the First Marketing Science Conference, Providence, RI: The Institute of Management Sciences, (with Wagner Kamakura).

1982 "Market Structure Analysis Based on Appropriateness-in-Use: Some Pragmatic Considerations," in R. K. Srivastava and A. D. Shocker (eds.), Analytic Approaches to Product and Marketing Planning, II, Cambridge, MA: Marketing Science Institute (with M. Alpert).

1982 "Prediction of Market Shares for New Products: A Comparison of PROBIT and LOGIT Methodologies," in R. K. Srivastava and A. D. Shocker (eds.), Analytical Approaches to Product and Marketing Planning, Vol. II, Cambridge, MA: Marketing Science Institute (with Wagner Kamakura).

1981 "Latent Trait Theory and Attitude Scaling: The Use of Information Functions in Item Selection," in Andrew Mitchell (ed.), Advances in Consumer Research, 9, Chicago: Assoc. for Consumer Research (with W.A. Kamakura).

1981 "Impact of Maintainability Ratings on Consumer Automobile Preferences," Abstract in Ivy Baer (ed.), Proceedings of the International Automotive Ratings Symposium, Lancaster, PA, December, 1980.

1980 "Identifying Market Structures: A Hierarchical Clustering Approach," in Richard Bagozzi (ed.), 1980 Educators' Conference Proceedings, American Marketing Association (with Robert Leone)

1980 "Market Structure Analysis: Hierarchical Clustering By a Procedure Which Retains Maximum Predictive Efficiency," in Robert Leone (ed.), Market Measurement and Analysis Proceedings, Providence: The Institute of Management Science (with Robert Leone).

1980 "Usage-Situational Influences on Perceptions of Product Markets: Theoretical and Empirical Issues," in Kent Monroe (ed.), Advances in Consumer Research, 8, Chicago:Assoc. for Consumer Research.

1980 "Usage-Situational Influences on Perceptions of Product Markets: Response Homogeneity and Its Implications for Consumer Research," in J. Olsen (ed.), Advances in Consumer Research, 7, Chicago: Association for Consumer Research.

1980 "Attribute Overlap in the Modeling of Customer Product Portfolios," in J. Olsen (ed.), Advances in Consumer Research, 7, Chicago: Association for Consumer Research (with Robert Leone).

1979 "An Empirical Examination of Alternative Models for Predicting Consumer Utilization of Two Credit Card Systems," in W. L. Wilkie (ed.), Advances in Consumer Research, 6, Chicago: Association for Consumer Research (with Elizabeth Hirschman and Mark Alpert).

1978 "Perceptions of Unfair Marketing Practices: Consumerism Implications," in H. Keith Hunt (ed.), Advances in Consumer Research, 5, Chicago: Association for Consumer Research (with Gerald Zaltman and Rohit Deshpande).

1978 "An Exploratory Study of the Situational Influences on the Composition of Competitive Product Markets," in H. Keith Hunt (ed.), Advances in Consumer Research, 5, Chicago: Association for Consumer Research (with A. D. Shocker and G. S. Day).

1978 "Preliminary Examination of the Sources and Handling of Consumer Problems of the Elderly," in Ralph H. Day (ed.), Proceedings of the 1977 Research Symposium on Consumer Satisfaction/Dissatisfaction and Complaining Behavior, Bloomington (Ind.): AMA/Indiana University (with Randi Koeske).

1978 "Corporate Lobbying as Marketing Communications: Utilizing Multivariate Analysis for Segmentation Strategies," in Douglas K. Hawes and Robert Tamilia (eds.), Development in marketing Science, Chicago: Academy of Marketing Science, 128-132 (with Rohit Desphande).

1977 "The Management of Marketing Conflict: Implications for Public Policy," Abstract in B. A. Greenberg and D. N. Bellenger (eds.), Contemporary Marketing Thought, 1977 Educators' Proceedings, Chicago: American Marketing Association (with Rohit Deshpande).

1977 "Marketing Implications of the Proposed Balanced Growth and Economic Planning Act," in B. A. Greenberg and D. N. Bellenger (eds.), Contemporary Marketing Thought, 1977 Educators' Proceedings, Chicago (with Ike Mathur and S. C. Jain).

WORKING PAPERS & WORK IN PROCESS

1. "Strategic Metrics," with John R. Roberts
2. "Customer Acquisition and Retention Spending: An Analytical Model and Empirical Investigation in Wireless Telecommunications Markets," wit Sam Min, Zhang Xubing and Namwoon Kim
3. Defending Against Emerging Global Competition, with Tom Robertson
4. "Why Marketing Matters in the Boardroom: Firm Performance Outcomes and Top-Management Marketing Mind-Set," with Stefan Worm, Sundar Bharadwaj, Jailie Shen
5. "Market-based Assets and Shareholder Value: What We Know, Don't Know and Should Know," with Stefan Worm, Francesca Sotgiu and Chandra Srivastava
6. "Financial Outcomes of Marketing Mix Decisions: Tactical and Strategic Implications for Marketing Mix Management," (with Mukesh Bhargava & Ashish Sinha)
7. "How Much Does Churn Hurt? Investigating the Longitudinal Effects of Customer Churn on Stock Price," (Katherine N. Lemon and Debdulal Mallick)
8. "Brand Equity and Financial markets: Implications for Marketing and Investor Relations," with Thorsten Wiesel
9. "Engineering Financial Futures: Managing Growth and Risk." with Thorsten Wiesel
10. ***Driving the Future*,** book under preparation (with Liam Fahey and Tassu Shervani)
11. Branding Ingredients and Components. (with Ralph Oliva)
12. Balancing Brand and Customer Management (Managing B2C2B Strategies)
13. Investing for Growth: Product and Customer Platforms
14. No Risk, No Gain: Calculated Bets and Unbalanced Scorecards. (Liam Fahey and VK Narayanan)

COMPETITIVE AND INVITED PAPERS PRESENTED:

2009 "Brand Strength of Component Suppliers as a Driver of Their Market Performance," AMA Winter Educator's Conference, Tampa, February 2009 (with Stefan Worm)

2009 "Making Marketing Accountable: Metrics for Strategic Marketing Decisions." (with John Roberts) (April 2009)

2009 "Ingregient Branding Challenges and Opportunities," AMA MPlanet 2009 Conference, Orlando, January 27 (Ralph Oliva)

2008 "Brand and Customer Platforms as Strategic Options for Managing Growth and Risk," University of Tilburg Lustrum, May 27

2008 "Impact of Marketing on Risk," Maastricht, Oct 12 (Keynote)

2008 "Branding Challenges in Global Markets," AMA Winter Educators Conference, Austin, Texas, February 18

2008 "Strategic Management of Brand Value." StratMark Conference, Helsinki, January 24th (Keynote)

2007 "Managing Brand Performance." Mudra Institute of Communications, December 18

2007 "Impact of Marketing on Organic Growth and Risk," AMA/Sheth Doctoral Consortium, Tempe, Arizona, May 24

2007 "Impact of Brands on Growth and Risk: Metrics for Managing the Future," Global Brand Management Conference, Hong Kong, Dec 11 (Keynote)

2007 "Impact of Marketing on Growth and Risk," Australian Marketing Institute, Sydney, October 24 (Keynote)

2007 "Branding Challenges in Global Markets," Marketing Science Conference, Singapore, June 30

2007 "Impact of Marketing on Profitability, Growth and Risk," Marketing Science Conference, Singapore, June 29, 2007 (with Thorsten Weisel and Tanja Frischmann, Sundar Bharadwaj and Debdulal Mallick)

2007 "Impact of Marketing on Organic Growth and Business Risk: Metrics for Managing the Future." Connexcion, Mexico City, May 27th (Keynote)

2007 "Getting the Most BANG Out of Your Marketing Buck: The Critical Role of Marketing Capabilities." Customer Relationship Management Association, Atlanta, April 17th

2007 "Managing Profitability, Growth and Risk." Vrije University, March 23, 2007

2007 "Market-Based Assets and Shareholder Value: Organizational and Implementation Challenges." AMA Winter Educator's Conference, San Diego, February 17 (Tassu Shervani and Liam Fahey)

2006 "Strategic Challenges for Emerging Markets," ***SumaqSummit06*** Marketing and Logistics in Latin America, Atlanta, May 15

2006 "Managing Marketing or Managing Metrics," Yale Customer Insight Conference, May 5

2006 "Challenges and Opportunities in B2B Branding," AMA Winter Educators Conference, Feb 18

2006 "Cultivating Shareholder Value: Balancing Profitability and Sustainability," AMA Winter Educators Conference, Feb 18 (with Katherine N. Lemon Debdulal Mallick)

2006 "Impact of Advertising on Tobin's Q and Shareholder Value: A Comparison of Listed Firms in India and the US," ZIBS/IIMA Conference on Return on Marketing Investment, January 6 (with Arvind Sahay)

2006 "Marketing Mix Allocations and Marketplace Performance Metrics: Implications for Marketing Practice and Shareholder Value," ZIBS/IIMA Conference on Return on Marketing Investment, January 6 (with Ashish Sinha and Mukesh Bhargava)

2005 "The Strategic Role of Marketing in Managing Risk: The Case of Customer Retention, Marketing Science Conference, Atlanta, June 17, (with Kapil R Tuli and Sundar Bharadwaj)

2005 “Managing by Marketing Metrics” MSI-Asian Marketing Conference, Singapore, July 25

2005 “Pay-Offs from Brand Building Investments in Early Product Life Stages: Evidence from the Beverage Market,” Marketing Science Conference, Atlanta, June 17 (with Sundar Bharadwaj and Debdulal Mallick)

2005 “Marketing Competencies, Risk Management and Performance Metrics,” European Marketing Academy Conference (EMAC), Milan, May 24

2004 “Customer Management as an Organizational Strategy and Capability,” AMA Special Session, Boston, August 8

2004 “Marketing Metrics: Linking Marketing to Financial Consequences,” American Marketing Association Doctoral Consortium, College Station Texas, June 19

2004 “Customer Management as an Organizational Strategy and Capability,” AMA Faculty Consortium on Customer Relationship Management, Dallas, April 20

2004 “Leveraging Strategic Business Systems to Drive Financial Performance,” Microsoft Business and Technology Conference, Scottsdale, AZ March 26

2004 “Managing New Product Launch Risk Via Platforms and Options,” European Marketing Academy Conference, Murcia, Spain, May 25

2004 “Improving Marketing Effectiveness,” AMA Educator’s Conference, Pheonix, AZ, February 26

2004 “Marketing Metrics: Linking Marketing to Financial Consequences,” Marketing Science Institute Research Definition Workshop, Atlanta, GA May 13

2004 **“**Metrics for Marketing Accountability: Linking Marketing to Corporate Relevance,” Keynote Address, Australia-New Zealand Marketing Academy Conference, Auckland, Nov 29

2004 “Challenges faced by Marketers in Cross-functional, Customer-centric Interfaces,” American Marketing Association Summer Educator’s Conference, Chicago August 17th

2003 “The Role of Marketing Assets in Reducing Risk,” Marketing Science Conference, College Park, Maryland, Marketing Science Conference, June 14th (With Maria Merino and Raji Srinivasan)

2003 “Assessing the Impact of Supply Chains on Shareholder Value,” Keynote Address at Supply-Chain Conference on Getting and Measuring results: Realizing the Value from Your Supply Chain Investments, Fort Worth, Texas, April 2nd

2002 “Marketing and Value Creation: How NOT to Keep CFOs Awake All Night,” MSI Trustees Conference, Boston, April 26

2002 Relating Market-based Assets to Business Processes and Corporate Performance, ISBM B2B Conference, Atlanta, Feb 8

2002 “Customers as Resources for Driving Growth and Shareholder Value in Global Markets,” Globalization of Business and Markets: Strategies For the 21st Century, International Conference, New Delhi, December 21

2001 “Driving Value and Performance via e-Business Globalization,” IBM Academic Conference July

1999 “Driving Shareholder Value Via Market-Based Assets,” Institute for International Research, Atlanta, February 19, 1999

1998 “Marketing as a Link between Business Processes and Shareholder Value: Implications for the Future of Marketing,” JM/MSI Conference on Marketing Strategy, June 7, 1998

1998 “Driving Shareholder Value Via Market-Based Assets,” Marketing Forum, NY/QE-II, June 1998

1999 “Driving Customer and Shareholder Value: The Role of Intelligent Marketing,” Keynote Speech, CYDSA Annual Awards Conference, Monterrey, Mexico, September 7, 1998

1998 “Driving Shareholder Value Via Market-Based Assets,” The Conference Board, Customer Relationship Management Conference, Atlanta, July 21, 1998

1998 “Marketing as a Link between Business Processes and Shareholder Value,” London Business School, February 24, 1998

1997 “Driving Shareholder Value Via Market-Based Assets,” Marketing Science Institute Trustees Conference, Cambridge, Mass., April 17, 1997

1997 “Assessing and Communicating the Value of Marketing Strategies,” AMA Attitude Behavior Conference, Palm Springs, January 1997

1996 “Assessing and Communicating the Value of Marketing Strategies,” AMA Attitude BehaviorConference, Palm Springs, January 1997

1996 “Driving Shareholder Value Via Marketing Strategies,” MSI Conference on Corporate Fault Zones, Palo Alto, December 1996

1996 “Driving Shareholder Value Via Marketing Strategies,” AMA Doctoral Consortium, Boulder, CO., July 1996

1996 “Driving Shareholder Value Via Market-Based Assets ,” Keynote Address, Australian Marketing Association, Adelaide, February 7

1995 “Driving Shareholder Value Through Marketing Strategies,” Keynote Address, 10th Anniversary of ***Bisnis Indonesia***, Jakarta, December 16

1992 "Brand Equity: Bridging the Gap Between Marketing and Finance," American Marketing Association Summer Educator's Conference, Chicago, August 9

1992 "Risk Taking By Salespeople: The Effects of Targets and Target Uncertainty," Marketing Science Conference, London Business School, July (with Goutam Challagalla and Mike Zenor)

1992 "An Initial and Repeat Purchase Diffusion Model in Multi-Generation Technological Product Markets," Marketing Science Conference, London Business School, July 15 (with Nam Kim)

1992 "Estimating the Response of Sales to Advertising and Price Promotions: A Longitudinal Perspective," Marketing Science Conference, London Business School, July (with Mike Zenor)

1992 "A Latent Segment Market Share Model Based on Consideration Sets Estimated from Aggregate Market Data," Marketing Science Conference, London Business School, July (with Mike Zenor)

1992 "Market Diffusion Models," Advanced Research Techniques (ART) Forum, American Marketing Association, Lake Tahoe, June 17

1992 "Customer Value," Beyond Customer Satisfaction, IC-Sq. Institute and J.D. Power Associates, Austin, Tx, March 23

1992 "Creating and Measuring the Value of Customers," American Marketing Association, Atlanta, February 21

1991 "On the Managerial Relevance of a Theory of Buyer Behavior," Association for Consumer Research Annual Conference, Chicago, Illinois, October 18

1991 "Globalization of R&D, Manufacturing and Marketing: An Interface Issue," American Marketing Association Annual Conference, August 19, San Deigo

1991 "Value Based Perspectives on Brand Equity," American Marketing Association Annual Conference, August 18, San Deigo (Panel)

1991 "Brand Equity: A Perspective on its Meaning, Measurement and Management," American Marketing Association Annual Conference, August 18, San Deigo (with Allan Shocker)

1991 "Use of New Product Diffusion Models for Market Valuation of a Firm in the Telecommunications Industry," Marketing Science Conference, Wilmington, Delaware, March 21-23, (with Vijay Mahajan and Nam Kim)

1991 "Simultaneous Modeling of Growth in Market Penetration and Competitive Intensity in Technological Markets." Marketing Science Conference, Wilmington, Delaware, March 21-23, (with Eileen Bridges and Nam Kim)

1991 "Identifying Latent Market Segments With Aggregate Data: A Latent Segment Model," Marketing Science Conference, Wilmington, Delaware, March 21-23, (with Mike Zenor)

1991 "Assessing the Value of Information Technology: A Systems Perspective," MSI Workshop on Managing Information to Improve Competitiveness, Cambridge, May (with Elliot Maltz)

1990 "A Perspective on Brand Equity," Quest Conference, Pheonix, November 7, 1990

1990 "Assessment of Importance of Brand Strength in Merger/Acquisition Decisions," MSI Brand Equity Conference, Austin, November 29, 1990 (with Vijay Mahajan and Vithala Rao)

1990 "Qualification of Prospects for Cross-Selling in the Financial Services Industry," AMA Services Conference, October 23, 1990 (with Wagner Kamakura and Sridhar Ramaswami)

1990 "Acquisition Priority Pattern for Financial Services: Impact of Investment Needs and Abilities," First TIMS Conference on Services Marketing, Vanderbilt University, Nashville, September 17, 1990 (with Wagner Kamakura and Sridhar Ramaswami)

1990 "Capturing Context Effects Via a Model of Comparative Judgment," Behavioral Decision Research Conference, The Wharton School, Philadelphia, June 1 (with Mukesh Bhargava)

1990 "Incorporating Choice Dynamics in Models of Consumer Behavior," Banff Invitational Symposium on Choice Modeling, Banff, Canada, May 15 (with Leigh McAlister)

1990 "Brand Equity: Its Meaning, Measurement and Management," at the Third Annual Faculty Colloquia for Universities in Texas, Austin, Tx, April 6

1990 "Development, Testing and Validation of a Model for the Measurement of Brand Equity Under Conditions of Acquisition and Divestment," Marketing Science Institute Workshop on Brand Equity Research, Boston, Feb. 1 (with Vijay Mahajan and Vithala Rao)

1989 "Use of Latent Trait Analysis in Attitude Scaling," Marketing Science Institute Trustees Conference on Making More Effective Use of Market Information, Pheonix, April 12

1988 "Evaluating Strategic Marketing Decisions With Financial Valuation Techniques," MSI/UT Brand Equity Conference, Austin, March 3 (with John Martin and John Kensinger)

1988 "A Sequential Choice Model Based on Information Search, Integration and Evaluation," Faculty/Doctoral Colloquium, University of Southern California, Los Angeles, March 19

1988 "A Process-Based Multi-Attribute Choice Model," Marketing Science Conf., Seattle, March 23

1988 "Modeling Hierarchical Choice Processes," AT&T Bell Laboratories Technical Series, June 10

1988 "Use of Latent Trait Models in Predicting Order of Product Acquisitions," 1988 ORSA/TIMS Conference, Special Session on Recent Developments in Scaling, October 24

1987 "Developing a Service Orientation for Technology Intensive Products," 1987 Fall Joint Computer Conference, Association for Computing Machinery and IEEE, October 28

1986 Centre for Corporate Strategy and the Economic and Social Research Council of UK -- "Strategic Challenges in the Financial Services Industry."

1985 American Marketing Association -- "The Use of Latent Trait Models in Marketing Research."

1984 Association for Consumer Research -- "Situational Effects on Product Choice."

DOCTORAL DISSERTATION AND MASTER'S THESIS:

1979 Situational Influences on Competitive Market Structure: Implications for Marketing Planning, University of Pittsburgh (Supervisors: Allan D. Shocker (Chair), Gerald Zaltman, Richard Staelin, Thomas Bonoma and Robert Perloff)

1974 Application of Health Status Indicators as Evaluatory Tools to Analyze Health Related Data for the State of Rhode Island,University of Rhode Island (Supervisors: Michael H. Branson (Chair), David M. Shao)

PUBLISHED BOOK REVIEWS:

1987 "Review of: W.S. Crawford (1985): The Elements of Graphing Data, Monterey, CA: Advanced Books and Software," *Journal of Marketing Research*, 24, May

1980 "Discrete Multivariate Analysis Texts: A Review," *Journal of Marketing Research*, 17, August.

TEACHING INTERESTS AND EXPERIENCE

ORGANIZED COURSES TAUGHT

Strategic Performance Management	Executive MBA Seminar
Business Model Innovation	Executive PhD Seminar
Strategic Brand Management	Executive MBA Seminar
Marketing Strategy	MBA Seminar
Internet Business Planning	MBA Seminar

Financial Assessment of Strategic Initiatives	MBA Cross-functional Seminar
Advanced Marketing Management	Executive MBA Case Course
Introduction to Marketing Management	MBA Core Course
Product Management	MBA Seminar
Marketing of Financial Services	MBA Seminar
Marketing Technological Products/Services	MBA Seminar
Product Life Cycle Management	MS in Tech. Comm. (IC^2 Institute)
Marketing Research Methodology	Ph.D. Seminar
Marketing Strategy and Management	Ph.D. Seminar
Marketing Policy	Undergraduate Case Course

TEACHING AWARDS AND RECOGNITIONS:

- Nominated (by SMU Students) for the Best MBA Elective Professor – Brand Management (2009)
- Executive-MBA Award for Most Relevant Seminar – Strategic Performance Management (2007)
- Co-Chair for Best University-Wide Doctoral Dissertation at The University of Texas (Thesis -- Goutam Challagalla; Co-Chair -- Dr. Tassu Shervani)
- Organized a team of students (BBA, MBA and Advertising candidates) to enter the 1982 General Motors Intercollegiate Competition. The project required the development of a Marketing/Advertising campaign for the Oldsmobile Cutlass Diesel automobile. The University of Texas team placed second, nationwide. Professor Robert P. Leone was co-coordinator.
- Nominated the Joe D. Beasley Award (MBA Marketing Management Core Course) (1993 and 1994)
- Nominated by Marketing Department for University Level Graduate Teaching Award (for contributions to Ph.D. Education) (1984, 1991 & 1992)
- Nominated by MBA students for "Outstanding (MBA) Core Professor," (Spring 1984, Spring 1987, Spring 1988).
- Teaching Excellence in Executive Programs (Runner-Up), UT-Austin (2002)

PH.D. DISSERTATIONS CHAIRED (UPDATE REQUIRED)

2017-18 ➔ To be updated

2016 Eric Sandosham, Towards an Effective Design of the Business Intelligence & Analytics Function within an Organisation (PhD General Management, SMU)

2016 Fermin Diez, Pay For Performance: What Type Of Pay Scheme Is Best For Achieving Business Results? (PhD General Management, SMU)

2007 S. Cem Bahadir, Essays on Marketing Investments and Brand Performance, Summer 2007 (Co-chair: Sundar Bharadwaj)

2004 Maria Merino, Impact of Advertising on Company Performance and Risk, Fall 2004 (Co-Chair: Raji Srinivasan)

1999 Anthony Capraro, Managing the Process of Customer Defection, Fall 1999 (Co-Chair: Ajay Kohli)

1999 Cheri Lanette Long, Socio-Technical Perspective on Information Security Knowledge and Attitudes (Elmer G. Harmon, Co-Supervisor), Spring 1999

1999 Judy Kathleen Frels, Explaining the Adoption of Network Markets: The Product Ecology Framework (Tasadduq A. Shervani, Co-Supervisor), Spring 1999, Current Position: Assistant Professor, University of Maryland

1996 Maria del Pilar Ester Arroyo-Lopez, Measuring the Extent of Overlap by Using Multivariate Discriminant Analysis, Summer 1996, Current Position: Assistant Professor, ITESM (Monterrey Tech.), Toluca Campus

1994 Challagalla, Goutam, Dimensions and Types of Controls: Their Effects on Sales Force Performance and Satisfaction, Summer 1994, Current Position: Assistant Professor of Marketing, Georgia Institute of Technology (Co-Chair--Professor Tassaduq Shervani)

1994 S. Srinivasan, A Model for Evaluating the Optimal Face Value of Coupons, June 1994, Current Position: Assistant Professor of Marketing, Drexel University (Co-Chair--Professor Robert Leone)

1993 Jim Hutton, A Theoretical Framework for the Study of Brand Equity and a Test of Brand Sensitivity in an Organizational Buying Context, (July 1993) Current Position: Assistant Professor, University of St. Thomas, St. Paul, Minnesota

1993 Namwoon Kim, Using Market Diffusion Models for Developing and Assessing Marketing Strategies, (March 1993) Current Position: Assistant Professor, Hong Kong University of Science & Technology

1992 John Lewis, Perceived Risk and Information Search in the Selection of Choice Alternatives (Summer 1991) Current Position: Assistant Professor of Marketing, University of North Texas, Denton

1990 Mukesh Bhargava, Context and Sequence Effects on Choice Behavior, (August, 1990) Current Position: Associate Professor of Marketing, University of Alberta

1987 Sridhar Ramaswami, Effect of Family Life Cycle, Investment Objectives and Household Characteristics on Patterns of Wealth, (August 1987) Current Position: Associate Professor of Marketing, Iowa State University.

1983 Linda L. Price, Preferences for General Investment Types: The Impact of Objectives, Uncertainty and Context of Choice (August 1983). Current Position: Associate Professor of Business Administration, University of Colarado, Boulder

1982 Wagner A. Kamakura, Predicting Choice Shares Under Conditions of Brand Interdependence (December 1982). Current Position: Professor (Chair) of Business Administration, Duke University

PH.D. DISSERTATIONS SUPERVISED (COMMITTEE MEMBER)

Martha Tipton
Arvind Sahay
Kalpesh Desai
Kent Wheiler
Jeffery Inman
John Haley

Stefan Worm
Jeff Amos (Mech. Eng'g)
Al Lanctot
Elliot Maltz
Frank Robinson (MSIS)
Paul Brown (Acctg.)

Kapil Tuli
Ram Prasad (Economics)
Ramaswamy Venkatesh
Sukumar Rathnam (MSIS)
Lance Leuthesser
Yoo Yang

Frank Mulhern	V. Kumar	Armen Taschian
Steve Brown	Linda Gerber	Mohammed Sabertehrani
Kishore Krshna	Abbas Kurawarwala (Mgmt)	Lisa Milici-Gaynor (Acctg.)

SERVICE ACTIVITIES

SINGAPORE MANAGEMENT UNIVERSITY

Provost Advisory Committee, Chair	2008-Present
Council of Deans, Chair	2008-Present
Research Evaluation Committee, Chair	2008-2011
Centre for Management Practice	2012-Present
Institute for Innovation & Entrepreneurship	2013-Present
UOB-SMU Asian Enterprise Institute	2013-Present
Human Capital and Leadership Institute (HCLI)	2010-Present
Living Analytics Research Centre	2010-Present
Institute for Service Excellence @ SMU (ISES)	2008-Present
Sim Kee Boon Institute for Financial Economics, Chair-ExCo	2008-Present
Center for Emerging Markets	2011-2013
BNP-Paribas Hedge Fund Center	2008-2012
Asia Private Equity Institute (APEI)	2010-2012
Council for Private Education (Statuary Board)	2012-Present
Ministry for National Defense, Land & Liveability ExCom	2013-Present

GOIZUETA BUSINESS SCHOOL, EMORY UNIVERSITY

Emory Marketing Institute	2004-Present
Marketing Area Coordinator	2003-2004, 2006-07
Presidential Advisory Committee	2003-2005
Promotion & Tenure Committee	2003-2005
Senior Associate Dean	1999-2000
Associate Dean, Executive Education	2003-2005
WEMBA, MEMBA Committees	1999-2000
Undergraduate Programs Committee	1999-2000
MBA Committee	1999-2000
Resources Committee	1999-2000
Technology/Computer Committee	1999-2000, 2003-07

GRADUATE SCHOOL OF BUSINESS/UNIVERSITY (UT-AUSTIN)

Senior Associate Dean, Research & Collaboration	1998-99
Senior Associate Dean, Academic Affairs	1995-98
Marketing Department Chair	1993-95
MBA Policy Committee (Chair)	1995-98
University Faculty Computer Committee	1995-98
CBA/GSB Planning and Resources Committees	1995-99
Center for Customer Insights Planning Committee (Chair)	1996-99
Engineering Project Management Curriculum Design Committee	1995-97
Manufacturing Systems Center Committee	1992-92

GSB Computer Committee	1992-93
MBA Core Council	1993-94
Ad Hoc Committee for Chair Review (McGee)	1991-92
MBA Program Development & Review Committee	1991-92
CBA/GSB Research Awards Committee	1990-92
CBA/GSB Senior Faculty Budget Committee	1990-91
Monterrey Tech D.B.A. Program Development	1989-90
Long Range Planning Committee	1983-84
Faculty Research Committee	1985-86, 92-93
Center for Technology Venturing Projects	1987-91
Austin Technology Incubator Projects	1989-91
IC-Sq. Institute -- Various Assignments incl.:	
Research Conferences & Workshops	1983-92
Texas Industrial Commission – International Trade Program	1982-84
(Project was funded by US Department of Commerce)	

MARKETING DEPARTMENT SERVICE ACTIVITIES:

Graduate Advisor, Ph.D. Program	1988-92
Faculty Recruiting Committee	1978-95
Technology Marketing Concentration Chair	1988-95
Ph.D. Admissions & Continuance	1982-92
Ph.D. Program Revision Committee	1979-81, 86-87
Research Coordinator for Grants Received from Radian Corp., Texas Instruments & Schlumberger totaling $153,000	1984-95
Third Year Reviews (Kohli, Gencturk and Zenor)	1989-91

SPONSORSHIP OF STUDENT ORGANIZATIONS:

India Student Association	1982-84
Alpha Kappa Psi	1978-80
CBA Student Council	1981-82
AMA Student Chapter	1980-81
MBA Marketing Network	1985-87

PROFESSIONAL POSITIONS/OFFICES AND AFFILIATIONS:

Marketing Science Institute--Services and Brand Equity Steering Groups (86-1994)
American Marketing Association--Services Council (90-92), Director (Austin, 81-82)
The Institute of Management Sciences (TIMS)
Association for Consumer Research (ACR)
Product Development & Management Association (PDMA)
Alpha Kappa Psi, Faculty Advisor

PROGRAM/CONFERENCE ORGANIZATION: CONFERENCE CHAIR & TRACK CHAIR

2009 Marketing Strategy Meets Wall Street, Marketing Science Institute & Emory Marketing Institute, Atlanta, January 23-24
2006 Financial Impact of Marketing Strategy, marketing Science Institute and Emory Marketing Institute, New York, July 12
1992 Beyond Customer Satisfaction, IC-Sq. Institute and J.D. Power Institute, Austin, March 26 (Co-Chair - Robert Peterson)
1992 Creating and Assessing Customer Value, American Marketing Association, Atlanta, February 21
1990 Managing Brand Equity, Marketing Science Institute, Austin (November 29-30, 1990) (Co-Chair - Allan Shocker)
1990 AMA Services Conference, American Marketing Association, Chicago (October 21-24, 1990) (Co-Chair - Dave Richardson)
1988 Defining, Measuring and Managing Brand Equity, Marketing Science Institute, IC-Sq. Institute and Graduate School of Business, University of Texas, Austin (February 1988)
1987 Competing in a Volatile or Deregulated Economy, Marketing Science Institute, Boston, (December
1981 Analytic Approaches to Product and Marketing Planning, MSI, Nashville (October) (Co-Chair - Allan Shocker)
2007 EMAC Brand Management Track, Rejkavik, Iceland
2006 EMAC Brand Management Track, Athens, Greece
2005 EMAC Brand Management Track, Milan, Italy
2004 EMAC Brand Management Track, Murcia, Spain
1990 Expert Systems in Marketing, AMA Annual Conference, Track Chair, Chicago
1984 Management Science and International Problems, TIMS, Track Chair, Copenhagen
1982 Product Market Structure Analysis, SWMA, Track Chair, Dallas
1980 Workshop on Planning for Non-Profit Organizations, HUD, Track Chair
1978 Product Market Boundaries, AMA, Philadelphia, Track Chair

RESEARCH COLLOQUIA/INVITED LECTURES:

2012 HEC Paris
2010 ESADE Barcelona
2008 Hong Kong Polytechnic University
2008 Tilburg University
2007 Australian Graduate School of Mgmt
2007 Helsinki School of Economics
2007 Bocconi University, Milan
2006 University of Manchester/Mk Acad
2006 University of Frankfurt
2006 Northwestern University
2006 University of Connecticut
2005 Marketing Competence Panel, EMAC
2005 University of Houston
2005 MSI/UConn/AMA Thought Leadership
2005 Bocconi University, Milan
2004 Keynote Speaker, ANZMAC
2004 Tulane University
2003 Indian Institute of Mgmt, Bangalore

2012 BIM-Tech, NOIDA, Delhi
2011 ANU Canberra
2008 Maastricht University
2008 Helsinki School of Economics
2007 Hong Kong Poly University
2007 University of Auckland
2007 Indian School of Business
2006 ESADE, Barcelona
2006 Helsinki School of Economics
2006 Arizona State University
2006 Yale University
2005 Oakland University
2005 AMA Doctoral Consortium
2005 Vrije University, Amsterdam
2005 Indian School of Business
2004 Innovation Panel, EMAC
2004 Iowa State University
2003 Indian School of Busiuness

2003 Babson College
2002 MSI Trustees Conference
2001 Haring Symposium, Indiana Univ
2000 AACSB
1998 London Business School
1998 MSI/AAAA– MAX Conference
1997 Marketing Forum (QE-II)
1997 ISBM/Penn State University
1997 Australian Graduate School of Mgmt.
1997 MSI Trustees Conference
1996 AICPA 2006 Committee
1996 AMA Doctoral Consortium
1995 Hong Kong Univ. of Science & Tech.
1994 Advanced Research Techniques Forum
1993 University of Kansas
1992 Ohio State University
1992 Virginia Tech.
1991 MCC (Austin)
1990 University of Pittsburgh
1990 University of Minnesota
1989 University of Alberta
1988 AT&T Bell Laboratories
1988 University of Southern California
1987 Rice University

2003 AMA Doctoral Consortium
2002 Indian School of Business
2001 Marketing Leadership Council
1999 Institute of International Research
1998 AMA Doctoral Consortium
1998 MSI/JM Strategy Conference
1998 The Conference Board, Atlanta
1997 Business Indonesia (Jakarta)
1997 University of South Australia
1996 MSI Corporate Fault Zone Worshop
1996 Australian Marketing Ass.(Keynote)
1996 AMA Attitude Behavior Conference
1994 Cross-Cultural Sym. (Keynote)
1995 University of Pennsylvania
1993 Advanced Research Tech. Forum
1992 University of Georgia
1991 Memphis State University
1991 Rice University
1990 Pennsylvania State University
1989 University of Houston
1989 MSI Trustees Conference
1988 Virginia Polytechnic Institute
1988 IC-Sq. Institute
1987 SWMA Doctoral Consortium

EXTERNAL SERVICE ACTIVITIES

JOURNAL / RESEARCH REVIEWS:

Journal of Marketing
(Guest Co-Editor, Marketing Strategy Meets Wall Street, 2009)
(Guest Editorial Board, Special Issue on Marketing Metrics, 2004)
Journal of Marketing Research (Editorial Board)
(Guest Co-Editor, Special Issue on Brand Management, May 1994)
(Guest Co-Editor, Special Issue on Marketing Strategy Meets Wall Street, 2015)
International Journal of Research in Marketing (Editorial Board 2008 – Present)
Journal of Academy of Marketing Science (Editorial Board)
Journal of Business and Industrial Marketing (Editorial Board)
Journal of e-Marketing (Editorial Board)
Journal of Brand Management (Editorial Board)
High Technology Marketing Review (Editorial Board)
Management Science; Marketing Science; Journal of Marketing
National Science Foundation -- Applied Social & Economic Science Division

Various reviews for conferences, dissertation awards and competitions for Marketing Science Institute (MSI), Institute for Studies in Business Markets (ISBM), Association for Consumer Research and the American Marketing Association.

ADVISORY BOARDS:

CMO Council
Marketing NPV
Marketing Science Institute Steering Committees on Services Marketing and Branding
Institute for Studies in Business Markets (ISBM)
e-Business Research Council (eBRC)

EXTERNAL FACULTY TENURE/PROMOTION REVIEWS:

2008	Hong Kong Polytechnic University	2009	University of Capetown
2008	Johns Hopkins University	2008	Boston University
2007	Southern Methodist University	2007	University of Connecticut
2006	Singapore Management University	2007	Indiana University (Bloomington)
2005	University of Washington, Seattle	2004	Singapore Management University
2004	University of Pittsburgh	2004	Penn State University
2003	Indiana University	2003	Case Western Reserve University
2003	Singapore Management University	2002	University of Alabama (Huntsville)
2002	University of Central Florida	2002	University of Alabama
2002	Colorado State University	2001	University of South Carolina
2001	University of Pittsburgh	1996	Southern Illinois University
1996	University of Pittsburgh	1995	University of Southern California
1996	Ohio State University	1995	SUNY at Buffalo
1995	University of Michigan	1994	Rutgers University
1994	Indiana University	1993	University of Pittsburgh
1993	University of Arizona	1992	Boston University
1991	Rutgers University	1991	University of Kansas
1991	Georgia State University	1989	University of Pittsburgh
1988	University of Southern California	1986	Southern Illinois University
1987	University of Massachusetts	1982	Southern Illinois University

CONSULTING AND EXECUTIVE EDUCATION PROGRAMS

Consulted and delivered executive education programs in North and Latin America, Europe, Asia and Australia. Participated in executive programs for the McCombs School of Business (University of Texas at Austin), Goizueta Business School (Emory University), London Business School, Indian School of Business, Irish Management Institute, Helsinki School of Economics, The Wharton School, Penn State University, and the University of South Australia.

Raj's experience in customized executive education includes developing, delivering and managing short 2-to-3 day senior management programs (e.g., for Applied Materials and Motorola) to an entire 2-year Executive MBA program (for Texas Instruments) focusing on marketing strategy in technology markets

and market-facing business processes (e.g., supply chain management, innovation management and customer management). Additionally, developed "issue based learning" (IBL) courses in the TI-EMBA program to address significant strategic issues sponsored by senior executives, undertaken by EMBA participant teams and guided by faculty coaches. Partial list of additional corporate clients include:

3M Company
Agilent Technologies
AT&T
Advanced Technology Laboratories
Applied Materials
Bamerindus Banc (Brazil)
BMC Software
Ciba (Specialty Chemicals)
Capital One
Cox Communications
CYDSA (Mexico)
Dell Computers
Equibank
Exxon-Mobil
GfK (Germany)
Hayleys (Sri Lanka)
Hewlett-Packard (IPG & PSG)
IBM Corporation
Intelliquest
Kennametal
Leo Burnett
Link Resources (IDG)
Microsoft
Milliken
Nokia-Siemens Network
PPG Industries
Rautakirja (Finland)
Seton Hospital
SingHealth (Development Stage)
Suez (France)
Temple-Inland
Synovus Bank
The Nutrasweet Company (Monsanto)
Xerox Corporation
Firefly (EDB, Singapore)
American Airlines
Aon Risk Management (Netherlands)
Advanced Micro Devices (AMD)
Aramark
Arkema (Chemicals)
Bloomberg LP
Brand Finance
Conference Board (Canada and USA)
Coca Cola
Citigroup
Dow Chemicals
Du Pont
Estee Lauder
General Electric
Hallmark
Halliburton
Home Depot
Imation
Johnson & Johnson
KPMG (US, India)
LG Electronics
Lucent Technologies
Motorola
Nokia
Outokumpu (Finland)
Perlos (Finland)
SanomaWSOY (Finland)
Shell Chemicals
SingTel (Development Stage)
Siemens Medical Systems
Trident (ISB Program/India)
Texas Instruments
VITRO (Mexico)
YIT (Finland)
HK Poly (Brand management)

PERSONAL DATA

Born in Lucknow, India on June 17, 1951, US Citizen
Married to Patricia (Tricia), BA History, 1983; BA Education Research, 2009
Two sons, Raju (36) and Ramesh (33), and a daughter Chandra (31)