***March 2021***



***Curriculum Vitae***

**Srinivas K. Reddy**

Lee Kong Chian School of Business

Singapore Management University

50 Stamford Road #05-01

Singapore 178899

Off: +65 6828 0742

HP: +65 8111 1375

[sreddy@smu.edu.sg](mailto:sreddy@smu.edu.sg)

**EXPERIENCE**

**Aug 2009 - : Lee Kong Chian School of Business, Singapore Management University**

July 2013 – current : **Professor of Marketing**

**Marketing Area Coordinator (2013-2018)**

**Lee Kong Chian Fellow (2017)**

**Director,** Center for Marketing Excellence

**Academic Director,** LVMH-SMU Luxury Brand   
 Initiative

Aug 2009 – July 2013**: Associate Dean (General Management)**

**Professor of Marketing**

**Director,** Center for Marketing Excellence

**2007-Aug 2009: Group Head, Corporate Strategy and Leadership Development. Maytas Holdings**

**1998 - 1999: Visiting Professor, Graduate School of Business, Stanford University.**

**1989- 2008: Terry College of Business, University of Georgia**

2002 - Aug 2008: Robert O. Arnold Professor of Business

2001- Aug 2007: Director, Coca Cola Center for Marketing Studies.

1997 – 2002: Professor of Marketing

1989 - 1997: Associate Professor and C. Herman and Mary Virginia Terry Research Fellow 1992-2002

**1988 - 1989: Visiting Associate Professor, John E. Anderson Graduate School of**

**Management, University of California, Los Angeles.**

**1983 - 1989: Stern School of Business, New York University.**

1988 – 1989 Associate Professor of Marketing

1983 - 1988: Assistant Professor of Marketing

**ACADEMIC BACKGROUND**

**Ph.D.,** Columbia Business School, Columbia University, New York, 1983 (Marketing)

**M.B.A.,** Andhra University, India, 1976 (Gold Medal for Academic Achievement)

**B.Sc.,** Bachelor of Science (Biology, Physics and Chemistry), Loyola College, India, 1974.

**AWARDS**

* Top 40 Bestselling Case Writers worldwide (2019) The Case Centre. Rank – 35. Two cases (Gillette; Zalora) have been recognized to be in the top 15 best-selling cases globally in their categories.
* Dean’s Teaching Honor List (PG Programs), 2019
* Nominee, Teaching Excellence in PG Programs (1 of 6 at SMU), 2017
* Nominee, Teaching Excellence in Executive Development, SMU (one of 3 at SMU), 2014, 2015
* Winner, Teaching Excellence in Executive Development, SMU, 2015
* Winner, MBA Teaching Excellence Award, SMU, 2014
* Highest rated Core MBA teacher at SMU, 2013.
* Winner, EFMD Case Competition - Gillette’s “Shave India Movement”: Razor Sharp Against the Stubble (A) (B) 2015.
* 2015, 2016, 2018, 2019 The Case Centre Best Selling Case: Gillette’s “Shave India Movement”: Razor Sharp Against the Stubble (A) (B)
* CMO Asia’s Best Professor in Marketing, 2010.
* Nominee, MBA Teacher of the Year, Terry College of Business, University of Georgia, 1999, 2000, 2002, 2005.
* Honors Day Award for Teaching Excellence, University of Georgia, 1994.
* CMO Asia’s Best Professor in Marketing, 2010
* Winner of the **Donald R. Lehmann Award for the Outstanding Dissertation Based Article in Marketing Research** published in *Journal of Marketing* or *Journal of Marketing Research*. 2001.
* IBM SUR Grant for $75,000 to study “Innovation Conversion”, 2007
* Consortium Faculty, **AMA Doctoral Consortium 1987, 1999, 2002, 2005**.

**EDITED SPECIAL ISSUE:**

**Digital Transformation,** *GfK Marketing Intelligence Review*, **2017**

**BOOKS (RECENT)**

1. Srinivas K. Reddy and Min Chang (Editors), **Digital Works: The Future of Marketing in a Digital World**. 2018.
2. Srinivas K. Reddy and Jin Han (Editors), **The** **Art and Science of Luxury: An Asian Perspective**. 2019
3. Srinivas K. Reddy and Jin Han (Editors), **The** **Essence of Luxury: An Asian Perspective**. 2017

**BOOK CHAPTERS (RECENT)**

1. Yee Heng Tan and Srinivas K. Reddy (2019), “Funding by The Masses: Crowdfunding Platforms and their Disruption of Traditional Marketing Functions,” in *The Handbook of Marketing in an Era of Disruptions*, Atul Parvatiyar and Raj Sisodia (Editors), Sage 2019.
2. MEGARGEL, Alan; SHANKARARAMAN Venky; REDDY, Srinivas K. (2018), “Real-time Inbound Marketing: A Use Case for Digital Banking,” in Handbook of. Blockchain, Digital Finance and Inclusion, David LEE and Robert DENG (Editors), Academic Press, 2018. 311-328.

1. Srinivas K. Reddy and Anupam Jaju, “Brand Strategy for Mergers and Acquisitions,” in The Future of Branding (2016), Rajendra Srivastava and Gregory Metz Thomas (Editors), Sage 2016.

**RESEARCH IN PROGRESS**

1. Yee Heng Tan and Srinivas K. Reddy (2020), “Exploring the Dynamics of Recurring Patronage in Crowdfunding.”
2. Yong Chin Tan, Sandeep Chandukala and Srinivas K. Reddy (2020), “Gone but Not Lost: Intervention Strategies to Recover Abandoned Online Shopping Carts,”

**REFEREED PUBLICATIONS**

Yong Chin Tan, Sandeep Chandukala and Srinivas K. Reddy (2021), “Examining Augmented Reality Usage and its Impact on Purchase,” (Forthcoming at the ***Journal of Marketing***).

Yee Heng Tan and Srinivas K. Reddy (2021), “Crowdfunding Digital Platforms: Backer Networks and their Impact on Project Outcomes,” ***Social Networks****,* **64** (2021) 158-172.

Yee Heng Tan and Srinivas K. Reddy (2020), ***Foundations & Trends in Marketing: Crowdfunding***. A comprehensive monograph of the state of research on Crowdfunding. Josh Eliashberg and Bernd Schmitt (Editors).

Mayukh Dass and Srinivas K. Reddy (2020), “Discovering Market Structure of Ambiguously Appraised Products from Bid History in Online Auctions,” Forthcoming in ***Review of Marketing Research***.

Yee Heng Tan and Srinivas K. Reddy (2019), “Funding by The Masses: Crowdfunding Platforms and their Disruption of Traditional Marketing Functions,” in ***The Handbook of Marketing in an Era of Disruption****s*, Atul Parvatiyar and Raj Sisodia (Editors), Sage 2019.

Srinivas K. Reddy and Anupam Jaju (2016), *Brand Strategy for Mergers and Acquisitions*, in **The Future of Branding** (2016), Rajendra Srivastava and Gregory Metz Thomas (Editors), Sage 2016.

Srinivas K. Reddy, Antonie Stam, Per J. Agrell (2015), *Brand Equity, Efficiency and Valuation of Professional Sports Franchises: The Case of Major League Baseball*, ***International Journal of Business and Social Research****,* Volume 05, Issue 01, 2015, 63-89.

Mayukh Dass, Srinivas K. Reddy and Dawn Iacobucci (2014). "A Network Bidder Behavior Model in Online Auctions: A case of Fine Art Auctions", 12/2014, **Journal of Retailing**, 90, 4, 445 - 462.

Mayukh Dass, Srinivas K. Reddy and Dawn Iacobucci. (2014) *Social Networks among Auction Bidders: The Role of Key Bidders and Structural Properties on Auction Prices* (2014),**Social Networks**. 37, 14-28.

Hu Nan , Noi Sian Kohand Srinivas K. Reddy(2014). *Ratings Lead You To The Product, Reviews Help You Clinch It: The Dynamics and Impact of Online Review Sentiments on Product Sales,* **Decision Support Systems.** 57 (2014) 42-53

Vanitha Swaminathan, Srinivas K. Reddy and Sara Loughran Dommer (2012). *Spillover Effects of Ingredient Branded Strategies on Brand Choice: A Field Study,* **Marketing Letters**, (2012), 23, 237-251.

Simon Lacey, Henrik Hagvedt, Vanessa Patrick, Amy Anderson, Randall Stilla,

Gopikrishna Deshpande, Xiaoping Hu, Joao R. Sato and K. Sathian. *Art for Reward’s Sake: Visual Art Recruits Ventral Striatum*. **NeuroImage**, (2011), 55, 420-433. ***NeuroImag****e is a leading Cognitive Neuroscience journal with an impact factor of 7.063.*

Srinivas K. Reddy (2010). *An interview with Vinita Bali, MD and CEO of Britannia India Ltd***. Marketing Intelligence Review,** 2010, Vol.2 (2) 52-60.

Mayukh Dass, Lynne Seymour and Srinivas K. Reddy (2010). *An Investigation of Value Updating Bidders in Simultaneous Art Auctions*. **Journal of Probability and Statistics (2010).**

Mayukh Dass and Srinivas K. Reddy (2008). *An Analysis of Price Dynamics, Bidder Networks and Market Structure in Online Art Auctions****,* Statistical Methods in e-Commerce Research***,* 2008, 105-129.

Sathian K., S. Lacey, A. Anderson, R. Still, H. Hagtvedt, V. Patrick and S. Reddy (2008). *Viewing Art Images Activates Reward and Affective Circuitry*. **Society for Neuroscience Abstracts**, 2008, 189.10.

Srinivas K. Reddy and Mayukh Dass (2006). *Modeling Online Art Auction Dynamics Using Functional Data Analysis,* **Statistical Science**. Vol.21 (2), May 2006, 179-193.

Anupam Jaju, Christopher Joiner and Srinivas K. Reddy (2006). *Consumer Evaluations of Corporate Brand Deployment*s, **Journal of the Academy of Marketing Science,** Vol. 34 (2), Spring 2006, 206-215.

Vanitha Swaminathan, Richard J. Fox and Srinivas K. Reddy (2001). *The Impact of Brand Extension Introduction on Consumer Choice.* **Journal of Marketing,** Vol. 65 (4),October 2001, 1-15**. (Lead Article)**

* **Winner of the Donald R. Lehmann Award for the Outstanding Dissertation Based Article in Marketing Research.**

Subodh Bhat and Srinivas K. Reddy (2001). *The Impact of Parent Brand Attribute Beliefs and Affect on Brand Extension Evaluation*. **Journal of Business Research**, September 2001, Vol. 53 (3), 111-122. **(Lead Article)**

Swaminathan, Vanitha and Srinivas K. Reddy(2000). *Affinity Partnering: Conceptualization and Issues.* **Handbook of Relationship Marketing,** 2000, 381-406.

Srinivas K. Reddy and John Czepiel. *Measuring and Modeling the Effects of Buyer/Seller Relationships in Corporate Financial Services Markets.* **Journal of Business Research,** 1999, Vol. 46, 235-244.

Srinivas K. Reddy, Vanitha Swaminathan and Carol Motley*. Determinants of the Success of Broadway Shows.* **Journal of Marketing Research,** Vol. 35, August 1998, 370-383.

Srinivas K. Reddy, Jay Aronson and Antonie Stam. *SPOT: Scheduling Programs Optimally for Television.* **Management Science,** Vol. 44 (1),January 1998, 83-102.

Chezy Ofir and Srinivas K. Reddy. *Measurement Errors in Probability Judgments.* **Management Science**,September 1996, Vol. 42 (9), 1308-1325.

Srinivas K. Reddy, Susan L. Holak and Subodh Bhat. *To Extend or Not to Extend: Success Determinants of Brand Line Extensions.* **Journal of Marketing Research**, 1994, Vol. 31 (May), 243-262.

Subodh Bhat and Srinivas K. Reddy. *Symbolic and Functional Positioning of Brands*. **Journal of Consumer Marketing**, Vol. 15 (1), 1998, 32-43.

John A. Czepiel and Srinivas K. Reddy. *Exploring the social geography of the marketplace: A study of relationships in corporate banking*. **Research in Marketing**, 1997, Vol. 13, 19-32.

Richard J. Fox, Srinivas K. Reddy and Bharat Rao. *Modeling Response to Repetitive Marketing Stimuli*. **Journal of the Academy of Marketing Science**, 1997 (Summer), Vol. 25 (3), 242-255.

Bharat P. Rao and Srinivas K. Reddy. *A Dynamic Approach to the Analysis of Strategic Alliances*.

**International Business Review**, 1995, Vol. 4 (4),499-518.

Srinivas K. Reddy. *Effects of Ignoring Correlated Measurement Error in Structural Equation Models.* **Educational and Psychological Measurement,** Autumn 1992, 549-570.

Srinivas K. Reddy and Susan L. Holak. *The Effects of Market Characteristics on Competitive Reaction Intensity: A Longitudinal Analysis.* **Marketing Letters,** August 1991, 293-308.

Priscilla A. LaBarbera and Srinivas K. Reddy. *Resistance to the Adoption of Advertising by*

*Dermatologists and Plastic Surgeons.* **Journal of Advertising Research*.*** June/July 1987, 43-50.

John U. Farley and Srinivas K. Reddy. *A Factorial Evaluation of the Effects of Misspecification*

*and Noise on Estimation in a Structural Equation Model.* **Multivariate Behavioral Research*.***

January 1987, Vol. 22, 71-90.

Chezy Ofir, Srinivas K. Reddy and Gordon Bechtel. *Are Semantic Response Scales Equivalent?*

**Multivariate Behavioral Research*.*** January 1987, Vol. 22, 21-38.

C. Samuel Craig, Susan P. Douglas and Srinivas K. Reddy. *The Impact of Market Structure on*

*Performance and Strategy: A Comparison of U.S. and European markets.* **Advances in**

**International Marketing,** 1987, Vol. 2, 1-21.

John U. Farley and Srinivas K. Reddy. *Nutrition, Family Planning and 'Social Marketing' of a*

*Contraceptive and a Weaning Food in Sri Lanka.* **Advances in International Marketing*,***

1987, Vol. 2, 47-63.

Susan L. Holak and Srinivas K. Reddy. *Effects of a Television and Radio Advertising Ban:*

*A Study of the Cigarette Industry.* **Journal of Marketing*,*** October 1986, Vol. 50, 219-227.

Srinivas K. Reddy and Priscilla A. LaBarbera. *Hierarchical Models of Attitude*. **Multivariate**

**Behavioral Research*,*** October 1985, Vol. 20, 451-472.

Vikram S. Pandit and Srinivas K. Reddy. *Search Costs and the Theory of Advertising*. In Franco Angeli (Ed.) **Economics of Distribution*,*** Bocconi University, 1984, 549-572.

* **The only co-authored published article by the ex-CEO of Citibank.**

John U. Farley, T. D. J. Louis and Srinivas K. Reddy. *Joint 'Social Marketing' of Weaning*

*Food and a Contraceptive in Sri Lanka.* **The Journal of International Business Studies*,***

Winter 1980, 73-80.

**REFEREED CONFERENCE PROCEEDINGS**

Gopikrishna Deshpande, Simon Lacey , Henrik Hagtvedt , Vanessa M. Patrick , Amy

Anderson , Randall Stilla , Xiaoping Hu, João R. Sato, Srinivas K. Reddy, K. Sathian, *“Stimulus entrained dynamic effective connectivity analysis of fMRI.”* **ISMRM (**International Society for Magnetic Resonance in Medicine) **Proceedings,** Montreal May 2011.

Srinivas K. Reddy, Anupam Jaju and Hyokjin Kwak, “*Determinants of Internet Startup Success*”. **2000 IEEE Conference**, Albuquerque, August 2000

Subodh Bhat, Srinivas K. Reddy*. Investigating the Dimensions of the Fit Between a Brand and its Extension.* In Debbie Thorne LeClair and Michael Hartline (Eds.), **Marketing Theory and Applications**, American Marketing Association Proceedings, 1997, Vol. 8, 186-194.

Srinivas K. Reddy, Vanitha Swaminathan and Carol M. Motley, “*Hits on Broadway: The Role of Critic’s Reviews in the Success of an Experiential Good*.” (Abstract). In Edward Blair and Wagner Kamakura (Eds.), ***Marketing Theory and Applications***, Chicago: American Marketing Association, 1996, 313-314.

Vanitha Swaminathan, George M. Zinkhan and Srinivas K. Reddy. *The Evolution and Antecedents of Transformational Advertising: A Conceptual Model*. In Kim Corfman and John Lynch (Eds.), **Advances in Consumer Research**, 1996, Vol. 23, 49-55.

J. Patrick Kelly and Srinivas K. Reddy. *Using Customer Price Point Expectations for Merchandising Strategies*. In Robert L. King (Ed.) **Retailing: Reflections, Insights and Forecasts**. 1991, 137-141.

**Book Chapters**

1. MEGARGEL, Alan; SHANKARARAMAN Venky; REDDY, Srinivas K. (2018), “Real-time Inbound Marketing: A Use Case for Digital Banking,” in Handbook of. Blockchain, Digital Finance and Inclusion, David LEE and Robert DENG (Editors), Academic Press, 2018. 311-328.

1. Srinivas K. Reddy and Anupam Jaju, “Brand Strategy for Mergers and Acquisitions,” in The Future of Branding (2016), Rajendra Srivastava and Gregory Metz Thomas (Editors), Sage 2016.
2. Srinivas K. Reddy. "Application of Statistical Tools in Consumer Decision Models". In John A. Howard, **Buyer Behavior in Marketing Strategy**, Englewood Cliffs, NJ: Prentice Hall, 1994.

**BOOKS**

Srinivas K. Reddy and Jin Han (Editors), **The** **Art and Science of Luxury: An Asian**

**Perspective**. 2019

Srinivas K. Reddy and Min Chang (Editors), **Digital Works: The Future of Marketing in a Digital World**. 2018.

Srinivas K. Reddy and Jin Han (Editors), **The** **Essence of Luxury: An Asian Perspective**. 2017

Luca Pellegrini and Srinivas K. Reddy. **Retail and Marketing Channels: Economic and Marketing Perspectives on Producer-Distributor Relationships**, London: Routledge, 1989.

Luca Pellegrini and Srinivas K. Reddy. **Marketing Channels: Relationships and Performance**, Lexington Books, 1986.

Luca Pellegrini and Srinivas K. Reddy. **Distributive Trades: An International Perspective**, Milan, Italy: Angeli, 1986.

**CASES (All with Teaching Notes) Currently available on The Case Centre (ECCH) and HBS**

* **The Michelin Rating System: Cracking the Code of the Stars (SMU 2021)**
* **China’s Kweichow Moutai: Hangover on the Horizon at the World’s Most Valuable Liquor Company? (A) (B) (SMU 2020)**
* **Zalora: Data Driven Pricing (HBS 8-519-021) 2018**
* **Marketing Transformation at Mastercard (HBS 9-517-040) 2017**
* **Zalora: Dressing Up The App to Entice Customers (SMU 2017)**
* **Tiffany & Co: Omni-Channel Strategy for the Asian Luxury Consumer (SMU 2017)**
* **Taxi Wars: Uber in China (SMU 2016)**
* **China’s Digital Landscape: Imitating or Innovating? (SMU 2016)**
* **Coca-Cola’s ‘eKOCool’ Solar Cooler: Innovation to Empower Women Retailers in Rural India (SMU 2016)**
* **Disruption in the Air: Surf Air’s All You Can Fly Business Model (SMU 2015)**
* **The Shangri-La Bosphorus Hotel: Extending the Famed Shangri-La Hospitality to Turkey (SMU 2014)**
* **Unilever Vietnam: A One-Rinse Revolution Towards a Sustainable Future (A) (B) (C) (SMU 2014)**
* **Groupon India: The Great Onion Digital Sale (SMU 2014)**
* **Dodla Dairy: Churning the Business of Milk in India (SMU 2014)**
* **Gillette’s “Shave India Movement”: Razor Sharp Against the Stubble (A) (B) (SMU 2013)**
  + Published in **Financial Times** (November 4, 2013)
  + <http://www.ft.com/intl/cms/s/0/8da786b8-37e7-11e3-8668-00144feab7de.html#axzz2lcLqs8bJ>
  + Runner up – Emerald Emerging Markets Case Competition 2013
  + Winner – EFMD Case Competition 2014
  + Best selling case: one of the top 15 cases in 2015, 2016, 2018 on ECCH
* **Oreo in China: Time to Get it Right or Get out (SMU 2012)** 
  + Published in **Financial Times** (June 3, 2013)
  + <http://www.ft.com/intl/cms/s/0/6bcc1c00-c886-11e2-8cb7-00144feab7de.html#axzz2V8vahjKa>
* **Novartis Loses Patent Battle in India: Time to Realign the Business Model to Emerging Markets? (SMU 2013)**
* **Launching W Singapore – Sentosa Cove: Starwood Hotel’s Digital Strategy to Drive Bookings (SMU 2013)**
* **Made in India: Cisco Reroutes Innovation (SMU 2013)**
* **GVK EMRI: Social Entrepreneurship and Innovation in Emergency Medical Response (SMU 2013)**
* **Mysore Sandals Millennium, The Launch of India’s Most Expensive Soap (SMU 2013)**
* **Navigauge: A Disruptive Innovation to Measure Car Radio Listening (SMU 2012)**
* **Lexus: The Birth of a Luxury Brand (1999)**

**ACADEMIC ADMINSTRATIVE EXPERIENCE**

* **July 2013- June 2018 : Marketing Area Coordinator, Le Kong Chian School of Business, Singapore Management University**
* **2009- July 2013: Associate Dean (General Management), Le Kong Chian School of Business, Singapore Management University**
  + In charge of all MBA Programs (MBA, Part-Time MBA and Executive MBA)
    - Was responsible in the design and successful launch of the Global Executive MBA program.
    - Negotiated linkages with Wharton, Indian School of Business and Peking University to deliver week long segments for the EMBA program.
    - Manage a staff of ten and over 40 faculty.
    - Budget responsibility for over $10 million.
    - Oversee the academic and day-to-day operations of the MBA programs.
    - **Ranked first time in 2015 at 36 globally by Financial Times**
    - **Ranked 32 globally in 2016 by Financial Times**
    - **Ranked 24 globally in 2017 by Financial Times**
  + Led the design and launch of the Executive PhD program (launched in May 2012)
  + Member of the Executive Council of the Business School
    - Advise the Dean on the strategic issues facing the school
  + Involved in the AASCB and EQUIS accreditation
    - AACSB accreditation accomplished in April 2011. EQUIS accreditation accomplished in December 2011.
* **2014 – Present Academic Director, LVMH-SMU Asian Luxury Brand Initiative** 
  + **Obtained a S$2.5 million grant from LVMH, the leading luxury conglomerate with over 70 brands in its portfolio.**
* **2009- Present Director, Center for Marketing Excellence, SMU**
  + Developed strong relationships with the marketing executives in Singapore and Asia (Kraft, P&G, Unilever, J&J, Symrise, MasterCard, Shangri-La, LVMH etc.).
  + Directing and supporting faculty research.
  + Developed revenue generating (> $100,000) executive programs.
  + Concluded a contract with Shangri-La International for $800,000 to deliver executive programs for their General Managers in 2012-13.
  + Developed and executed a Digital Marketing Executive program in collaboration with Omnicom, the second largest advertising agency
    - Program running since 2011
    - Generated a surplus of over $200,000
* **2009 - Member, SMU’s China-India Strategic Initiative – reporting to the Provost**
  + Initiative to forge closer relationships with industry and academic institutions in India and China.
  + Contributing to the Asian Case Center.
* **2001-2007: Director, Coca-Cola Center for Marketing Studies, Terry College of Business, University of Georgia.**
* Improved annual revenues from $60,000 to over $250,000.
* Improved cash surplus to $500,000.
* Enhanced the endowment to $3.5 million.
* Created Alumni Fund with balance of $100,000.
* Increased paying board membership to over 65 Fortune 500 companies (IBM, Microsoft, Capital One, JP Morgan Chase, Amex, General Mills, P&G, McKinsey, Eli Lilly, Johnson and Johnson, Bristol-Myers-Squibb, UPS, Home Depot, SAS).
* Developed executive programs in association with American Marketing Association which generated annual revenues of $50,000.
* Developed and executed custom executive programs for UPS, IBM, Eli Lilly, Microsoft.
* Supported faculty research by providing grants of over $100,000.
* Developed strong relationships with the top marketing and marketing research executives of Fortune 500 companies
* Negotiated a $5 million 3-month executive development program (for over a thousand executives) with one of the largest IT companies in India and executed it successfully.
* **Graduate Coordinator, Marketing Department, Terry College of Business (1993-2001).**
  + Administered the Marketing PhD program.
  + During this time, the publications of the graduates from UGA in top journals in marketing (Journal of Marketing, Journal of Marketing Research) improved substantially.
  + First time placement of graduates improved (University of Illinois, Urbana-Champagne, University of Massachusetts, Amherst, George Mason University).
* **Chair, UGA research Foundation Faculty Research Grants Committee, 2002, 2003, 2004** 
  + Called for University-wide research proposals, directed faculty committee to evaluate the proposals. Awarded over $250,000 in research grants annually.
* **UGA - University Promotion and Tenure Committee, 2000, 2001, 2002**

**CONFERENCE PROCEEDINGS/PRESENTATIONS**

*Intervention Strategies to Recover Abandoned Online Shopping Carts,* (with Yong Chin Tan and Sandeep Chandukala, 2017 Marketing Science Conference, University of Southern California, Los Angeles, June 2017.

*Central Backers in Social Networks and their Impact on Outcomes of Crowdfunding Projects (with Yee Heng Tan)* 2016 Marketing Science Conference, Shanghai, July 2016.

*Twitter and Tweeters: A Network Analysis of Tweeter Influence on Virality of Video Content – The Case of Why This Kolaveri Di,” (with Wei Yin Chan and Jaehyun Lee*), 2015 Marketing Science Conference *Johns Hopkins University,* Baltimore, June 2015*.*

*The Financial and Market Impact of Product Failure: A Case of Prescription Drug Withdrawals* (with Jason Zhang, Pradeep Chintagunta and Shekar Sattiraju). 2013 Marketing Science Conference, Istanbul, July 11-13, 2013.

*Bidders as Networks and Key Bidders in Online Auctions: A Case of Fine Arts Auctions* (with Mayukh Dass and Dawn Iacobucci). 2013 Marketing Science Conference, Boston, June 7-19, 2012.

*Ratings Lead You To The Product, Reviews Help You Clinch It: The Dynamics and Impact of Online Review Sentiments on Product Sales* (with Hu Nan and Noi Sian Koh). **2011 Customer Insights Conference, Yale School of Management**, New Haven, May 13-14, 2011.

*Ratings Lead You To The Product, Reviews Help You Clinch It: The Dynamics and Impact of Online Review Sentiments on Product Sales* (with Hu Nan and Noi Sian Koh). Invited talk at the **Annual Global Brand Conference**, Hong Kong Poly University, Hong Kong, December 2010.

*The Dynamics of the Buzz: How Do Online Reviews Change Over Time*? (with Noi Sian Koh, Hu Nan and Youngsoo Kim). **2010 Marketing Science Conference**, Cologne, June 16-19, 2010.

*From Birth to Maturity: An Investigation of a Market Evolution and its Dynamics*. (with Mayukh Dass and Piyush Kumar) **2010 Marketing Science Conference**, Cologne, June 16-19, 2010.

*Risk in Celebrity Endorsement: Buzz in Social Media and its Impact on Brand and Firm Performance.* (with Gregory Thomas, Eddie Chau and Raj Srivastava). **2010 Marketing Science Conference**, Cologne, June 16-19, 2010.

*Bidder Behavior and Bidder Networks in Simultaneous Online Auctions*. Invited presentation at **Hong Kong University of Science and Technology**, February 2009.

*Financial and Market Impact of Brand Failure.* Invited presentation at **CEIBS**, Shanghai, February 2009.

*Bidder Behavior and Bidder Networks in Simultaneous Online Auctions*. Invited Presentation at the **International Conference on Business Data Mining**, CR Rao Advanced Institute of Mathematics, Statistics and Computer Science (AIMSCS), University of Hyderabad, December 28, 2008.

*Viewing Art Images Activates Reward and Affective Circuitry,* Presented at the **2008 Neuroscience**, Society of Neuroscience, Washington DC, November 16, 2008.

*Innovate or Die: Strategies in a Rapidly Changing Market.* Invited Presentation at **Indian School of Business**, Hyderabad, May 2008, **Indian Institute of Management-Kozikode**, June 2008, **Hyderabad Management Association**, July 2008; **University of Hyderabad**, September 2008

*Impact of Brand Failure*. Invited Presentation at the **World Brand Conference**, Hong Kong Poly University, Hong Kong, December 2007.

*Academic Perspectives on Private-Public Partnerships*, Invited Presentation at the **World CEO Forum**, Hong Kong Poly University, Hong Kong, November 2007.

*Market and Financial Impact of Product Failures*, Invited presentation at Emory University’s **Zyman Institute of Brand Science (ZIBS)**. September 2005.

*Diffusion of Art: An Investigation of the Evolution of Modern Indian Art*. **2005 Marketing Science Conference**, Atlanta, June 2005

*Movie Sequels as Line Extensions: A Conceptual and Empirical Investigation of the Determinants of Sequel Success*. **2004 Marketing Science Conference**, Rotterdam, June 2004.

*Efficiency, Equity and Valuation of Professional Sports Franchises*, **Marketing Science Institute Special Conference on Linking Marketing to Financial Performance and Firm Value***, Dallas, October 2002.*

*State of Market Research/Intelligence Education*, **2002 AMA Executive Insights Conference**, Scottsdale, January 16, 2002.

*Models of Market Entry and Exit*. (with Ashutosh Dixit and Anupam Jaju). **2001 Marketing Science Conference**, Wiesbaden, July 5-8, 2001.

*A Privacy-Compliant Television Audience Measurement Technique* (with Michael Vinson), **2001 Marketing Science Conference**, Wiesbaden, July 5-8, 2001.

*Determinants of Internet Startup Success*. (with Anupam Jaju and Hyokjin Kwak). **2000 IEEE Conference**, Albuquerque, August 2000.

*SMASH: System for Media Advertising Scheduling*. (with Per Agrell, Ton Stam and Karen King). **1998 Marketing Science Conference**, INSEAD, Paris, France, July 10-13, 1998.

*Valuation of Professional Sports Franchises, or What are the NY Yankees Really Worth?* (with Ton Stam and Per Agrell), **1997 Marketing Science Conference**, Berkeley, March 21-24, 1997.

*Consumers’ Trade-off and Its Effect on Bundling* (with Atanu Sinha), **1997 Marketing Science Conference**, Berkeley, March 21-24, 1997.

*The Impact of Brand Extensions on Market Structure and Choice* (with Vanitha Swaminathan and Rich Fox), **1997 Marketing Science Conference**, Berkeley, March 21-24, 1997.

*Hits on Broadway: The role of critics’ reviews in the success of an experiential good.* (with Vanitha Swaminathan). **1996 AMA Winter Conference.** Hilton Head, February 1996

*The evolution and antecedents of transformational advertising: A conceptual model.* (with Vanitha Swaminathan and George Zinkhan). **Association Consumer Research Proceedings**, Minnesota, October 1995.

*3D visual simulation in marketing research: Virtual reality or virtual fantasy*, **Invited paper presented at** **the Marketing Technologies Symposium** held at the University of Illinois, Urbana-Champaign cosponsored by the National Center for Supercomputing Applications, September 29-October 1, 1995.

*Movie sequels as line extensions: A conceptual and empirical investigation of the determinants of sequel success.* (with Carol Motley) **ORSA/TIMS Marketing Science Conference, Sydney, Australia,** July 3-5, 1995

An *empirical analysis of competitive relationships between store brands and national brands.* (with Frank Mulhern) **ORSA/TIMS Marketing Science Conference, Sydney, Australia,** July 3-5, 1995

*Implications of consumer trade-off on bundling products: The case of NBC’s Olympic Triplecast.* Invited paper presented at the Graduate School of Business, **Georgetown University**, March 31, 1995

*Pricing Strategies for Pay-Per-View: An Investigation of NBC's Olympic Triplecast* (with Atanu Sinha). **ORSA/TIMS Marketing Science Conference**, Tucson, AZ, March 17-20, 1994.

*A Non-Linear Dynamical Systems Approach for Modeling Competitive Strategic Alliances* (with Bharat Rao). **ORSA/TIMS Marketing Science Conference**, Tucson, AZ, March 17-20, 1994.

*Virtual Reality Applications in Marketing Research*, Presentation made to the MMR Board of Advisors, Atlanta, June 1993.

*Effects of price discounting in a competitive environment* (with Carol Motley). **ORSA/TIMS Marketing Science Conference*,*** St. Louis, March 11-14, 1993.

*Determinants of brand line extension success.* **ORSA/TIMS Marketing Science Conference,** London, July 12-15, 1992.

*Modeling long-term customer relationships of financial institutions*. **Customer Relationship Management: Theory and Practice Research Conference,** Atlanta, April 9-11, 1992.

*The Unreliability of Probability Judgments.* **National Symposium on Causal Modeling,** Atlanta, January 24-25, 1992.

*Optimal prime-time scheduling for TV networks*. **ORSA/TIMS Marketing Science Conference*,*** Delaware, March 20-23, 1991.

*Effects of ignoring correlated measurement error in structural equation models*. **ORSA/TIMS Marketing Science Conference*,*** Seattle, March 23-26, 1988.

*A time-series investigation of business-level strategy patterns: Functional attributes of Miles and Snow's strategic archetypes* (with Susan L. Holak and Y. Edwin Tang). **ORSA/TIMS Marketing Science Conference*,*** Seattle, March 23-26, 1988.

*The effects of endogenous market characteristics and exogenous interventions on competitive* reactivity (with Susan L. Holak). **ORSA/TIMS Conference*,*** St. Louis, October 25-28, 1987.

*Structural shifts in a market due to a planned intervention: The effect of advertising ban on competitive reactivity* (with Susan L. Holak). **ORSA/TIMS Marketing Science Conference*,*** Paris, June 24-26, 1987.

*The role of product complementarity in consumer choice processes (*with Mike R. Solomon). **ORSA/TIMS Marketing Science Conference*,*** Paris, June 24-26, 1987.

*Consumer price expectations and distribution strategies* (with J. Patrick Kelly). **Fourth International Conference on Economics of Distribution*,*** Milan, July 3--4, 1987.

Organized the **Fourth International Conference on Economics of Distribution**sponsored by NYU and CESCOM, Bocconi University, Milan which was held in Milan, Italy on July 3-4, 1987.

*Evaluating tests of parameter equivalency across groups: A comparison of competing procedures* (with Susan L. Holak). **ORSA/TIMS Marketing Science Conference,**Dallas, March 12-14, 1986.

*Effectiveness of industrial print advertisements* (with Mark Lipowicz). **ORSA/TIMS Marketing Science Conference,**Dallas, March 12-14, 1986.

Organized the **Third International Conference on Economics of Distribution** sponsored by the Institute of Retail Management, NYU and CESCOM, Bocconi University, Milan which was held in Angera, Italy on April 19-20, 1985.

*Hierarchical factor models: Problems and challenges of estimation*. **Psychometric Society Conference,**Nashville, June 1985.

*Quantifying advantages of early entry* (with Susan L. Holak). **ORSA/TIMS Marketing Science Conference,** Chicago, March 1984.

**RESEARCH GRANTS AND AWARDS**

* Understanding and Recovering Abandoned Online Shopping Carts,

SMU Internal Grant, Ministry of Education (MOE) Tier 1 , PI (Project Level) with Sandeep R. CHANDUKALA S$16,890.86.

* Terry-Sanford Research Award, 1998, 1999, 2000, 2001, $7,500; 2002, $13,000, 2003, $11,500
* IBM SUR Grant (2007) $75,000 to study “Innovation Conversion”

 Terry Research Award, The University of Georgia Award for Research Productivity. 1990, $5,000; 1992, $4,000, 1993, $5,000, 1994, $4,500; 1995, $3,500; 1996, $6,500; 1997, $7,000

 The Office of the Vice President for Research Grant (1995), University of Georgia, “Virtual Reality Project” (a collaborative project with researchers from four other departments at UGA) for the purchase of a multi-processor Silicon Graphics ONYX system ($75,000).

 Marketing Science Institute Research Grant (1993), “Repetitive Advertising,” with Rich Fox ($1,000).

 Reynolds-Stout Research Award (1993), Department of Marketing, Terry College of Business, University of Georgia , “Brand Extensions,” with Rich Fox ($2,000).

 Reynolds-Stout Research Award (1992), Department of Marketing, Terry College of Business, University of Georgia, “Effects of Contradictory Competitive Advertising Messages on Brand Attitude and Purchase Intention," with Carol Motley ($2,500).

 The Center for Econometric and Decision Research Grant (1991), University of Florida, Gainesville, “Uncertainty and Judgment” with Chezy Ofir ($5,000).

**SERVICE**

**Editorial Board Member of Journals:**

 *Multivariate Behavioral Research*, 1990 - 2005

 *Journal of Marketing Channels*, 1992 - 2006

 *Journal of Retailing*, 1986-1993.

***Ad Hoc* Reviewer for:**

*Marketing Science*

*Journal of Marketing Research*

*Journal of Marketing*

*Journal of Consumer Research*

*International Journal of Research in Marketing*

*Journal of Consumer Psychology*

*Psychometrika*

*Multivariate Behavioral Research*

*Journal of Advertising*

*Journal of Retailing*

*Journal of International Business Studies*

*Advances in International Marketing*

*Public Opinion Quarterly*

*American Marketing Association Proceedings*

*Association of Consumer Research Proceedings*

 Consortium Faculty, **AMA Doctoral Consortium 1987, 1999, 2002, 2005**.

 Faculty Judge, Peabody Awards 1997, 1998.

**TEACHING**

* + **2019 Dean’s Teaching Honour List (PG Programmes)**
  + **Nominee, Teaching Excellence in PG Programs (1 of 6 at SMU), 2017**
  + **Nominee, Teaching Excellence in Executive Development, SMU (one of 3 at SMU), 2014, 2015**
  + **Winner, Teaching Excellence in Executive Development, SMU, 2015**
  + **Winner, MBA Teaching Excellence Award, SMU, 2014**
  + **Highest rated Core MBA teacher at SMU, 2013.**
  + **CMO Asia’s Best Professor in Marketing, 2010.**
  + **Nominee, MBA Teacher of the Year, Terry College of Business, University of Georgia, 1999, 2000, 2002, 2005.**
  + **1994 Honors Day Award for Teaching Excellence, University of Georgia.**

**Singapore Management University**

**Graduate Courses**

* Marketing Strategy (MBA);
* Digital Marketing Strategy (MBA);
* Marketing Strategy (PhD; DBA; DInn; CKGSB DBA);
* Marketing and Business Innovation in Asia (IE-SMU MBA);
* Strategic Brand Management;

**Stanford University, Graduate School of Business: 1999, Visiting Professor**

Graduate Courses

Strategic Brand Management

Market Decision-Making in an Information Intensive Environment

**The University of Georgia**

Executive Teaching

* Information Technology and Marketing (PWC)
* Marketing Management (EMBA)
* New Product Development and Brand Strategy

Graduate Courses

* Information, Technology and Marketing
* Consumer Goods Marketing and New Product Innovation
* New Product Development & Brand Strategy
* Electronic Commerce/Marketing on the Internet
* Advances in Causal Modeling (Ph.D.)
* Multivariate Data Analysis (Ph.D.)

Undergraduate Courses

* Marketing Research

**New York University: 1983-1988, Assistant Professor, 1989, Associate Professor**

Graduate Courses

Marketing Analysis and Strategy

Marketing Research and Analysis

New Product Development

International Marketing

Current Topics in Marketing (Ph.D.)

Undergraduate Courses

Principles of Marketing

Consumer Behavior

Marketing Research

International Marketing

**University of California, Los Angeles, 1988-1989, Visiting Associate Professor.**

Graduate Courses

Marketing Strategy

New Product Development

Marketing Research

**Columbia University, Spring 1983, Visiting Assistant Professor**

Graduate Courses

Advances in Causal Modeling (Ph.D.)

**Dissertation Committee Involvement**

**Chairman:**

Subodh Bhat (Ph.D. 1992; San Francisco State University)

Carol Motley (Ph.D. 1994; University of Illinois, Urbana-Champagne)

Bharat Rao (Ph.D. 1996; NYU’s Polytechnic Institute)

Vanitha Swaminathan (Ph.D. 1998; U of Massachusetts, Amherst, Currently at U of Pittsburgh)

Anupam Jaju (Ph.D 2002; George Mason University)

Jason Zhang (Ph.D 2006, Loyola University, Maryland)

Mayukh Dass (Ph.D 2008, Texas Tech University)

**Yee Heng Tan (PhD 2018, Tokyo International University)**

**Yong Chin Tan (PhD 2019, City University of Hong Kong)**

**Committees:**

Thomas Stafford (Ph.D. 1993; U of Memphis)

Thomas DeCarlo (Ph.D. 1993; Iowa State University)

Theodore Stank (Ph.D. 1994; Michigan State University)

Sergio Olavarrieta (Ph.D. 1997: University of Chile)

David Allbright (Ph.D. 2000)

Nolan Taylor (Ph.D. MIS, Candidate 1999)

Margaret Conchar (Ph.D. 1999; North Carolina State)

Janice Griffiths (Ph.D, 2000; Bristol Myers Squibb)

Sheniqua Little (Ph.D, 2004)

Moutusi Maity (Ph.D. 2005; IIM Bangalore)

Ji Hee Song (Ph.D. 2006)

Amy Jo Coffey (Ph.D. 2007, Advertising; University of Florida)

**DEPARTMENT/COLLEGE SERVICE ACTIVITIES**

SMU Lee Kong Chian School of Business, Promotion and Tenure Committee, 2016, 2017

Academic Director, LVMH-SMU Asian Luxury Brand Initiative, SMU, 2014 – Present

Marketing Area Coordinator, Lee Kong Chian School of Business, SMU, 2013 - 2018

Associate Dean, Lee Kong Chian School of Business, SMU, 2009-2013

Director, Center for Marketing Excellence SMU, 2009- Present

Director, Coca-Cola Center for Marketing Studies UGA, 2001-2007

Graduate Coordinator, Marketing Department, UGA (1993 - 2001).

UGARF Faculty Research Grants Committee, 2002, 2003, 2004 (Chair)

UGA Terry College Promotion and Tenure Committee 2006, 2005, 2004

University of Georgia - University Promotion and Tenure Committee, 2000, 2001, 2002

Member, MBA Curriculum Committee, Marketing Department (1992 - 1993).

Member, Head of the Department of Marketing Search Committee (1992).

Member, Masters in Marketing Research Advisory Board (1991 - 1992)

Chairman, Terry College Computer Resources Committee (1991-1992).

Member, Masters in Marketing Research Program Committee (1991 - 2007).

Member, Terry College Computer Resources Committee (1990-1991).

Member, Graduate Faculty since 1990. Readmitted 1997 and 2004.

Member, Ph.D. program Committee, Marketing Department (1990 - 1993).

**EXECUTIVE DEVELOPMENT**

**Singapore Management University**

Executive Development Programs for Unilever, SingHealth, MSIG, Tata Consulting Services, Infineon, SembCorp, International SOS, MasterCard, UOB, Mondelez, Schneider Electric, Shangri-La

* Winner, Teaching Excellence in Executive Development, SMU, 2015
* Nominee, Teaching Excellence in Executive Development, SMU (one of 3 at SMU), 2014, 2015

**The University of Georgia**

Terry Executive MBA program (EMBA I, II, III, IV, V, VI 2003 - 2007)

PWC/IBM Executive MBA program (Distance Learning Executive Program)

Executive Development program for Electric Utility Executives (1992, 1993, 1994).

(Received highest rating among all instructors for three consecutive years).

Coca-Cola South American Executive Program (1992)

Uruguay Retail Executives Program (1992, 1994, 1996).

**New York University**

NYU Senior Executive Development Program in Singapore, 1985 and 1986.

**CORPORATE CONSULTING EXPERIENCE**

The Ford Foundation

New York City Transit Authority

Equitable Life Assurance Society

PWC

Coca-Cola Company

United Parcel Service

Pfizer

Eli Lilly

IBM

Bristol-Myers Squibb and others.

**Advisory Board**: GfK-Academy

**MISCELLANEOUS**

Married. One daughter.

Citizen of USA