

Kapil R. Tuli
(Updated: 23/02/2026)

EXPERIENCE

- 2024 – Current **Deputy Dean (Research)**
Lee Kong Chian School of Business,
Singapore Management University, Singapore
- 2020 – Current **Lee Kong Chian Professor of Marketing**
Lee Kong Chian School of Business,
Singapore Management University, Singapore
- 2017 – 2020 **Professor of Marketing**
Lee Kong Chian School of Business,
Singapore Management University, Singapore
- 2016 – 2022 **Director**
Retail Centre of Excellence
Lee Kong Chian School of Business,
Singapore Management University, Singapore
- 2012 – 2017 **Associate Professor of Marketing**
Coordinator for PhD in Business (Marketing)
Lee Kong Chian School of Business,
Singapore Management University, Singapore
- 2006 – 2011 **Assistant Professor of Marketing,**
Lee Kong Chian School of Business,
Singapore Management University, Singapore

EDUCATION

- 2002-2006: **PhD** (Marketing)
Goizueta Business School, Emory University
Thesis Title: Relationship Multiplexity: Effects on Sales Growth and Volatility from a Customer.
Committee: Ajay K. Kohli (Co-Chair), Sundar G. Bharadwaj (Co-Chair), Rajendra Srivastava, and Douglas Bowman.
- 2000-2002: **M.S.** (E-Commerce and Marketing)
Lowry Mays School of Management, Texas A&M University
- 1998-2000: **P.G.D.B.A.** (Marketing and International Business)
Narsee Monjee Institute of Management Studies
- 1994-1997: **BSc** (Chemistry)
Mumbai University

PUBLICATIONS¹

Google Scholar Citations: 4505

PEER REVIEWED JOURNALS

1. Junqiu Jiang, **Kapil R. Tuli**, and Nirmalya Kumar (2026), “Securing a Calibrated Marketing Budget,” *Journal of Marketing*, *Forthcoming*
2. Gaia Rubera, **Kapil R. Tuli**, and Stefan Wuyts (2024), “Introduction: Special Section on Contemporary Marketing Strategy Research,” *International Journal of Research in Marketing*, 41 (2), 171-173.
3. Sungkyun Moon, **Kapil R. Tuli**, and Anirban Mukherjee (2023), “Does Disclosure of Advertising Spending Help Investors and Analysts?” *Journal of Marketing*, 87 (3), 359-382.
4. Katrijn Gielens, Marnik Dekimpe, Anirban Mukherjee, and **Kapil R. Tuli** (2023), “The Future of Private Label Markets: A Global Convergence Approach,” *International Journal of Research in Marketing*, 40 (1), 248-267.
5. Mehdi Nezami, **Kapil R. Tuli**, and Shantanu Dutta (2022), “Shareholder wealth implications of software firms’ transition to cloud computing: a marketing perspective,” *Journal of Academy of Marketing Science*, 50(3), 538-562.
6. Kartik Kalaignanam, **Kapil R. Tuli**, Tarun Kushwaha, Leonard Lee, and David Gal (2021), “Marketing Agility: The Concept, Antecedents, and a Research Agenda,” *Journal of Marketing*, 85 (1), 35-58.
7. Lim, Leon Gim, **Kapil R. Tuli**, and Rajdeep Grewal (2020), “Customer Satisfaction and its Impact on the Future Costs of Selling,” *Journal of Marketing*, 84 (4), 23-44.
 - Featured in *Harvard Business Review*, November-December 2020, p. 25
8. Valarie A. Zeithaml, Bernard J. Jaworski, Ajay K. Kohli, **Kapil R. Tuli**, Wolfgang Ulaga, and Gerald Zaltman (2020), “A Theories-in-Use Approach to Building Marketing Theory,” *Journal of Marketing*, 84 (1), 32-51.
9. Lim, Leon Gim, **Kapil R. Tuli**, and Marnik Dekimpe (2018), “Investors’ Evaluation of Price-Increase Preannouncements,” *International Journal of Research in Marketing*, 35 (3), 359-377, [Lead Article](#).
10. Emanuel, Bayer, **Kapil R. Tuli**, and Bernd Skiera (2017), “Do Disclosures of Customer Metrics Lower Investors’ and Analysts’ Uncertainty, But Hurt Firm Performance?” *Journal of Marketing Research*, 54 (2), 239-259. (First two authors, Equal Contribution)
11. Adina Robinson Barbulescu, **Kapil R. Tuli**, and Ajay K. Kohli (2015), “When Does Brand Licensing Lead to Positive Financial Outcomes?” *Management Science*, 61 (6), 1436-55

¹ Working Papers and papers under review are not listed to protect the integrity of the double-blind review process

12. Kartik Kalaignanam, Tarun Kushwaha, Jan B. Steenkamp, and **Kapil R. Tuli** (2013) “The Effect of CRM Outsourcing on Shareholder Value: A Contingency Perspective?” *Management Science*, 59 (3), 748-769. (Equal Contribution)
13. **Kapil R. Tuli**, Anirban Mukherjee, and Marnik Dekimpe (2012), “On Value Relevance of Retailer Advertising Spending and Same-store Sales Growth,” *Journal of Retailing*, 88 (4), 447-461, Lead Article, (Equal Contribution)
14. Sundar G. Bharadwaj, **Kapil R. Tuli**, and Andre Bonfrer (2011), “The Impact of Brand Quality on Shareholder Wealth,” *Journal of Marketing*, 75 (5), 88-104, (Equal Contribution)
15. **Kapil R. Tuli**, Sundar G. Bharadwaj, and Ajay K. Kohli (2010), “Ties that Bind: The Impact of Multiple Types of Ties with a Customer on Sales Growth and Sales Volatility,” *Journal of Marketing Research*, 47 (1), 36-50.
16. **Kapil R. Tuli** and Sundar G. Bharadwaj (2009), “Customer Satisfaction and Stock Returns Risk,” *Journal of Marketing*, 73 (6), 184-197.
17. **Kapil R. Tuli**, Ajay K. Kohli, and Sundar G. Bharadwaj (2007), “Rethinking Customer Solutions: From Product Bundles to Relational Processes.” *Journal of Marketing*, 70 (3), 1-17. Lead Article

SERVICE

- *Co-Editor at the Journal of Marketing Research*
- Area Editor at *Journal of Marketing Research* (2022-2023) and *International Journal of Research in Marketing* (2019-2023)
- Guest Area Editor and Editorial Review Board Member at *Journal of Marketing*
- Co-Editor for Special Issue on Contemporary Marketing Strategy Research: New Perspectives for the Digital Economy for *International Journal of Research in Marketing* (2024)
- Ad hoc reviewer for *Marketing Science*, *Management Science*, *Journal of Retailing*, *Journal of Academy of Marketing Science*, *Marketing Letters*.
- Chair for EMAC Doctoral Consortium Faculty, 2019-2024.
- Consortium Faculty for the 2022 and 2023 AMA-Sheth Foundation Doctoral Consortium
- Consortium Faculty for the 2022-2024 Marketing Strategy Doctoral Consortium
- Track Chair for Marketing Research at EMAC Doctoral Consortium Faculty, 2017-18.
- EMAC Doctoral Consortium Faculty for the Marketing Strategy Track, 2016.
- Reviewer for the ISBM Dissertation Award, 2009 - Current.
- Area Editor for Winter American Marketing Association Educators Conference 2017.
- Track Co-Chair of “Marketing Strategy” for Winter AMA Conference, 2011 and 2016
- PhD Program Coordinator for Marketing, 2012-2017

- Reviewer for the McKinsey-EMAC Doctoral Dissertation Award, 2015, 2016.
- Reviewer for the PDMA Doctoral Dissertation Award, 2011.
- Ad hoc reviewer for Winter AMA Conference, 2009, 2012, 2017.

MILESTONES & HONORS

- Raised approximately \$10 million in committed funding for Retail Centre of Excellence (RCoE) at SMU from Economic Development Board, Enterprise Singapore, and Foundation Members Companies, i.e., DFS, DBS, Decathlon, Microsoft, Harvey Norman, IKEA, Popular Ltd, Tiffany & Co, and Visa.
- **Dissertation Chair for**
 - ✓ 2024: Ms. Jiang Junqiu (Placement: ESSEC Business School)
 - ✓ 2018: Mr. Sungkyun Moon (Placement: Bocconi University)
 - ✓ 2017: Ms. Leon Lim Gim (Placement: Tilburg University)
- 2018: *Outstanding Reviewer Award* for the *Journal of Marketing*
- 2018: *ISBM-David T. Wilson-Sheth Foundation Award for Long Term Impact in B2B Marketing* for “Rethinking Customer Solutions: From Product Bundles to Relational Processes.” (with Ajay Kohli and Sundar Bharadwaj), published in the *Journal of Marketing*, 2007, 70 (3).
- 2017: *Journal of Marketing Sheth Foundation Long Term Impact Award* for “Rethinking Customer Solutions: From Product Bundles to Relational Processes.” (with Ajay Kohli and Sundar Bharadwaj), published in the *Journal of Marketing*, 2007, 70 (3).
- 2016: *Outstanding Reviewer Award* for the *Journal of Marketing*
- 2016: *Varadarajan Award for Early Career Contributions to Marketing Strategy Research*: First Marketing Faculty from an Asian Business School to receive this award.
- 2015: “Jungle Beer: An Entrepreneur's Journey” Awarded the Best Case Study Award in Entrepreneurship by the EFMD
- 2014: ‘*Lee Kuan Yew Fellowship for Research Excellence*’ Title and research grant of \$17,000 awarded to faculty in recognition of their research efforts at Singapore Management University.
- 2011: ‘*Sing Lun Fellow*’ Title and research grant of \$15,000 awarded to faculty in recognition of their research efforts at Singapore Management University.
- 2013: ‘*LKCSB Teaching Excellence Award*’ (also awarded in 2010, 2011).
- 2012: “*Dean’s Teaching List*” (also awarded in 2009, 2010).
- 2010: ‘*LKCSB Research Excellence Award*’.

- 2007: Finalist for the *Harold Maynard Award* for outstanding contribution to Marketing Theory for “Rethinking Customer Solutions: From Product Bundles to Relational Processes,” (with Ajay K. Kohli, and Sundar G. Bharadwaj), published in *Journal of Marketing*, 2007, 70 (3).
- 2007: ‘*Lee Foundation Fellow*’ Title awarded to faculty with most promising research potential at the Singapore Management University.
- 2005: *ISBM Business Marketing Doctoral Support Award* for the dissertation titled, "Relationship Multiplexity: Effects on Sales Growth and Volatility from a Customer" (Advisors: Ajay Kohli, and Sundar Bharadwaj)
- 2005: *AMA-Sheth Foundation Doctoral Consortium Fellow*
- 2005: *INFORMS Society of Marketing Science Doctoral Consortium Fellow*
- 2003: *Best Paper Award*: “Customer Firm Relationships: Identifying the Empirical Generalizations” (with Sundar Bharadwaj) in the Marketing Relationships and Inter-Organizational Issues Track at *AMA Summer Educator’s Conference*, Chicago, IL

CASE STUDIES

1. Kapil R. Tuli, Sheetal Mittal, (2025), “India’s payment revolution: Can UPI & RuPay challenge Visa & Mastercard?” SMU-25-0003
2. Kapil R. Tuli, Sheetal Mittal, and Wee-Kiat Lim (2022), “S4Capital: Disrupting the Advertising Industry” SMU-22-0025
3. Kapil R. Tuli and Wee-Kiat Lim (2022), “Pinduoduo: Raising An 824 Million-Strong E-Commerce Empire Under Six Years” SMU-21-0046
4. Kapil R. Tuli, Sheetal Mittal, and Christopher Boncimino (2020), “Visa: Adapting to a World of Fintechs” SMU-20-0031
5. Kapil R. Tuli, Sandeep R. Chandukala, and Sheetal Mittal (2019), “IUGA’s Conundrum: ‘Clicks’ only or ‘Bricks’ Too?” SMU521-PDF-ENG
6. Kapil R. Tuli, and Christopher Dula (2017), “DFS: Insuring Customer Service through E-Learning” SMU132-PDF-ENG
7. Kapil R. Tuli, Christopher Dula and Sheetal Mittal (2017), “Planes, Trains and Social Media” SMU155-PDF-ENG
8. Kapil R. Tuli and Christopher Dula (2013), “Jungle Beer: An Entrepreneur’s Journey” SMU113-PDF-ENG
9. Sujit Patil, Kapil R. Tuli and Kevin Sproule (2012), “Tata Chemicals Brand Consolidation: Power of One” SMU370-PDF-ENG
10. Kapil R. Tuli, Havovi Joshi and Jyoti Patankar (2012), “Udaan: Tata Salt’s Endeavour to Grow Market Share” SMU394-PDF-ENG

OTHER PUBLICATIONS

Suleyman Cem Bahadir and Kapil R. Tuli (2002), “Measuring Marketing Productivity: Linking Marketing to Financial Returns,” *MSI Report No. 02-119*.

Kapil R. Tuli and Sundar G. Bharadwaj (2009), “Examining the Relevance of Customer Satisfaction for Wall Street: The Case of Systematic and Idiosyncratic Risk,” *MSI Report No. 08-210*.

Kapil R. Tuli and Sundar G. Bharadwaj (2009), “Buyer-Supplier Relationships,” in *Empirical Generalizations about Marketing Impact*, Ed. Dominique Hanssens, Marketing Science Institute, Cambridge, MA.

EXECUTIVE EDUCATION & CONSULTING

- Successfully developed and executed executive education program targeted at senior managers, i.e., Asian Retail Leaders Program (ARLP) for RCoE. Participants from *DFS, Visa, Tiffany & Co, IKEA, Decathlon, Popular Holdings, Clarins, Bulgari, Sanofi, Singapore Tourism Board, Singapore Pools, and Metro Inc amongst others*.
- *CIM Bank, Egypt, Johnson & Johnson Inc, Metro Inc, Prysmian Inc, Sembcorp Marine Ltd, Singapore Civil Service College, Singapore Health Promotion Board, Singapore Power, Standard Chartered Bank, True North LLP, United Overseas Bank, Zuellig Pharmaceuticals*

TEACHING: Course Work

- *Marketing Core*, [MBA], 2020-Current
- *Crafting and Delivering Services*, [MBA], 2012-2020
- *Managing Service Innovations*, [Masters in Innovation], 2015-2022
- *Marketing Strategy*, [PhD in Business, Marketing Seminar], 2013-Current
- *Theory Construction and Research Design*, [PhD in General Management, Doctorate in Business Administration, Doctorate in Innovation], 2014-Current
- *Turning Concepts into Business Cases*, [Masters in Innovation], 2013-2017
- *Brands and Market Development*, [Masters in Innovation], 2013-2014
- *New Product Development*, [Undergraduate], 2006-2012