

RAJENDRA K. SRIVASTAVA, PH.D.

Provost and Deputy President (Academic Affairs), Singapore Management University

Raj is Provost and Deputy President at Singapore Management University (SMU). Prior to joining SMU he was the Roberto C. Goizueta Chair in Marketing and Digital Commerce, Goizueta Business School, Emory University where he also served as Senior Associate Dean for Academic Programs. Before joining Emory, Raj held the George Kozmetsky Chair and served as Senior Associate Dean for Academic Affairs, Research and Collaborative Programs (including Executive Education) at the University of Texas at Austin. He has also served as Visiting Professor at London Business School, Indian School of Business (Hyderabad) and Helsinki School of Economics (Aalto University)..

Academic Qualifications:

Ph.D. (Business Administration), University of Pittsburgh; MS (Industrial & Systems Engineering), URI; MBA University of Pittsburgh; MS (Industrial Engineering); University of Rhode Island; and B. Tech. (Mechanical Engineering), Indian Institute of Technology, Kanpur

Specialization:

Marketing Strategy, Marketing Metrics, and Brand/Customer Management – He is best known for his work on measuring the impact of marketing processes and market-based investments (customers, channels, brands) on financial performance (e.g., Return on Marketing Investments or ROMI) and shareholder value and for his research on competitive market structures.

Research Initiatives and Publications:

Raj established the **Emory Marketing Institute** at the Goizueta Business School, Emory University. EmoryMI research priorities include issues related to 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** and served on the boards of technology-based start-ups for over 15 years.

Has published research reports in *Journal of Marketing*, *Journal of Marketing Research*, *Management Science*, *Marketing Science*, *International Journal for Research in Marketing*, *Journal of Banking and Finance*, *Journal of Business*, *Journal of Management*, *Long Range Planning* among others. He is one of the most cited scholars in marketing strategy. He has served on editorial boards of *Journal of Marketing research*, *Journal of Academy of Marketing Science*, *Journal of Business and Industrial Marketing* and *High Technology Marketing Review*.

His background in operations/supply-chains and finance when coupled with marketing expertise reinforce a unique multi-disciplinary perspective on managing business processes and corporate performance, especially in technology-driven markets. This unique perspective has also led to some noteworthy assignments such as co-editor of special issues on the Impact of Marketing Strategy on Wall Street (*Journal of Marketing* 2009); Impact of Marketing on Financial Performance (*Journal of Marketing* 2004); and on Brand Management (*Journal of Marketing Research* 1994).

Selected/Recent Publications:

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

- “Financial Value of Brands in Mergers and Acquisitions: Is Value in the Eye of the Beholder?” *Journal of Marketing*, 72 (November 2008), 49-64, (S. Cem Bahadir and Sundar Bharadwaj)
- “Market-based Capabilities and Financial Performance of Firms: Insights Into Marketing’s Contribution to Firm Value,” *Journal of the Academy of Marketing Science*, (September 2008) (Sridhar Ramaswami and Mukesh Bhargava) (**Sheth Foundation Best Paper Award**)
- 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)
- “Measuring Marketing Productivity: Current Knowledge and Future Directions,” *Journal of Marketing* 68, 4, (October 2004), 76-89
- “The Integrated Networks Model: Explaining Resource Allocations in Networked Business Markets,” *Journal of Marketing*, 67, 1 (January 2003), 29-45
- “Linking Customer Assets to Financial Performance,” *Journal of Services Research* 5, 1 (August 2002), 26-38
- “Resource-Based View and Marketing” *Journal of Management*, 27, 777-802, (Special Issue on Resource-Based View Retrospectives, 2001)
- “Marketing, Business Processes and Shareholder Value: An Organizationally Embedded View of Marketing Activities and the Discipline of Marketing,” *Journal of Marketing*, 63 (Special Issue 1999), 168-179
- "A Simultaneous Model for Innovative Product Category Sales Diffusion and Competitive Dynamics," *International Journal for Research in Marketing*, 16, 95-111
- “Marketing Orientation and Organizational Performance: Is Innovation a Missing Link?” *Journal of Marketing*, 62 (October 1998), 30-45
- “Market-Based Assets and Shareholder Value: A Framework for Analysis,” *Journal of Marketing*, 62 (January 1998), 1-14 (**MSI/Paul Root , Maynard and AMA-Sheth Foundation Awards**)

Selected Research / Academic Awards:

- Sheth Foundation Best Paper Award for *Journal of the Academy of Marketing Science (Volume 37, 2009) (May 2010)*
- AMA-Sheth Foundation Award for the *Journal of Marketing* article written in the previous five to ten years that is judged to contribute most to the marketing discipline (2006)
- Mahajan Award for Career Contributions to Marketing Strategy by the American Marketing Association, Strategy SIG (2004)
- 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
- Maynard Award by the American Marketing Association for 1998 *Journal of Marketing* article judged to contribute most to the development of theory in marketing
- Alpha Kappa Psi Award, by the American Marketing Association for 1984 *Journal of Marketing* article judged to contribute most to the practice of marketing
- University of Texas CBA Foundation Award for Outstanding Research Contributions (ORC) (1993). The ORC award was made for career contributions to the field of marketing strategy.
- University of Texas Research Excellence (RE) (2002). The RE award was made for research on a specific program – in this case, financial impact of marketing strategy on corporate financial performance.