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Educational Background

University of California, Irvine

- Ph.D. in Marketing, 2008

Delhi School of Economics, Delhi, India

- Master of Arts in Economics, 1999

Shriram College of Commerce, Delhi, India

- Bachelor of Arts (Honors) in Economics, 1997

Professional Experience

- Assistant Professor of Marketing, Mays Business School, Texas A&M University
- Clinical Assistant Professor of Marketing, Mays Business School, Texas A&M University, 2008-2009 (Courses taught: Marketing Management and Product Management)
- Lecturer in Marketing, Mays Business School, Texas A&M University, Spring 2008 (Course taught: Marketing Management)
- Lecturer in Economics, University of Delhi, Delhi, India, 1999-2000

Research Interests

Pricing, new products, new empirical industrial organization, consumer choice models, marketing and public policy

Teaching Interests

Marketing research, pricing strategies, new product development, marketing strategy, marketing fundamentals, business statistics, database marketing, sales and forecasting

Awards, Grants and Honors

- Ray Watson Doctoral Fellowship Recipient, The Paul Merage School of Business, University of California, Irvine, 2007
- AMA-Sheth Doctoral Consortium Fellow, University of Maryland, 2006
- Marketing Science Doctoral Consortium Fellow, University of Pittsburgh, 2006

- \$9000 research grant from Newkirk Center for Science and Society, University of California, Irvine for research proposal on evaluating the impact of cigarette advertising on consumption behavior, 2005
- Regents' Fellowship, University of California, Irvine, 2003
- Junior Research Fellowship, University Grants Commission, India, 1999
- Merit Scholarship, Reserve Bank of India, 1992-1997

Working Papers

“An Empirical Analysis of the Determinants of Quantity Discounts: The Role of Market Structure and Market Power” (with Rajeev Tyagi)

“The Effect of Store Brand Introduction on Quantity Discounts: A Structural Model using Aggregate Retail data”