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Academic Experience

Texas A&M University, Mays Business School, College Station, TX

- Shelley and Joe Tortorice '70 Faculty Research Fellow, August 2009 to present
- Assistant Professor of Marketing, August 2006 to present

Loyola Marymount University, College of Business, Los Angeles, CA

- Visiting Assistant Professor of Marketing, January 2006 to May 2006

University of Southern California, Marshall School of Business, Los Angeles, CA

- Instructor, Department of Marketing, 2003 to 2005

Educational Background

University of Southern California, Los Angeles, California, USA

- Ph.D. in Business Administration (Marketing), 2006

University of Pittsburgh, Pittsburgh, PA, USA

- Master of Science (MS in Materials Science & Engineering), 1997

Institute of Technology, Banaras Hindu University, Varanasi, India

- Bachelor of Technology (Honors) (B.Tech. in Metallurgical Engineering), 1995

Research Interests

- Market Response Analysis, New Product Development, Internet Marketing, Pharmaceutical Marketing and Health Care, Marketing and Public Policy

Teaching Interests

- Marketing Analytics, Marketing Engineering, Pricing, Marketing Research, Database Marketing, Doctoral seminars in Marketing

Peer-Reviewed Publications

- Aron, Ravi, Shantanu Dutta Ramkumar Janakiraman and Praveen Pathak (*forthcoming*), "The Impact of Automation of Systems on Medical Errors: Evidence from Field Research", *Information Systems Research*. (Equal Contribution; authors listed alphabetically)

- Grossman, Elissa, Helena Yli-Renko and Ramkumar Janakiraman (*forthcoming*), “Resource Search, Interpersonal Similarity, and Network Tie Valuation in Nascent Entrepreneurs' Emerging Networks, *Journal of Management*.
- Grewal, Dhruv, Ramkumar Janakiraman, Kirthi Kalyanam, P. K. Kannan, Brian Ratchford, Reo Song and Stephen Tolerico (2010), “Strategic Management of Online and Offline Retail Pricing: A Research Agenda”, *Journal of Interactive Marketing*, 24 (2), 138-154.
- Janakiraman, Ramkumar, Catarina Sismeiro and Shantanu Dutta (2009), “Does Spillover Occur Across Competing Brands?: A Disaggregate Model of How and When”, *Journal of Marketing Research*, 46 (August), 467-481.
- Yli-Renko, Helena and Ramkumar Janakiraman (2008), “How Customer Portfolio Affects New Product Development In Technology-Based Entrepreneurial Firms”, *Journal of Marketing*, 72 (September), 131-148
- Janakiraman, Ramkumar, Shantanu Dutta, Catarina Sismeiro and Phil Stern (2008), “Physicians’ Persistence and its Implications for their Response to Promotion of Prescription Drugs”, *Management Science*, 54, 1080-1093.
- Berry, Leonard, Janet Parish, Ramkumar Janakiraman Lee Ogburn-Russell, Glen R. Couchman, William L. Rayburn, Jedidiah Grisel (2008, Lead Article), “Patients’ Commitment to their Primary Physician and Why it Matters”, *Annals of Family Medicine*, 6(1), 6-13.

Competitive Grants

- Research Grant (15,000€) from International Commerce Institute (of ECR-Europe) and Unilever.
- Research Grant (\$36,000) from Economic Research Service, United States Department of Agriculture (ERS-USDA) to study the impact of food scare events on brand choice and consumption of consumers with the objective of improving food safety outcomes for Americans, 2009.
- Aggie 100 Scholars Program Research Grant, Center for New Ventures and Entrepreneurship, Texas A&M University, 2008.
- Alton M. and Marion R. Withers Retailing Research Grant, Center for Retailing Research, Texas A&M University, 2008.
- Research Grant from the European Union Center of Excellence (EUCE) at Texas A&M University, 2006.
- Research grant (\$10,000) from Marketing Science Insitiute for research on marketing ROI in pharmaceutical industry, 2005
- Entrepreneurship Research Award, Lloyd Greif Center, University of Southern California, 2005

Honors and Awards

- Shelley and Joe Tortorice ’70 Faculty Research Fellowship, 2009
- Dean Research Performance Grant 2008, 2009
- Thought Leader, Thought Leadership Conference on Multi Channel Retailing, Center for Retailing Studies, Texas A&M University, 2009.
- Undergraduate Teaching Excellence Award, Marketing, University of Southern California, 2005

- University of Houston Symposium Fellow, April 2005 & April 2004
- Undergraduate Teaching Excellence Award, Dept. of Marketing, University of Southern California, 2004 and 2005.

Professional Experience

Donsco Inc., Wrightsville, PA

- Project Manager, 1997-99

Teaching and Advising

Ph.D. Advising

- Member of Doctoral Student Committees
 - Member: Zixia Cao (Department of Marketing, TAMU)
 - Member: Reo Song (Department. of Marketing, TAMU)
 - Member: Jeff Meyer (Department of Marketing, TAMU)
- Other Student Committees
 - Member, Master's Thesis Committee: Robert Krutsick (Department of Statistics, TAMU)

Courses Taught

Texas A&M University, Mays Business School, College Station, TX

- MKTG 635: Marketing Analytics and Pricing
 - *Developed this new graduate course to strengthen the analytical skills of MS Marketing students and to enhance their understanding of a key "marketing-P", pricing.*
 - Taught in Fall 2010 (Overall Instructor Rating: 4.21/5)
 - Fall 2009 (4.21/5.00)
 - Fall 2007 (4.91/5)
- MKTG 625: Marketing Engineering
 - *Developed this new graduate level lab-based course to develop analytical skills of the MS Marketing students with the focus on learning data analytic and statistical software.*
 - Taught in Fall 2010 (Two sections; 4.29/5 and 4.77)
 - Fall 2009 (Overall Instructor Rating: 4.18/5.00)
 - Fall 2008 (Two sections; 4.40/5 and 4.19/5)
- MKTG 489: Data Intelligence: Applications to Marketing (developed this new undergraduate course; taught in Fall 2009)
 - *Developed this new graduate level lab-based course to develop and strengthen the analytical skills of the marketing undergradtae students with the focus on learning data analytic and statistical software*
 - Taught in Fall 2009 (5.00/5),
- MKTG 323: Marketing Research, (Undergraduate)
 - Fall 2007 (4.19/5.00)
 - Fall 2006 (Two sections; 4.42/5 and 4.03/5)

Loyola Marymount University, College of Business, Los Angeles, CA

- Principles of Marketing, Undergraduate, Spring 2006
- Marketing Research, Undergraduate, Spring 2006

University of Southern California, Marshall School of Business, Los Angeles, CA

- Principles of Marketing, Undergraduate, 2003- 2005

Invited Talks

- “The Impact of Social Contagion on What to Buy, How to Buy and Whom to Buy From: Evidence from Durable Good Market” (Marketing Research Camp, Mays Business School, Texas A&M University, May 2009)
- “The Impact of Social Contagion on What to Buy, How to Buy and Whom to Buy From: Evidence from Durable Good Market” (Yale Center for Customer Insights, School of Management, Yale University, May 2009)
- “Are all Peers Equal? The Role of Homophily on Consumers’ Adoption and Usage of an Innovation” (Greif Research Symposium, Marshall School of Business, University of Southern California)
- “Does Spillover Occur Across Competing Brands?: A Structural Model of How and When” (Yale Center for Customer Insights, School of Management, Yale University, May 2007)
- “Does Spillover Occur Across Competing Brands?: A Structural Model of How and When” (Marketing Research Camp, Mays Business School, Texas A&M University, May 2007)

Conference Presentations

- “If It Doesn’t Kill You...? How Dependence on a Key Customer Affects Young Firm Survival and Growth” (with Helena Yli-Renko), Academy of Management Annual Meeting, Montreal, August 2010 (Presentation by co-author)
- “If It Doesn’t Kill You...? How Dependence on a Key Customer Affects Young Firm Survival and Growth” (with Helena Yli-Renko), Academy of Management Annual Meeting, Montreal, August 2010 (Presentation by co-author)
- “Resource Search, Psychological Distance, and Network Tie Valuation in Nascent Entrepreneurs’ Emerging Networks”, (with Elissa Grossman and Helena Yli-Renko), Academy of Management Annual Meeting, Chicago, August 2009 (Presentation by co-author)
- “Liabilities of Foreignness, Liabilities of Newness, and Social Capital: A Study of Exporting in Young, Technology-based Firms” Academy of International Business, San Diego, July 2009 (Presentation by co-author)
- “The Impact of Social Contagion on What to Buy, How to Buy and Whom to Buy From: A Disaggregate Level Model” (with Rakesh Niraj), Marketing Science Conference, Singapore, June 2007 (Presentation by co-author)
- “Learning From Customers For New Product Development: The Effects of Portfolio size, Balance, and Relational Embeddedness” (with Helena Yli-Renko), Academy of Management, Philadelphia, August 2007 (Presentation by co-author)

- “Homophily and Resource-Seeking Behavior in New Venture Network Formation” (with Elissa Grossman and Helena Yli-Renko), Babson College Entrepreneurship Research Conference, Madrid, Spain. *Published in Best Paper Proceedings*. (Presentation by co-author)
- “A Structural Model of Informational Spillovers Across Brands: Pioneering Vs. Late Entrants”, Marketing Science Conference, Pittsburgh, July 2006
- “Tapping Into Word-of-Mouth Effect for New Product Launch: A Disaggregate Level Model”, Marketing Science Conference, Pittsburgh, July 2006 (Presentation by co-author)
- “Physicians’ State Dependence and Its Implications for Marketing Communication”, European Marketing Academy Conference, Athens. Greece, May 2006 (Presentation by co-author)
- “Sustained Competitive Advantage Through Customer Retention: The Roles of Learning and Governance”, Marketing Science Conference, Atlanta, July 2005 (Presentation by co-author)
- “Are they all the same?: Physicians’ Persistence and its Implications for Marketing Communication”, Marketing Science Conference, Atlanta, July 2005
- “Are they all the same?: Physicians’ Persistence and its Implications for Marketing Communication”, Houston Doctoral Symposium, April 2005
- “Physicians’ Persistence and its Implications for Marketing Communication”, Marketing Science Conference, Amsterdam, July 2004 (Presentation by co-author)

Service

- Program Committee Member, Workshop on Health IT and Economics, hosted by the Center for Health Information and Decision Systems at University of Maryland, 2010
- Adhoc-Reviewer, *Management Science*.
- Adhoc-Reviewer, *Journal of Business Research*
- Doctoral Program Council, Department of Marketing, 2008-present
- Faculty Recruiting Committee, Department of Marketing, 2009-present
- MS Marketing Program Council, Department of Marketing, 2008-2009
- Research Seminar Series Council, Department of Marketing, 2007-2008
- Defining Excellence Council, Department of Marketing, 2006-2007

Other Peer- Reviewed Publications

- R. Janakiraman, G. H. Meier, and F. S. Pettit (1999), "The Effect of Water Vapor on the Oxidation of Alloys that Develop Alumina Scales for Protection", *Metall. and Mater. Trans. A*, 30A, 2905.
- C. Sarigolu, M. J. Stiger, J. R. Blachere, R. Janakiraman, E. Schumann, A. Ashary, F. S. Pettit and G. H. Meier (2000), "The Adhesion of Alumina Films to Metallic Alloys and Coatings", *Materials and Corrosion*, 51.