

Shrihari (Hari) Sridhar

(Curriculum Vitae May-19)

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ACADEMIC POSITIONS

8/2018 onwards	Presidential Impact Fellow, Texas A&M University.
6/2019-now	Center for Executive Development Professor, and Professor of Marketing , Mays Business School, Texas A&M University.
6/2016- now	Center for Executive Development Professor, and Associate Professor of Marketing , Mays Business School, Texas A&M University.
1/2016- 5/2016	Frank and Mary Jean Smeal Research Fellow, and Associate Professor of Marketing Smeal College of Business Administration, Pennsylvania State University
6/2015- 12/2015	Associate Professor of Marketing Smeal College of Business Administration, Pennsylvania State University.
6/2011-6/2015	Assistant Professor of Marketing Smeal College of Business Administration, Pennsylvania State University.
6/2009-5/2011	Assistant Professor of Marketing Eli Broad College of Business, Michigan State University.

EDITORIAL POSITIONS

6/2018 - now	Associate Editor, <i>Journal of Marketing</i> .
7/2017- now	Associate Editor, <i>Journal of Marketing Research</i> .
2017-2018	Co-Editor, Special Issue on “Digital, Data-Rich and Developing Markets,” <i>Journal of the Academy of Marketing Science</i> .
10/2015- now	Associate Editor, <i>Journal of the Academy of Marketing Science</i> .

ADMINISTRATIVE POSITIONS

1/2018-now	Research Director – Sales Leadership Institute (http://mays.tamu.edu/professional-selling-initiative/) Mays Business School, Texas A&M University.
5/2015- 10/2017	Associate Research Director – ISBM (www.isbm.org) Institute for the Study of Business Markets (ISBM) Smeal College of Business Administration, Pennsylvania State University.
3/2014- 10/2017	Director of Customer Analytics – ISBM (www.isbm.org), Smeal College of Business Administration, Pennsylvania State University.

EDUCATION

- 2009 Ph.D., Marketing, Trulaske College of Business
University of Missouri, Columbia, MO 65211.
- 2004 M.S., Engineering Management,
University of Missouri, Rolla, MO 65409.
- 2002 B.E., Mechanical Engineering,
R.V. College of Engineering, Bangalore, India.

HONORS AND AWARDS

- 2019 MS Analytics Teaching Excellence Award
- 2019 Awarded “*Outstanding Area Editor*” for Journal of the Academy of Marketing Science.
- 2019 Finalist, 2018 Marketing Science Institute/H. Paul Root Award.
- 2019,18,15,14,12 Ranked worldwide in research productivity in premier *American Marketing Association’s* Journals.
- 2018 Presidential Impact Fellow, Texas A&M University.
- 2018 Finalist, 2017 Marketing Science Institute/H. Paul Root Award.
- 2018 Awarded “*40 Most Outstanding MBA Professors Under 40*” by Poets and Quants.
- 2018 AMA Sheth Foundation *Doctoral Consortium Faculty Fellow*.
- 2017 Awarded “*Outstanding Reviewer*” for Journal of Marketing.
- 2017 Awarded “*Outstanding Area Editor*” for Journal of the Academy of Marketing Science.
- 2016 Awarded “*Best All-Round MBA Teacher- 2015/16*” by Smeal College of Business Administration, Pennsylvania State University.
- 2015,14 Smeal College of Business Administration, Pennsylvania State University Selection for *Penn State George W. Atherton Teaching Award*.
- 2015 Best Reviewer Award, *Journal of the Academy of Marketing Science*
- 2015 Runner Up (all papers published in 2013, 2014), Davidson Award, *Journal of Retailing*.
- 2014 *Rajan Varadarajan Award for Early Career Contributions to Marketing Strategy Research*.
- 2013 Best Paper Award (all papers published in 2012), *Journal of Interactive Marketing*.
- 2013 Marketing Science Institute *Young Scholar*, 2013.
- 2012 Awarded “*Most Engaging MBA Teacher- 2012/13*” by Smeal College of Business Administration, Pennsylvania State University.
- 2012 AMA Sheth Foundation *Doctoral Consortium Faculty Fellow*
- 2010 AMA Sheth Foundation *Doctoral Consortium Faculty Fellow*.
- 2008 Center for E-Research Fellowship, University of Missouri.
- 2008 Outstanding Teaching Assistant in Marketing, University of Missouri.
- 2007 AMA Sheth Foundation *Doctoral Consortium Fellow*.
- 2007,05 Outstanding Research Assistant in Marketing, University of Missouri.
- 2007 Juran Doctoral Research Award, University of Minnesota.
- 2007 Graduate Student Achievement Award, University of Missouri.

RESEARCH INTERESTS

Domain: Improving firms' strategic planning and resource allocation effectiveness using data science applied to and customers' perceptions and revealed behaviors (reflected in ccubes.net).

Sectors: Business-to-business, Media, K-12 Education, Energy.

PUBLICATIONS

1. Zou Chen, Shrihari Sridhar, Rafael Becerril, Yan Dong Aroola, and Tony Cui (2019), "Promotions as Competitive Reactions to a Recall Crisis and Their Consequences," forthcoming, *Journal of the Academy of Marketing Science*.
2. Kanuri, Vamsi, Shrihari Sridhar, and Yixing Chen (2018) "A Study Shows the Best Times of Day to Post to Social Media," *Harvard Business Review*, September 12 2018.
<https://hbr.org/2018/09/a-study-shows-the-best-times-of-day-to-post-to-social-media>
3. Kanuri, Vamsi, Yixing Chen, and Shrihari Sridhar (2018), "Scheduling Content on Social Media: Model, Evidence and Application," *Journal of Marketing*, 82(6), 89-108.
 - a. Finalist, 2018 Marketing Science Institute/H. Paul Root Award.
4. Vikas Mittal, Ashwin Malshe and Shrihari Sridhar (2018), "The Unequal Effects of Partisanship on Brands", *Harvard Business Review* (print and online), [available at <https://hbr.org/2018/03/the-unequal-effects-of-partisanship-on-brands>]
5. Pattabhiramaiah, Adithya, S. Sriram and Shrihari Sridhar (2017), "Rising Prices under Declining Preferences: The case of the U.S. Print Newspaper Industry," *Marketing Science*, 37(1), 97-122.
6. Sridhar, Shrihari, Prasad A. Naik and Ajay Kelkar (2017), "Understanding the Impact of Measurement Unreliability on Marketing Budget and Allocations," *International Journal of Research in Marketing*, 34(4), 761-779.
7. Gill, Manpreet, Shrihari Sridhar, Rajdeep Grewal (2017), "Return on Engagement Initiatives (RoEI): A Study of a Business-to-Business Mobile App," *Journal of Marketing*, 81(4), 45-66.
 - a. Finalist, 2017 Marketing Science Institute/H. Paul Root Award.
8. Shi, Huanhuan, Shrihari Sridhar, Rajdeep Grewal and Gary Lilien (2017), "Salesperson Replacement Strategies in Business-to-Business Markets," *Journal of Marketing*, 81(2), 25-44.
 - a. Best Sales Track Paper, and Best Overall Paper, 2015 Summer AMA Conference.
9. Lee, Ju-Yeon, Shrihari Sridhar and Robert Palmatier (2017), "The Effect of Firms' Structural Designs on Advertising and Personal Selling Returns," *International Journal of Research in Marketing*, 34(1), 173-193.
10. Lam, Son K., Stefan Sleep, Thorsten Hennig-Thurau, Shrihari Sridhar, and Alok Saboo (2017), "Leveraging Frontline Employees' Small Data and Firm-Level Big Data in Frontline Management: An Absorptive Capacity Perspective" *Journal of Service Research*, 20(1), 12-28.
11. Sridhar, Shrihari, Frank Germann, Charles Kang and Rajdeep Grewal (2016), "Relating Online, Regional, and National Advertising to Firm Value," *Journal of Marketing*, 80(4), 39-55.
 - a. MSI "Journal Selection", April 2017

12. Gopalakrishna, Srinath, Jason Garrett, Murali K. Mantrala and Shrihari Sridhar (2016), "Assessing Sales Contest Effectiveness: The Role of Salesperson and Sales District Characteristics," *Marketing Letters*, 27(3), 589-602.
13. Sridhar, Shrihari and S. Sriram (2015), "Is Online Newspaper Advertising Cannibalizing Print Advertising?" *Quantitative Marketing and Economics*, 13(4), 283-318.
14. Sridhar, Shrihari, Clay Voorhees and Srinath Gopalakrishna (2015), "Assessing the Drivers of Short and Long-term Outcomes at Business Trade Shows," *Customer Needs and Solutions*, 2(3), 222-229.
15. Grewal, Rajdeep, Gary L. Lilien, Sundar Bharadwaj, Pranav Jindal, Ujwal Kayande, Robert F. Lusch, Murali Mantrala, Robert W. Palmatier, Aric Rindfleisch, Lisa K. Scheer, Robert Spekman, and Shrihari Sridhar, (2015), "Business-to-Business Buying: Challenges and Opportunities," *Customer Needs and Solutions*, 2(3), 193-208.
16. Lee, Ju-Yeon, Shrihari Sridhar, and Robert W. Palmatier, (2015) "Customer-Centric Org Charts Aren't Right for Every Company," *Harvard Business Review*, (print and online), [available at <https://hbr.org/2015/06/customer-centric-org-charts-arent-right-for-every-company>].
 - a. A version of this article appeared in the July–August 2015 issue of Harvard Business Review, "Customer Centricity: First, the Pain," 22.
 - b. MSI "Journal Selection", November 2015
17. Lee, Ju-Yeon, Shrihari Sridhar, Conor Henderson, and Robert Palmatier (2015), "Effect of Customer-Centric Structures on Long-Term Financial Performance," *Marketing Science*, 34(2), 250-268.
 - a. Reprinted as MSI Report (and recognized as Top Ten MSI Report in 2012)
18. Sridhar, Shrihari, Murali Mantrala and Prasad Naik (2014), "Efficiency Analysis of Marketing Organizations with Inter-connected Departments," *Customer Needs and Solutions*, 1(2), 154-167.
19. Sridhar, Shrihari, Sriram Narayanan and Raji Srinivasan (2014), "Dynamic Relationships Among R&D, Advertising, Inventory and Firm Performance," *Journal of the Academy of Marketing Science*, 42(3), 277-290.
20. Srinivasan, Raji, Shrihari Sridhar, Sriram Narayanan and Debika Sihi (2013), "Effects of Opening and Closing Stores on Chain Retailer Performance," *Journal of Retailing*, 89(2), 126-139.
 - a. Runner Up, Davidson Award, *Journal of Retailing*.
 - b. Featured in NPR Marketplace (January 19, 2015), Strategy+Business- Booz&co (June 2013), and Fox News (March 2013).
21. Sridhar, Shrihari and Raji Srinivasan (2012), "Social Influence Effects in Online Product Ratings," *Journal of Marketing*, 76(5), 70-88.
22. Mantrala, Murali K., Shrihari Sridhar and Xiaodan Dong (2012), "Developing India-Centric B2B Sales Theory: An Inductive Approach Using Sales Job Ads," *Journal of Business and Industrial Marketing*, 27(3), 169-175.
23. Raman, Kalyan, Murali K. Mantrala, Shrihari Sridhar and Yihui Tang (2012), "Optimal Resource Allocation with Time-Varying Marketing Effectiveness, Margins and Costs," *Journal of Interactive Marketing*, 26(1), 43-52 (authors listed alphabetically).

- a. Best Paper Award, *Journal of Interactive Marketing*.
24. Sridhar, Shrihari, Murali K. Mantrala, Prasad A. Naik and Esther Thorson (2011), “Dynamic Marketing Budgeting for Platform Firms: Theory, Evidence and Application,” *Journal of Marketing Research*, 48(6), 929-943. (Lead Article).
 - a. Reprinted as MSI Report, recognized as “Top Five MSI Reports Downloaded” 2010.
 25. Tang Yihui, Shrihari Sridhar, Esther Thorson and Murali K. Mantrala (2011), “The Bricks that Build the Clicks: Newsroom Investments and Newspaper Online Performance,” *International Journal on Media Management*, 13(2), 107-128.
 26. Srinivasan, Raji, Gary L. Lilien and Shrihari Sridhar (2011), “Should Firms Spend More On Research and Development And Advertising During Recessions?” *Journal of Marketing*, 75(3), 49-65.
 - a. Reprinted as ISBM Report (December 2010).
 27. Srinath Gopalakrishna, Catherine Roster and Shrihari Sridhar, (2010), “An Exploratory Study of Attendee Activities at a Business Trade Show,” *Journal of Business and Industrial Marketing*, 25(4), 241-248.
 28. Albers, Sönke, Murali K. Mantrala and Shrihari Sridhar (2010), “Personal Selling Elasticities: A Meta-Analysis,” *Journal of Marketing Research*, 47(5), 840-853 (authors listed alphabetically).
 - a. Reprinted as MSI Report (April 2008).
 - b. Summary findings reprinted in Dominique M. Hanssens (2009), ed., Marketing Science Institute (MSI) Relevant Knowledge Series (09-600).
 29. Murali K. Mantrala, Prasad A. Naik, Shrihari Sridhar and Esther Thorson (2007), “Uphill or Downhill? Locating The Firm on a Profit Function,” *Journal of Marketing*, 71 (2), 26-44 (authors listed alphabetically).
 - a. Featured in over 50 media outlets including *Reuters* (February 2007) and *NPR Market Place* (February 2007).
 30. Thorsten Hennig-Thurau, Mark B. Houston and Shrihari Sridhar, (2006), “Can Good Marketing Carry a Bad Product? Evidence from the Motion Picture Industry,” *Marketing Letters*, 17(3), 205-219.

BOOKS

31. Palmatier, Robert W. and Shrihari Sridhar, “*Marketing Strategy: Based on First Principles and Data Analytics*,” Palgrave, 2017.
 - a. *2018 Forbes Summer Reading List For Marketers*,
https://www.forbes.com/sites/kimberlywhitler/2018/06/03/the-2018-summer-reading-list-for-marketers/?utm_source=Diane%2BMcDonald%2Band%2BBrie%2BPampell&utm_campaign=d6e4da3f60-EMAIL_CAMPAIGN_2018_06_04_11_47&utm_medium=email&utm_term=0_50d7176338-d6e4da3f60-&mc_cid=d6e4da3f60&mc_eid=%5BUNIQID%5D#1fe6889d4282

BOOK CHAPTERS

32. Shrihari Sridhar (2018), “Making Marketing Strategy Accountable: A Synthesis of the Foundational Works of Rajan Varadarajan” in *Legends in Marketing*. Sage Publications, Incorporated, 2018.
33. Shrihari Sridhar, Murali K. Mantrala and Sonke Albers (2014) “Pharmaceutical Detailing Elasticities: A Meta-Analysis,” in *Innovation and Marketing in the Pharmaceutical Industry*, Min Ding, Jehoshua Eliashberg, Stefan Stremersch, eds., *Springer Science+Business Media New York*.

RESEARCH REPORTS

34. Sridhar, Shrihari, Clay Voorhees and Srinath Gopalakrishna (2014), “Assessing the Drivers of Short and Long-term Outcomes at Business Trade Shows” *Marketing Science Institute Report*, (14-114).
35. Pattabhiramaiah, Adithya, S. Sriram and Shrihari Sridhar (2014), “Rising Prices under Declining Preferences: The case of the U.S. Print Newspaper Industry,” *Marketing Science Institute Report*, (14-105).
36. Lee, Ju-Yeon, Shrihari Sridhar, Conor Henderson, and Robert Palmatier (2012), “Effect of Customer-Centric Structures on Firm Performance,” *Marketing Science Institute Report*, (12-111).
37. Sridhar, Shrihari, Murali K. Mantrala, Prasad A. Naik and Esther Thorson (2009), “Dynamic Marketing Investment Strategies for Platform Firms,” *Marketing Science Institute Report*, (09-121).
38. Sonke Albers, Murali K. Mantrala and Shrihari Sridhar (2009), “Personal Selling Impact,” in *Empirical Generalizations about Marketing Impact*, Dominique M. Hanssens, ed., *Marketing Science Institute Relevant Knowledge Series* (09-600), (authors listed alphabetically).
39. Gopalakrishna, Srinath, Shrihari Sridhar, Gail Buffington and Gary L. Lilien (2009), “Trade show Effectiveness,” in *Empirical Generalizations about Marketing Impact*, Dominique M. Hanssens, ed., *Marketing Science Institute Relevant Knowledge Series* (09-600), Cambridge, MA.
40. Sonke Albers, Murali K. Mantrala and Shrihari Sridhar (2008) “A Meta-analysis of Personal Selling Elasticities,” *Marketing Science Institute Report*, (08-100), (authors listed alphabetically).

BUSINESS CASES

1. Sridhar, Shrihari and Vikas Mittal (2019), “VVS Machining Solutions, India: From Customer Success to Financial Success: Part B,” CCUBES™ Case No. 23, Collaborative for Customer-Based Execution and Strategy (December 22, 2018).
2. Sridhar, Shrihari and Vikas Mittal (2019), “VVS Machining Solutions, India: From Customer Success to Financial Success: Part A,” CCUBES™ Case No. 22, Collaborative for Customer-Based Execution and Strategy (December 22, 2018).

3. Mittal, Vikas and Shrihari Sridhar (2018), “Hollywood Regressed,” CCUBES™ Case No. 21, Collaborative for Customer-Based Execution and Strategy (October 27, 2018).
4. Shrihari Sridhar (2018), “Pursuing the Right Prospects: Fixing Sales and Bidding at GQS Through Data Analytics,” CCUBES™ Case No. 20, Collaborative for Customer-Based Execution and Strategy (September 22, 2018).
5. Mittal, Vikas and Shrihari Sridhar (2017), “Customer Focused Strategy for Service Organizations,” CCUBES™ Case No. 9, Collaborative for Customer-Based Execution and Strategy (November 22, 2017).
6. Sridhar, Shrihari (2017), “Exterior Inc A,” CCUBES™ Case No. 10, Collaborative for Customer-Based Execution and Strategy (December 7, 2017).
7. Sridhar, Shrihari (2017), “Exterior Inc B,” CCUBES™ Case No. 11, Collaborative for Customer-Based Execution and Strategy (December 7, 2017).
8. Sridhar, Shrihari (2017), “Exterior Inc C,” CCUBES™ Case No. 12, Collaborative for Customer-Based Execution and Strategy (December 7, 2017).
9. Sridhar, Shrihari (2017), “Managing Customer Heterogeneity at DentMax,” in *Marketing Strategy: Based on First Principles and Data Analytics*, eds. Robert Palmatier, and Shrihari Sridhar, Palgrave McMillan, 2017.
10. Sridhar, Shrihari (2017), “Preempting and Preventing Customer Churn at TKL,” in *Marketing Strategy: Based on First Principles and Data Analytics*, eds. Robert Palmatier, and Shrihari Sridhar, Palgrave McMillan, 2017.
11. Sridhar, Shrihari (2017), “Fighting Competitive Attack at Exteriors Inc,” in *Marketing Strategy: Based on First Principles and Data Analytics*, eds. Robert Palmatier, and Shrihari Sridhar, Palgrave McMillan, 2017.
12. Sridhar, Shrihari (2017), “Allocating Dollars Wisely at BRT Tribune,” in *Marketing Strategy: Based on First Principles and Data Analytics*, eds. Robert Palmatier, and Shrihari Sridhar, Palgrave McMillan, 2017.
13. Sundaresan, Gautam, Shrihari Sridhar and Conor Henderson (2017), “New Product Development With Conjoint Analysis at MobilMax Inc.,” in *Marketing Strategy: Based on First Principles and Data Analytics*, eds. Robert Palmatier, and Shrihari Sridhar, Palgrave McMillan, 2017.
14. Henderson, Conor, Shrihari Sridhar and Alejandro Lerza Durant (2017), “Acquiring New Customers in the Hospitality,” in *Marketing Strategy: Based on First Principles and Data Analytics*, eds. Robert Palmatier, and Shrihari Sridhar, Palgrave McMillan, 2017.
15. Henderson, Conor, Shrihari Sridhar and Alejandro Lerza Durant (2017), “Segmenting the Smartwatch Market,” in *Marketing Strategy: Based on First Principles and Data Analytics*, eds. Robert Palmatier, and Shrihari Sridhar, Palgrave McMillan, 2017.

RESEARCH BRIEFS

1. Sridhar, Shrihari and Vikas Mittal (2017), “Busting the Value Trap,” Research brief, CCUBES™ Brief Series 2017.001.
2. Mittal, Vikas and Shrihari Sridhar (2017), “Collaborative for Customer-based Execution and Strategy,” Research brief, CCUBES™ Brief Series 2017.002.
3. Sridhar, Shrihari and Vikas Mittal (2017), “Expanding Margins,” Research brief, CCUBES™ Brief Series 2017.003.
4. Sridhar, Shrihari and Vikas Mittal (2017), “The EBITDA Conundrum,” Research brief, CCUBES™ Brief Series 2017.004.
5. Mittal, Vikas and Shrihari Sridhar (2017), “Multiplier Customers,” Research brief, CCUBES™ Brief Series 2017.005.
6. Mittal, Vikas and Shrihari Sridhar (2017), “Power-Up PPI,” Research brief, CCUBES™ Brief Series 2017.006.
7. Mittal, Vikas, Shrihari Sridhar, and Trang Duong (2017), “Data Suggests Customer Satisfaction the Only Road Back for Staples,” Research brief, CCUBES™ Brief Series 2017.007.
8. Mittal, Vikas and Shrihari Sridhar (2017), “What Would Happen if Houston-based Companies got Yahoo-ed?” Research brief, CCUBES™ Brief Series 2017.008.
9. Mittal, Vikas, Shrihari Sridhar, and Trang Duong (2017), “On Overall Customer Satisfaction, Microsoft Beats Google,” Research brief, CCUBES™ Brief Series 2017.009.
10. Sridhar, Shrihari and Vikas Mittal (2017), “IBM Versus Apple: Why Buffet's Instincts are Spot On,” research brief, CCUBES™ Brief Series 2017.011.
11. Mittal, Vikas and Shrihari Sridhar (2017), “WannaCry: Microsoft Gives Customers Reasons to Smile,” research brief, CCUBES™ Brief Series 2017.012
12. Mittal, Vikas and Shrihari Sridhar (2017), “What is CUBES? The Collaborative for Customer-Based Execution and Strategy,” Research brief, CCUBES™ Brief Series 2017.013

COMMENTARIES AND OPINIONS

1. Mittal, Vikas, and Shrihari Sridhar (2019) “Energy companies are losing the trust battle: Here’s how to win it” *Houston Chronicle*, February 19.
<https://www.houstonchronicle.com/business/texas-inc/article/Energy-companies-are-losing-the-trust-battle-13625130.php>
2. Mittal, Vikas, Shrihari Sridhar, Ashwin Malshe, and Kyuhong Han (2018) “Why Houston Energy Companies should Focus on Customer Satisfaction over Tech”, *Houston Business Journal*, April

27. <https://www.bizjournals.com/houston/news/2018/04/27/why-houston-energy-companies-should-focus-on.html>

3. Mittal, Vikas, and Shrihari Sridhar (2018) “The urgent matter of school safety” *Houston Chronicle*, February 18. <https://www.houstonchronicle.com/opinion/outlook/article/Mittal-Sridhar-The-urgent-matter-of-school-12620963.php>
4. Mittal, Vikas, and Shrihari Sridhar (2016) “What will happen if Houston-based companies got Yahoo-ed?” *Houston Chronicle*, December 23. (appeared in print and online edition) <http://www.houstonchronicle.com/business/article/What-Would-Happen-if-Houston-Based-Companies-Got10815690.php>

RESEARCH GRANTS

1. \$75,000, Presidential Impact Fellowship, Texas A&M University, 2018-2021.
2. \$15,000, Mays Grand Challenge Research Grant, Mays Business School, Texas A&M University, 2018.
3. \$15,000, Mays Grand Challenge Research Grant, Mays Business School, Texas A&M University, 2017.
4. \$16,932, Smeal Summer Support Program Grant, Smeal College of Business, Pennsylvania State University, 2014.
5. \$1,800, Smeal Small Research Grant Award, with Rajdeep Grewal, Charles Kang and Frank Germann, “Uncovering Dynamics in Advertising Strategy Types: A Hidden Markov Model,” Smeal College of Business, Pennsylvania State University, 2012.
6. \$2,500, MSU-CIBER, with Sriram Narayanan and Sridhar Balasubramanian, “Study of Innovation in the Global Software Service Industry,” Michigan State University, 2010.
7. \$9,500, Marketing Science Institute Grant (RA-4-1597), with Clay Voorhees and Srinath Gopalakrishna, “An Examination of the Effectiveness of Promotional and Salesforce Interventions on Lead Conversion in Exhibit Marketing,” 2010.
8. \$6500, Marketing Science Institute (RA-1433) with Murali K. Mantrala and Sonke Albers, “A Meta-analysis of Sales Force Response Elasticities,” 2008.
9. \$5000, Juran Doctoral Research Grant, “,” University of Minnesota, 2007.
10. \$3000, University of Missouri Research Grant, “Normative Rules for Resource Allocation in Dual Revenue Markets: Theory and Application,” 2005.

INVITED PRESENTATIONS AT UNIVERSITIES, CONFERENCES, CONSORTIA, RESEARCH CAMPS AND WORKSHOPS

1. University of Houston, April 2019.
2. University of South Carolina, April 2019.

3. ISBM Student Camp Presentation, 2018, 2014 & 2012, “Early Career Strategy”.
4. Invited Speaker, ISBM Meeting “*Customer Engagement as a Differential*”, August 2018
5. London Business School, July 2018.
6. Invited Speaker, Houston Strategy Forum, May 2018
7. Speaker, ISBM Members Meeting- “*Customer Engagement as a Differential*”, August 2018
8. Keynote Speaker, Thought Leaders in Marketing Strategy, UIBE, Beijing, June 2017.
9. University of Washington, February 2017.
10. Temple University, March 2016.
11. Texas A&M University, September 2015.
12. Theory and Practice of Marketing Conference, June 2015.
13. University of North Carolina, April 2015.
14. Organizational Frontlines Research Symposium, April 2015.
15. University of Pittsburgh, November 2014.
16. Summer AMA, 2013, “Starting Your Career Strong: Advice from MSI Young Scholars”.
17. Iowa State University, 2013.
18. Marketing Science Institute *Young Scholar Conference*, 2013.
19. Marketing Science Emerging Markets Conference, 2012, University of Pennsylvania.
20. AMA Sheth Foundation Doctoral Consortium Faculty, 2012, “Managing the Early Years”.
21. AMA Sheth Foundation Doctoral Consortium Faculty, 2012, “The Research Process”
22. University of Missouri, 2011.
23. University of Michigan, 2010.
24. Pennsylvania State University, 2010.
25. Relationship Marketing Special Session, AMA Summer Conference 2010.
26. AMA Sheth Foundation Doctoral Consortium Faculty, 2010, “Managing the Early Years”.
27. Case Western Reserve University, 2010.
28. University of Washington, 2010.
29. Northwestern University, 2010.
30. Marketing Science Institute Conference on Academic-Practitioner Collaboration, 2010.
31. University of California- Davis, 2008.
32. University of Houston, 2008.
33. University of Iowa, 2008.
34. Case Western Reserve University, 2008.
35. Northwestern University, 2008.
36. Indian School of Business, 2008.

37. University of Maryland, 2008.
38. Michigan State University, 2008.
39. University of Georgia, 2008.

CONFERENCE PROCEEDINGS/ABSTRACTS

1. Shi, Huanhuan, Shrihari Sridhar and Rajdeep Grewal, "Behind the Curtains: Estimating the Impact of Inside Sales Reps in Business-to-Business Collaborative Selling," *American Marketing Association Winter Educators' Conference*, 2019.
2. Chen, Yixing, Vikas Mittal, and Shrihari Sridhar, "Broadband Internet Access: A Double-Edged Sword for K-12 Education", *Journal of Marketing Research Special Issue Conference 2019*.
3. Shi, Huanhuan, Shrihari Sridhar and Rajdeep Grewal, "Behind the Curtains: Estimating the Impact of Inside Sales Reps in Business-to-Business Collaborative Selling," *ISBM Conference*, Summer 2018.
4. Josephson, Brett, Ju-Yeon Lee, Shrihari Sridhar, and Robert Palmatier, "The Effect of Customer E-Commerce Transition on Short-term and Long-term Channel Performance," *Global SIG Conference, Greece, May 2018*.
5. Kanuri, Vamsi, Yixing Chen, and Shrihari Sridhar, "Scheduling Content on Social Media: Model, Evidence and Application," *American Marketing Association Winter Educators' Conference*, 2018.
6. Huanhuan Shi, Rajdeep Grewal and Shrihari Sridhar, "Herding in Voluntary Advertising Disclosure," *INFORMS Marketing Science Conference, June 2017*.
7. Yixing Chen, Shrihari Sridhar and Rajdeep Grewal, "Does Firm-generated Content (FGC) Pay Off on Digital Platforms? Evidence from a Crowdfunding Market," *Thought Leaders Conference on Marketing Strategy in Digital, Data-Rich, and Developing Environments, UIBE, Beijing, June 2017*
8. Grewal Rajdeep, Guneet Kaur, Ruby Lee, and Shrihari Sridhar, "Peer Effects in Online Retailing Adoption" *American Marketing Association Winter Educators' Conference*, 2017.
9. Gill, Manpreet, Shrihari Sridhar, Rajdeep Grewal, "Payoffs from Free Business-to-business Manufacturing Apps," *American Marketing Association Winter Educators' Conference*, 2016.
10. Grewal Rajdeep, Guneet Kaur, Ruby Lee, and Shrihari Sridhar, "Herding in Online Retailing Adoption" *American Marketing Association Winter Educators' Conference*, 2016.
11. Huanhuan Shi, Shrihari Sridhar, Rajdeep Grewal and Gary Lilien, "Replacing Exiting Salespeople: Clones, Rookies or Stars?," *American Marketing Association Summer Educators' Conference*, August 2015.
12. Huanhuan Shi, Shrihari Sridhar, Rajdeep Grewal and Gary Lilien, "Replacing Exiting Salespeople: Clones, Rookies or Stars?," *INFORMS Marketing Science Conference, June 2015*.
13. Huanhuan Shi, Rajdeep Grewal and Shrihari Sridhar, "Herding in Voluntary Advertising Disclosure," *American Marketing Association Winter Educators' Conference*, 2015.
14. Shrihari Sridhar, Rajdeep Grewal and Ruby Lee, "Herding in Online Retailing Adoption" *American Marketing Association Winter Educators' Conference*, 2015.
15. Huanhuan Shi, Rajdeep Grewal and Shrihari Sridhar, "Herding in Voluntary Advertising Disclosure," *American Marketing Association Winter Educators' Conference*, 2015.

16. Sridhar Shrihari and S Sriram, "Is Online Newspaper Advertising Cannibalizing Print Advertising?" Marketing Academic Research Colloquium, *ISBM Conference*, July 2014.
17. Sridhar, Shrihari, Raji Srinivasan and Gary Lilien, "Effects of Product Quality Ratings on Competitors' Sales," *INFORMS Marketing Science Conference*, Summer 2014.
18. Huanhuan Shi, Rajdeep Grewal and Shrihari Sridhar, "Herding in Voluntary Advertising Disclosure," *INFORMS Marketing Science Conference*, Summer 2014.
19. Sridhar Shrihari and S Sriram, "Is Online Newspaper Advertising Cannibalizing Print Advertising?" Marketing Academic Research Colloquium, UTD FORMS Conference, University of Texas- Dallas, February 2014.
20. Pattabhiramaiah, Adithya, Sriram S., and Shrihari Sridhar "The Optimal Pricing of News Content" *INFORMS Marketing Science Conference*, Summer 2013.
21. Sridhar Shrihari and S Sriram, "Is Online Newspaper Advertising Cannibalizing Print Advertising?" Marketing Academic Research Colloquium, Penn State University - Smeal College of Business, May 2013.
22. Kang, Charles, Shrihari Sridhar, Frank Germann and Rajdeep Grewal, "Advertising Media Spending and Firm Financial Performance" *American Marketing Association Summer Educators' Conference*, Summer 2012.
23. Lee, Ju-Yeon, Shrihari Sridhar, Conor Henderson, and Robert Palmatier, "Effect of Customer-Centric Structures on Firm Performance, *ISBM Conference*, Summer 2012.
24. Kang, Charles, Shrihari Sridhar, Frank Germann and Rajdeep Grewal, "Advertising Media Spending and Firm Financial Performance" *INFORMS Marketing Science Conference*, Summer 2012.
25. Sridhar, Shrihari, Murali K. Mantrala, Prasad A. Naik and Esther Thorson, "Two Stage Network-Based Non-Parametric Efficiency Analysis: Method and Application," *INFORMS Marketing Science Conference*, Summer 2012.
26. Sridhar, Shrihari and Sriram S., "Is Online Newspaper Cannibalizing Print Advertising? Evidence from Media Budget Allocation Decisions by Advertisers", *INFORMS Marketing Science Conference*, Summer 2012.
27. Li, You, Shrihari Sridhar and Esther Thorson, "Newspaper Financial Performance: Content Really Does Make a Difference", with You Li and Esther Thorson, *Association for Education in Journalism and Mass Communication Conference*, Summer 2011.
28. Lee, Ju-Yeon, Shrihari Sridhar, Conor Henderson, and Robert Palmatier, "Effect of Customer-Centric Structures on Firm Performance, *American Marketing Association Summer Educators' Conference*, Summer 2011.
29. Sridhar, Shrihari, Murali K. Mantrala, Prasad A. Naik and Esther Thorson, "Two Stage Network-Based Non-Parametric Efficiency Analysis: Method and Application," *INFORMS Marketing Science Conference*, Summer 2011.
30. Thorson, Esther, Thorson, K. and Shrihari Sridhar, "Media Choice Repertoires," *International Communication Association*, Spring 2011.
31. Narayanan Sriram, Shrihari Sridhar and Raji Srinivasan, "The Interconnected Enterprise: Dynamic Interplay between Inventory, R&D, Advertising and Sales," *POMS Conference*, 2011.
32. Narayanan Sriram, Shrihari Sridhar and Raji Srinivasan, "The Interconnected Enterprise: Dynamic Interplay between Inventory, R&D, Advertising and Sales," *Decision Science Conference*, 2010.

33. Narayanan Sriram, Shrihari Sridhar and Raji Srinivasan, "The Interconnected Enterprise: Dynamic Interplay between Inventory, R&D, Advertising and Sales," *Marketing Dynamics Conference*, 2010.
34. Sridhar, Shrihari, Clay Voorhees and Srinath Gopalakrishna, "An Examination of the Effectiveness of Promotional and Salesforce Interventions on Lead Conversion in Exhibit Marketing," *ISBM Summer Conference*, Summer 2010.
35. Srinath Gopalakrishna, Shrihari Sridhar, Gary Lilien and Isaac Siwale, "Planning Trade Show Expenditures in a Dynamic Environment," *American Marketing Association Summer Educators' Conference*, Summer 2010.
36. Sridhar, Shrihari, Murali K. Mantrala, Esther Thorson and Elina Tang, "What Happens When Newspapers Cut Back on Marketing Investments: An Empirical Financial Analysis," *Association for Education in Journalism and Mass Communication Conference*, Summer 2009
37. Mantrala, Murali, Kalyan Raman, Shrihari Sridhar, and Yihui (Elina) Tang, "Marketing Resource Allocation Decisions with Time-Varying Effectiveness - A Salesforce Application," *INFORMS Marketing Science Conference*, Summer 2009.
38. Srinath Gopalakrishna, Shrihari Sridhar, Gary Lilien and Isaac Siwale, "Planning Trade Show Expenditures in a Dynamic Environment," *ISBM Conference*, Summer 2008.
39. Sridhar, Shrihari, Murali K. Mantrala, Prasad A. Naik and Esther Thorson, "Dynamic Marketing Budgeting for Platform Firms: Theory, Evidence and Application," *INFORMS Marketing Science Conference*, Summer 2008.
40. Sonke Albers, Murali K. Mantrala and Shrihari Sridhar, "Personal Selling Elasticities: A Meta-Analysis," *Mittelstaedt Symposium*, University of Nebraska, Spring 2008.
41. Sonke Albers, Murali K. Mantrala and Shrihari Sridhar, "Personal Selling Elasticities: A Meta-Analysis," *INFORMS Marketing Science Conference*, Summer 2007.
42. Murali K. Mantrala, Prasad A. Naik, Shrihari Sridhar and Esther Thorson, "Uphill or Downhill? Locating Your Firm on a Profit Function," *INFORMS Marketing Science Conference*, Summer 2006.
43. Mantrala, Murali and Shrihari Sridhar Investigating ROI of Marketing Efforts of Newspapers", *Return on Marketing Investments Conference*, Indian Institute of Management, Ahmedabad, Spring 2006.
44. Radford, Scott and Shrihari Sridhar, "All Co-Production is not Equal: A Value-Congruence Approach for Examining the Degree of Co-Production," *American Marketing Association Summer Educators' Conference*, Summer 2005.

TEACHING PROGRAM

COURSES TAUGHT- EXECUTIVE MBA

Marketing Management.

COURSES TAUGHT- FULL-TIME MBA

Marketing Management, Marketing Analytics, Pricing,

COURSES TAUGHT- DOCTORAL

Marketing Models, Causal Effects in Marketing Strategy.

COURSES TAUGHT- MASTERS

Marketing Analytics, Marketing Analytics Consulting.

COURSES TAUGHT- UNDERGRADUATE

Marketing Strategy, Retail Marketing, Marketing Analytics.

DISSERTATION CHAIR

Yixing Chen (Ph.D. Marketing) Texas A&M University, ongoing; Co-chair with Vikas Mittal;

Manpreet Gill (Ph.D. Marketing) Pennsylvania State University 2017; Co-chair with Rajdeep Grewal; Placement – University of South Carolina.

Huanhuan Shi (Ph.D. Marketing) Pennsylvania State University 2016; Co-chair with Rajdeep Grewal; Placement – University of Nebraska.

Chandra Sekhar Dronavajjala (M.S. Marketing) Pennsylvania State University 2013; Placement – Industry.

DISSERTATION COMMITTEE

Kyuhong Han (Ph.D. Marketing) Rice University 2019; Placement- University of North Carolina- Chapel Hill.

Guneet Nagpal (Ph.D. Marketing) University of North Carolina- Chapel Hill 2019; Placement – University of Western Ontario

Christian Hughes (Ph.D. Marketing) University of Pittsburgh 2019; Placement – Norte Dame.

Xian Li (Ph.D. Economics) Pennsylvania State University 2017; Placement – Industry.

Kihyun Hannah Kim (PhD Marketing, Georgia State University 2016; Placement – Rutgers.

Aditya Gupta (Ph.D. Marketing) Pennsylvania State University 2015; Placement – Iowa State University.

Rong Luo (PhD Economics) Pennsylvania State University 2015; Placement – University of Georgia.

Charles Kang (PhD Marketing) Pennsylvania State University 2014; Placement – Tulane University.

Josh Beck (PhD Marketing) Univ. of Washington, 2014; Placement – University of Oregon.

Adithya Pattabhiramaiah (PhD Marketing) Univ. of Michigan, 2014; Placement – Georgia Tech.

INSTRUCTOR EVALUATIONS: TEXAS A&M UNIVERSITY

Term	Course	Instructor Rating
Spring 2019	Marketing Engineering (MS- Analytics)	4.8/5
Fall 2018	Marketing Analytics (MBA)	4.95/5
Fall 2018	Marketing Management (MBA Core)	4.9/5
Fall 2018	Marketing Management (MBA Core)	4.8/5
Spring 2018	Marketing Engineering (MS- Analytics)	4.9/5
Fall 2017	Marketing Analytics (MBA)	5/5
Fall 2017	Marketing Analytics (MS)	4.9/5
Fall 2017	Marketing Analytics Consulting (MS)	5/5
Spring 2017	Marketing Engineering (MS- Analytics)	4.9/5

Term	Course	Instructor Rating
Fall 2016	Marketing Analytics (MS)	4.97/5
Fall 2016	Marketing Analytics (BBA)	5/5
Fall 2016	Marketing Analytics (BBA)	4.97/5

INSTRUCTOR EVALUATIONS: PENNSYLVANIA STATE UNIVERSITY

Term	Course	Rating
Spring 2016	Marketing Management (PhD)	7/7
Fall 2015	Marketing Management (Executive MBA)	6.70/7
Fall 2015	Marketing Management (MBA Core)	6.80/7
Fall 2015	Marketing Management (MBA Core)	6.50/7
Spring 2015	Marketing Strategy (Undergraduate)	7/7
Spring 2015	Marketing Strategy (Undergraduate)	7/7
Spring 2015	Marketing Strategy (Undergraduate)	7/7
Spring 2014	Marketing Strategy (Undergraduate)	7/7
Spring 2014	Marketing Strategy (Undergraduate)	6.77/7
Spring 2013	Marketing Strategy (Undergraduate)	6.93/7
Spring 2013	Marketing Strategy (Undergraduate)	6.90/7
Spring 2012	Marketing Strategy (Undergraduate)	6.95/7
Spring 2012	Marketing Strategy (Undergraduate)	6.95/7
Spring 2014	Scientific Marketing Analysis and Implementation (MBA)	6.48/7
Spring 2013	Scientific Marketing Analysis and Implementation (MBA)	6.37/7
Spring 2012	Scientific Marketing Analysis and Implementation (MBA)	6.63/7

INSTRUCTOR EVALUATIONS: MICHIGAN STATE UNIVERSITY

Term	Course	Rating (1 is best)
Spring 2010	Marketing Strategy (Undergraduate)	1.1/5
Spring 2010	Marketing Strategy (Undergraduate)	1.3/5
Spring 2011	Pricing (MBA)	1.5/5
Spring 2011	Marketing Models (PhD)	1.1/5

SERVICE

TEXAS A&M UNIVERSITY

Year	Committee
2018-now	Research Director, Sales Leadership Institute
2018-19	MS Analytics Program Review Committee
2018-19	Faculty Recruiting Committee
2017-2018	Department Head Recruiting Committee
2017-now	MS Analytics Capstone Faculty Advisor
2016-17	Faculty Recruiting Committee
2016-now	Executive MBA Capstone Faculty Advisor
2016-18	MS Marketing Task Force
2017-2018	Faculty Advisor, Aggie Analytics Club

PENNSYLVANIA STATE UNIVERSITY

Year	Committee
2015-2016	Department Advisory Committee
2011-12, 2012-13, 2014-15	Faculty Recruiting Committee
2014-15	Faculty Resources Committee
2011-12, 2012-13	MBA Policy Committee
2014-2015, 2015-2016	MBA/EMBA Steering Committee
2013-14, 2014-15	MBA Case Competition Judge
2013-14, 2014-15	Seminar Series Coordinator

MICHIGAN STATE UNIVERSITY

Year	Committee
2010-11	Undergraduate Programs Committee
2009-11	Indian Students Association Faculty Advisor

PROFESSIONAL SERVICE

ASSOCIATE/AREA EDITOR

Journal of Marketing, 2018-present.
Journal of Marketing Research, 2017-present.
Journal of the Academy of Marketing Science, 2015- present.

EDITORIAL REVIEW BOARD

Journal of Marketing, 2015- present.
Journal of Marketing Research, 2014- present.
Journal of Retailing, 2014- present.
Journal of the Academy of Marketing Science, 2012- present.
Customer Needs and Solutions, 2013- present.
Management and Business Review, 2018- present.

CONFERENCE PROGRAM COMMITTEE

Marketing Dynamics Conference (2016, 2017)

OTHER REFEREE SERVICE

Marketing Science
Management Science
International Journal of Research in Marketing
Journal of Business and Economic Statistics
European Journal of Operational Research
Journal of Interactive Marketing
Journal of Personal Selling and Sales Management
Journal of Media Economics
IBM Journal of Research and Development

CONFERENCE REVIEWING

American Marketing Association Summer/Winter Educators Conference,
PDMA Academic Research Forum

SIG LEADERSHIP

Chair, American Marketing Association Marketing Strategy SIG (March 2016- March 2019)

CONFERENCE TRACK CHAIR

American Marketing Association (AMA) Educators Conference (2012, 2015)

AWARDS CHAIR

Co-Chair, AMA Howard Doctoral Dissertation Award, 2017.

REVIEW SERVICE FOR AWARDS OR GRANTS

Panel choosing Varadarajan Award for Early Career Contributions to Marketing Strategy Research, 2016.

Social Sciences and Humanities Research Council of Canada (SSHRC), 2014.

Panel choosing Overall Best Paper, 2013 AMA Summer Educators' Conference

MSI Clayton Doctoral Award Competition, 2012, 2014.

John A. Howard/AMA Doctoral Award Competition, 2012, 2013.

Shankar-Spiegel Dissertation Award

ISBM Business Marketing Doctoral Support Award Competition, 2011, 2012, 2013.

AMS Mary Kay Doctoral Dissertation Competition, 2012.

AFFILIATED FACULTY, ACADEMIC ADVISORY BOARD

Center for Sales and Marketing Strategy- University of Washington: 2014-now.

MERC (Managerial Excellence Resource Centre) Institute of Management- Pune, India: 2014-now.

MEMBER

INFORMS (Institute of Operations Research and Management Science)

American Marketing Association

EXTERNAL REVIEWER FOR PROMOTION AND TENURE

University of Western Ontario

Baruch University

Grand Valley State University

Iowa State University