

Shrihari (Hari) Sridhar
(Curriculum Vitae Mar-22)

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ACADEMIC POSITIONS

9/2019- now Joe B. Foster '56 Chair in Business Leadership, Mays Business School, Texas A&M University.

6/2019-now Professor of Marketing, Mays Business School, Texas A&M University.

8/2018- now Presidential Impact Fellow, Texas A&M University.

9/2021-now Chancellor's EDGES Fellow, Texas A&M University.

6/2016- 5/2019 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

7/2022-6/2025 Editor-in-Chief (Designate), *Journal of Marketing*.

6/2018 - now Associate Editor, *Journal of Marketing*.

7/2017- now Associate Editor, *Journal of Marketing Research*.

8/2019- now Area Editor, *International Journal of Research in Marketing*.

2017-2019 Co-Editor, Special Issue on "Digital, Data-Rich and Developing Markets," *Journal of the Academy of Marketing Science*.

10/2015- now Area Editor, *Journal of the Academy of Marketing Science*.

ADMINISTRATIVE POSITIONS

1/2018-now Research Director – Reynolds and Reynolds Sales Leadership Institute (<https://mays.tamu.edu/sales-leadership-institute/>) 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

2022	<i>Financial Times</i> Responsible Business Education Award .
2022-2025	Editor-in-Chief (Designate), <i>Journal of Marketing</i> .
2021	Chancellor's EDGES Fellow , Texas A&M University
2021	<i>Outstanding Area Editor</i> , International Journal for Research in Marketing.
2021	PhD co-supervisor for AMA Howard Sheth Dissertation Awardee
2021,19, 18	Finalist, <i>Marketing Science Institute/H. Paul Root Award</i> .
2020	<i>Marketing Science Institute Scholar</i> , 2020.
2020, 19	MS Analytics <i>Teaching Excellence Award</i> .
2020,18,12,10	AMA Sheth Foundation <i>Doctoral Consortium Faculty Fellow</i> .
2019, 2020	Ranked in the top 50 worldwide list of most productive researchers based on number of publications in the premier scholarly journals in marketing (<i>Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research and Marketing Science</i>).
2012, 2013,....., 2019, 2020	Ranked in the top 50 worldwide list of most productive researchers based on number of publications in the premier journals of the American Marketing Association (<i>Journal of Marketing and Journal of Marketing Research</i>).
2019	<i>Ricky Griffin Research Award</i> , Mays Business School
2019, 17	<i>Outstanding Area Editor</i> , Journal of the Academy of Marketing Science.
2018	<i>Presidential Impact Fellow</i> , Texas A&M University.
2018	<i>40 Most Outstanding MBA Professors Under 40</i> , Poets and Quants.
2017	<i>Outstanding Reviewer</i> , for Journal of Marketing.
2016	<i>Best All-Round MBA Teacher- 2015/16</i> , Smeal College of Business Administration, Pennsylvania State University.
2015,14	Smeal College of Business Administration, Pennsylvania State University Selection for <i>Penn State George W. Atherton Teaching Award</i> .
2015	Best Reviewer Award, <i>Journal of the Academy of Marketing Science</i>
2015	Runner Up, Davidson Award, <i>Journal of Retailing</i> .

2014	<i>Rajan Varadarajan Award for Early Career Contributions to Marketing Strategy Research.</i>
2013	Best Paper Award, <i>Journal of Interactive Marketing.</i>
2013	Marketing Science Institute <i>Young Scholar</i> , 2013.
2012	<i>Most Engaging MBA Teacher- 2012/13</i> , Smeal College of Business Administration, Pennsylvania State University.
2008	Center for E-Research Fellowship, University of Missouri.
2008	Outstanding Teaching Assistant in Marketing, University of Missouri.
2007	AMA Sheth Foundation <i>Doctoral Consortium Fellow.</i>
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.

EXPERTISE

Domain: Business-to-business marketing, salesforce management, financial impact of marketing, social impact of marketing.

Target Audience: C-suite in the business-to-business, education, energy, and healthcare sectors.

BOOKS

Palmatier, Robert W. and Shrihari Sridhar (2021), [*Marketing Strategy: Based on First Principles and Data Analytics*](#), Palgrave Macmillan. *Second Edition*.

Mittal, Vikas, and Shrihari Sridhar (2021), [*Focus: How to Plan Strategy and Improve Execution to Achieve Growth*](#), Palgrave Macmillan. ISBN 978-3-030-70720-0.

Best, Roger, Vikas Mittal, and Shrihari Sridhar (2022), *Market-Based Management, 7th edition* (forthcoming).

Palmatier, Robert W. and Shrihari Sridhar (2017), [*Marketing Strategy: Based on First Principles and Data Analytics*](#), Palgrave Macmillan.
Featured in [2018 Forbes Summer Reading List For Marketers](#),

PUBLICATIONS

Shaik, Muzeeb, Narendra Bosukonda, Shrihari Sridhar and Vikas Mittal (2022), “Price Sensitivity and Customer Perceived Switching Costs in Business-to-Business Markets: Joint Effect on Customer Repurchase Intentions,” forthcoming, *Journal of Service Management Research*.

Singal, Amit G., Yixing Chen, Shrihari Sridhar, Vikas Mittal, Hannah Fullington, Muzeeb Shaik, Akbar K. Waljee and Jasmin Tiro (2022), “Novel Application of Predictive Modeling: Identifying Patients for a Tailored Approach to Promoting HCC Surveillance in Patients with Cirrhosis,” forthcoming, *Clinical Gastroenterology and Hepatology*.

Mittal, Vikas, Kyuhong Han, Ju-Yeon Lee, and Shrihari Sridhar (2021), “Improving Business-to-Business Customer Satisfaction Programs: Assessment of Asymmetry, Heterogeneity, and Financial Impact,” *Journal of Marketing Research*, 58(4), 615-643.

Chen, Yixing, Shrihari Sridhar, and Vikas Mittal (2021), “Treatment Effect Heterogeneity in Randomized Field Experiments: A Methodological Comparison and Public Policy Implications”, *Journal of Public Policy and Marketing*, 40(4) 457–462.

Shi Huanhuan, Rajdeep Grewal, and Shrihari Sridhar (2021), “Organizational Herding in Advertising Spending Disclosures: Evidence and Mechanisms,” *Journal of Marketing Research*, 58(3), 515-538.

Chen, Yixing, Vikas Mittal, and Shrihari Sridhar (2021), “Investigating the Academic Performance and Disciplinary Consequences of School District Internet Access Spending”, *Journal of Marketing Research*, 58(1), 141-162.

Featured in <https://www.k12dive.com/news/study-increased-internet-access-improves-achievement-district-finances/595246/>

Finalist for [AMA-EBSCO-RRBM Award for Responsible Research in Marketing](#)

Grewal, Rajdeep and Shrihari Sridhar (2021), “Toward Formalizing Social Influence Structures in Business-to-Business Customer Journeys,” *Journal of Marketing*, 85(1), 98-102.

Mittal, Vikas, Shrihari Sridhar, Roger Best (2021), “To Cut Costs, Know Your Customer,” *MIT Sloan Management Review*, 62 (1), 11-13.

Featured in <http://www.guidrynews.com/story.aspx?id=1000090332>

Mittal, Vikas and Shrihari Sridhar (2020), “Customer-based Strategy and Execution in Business-to-Business Firms: Enhancing the Relevance & Utilization of B2B Scholarship in the C-Suite,” *Industrial Marketing Management*, 88(July), 396-409.

Mangus, Stephanie, Eli Jones, Judith Folse, and Shrihari Sridhar (2020), “The Interplay between Business and Personal Trust on Relationship Performance in Conditions of Market Turbulence,” *Journal of the Academy of Marketing Science*, 48 (6), 1138-1155.

Chen, Yixing, Ju-Yeon Lee, Shrihari Sridhar, Vikas Mittal, Amit Singal and Katherine McCallister (2020), “Improving Cancer Outreach Effectiveness Through Targeting and Economic Assessments: Insights from a Randomized Field Experiment,” *Journal of Marketing*, 84(3), 1-27.

Finalist, 2020 AMA/Marketing Science Institute/H. Paul Root Award.

Featured in JM Webinar: <https://www.ama.org/events/webinar/jm-webinar-series-insights-for-managers/>

Financial Times [Responsible Business Education Award](#).

Sridhar, Shrihari, and Eric Fang (2019), “New Vistas for Marketing Strategy: Digital, Data-rich and Developing (D³) Markets,” *Journal of the Academy of Marketing Science*, 47, 977-985.

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*.

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>

Kanuri, Vamsi, Yixing Chen, and Shrihari Sridhar (2018), "Scheduling Content on Social Media: Model, Evidence and Application," *Journal of Marketing*, 82(6), 89-108.
Finalist, 2018 Marketing Science Institute/H. Paul Root Award.
Featured in
<https://www.baylor.edu/business/kellercenter/news.php?action=story&story=215313>.

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>]

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.

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.

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.
Finalist, 2017 Marketing Science Institute/H. Paul Root Award.

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.
Best Sales Track Paper, and Best Overall Paper, 2015 Summer AMA Conference.

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.

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.

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.
MSI "Journal Selection", April 2017.

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.

Sridhar, Shrihari and S. Sriram (2015), “Is Online Newspaper Advertising Cannibalizing Print Advertising?” *Quantitative Marketing and Economics*, 13(4), 283-318.

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.

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.

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 version of this article appeared in the July–August 2015 issue of Harvard Business Review, “Customer Centricity: First, the Pain,” 22.

MSI “Journal Selection”, November 2015

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.

Reprinted as MSI Report (and recognized as Top Ten MSI Report in 2012)

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.

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.

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.

Runner Up, Davidson Award, Journal of Retailing.

Featured in NPR Marketplace (January 19, 2015), Strategy+Business- Booz&co (June 2013), and Fox News (March 2013).

Sridhar, Shrihari and Raji Srinivasan (2012), “Social Influence Effects in Online Product Ratings,” *Journal of Marketing*, 76(5), 70-88.

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.

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).
Best Paper Award, Journal of Interactive Marketing.

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).
Reprinted as MSI Report, recognized as "Top Five MSI Reports Downloaded" 2010.

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.

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.
Reprinted as ISBM Report (December 2010).

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.

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).
Reprinted as MSI Report (April 2008).
Summary findings reprinted in Dominique M. Hanssens (2009), ed., Marketing Science Institute (MSI) Relevant Knowledge Series (09-600).

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).
Featured in over 50 media outlets including Reuters (February 2007) and NPR Market Place (February 2007).

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.

BOOK CHAPTERS

Shrihari Sridhar (2018), “Making Marketing Strategy Accountable: A Synthesis of the Foundational Works of Rajan Varadarajan” in *Legends in Marketing*. Sage Publications, Incorporated, 2018.

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

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).

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).

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).

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).

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).

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.

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

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).

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).

Mittal, Vikas and Shrihari Sridhar (2018), “Hollywood Regressed,” CCUBES™ Case No. 21, Collaborative for Customer-Based Execution and Strategy (October 27, 2018).

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).

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).

Sridhar, Shrihari (2017), “Exterior Inc A,” CCUBES™ Case No. 10, Collaborative for Customer-Based Execution and Strategy (December 7, 2017).

Sridhar, Shrihari (2017), “Exterior Inc B,” CCUBES™ Case No. 11, Collaborative for Customer-Based Execution and Strategy (December 7, 2017).

Sridhar, Shrihari (2017), “Exterior Inc C,” CCUBES™ Case No. 12, Collaborative for Customer-Based Execution and Strategy (December 7, 2017).

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.

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.

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.

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.

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.

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.

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

Mittal, Vikas and Shrihari Sridhar (2017), “Busting the Value Trap,” Research brief, CCUBES™ Brief Series 2017.001.

Mittal, Vikas and Shrihari Sridhar (2017), “Collaborative for Customer-based Execution and Strategy,” Research brief, CCUBES™ Brief Series 2017.002.

Mittal, Vikas and Shrihari Sridhar (2017), “Expanding Margins,” Research brief, CCUBES™ Brief Series 2017.003.

Mittal, Vikas and Shrihari Sridhar (2017), “The EBITDA Conundrum,” Research brief, CCUBES™ Brief Series 2017.004.

Mittal, Vikas and Shrihari Sridhar (2017), “Multiplier Customers,” Research brief, CCUBES™ Brief Series 2017.005.

Mittal, Vikas and Shrihari Sridhar (2017), “Power-Up PPI,” Research brief, CCUBES™ Brief Series 2017.006.

Mittal, Vikas and Shrihari Sridhar (2017), “Data Suggests Customer Satisfaction the Only Road Back for Staples,” Research brief, CCUBES™ Brief Series 2017.007.

Mittal, Vikas and Shrihari Sridhar (2017), “What Would Happen if Houston-based Companies got Yahoo-ed?” Research brief, CCUBES™ Brief Series 2017.008.

Mittal, Vikas and Shrihari Sridhar (2017), “On Overall Customer Satisfaction, Microsoft Beats Google,” Research brief, CCUBES™ Brief Series 2017.009.

Mittal, Vikas and Shrihari Sridhar (2017), “IBM Versus Apple: Why Buffet's Instincts are Spot On,” research brief, CCUBES™ Brief Series 2017.011.

Mittal, Vikas and Shrihari Sridhar (2017), “WannaCry: Microsoft Gives Customers Reasons to Smile,” research brief, CCUBES™ Brief Series 2017.012

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

Mittal, Vikas and Shrihari Sridhar (2021), “[Don’t Be A Firefighter—Be A Strategy Leader](#),” *Chief Executive* (April).

Sridhar, Shrihari and Roger Best (2021), “[Customer Satisfaction: An Organizing Framework for Strategy](#),” *Impact at JMR*, (March).

Mittal, Vikas and Shrihari Sridhar (2020), “Houston companies will win the COVID-19 battle: Here’s why,” *Houston Chronicle*, April 10.

<https://www.houstonchronicle.com/business/texas-inc/article/Houston-companies-will-win-the-COVID-19-battle-15185500.php>

Mittal, Vikas and Shrihari Sridhar (2020), “Oil and gas companies are dead last in trust update,” *Houston Chronicle*, February 24.

<https://www.chron.com/business/energy/article/Opinion-Oil-and-gas-companies-are-dead-last-in-15080077.php>

Mittal, Vikas, and Shrihari Sridhar (2020), “Why Boeing will Soar Again,” *Aviation Week*, February 2020.

<https://aviationweek.com/air-transport/opinion-why-boeing-will-soar-again>

Mittal, Vikas, and Shrihari Sridhar (2019), “Bust the engineering trap: A better way for oil field service companies to retool their strategies,” *World Oil*, December 2019.

Mittal, Vikas, and Shrihari Sridhar (2019), “Cost-cutting won’t save the oil and gas industry. Customer focus will,” *Houston Chronicle*, October 22.

<https://www.chron.com/business/energy/article/Comment-Cost-cutting-won-t-save-the-oil-and-14552662.php>

Mittal, Vikas, and Shrihari Sridhar (2019) “Here’s why oil and gas company mergers usually fail,” *Houston Business Journal*, October 18.

https://www.bizjournals.com/houston/news/2019/10/18/op-edheres-why-oil-and-gas-company-mergers-usually.html?fbclid=IwAR1mp4_BKw5nA1M0TCUIuLx9Osn0a-x7twDf81w9RAwQwpZ7L6XI6NHYcHs

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>

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>

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>

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

\$75,000, Presidential Impact Fellowship, Texas A&M University, 2018-2021.

\$15,000, Mays Grand Challenge Research Grant, Mays Business School, Texas A&M University, 2018.

\$15,000, Mays Grand Challenge Research Grant, Mays Business School, Texas A&M University, 2017.

\$16,932, Smeal Summer Support Program Grant, Smeal College of Business, Pennsylvania State University, 2014.

\$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.

\$2,500, MSU-CIBER, with Sriram Narayanan and Sridhar Balasubramanian, “Study of Innovation in the Global Software Service Industry,” Michigan State University, 2010.

\$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.

\$6500, Marketing Science Institute (RA-1433) with Murali K. Mantrala and Sonke Albers, “A Meta-analysis of Sales Force Response Elasticities,” 2008.

\$5000, Juran Doctoral Research Grant, University of Minnesota, 2007.

\$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

North Carolina State University, Spring 2022.

University of Denver, Spring 2022.

Texas Christian University, Fall 2021.

AMA Sheth Foundation Doctoral Consortium Faculty, 2021, “*Doing Impactful Research*”.

Florida State University, Spring 2021.

University of Missouri, Spring 2021.

Arizona State University, Spring 2021.

University of Washington, Spring 2021.

Invited Panelist, Winter AMA 2020 Conference, “*Radically Innovative Research with Relevance for CRM,*” February 2020.

University of Texas Arlington, October 2019.

University of Houston, April 2019.

University of South Carolina, April 2019.

ISBM Student Camp Presentation, 2018, 2014 & 2012, “*Early Career Strategy*”.

Invited Speaker, ISBM Meeting “*Customer Engagement as a Differential*”, August 2018

London Business School, July 2018.

Invited Speaker, Houston Strategy Forum, May 2018

Keynote Speaker, Thought Leaders in Marketing Strategy, UIBE, Beijing, June 2017.

University of Washington, February 2017.

Temple University, March 2016.

Texas A&M University, September 2015.

Theory and Practice of Marketing Conference, June 2015.

University of North Carolina, April 2015.

Organizational Frontlines Research Symposium, April 2015.

University of Pittsburgh, November 2014.

Summer AMA, 2013, “*Starting Your Career Strong: Advice from MSI Young Scholars*”.

Iowa State University, 2013.

Marketing Science Institute *Young Scholar Conference*, 2013.

Marketing Science Emerging Markets Conference, 2012, University of Pennsylvania.

AMA Sheth Foundation Doctoral Consortium Faculty, 2012, “*Managing the Early Years*”.

AMA Sheth Foundation Doctoral Consortium Faculty, 2012, “*The Research Process*”

University of Missouri, 2011.

University of Michigan, 2010.

Pennsylvania State University, 2010.

Relationship Marketing Special Session, AMA Summer Conference 2010.

AMA Sheth Foundation Doctoral Consortium Faculty, 2010, “*Managing the Early Years*”.

Case Western Reserve University, 2010.

University of Washington, 2010.

Northwestern University, 2010.

Marketing Science Institute Conference on Academic-Practitioner Collaboration, 2010.

University of California- Davis, 2008.

University of Houston, 2008.

University of Iowa, 2008.

Case Western Reserve University, 2008.

Northwestern University, 2008.

Indian School of Business, 2008.

University of Maryland, 2008.

Michigan State University, 2008.

University of Georgia, 2008.

TEACHING PROGRAM

COURSES TAUGHT	EMBA	PMBA	FTMBA	M.S.	B.S.	PhD.
Marketing Management						
Marketing Analytics						
Pricing						
Retailing						
Marketing Strategy						
Marketing Models						

INSTRUCTOR EVALUATIONS: TEXAS A&M UNIVERSITY

Term	Course	Rating
Fall 2021	Marketing Management (MBA Core)*	4.9/5
Fall 2021	Marketing Management (MBA Core)*	4.8/5

Term	Course	Rating
Spring 2021	Marketing Engineering (MS- Analytics)	5/5
Spring 2020	Marketing Management (PMBA Core)	4.7/5
Fall 2020	Marketing Management (MBA Core)*	4.8/5
Fall 2020	Marketing Management (MBA Core)*	4.7/5
Spring 2020	Marketing Engineering (MS- Analytics)	4.95/5
Spring 2020	Marketing Management (PMBA Core)	4.7/5
Spring 2020	Marketing Strategy (PhD Seminar)	5/5
Fall 2019	Marketing Management (MBA Core)	4.7/5
Fall 2019	Marketing Management (MBA Core)	4.7/5
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
Fall 2016	Marketing Analytics (MS)	4.97/5
Fall 2016	Marketing Analytics (BBA)	5/5
Fall 2016	Marketing Analytics (BBA)	4.97/5

* Overall evaluation question changed to “The instructor fostered an effective learning environment”, scale remains the same.

INSTRUCTOR EVALUATIONS: PENNSYLVANIA STATE UNIVERSITY

Term	Course	Rating
Spring 2016	Marketing Management (PhD)	7/7
Fall 2015	Marketing Management (Executive MBA)	6.7/7
Fall 2015	Marketing Management (MBA Core)	6.8/7
Fall 2015	Marketing Management (MBA Core)	6.5/7
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

Term	Course	Rating
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)	1.10/5
Spring 2010	Marketing Strategy (Undergraduate)	1.30/5
Spring 2011	Pricing (MBA)	1.50/5
Spring 2011	Marketing Models (PhD)	1.10/5

DISSERTATION CHAIR

Narendra Bosukonda (Ph.D. Marketing) Texas A&M University; ongoing.

Muzeeb Shaikh (Ph.D. Marketing) Texas A&M University; ongoing.

Bitu Hajihashemi (Ph.D. Marketing) University of Washington, Co-chair with Robert Palmatier; ongoing.

Yixing Chen (Ph.D. Marketing) Texas A&M University, Co-chair with Vikas Mittal; Placement – University of Notre Dame.

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.

DISSERTATION COMMITTEE

Taehoon Im (Ph.D. Marketing) Rice University, ongoing.

Khimendra Singh (Ph.D. Marketing) University of North Carolina- Chapel Hill 2021, Placement- Indiana University (Visiting Assistant Professor).

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 – University of Notre 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.

SERVICE

TEXAS A&M UNIVERSITY

Year	Committee
2022	Marketing Strategy Consortium Co-Chair
2020-now	WRDS Faculty Representative
2019-20	Department Strategic Planning Committee
2019-20	Department Head Recruiting Committee
2019-22	Department Representative, College P&T 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

EDITOR-IN-CHIEF

Journal of Marketing, 2022-2025.

ASSOCIATE/AREA EDITOR

Journal of Marketing, 2018-present.

Journal of Marketing Research, 2017-present.

Journal of the Academy of Marketing Science, 2015- present.

International Journal of Research in Marketing, 2019-present.

EDITORIAL REVIEW BOARD

Journal of Retailing, 2014- present.

Customer Needs and Solutions, 2013- present.

Management and Business Review, 2018- present.

OTHER REFEREE SERVICE

Marketing Science, Management Science, 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

SERVICE/LEADERSHIP FOR AMERICAN MARKETING ASSOCIATION

Journal of Marketing Transparency Committee, 2021.

American Marketing Association, Academic Council, 2021-2024

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

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

Blue Ribbon Panelist Choosing AMA Howard Doctoral Dissertation Award (2019, 2021).

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

CONFERENCE PROGRAM COMMITTEE

Marketing Dynamics Conference (2016, 2017)

REVIEW SERVICE FOR AWARDS OR GRANTS

Journal of Marketing Sheth Award Committee Member, 2021

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

Baruch University, Colorado State University, Grand Valley State University, Iowa State
University, North Carolina State University, Oklahoma State University, Portland State
University, Texas Christian University, University of Kentucky, University of Nebraska,
University of Notre Dame, University of Western Ontario, Virginia-Tech.