

ALINA SORESCU
Professor of Marketing
Paula and Steve Letbetter '70 Chair in Business
Chancellor EDGES Fellow
Mays Business School
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SOCIETAL IMPACT STATEMENT

My research efforts are dedicated to projects that address important societal issues. For instance, I examine how climate change impacts innovation outputs, how brand equity impacts employee compensation and firm profit, the consequences of firms engaging in sociopolitical activism, and the societal impact of innovation. In terms of teaching, I stress in my classes the importance of evidence-based decisions and of ethical management of data and research methods. Finally, in terms of service, I mentor young scholars who can take our field forward and I engage in extensive editorial journal service, with the goal of encouraging research with a more positive impact on society.

PROFESSIONAL EXPERIENCE

Mays Business School, Texas A&M University:

Paula and Steve Letbetter '70 Chair in Business and <i>Professor of Marketing</i>	2017 -present
Rebecca U. '74 and William S. Nichols III '74 <i>Professor of Marketing</i>	2016 - 2017
Rebecca U. '74 and William S. Nichols III '74 <i>Associate Professor of Marketing</i>	2013 - 2016
<i>Associate Professor with Tenure</i>	2008-2013
<i>Assistant Professor of Marketing</i>	2002-2008

Bauer College of Business, University of Houston:

<i>Instructor</i>	1999-2001
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Department of Statistics, University of Florida:

<i>Instructor</i>	1995-1996
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EDUCATION

University of Houston	<i>Ph.D. in Business Administration (Marketing)</i>	2002
University of Florida	<i>M.S. in Statistics</i>	1997
University of Bucharest	<i>B.S. in Mathematics</i>	1994

RESEARCH

Research Interests

- Innovation
- Business models
- Branding
- Modeling the financial impact of marketing activities and assets

Editorials (written as a coeditor or special issue coeditor)

Peres, Renana, Martin Schreier, David A. Schweidel and Alina Sorescu (2022), “On Chat GPT and Beyond,” International Journal of Research in Marketing, in press.

Peres, Renana, Martin Schreier, David A. Schweidel and Alina Sorescu (2022), “Blockchain Meets Marketing: Opportunities, Threats, and Avenues for Future Research,” International Journal of Research in Marketing, 40(1), 1-11.

Schreier, Martin, Renana Peres, David Schweidel and Alina Sorescu (2021), “IJRM 2021-2024: Innovation. Speed. Diversity. Let’s Push Things Forward Together,” International Journal of Research in Marketing, 38(4), 807-810.

Sorescu, Alina and Martin Schreier (2021), “Innovation in the Digital Economy: A Broader View of its Scope, Antecedents, and Consequences,” Journal of the Academy of Marketing Science, 6(3), 1-5.

Hubert Gatignon, Xavier Lecocq, Koen Pauwels, and Alina Sorescu (2017), “A Marketing Perspective on Business Models,” AMS Review. 7(3-4), 85–89.

Journal Publications

Moorman, Christine, Alina Sorescu, and Nader Tavassoli (2023), “Brands in the Labor Market: How Brand Differentiation Impacts Profits Through Employee Pay, Productivity, and Retention,” forthcoming in the Journal of Marketing Research.

Cao Zixia, Reo Song, Alina Sorescu, and Ansley Chua (2023), “Innovation Potential, Insider Sales, and IPO Performance: How Firms Can Mitigate the Negative Effect of Insider Selling,” Journal of Marketing, 87(4), 550-574.

Nickerson, Dionne, Michael Lowe, Adithya Pattabhiramaiah and Alina Sorescu (2022), “The Impact of Corporate Social Responsibility on Brand Sales: An Accountability Perspective,” Journal of Marketing, 86(2), 5-28.

- Lead article
- Featured in the Conversation: <https://theconversation.com/corporate-do-gooder-efforts-can-boost-sales-as-long-as-theyre-tied-to-corporate-harm-179813>
- Finalist for the 2022 Shelby D. Hunt/Harold H. Maynard Award
- Finalist for the 2022 AMA/Marketing Science Institute/H. Paul Root Award

Kovalenko, Larisa, Alina Sorescu and Mark Houston (2022), “What Brand Do I Use for My New Product? The Impact of New Product Branding Decisions on Firm Value,” Journal of the Academy of Marketing Science, 50(2), 338-365.

- Featured in the January-February 2023 issue of Harvard Business Review: [The Best Way to Name a New Product \(hbr.org\)](https://hbr.org/2023/01/the-best-way-to-name-a-new-product/)

Swaminathan, Vanitha, Alina Sorescu, J.B. Steenkamp, Thomas Gibson O’Guinn, and Berndt Schmitt (2020), “Branding in a Hyperconnected World: Refocusing Theories and Rethinking Boundaries,” Journal of Marketing, 84(2), 24-46.

- Ertekin, Larisa, Alina Sorescu and Mark Houston (2018). "Hands off My Brand: The Financial Consequences of Protecting Brands through Trademark Infringement Lawsuits," Journal of Marketing, 82 (5), 45-65.
- Sorescu, Alina, Sorin Sorescu, William Armstrong and Bart Devoldere (2018), "Two Centuries of Innovations and Stock Market Bubbles," Marketing Science, 37 (4), 507-529.
- Lead article
- Warren, Nooshin and Alina Sorescu (2017), "Interpreting Returns to New Product Announcements: How the Past Shapes Investors' Expectations of the Future," Journal of Marketing Research, 54(5), 799-815.
- Sorescu, Alina (2017), "Data-Driven Business Model Innovation," Journal of Product Innovation Management, 34(5), 691-696.
- Invited paper, top 20 downloaded paper in the year of publication
- Sorescu, Alina, Nooshin Warren and Larisa Ertekin (2017), "Event Study Methodology in the Marketing Literature," Journal of the Academy of Marketing Science, 45(2), 186-207
- Invited paper
 - Finalist for the Best Paper Award in 2018
- Warren, Nooshin and Alina Sorescu (2017), "When 1+1 >2. Investors' Reaction to Concurrent Announcements of New Products and Other Corporate News," Journal of Marketing, 81(2), 64-82.
- Sorescu, Alina and Sorin Sorescu (2016), "Customer Satisfaction and Long-Term Stock Returns," Journal of Marketing, 80(5), 110-115.
- Invited paper
- Tavassoli, Nader, Alina Sorescu and Rajesh Chandy (2014), "Employee-Based Brand Equity: The Impact of Customer Perceptions on Executive Pay," Journal of Marketing Research, 51(6), 676-690.
- Finalist for the Paul E. Green award
 - Included in the MSI list of must-read articles from 2014 (<http://www.msi.org/articles/must-read-journal-articles-from-2014/>)
- Cao, Zixia and Alina Sorescu (2013), "Wedded Bliss or Tainted Love? Stock Market Reactions to the Introduction of Co-branded Products," Marketing Science, 32(6), 939-959.
- Mukherji, Prokriti, Alina Sorescu, Jaideep Prabhu and Rajesh Chandy (2011), "Behemoths at the Gate: How Incumbents Take on Acquisitive Entrants (And Why Some Do Better Than Others)," Journal of Marketing, 75(5), 53-70.
- Sorescu, Alina, Ruud Frambach, Jagdip Singh, Arvind Rangaswamy and Cheryl Bridges (2011), "Innovation in Retail Business Models", Journal of Retailing, 87, S3-S16.
- Lead article, invited paper
- Sorescu, Alina and Jelena Spanjol (2008), "Innovation's Effect on Firm Value and Risk: Insights from Consumer-Packaged Goods," Journal of Marketing, 72(2), 114-132.
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- Sorescu, Alina, Venkatesh Shankar and Tarun Kushwaha (2007), "New Product

Preannouncements and Shareholder Value: Don't Make Promises You Can't Keep," Journal of Marketing Research, 44(3), 468-489.

Sorescu, Alina, Rajesh Chandy and Jaideep Prabhu (2007), "Why Some Acquisitions Do Better than Others: Product Capital as a Driver of Long-term Stock Returns," Journal of Marketing Research, 44(1), 57-72.

Sorescu, Alina, Rajesh Chandy and Jaideep Prabhu (2003), "Sources and Financial Consequences of Radical Innovations: Insights from Pharmaceuticals," Journal of Marketing, 67(4), 82-102.

Sorescu, Alina B. and Betsy D. Gelb (2000), "Negative Comparative Advertising: Evidence Favoring Fine-Tuning," Journal of Advertising, 29(4), 28-42.

Gelb, Betsy D. and Alina B. Sorescu (2000), "Republican Brands, Democrat Brands...," Journal of Advertising Research, 40(1), 95-102.

Marketing Science Institute Reports and Book Chapters

Sorescu, Alina, Sorin Sorescu, Will J. Armstrong* and Bart Devoldere* (2014), "Two Centuries of Epochal innovation and Stock Market Bubbles," *Marketing Science Institute Report number 14-106*, Cambridge, MA: Marketing Science Institute.

Sorescu, Alina (2012), "Innovation and The Market Value of Firms", in the *Handbook of Marketing and Finance*, edited by Shankar Ganesan, Edward Elgar Publishing.

Contributed two entries in the 2009 MSI sponsored book *Empirical Generalizations about Marketing Impact: What We Have Learned from Academic Research*, edited by Dominique Hanssens, Cambridge, MA: Marketing Science Institute.

Sorescu, Alina and Jelena Spanjol (2006), "Building Long-term Firm Value through Innovation," *Marketing Science Institute Report number 06-122*, Cambridge, MA: Marketing Science Institute.

Sorescu, Alina, Venkatesh Shankar and Tarun Kushwaha* (2006), "New Product Preannouncements and Shareholder Value: Don't Make Promises You Can't Keep," *Marketing Science Institute Report number 06-116*, Cambridge, MA: Marketing Science Institute.
- also published as a *Zyman Institute of Brand Science (ZIBS)* technical report

Sorescu, Alina, Rajesh Chandy and Jaideep Prabhu (2003), "Who Introduces More Radical Innovations, and Who Gains More from Them?" *Marketing Science Institute Report number 03-118*, Cambridge, MA: Marketing Science Institute.

AWARDS AND HONORS

2023 – University of Georgia Marketing Strategy Doctoral Consortium Faculty

2023 - AMA Sheth Foundation Doctoral Consortium Faculty, BI Norwegian Business School

2023 – JPIM Innovation Summit Fellow

2022 - Best paper award in the Marketing Strategy Track at the 2022 Summer AMA Conference for “Climate Change and the Innovation Output of Firms”.

2022 - Co-chair of the Marketing Strategy Doctoral Consortium

2022 - AMA Sheth Foundation Doctoral Consortium Faculty, University of Texas

2020 – Invited to serve as a member of the Advisory Board of ISMS (INFORMS Society for Marketing Science)

2020 – Best paper award in the Sustainability, Social Responsibility and Ethics Track at the 2020 Winter AMA Conference for “Correct, Compensate, Cultivate: A Framework of Firm Responsibility and Consumer Responsiveness to CSR Initiatives”.

2020 – UT Austin Marketing Strategy Doctoral Consortium Faculty

2020/2021 – AMA Sheth Foundation Doctoral Consortium Faculty, Indiana University

2019 – Awarded a Chancellor EDGES Fellowship for Enhancing Development and Generating Excellence in Scholarship

2019 – Invited researcher in the ABRI Visiting Professorship program at VU University in Amsterdam

2019 – Indiana Marketing Strategy Consortium Faculty

2018 – AMA Sheth Foundation Doctoral Consortium Faculty, Leeds University Business School

2018 – Mizzou Marketing Strategy Consortium Faculty

2017 – present Paula and Steve Letbetter ’70 Chair in Business

2015 – *Journal of Marketing* Outstanding Reviewer Award

2015 – Finalist for the Paul E. Green Award for the best paper published in the *Journal of Marketing Research* in 2014

2015 – Winner of a Wharton Customer Analytics Initiative Proposal Competition (Equilar Data)

2015 – AMA Sheth Foundation Doctoral Consortium Faculty, London Business School

2014 – Ricky W. Griffin Research Excellence Award

2014 – Proposal winner in the Mays Inter-Disciplinary Initiative

2013-2017 Rebecca U. ’74 and William S. Nichols III ’74 Professorship

2013 –Best Proposal Prize at the *2013 Strategic Management Society Lake Geneva Special Conference on Big Bang Innovation*

2011 – *Journal of Marketing* Outstanding Reviewer Award

2011 – Texas A&M Association of Former Students Distinguished Teaching Award – university wide award

2011 – Winner in the MSI-sponsored competition of Proposals on Innovation

2011- 2014 – Mays Research Fellowship

2010 – Texas A&M Association of Former Students Distinguished Teaching Award – college wide award

2010 – Best Paper in the Marketing and Technology track at the *2010 Winter AMA Conference*

2010-2011- Mays Teaching Fellowship

2010 – Thought Leader, *Thought Leadership Conference on Innovations in Retailing*, Texas A&M University

2007- 2008 – Texas A&M Center for Teaching Excellence Montague Scholar Award

2007- 2010 – Mays Research Fellowship

2004 – AMA Sheth Foundation Doctoral Consortium Faculty, Texas A&M University

2004 – Finalist in the *2004 Technology and Innovation SIG* Best Article Competition

2003 – Winner of the *2003 AMA John A. Howard* Doctoral Dissertation Competition

2003 – Winner of the *2003 Academy of Marketing Science Mary Kay* Doctoral Dissertation Competition

2003 - Honorable Mention in the 2003 *AMA TechSIG* Best Dissertation Competition.

2002 - Dean’s Excellence Award for graduating with a 4.0 GPA, University of Houston

2001 - Robert L. and Ruth Kneebone Memorial Scholarship, University of Houston

2001 - Honorable Mention in the *ISBM* Doctoral Dissertation Competition

2000 - AMA Sheth Foundation Doctoral Consortium Fellow, University of Western Ontario

COMPETITIVE RESEARCH AND TEACHING GRANTS

2019 – Mays Strategic Framework Integration Grant

2018 – Winner of a Mays Grand Challenges Grant for research on entrepreneurship

2006-2015 - Mays Business School Summer Research Grant (competitive performance grant)

2013 - Seedcorn funding from VU University in Amsterdam for a project on Business Models with Ruud Frambach.

2011 - MSI grant for “Epochal Innovation and Stock Market Bubbles”

2004 - MSI grant for “The Dynamics of Radical Innovation”

2004 - Winner in the Mays Business School Summer Funding Competition - grant for research on the long-term financial value of radical innovations

2002 - MSI grant for "Who Introduces More Radical Innovations, and Who Gains More from Them?"

PRESENTATIONS

Invited Presentations

- 2023 – Keynote Speaker at the PDMA Conference JPIM Research Forum
- 2023 – Research Camp Speaker at IESE Barcelona Marketing Camp
- 2023 – Research Seminar Speaker at North Carolina State University
- 2023 – Research Seminar Speaker at Georgia Tech
- 2022 – Researcher Speaker at the Marketing in Israel Conference, Tel Aviv
- 2021 – Research Seminar Speaker at Iowa State University
- 2020 – Speaker in the 2020 New Ideas in Marketing organized by strategy researchers at INSEAD and Bocconi University – Zoom presentation
- 2020 - Research Seminar Speaker at the University of Nevada at Las Vegas
- 2019 – Invited Speaker at the Thought Leadership Conference on Innovation in the Digital Economy, Bocconi University
- 2019 – Keynote Speaker at the Product and Service Innovation (PSI) conference, University of Utah
- 2019 - Research Seminar Speaker at University of Houston
- 2018 – Research Camp Speaker, Darden School of Business, University of Virginia
- 2018 – Research Camp Speaker, Joint KU Leuven & Vlerick Marketing Camp
- 2018 – Research Seminar Speaker at Bocconi University
- 2017 – Invited Speaker at the Annual Arizona State University/University of Arizona Research Camp
- 2017 – Research Seminar Speaker at University of Washington, Tilburg University, and Bocconi University
- 2016 – Featured academic speaker at the “Innovation in Data-Rich Environments” JPIM/MSI Research Workshop at University of Tennessee
- 2016 – Research Camp Speaker, University of North Carolina Kenan-Flager Business School
- 2014 – Invitation to present a Financial Metrics tutorial to the doctoral students at Tilburg University
- 2014 – Research Camp Speaker, Tilburg University
- 2014 – “Diminishing Returns to New Product Announcements: How the Past Shapes Investors’ Expectations of the Future”, invited presentation to the inaugural AMA/ECMI/EMAC Marketing & Innovation Symposium, Rotterdam, Netherland 2014

- 2014 – “Employee-Based Brand Equity: The Impact of Customer Perceptions on Executive Pay”
Presentation in the Seminar Series at Washington State University
- 2012 – Invited presentation on innovation at INSEAD’s New Interdisciplinary Innovation Research Conference, May 2012
- 2012 – Invited presentation on co-branding at “The Brands and Branding in Law, Accounting, and Marketing Conference”, University of North Carolina, April 2012
- 2011 – “Innovation and Market Value of Firms”
Presentation in a panel on the marketing finance interface at the 2011 AMA Winter Conference
- 2010- “Innovation in Retailing Business Models,”
Presentation in the MSI sponsored *Thought Leadership Conference* on Innovation in Retailing, Texas A&M University.
- 2009 – “Convexity Neglect and Abnormal Stock Returns”
presentation in the Seminar Series at the University of Texas at Austin
- 2008 – “Do Changes in Business Models Improve Shareholder Value? An Empirical Analysis?”- *MSI Conference, Marketing Metrics for the Connected Organization, Dallas.*
- 2007 - “Do Changes in Business Models Improve Shareholder Value? An Empirical Analysis?”-
presentation in the Seminar Series at the University of Houston
- 2006 - “Building Long-term Firm Value Through Innovation” – presentation in the inaugural Mays Innovation Research Camp
- 2004 – “Product Preannouncements Impact Shareholder Value?”- presentation in the Seminar Series at the University of Houston
- 2002- " Product Capital, Smart Acquisitions and Marketing’s Contributions to Shareholder Value" - *MSI Conference, Measuring Marketing Productivity: Linking Marketing with Financial Value, Dallas.*
- 2002 – “Sources and Financial Consequences of Radical Innovations” – Presentation at Emory University, University of Pittsburgh, University of Minnesota, Texas A&M University and University of Washington

Academic Conference Presentations

- Kovalenko, Larisa, Priya Rangaswamy and Alina Sorescu (2022), “Firm Response to Geopolitical Crises: An Examination of the Stock Market Response of The Russian Boycott During the War in Ukraine,” *American Marketing Association Winter Conference, Nashville*
- presentation by co-author
- Rangaswamy, Priya and Alina Sorescu (2022), “Climate Change and the Innovation Output of Firms,” *American Marketing Association Summer Conference, Chicago*
- presentation by co-author

- Kovalenko, Larisa, Priya Rangaswamy and Alina Sorescu (2022), “Firm Response to Geopolitical Crises: An Examination of the Stock Market Response of The Russian Boycott During the War in Ukraine,” *Marketing Strategy Meets Wall Street Conference.*, Chicago
- presentation by co-author
- Rangaswamy, Priya and Alina Sorescu (2022), “Determinants and Performance Implications of Business Model Innovation: Evidence from Initial Public Offerings,” *American Marketing Association Winter Conference*, Las Vegas and *TPM Conference*, Emory University
- presentation by co-author
- Nooshin Warren, Shuba Srinivasan and Alina Sorescu (2018), “The View from the Top: How Chief Executive Officers Impacts Firms’ Innovation Output,” *Marketing Strategy Meets Wall Street, INSEAD, France*
- presentation by co-author
- Nooshin Warren, Shuba Srinivasan and Alina Sorescu (2018), “The View from the Top: How Chief Executive Officers Impacts Firms’ Innovation Output,” *Product and Service Innovation Conference*, University of Utah
- presentation by co-author
- Nooshin Warren, Shuba Srinivasan and Alina Sorescu (2017), “The View from the Top: How Chief Executive Officers Impacts Firms’ Innovation Output,” *Marketing Strategy Meets Wall Street V*, San Francisco
- presentation by co-author
- Nooshin Warren, Shuba Srinivasan and Alina Sorescu (2017), “The View from the Top: How Top Management Impacts the Valuation of Innovation,” *INFORMS Marketing Science Conference* Los Angeles
- Larisa Ertekin, Alina Sorescu and Mark Houston (2016) “Hands off My Brand: The Financial Consequences of Protecting Brands through Trademark Infringement Suits,” *American Marketing Association Winter Conference*, Orlando, 2017
- presentation by co-author
- Nooshin Warren, Shuba Srinivasan and Alina Sorescu (2016), “The View from the Top: How Top Management Impacts the Valuation of Innovation,” *American Marketing Association Winter Conference*, Orlando, 2017
- presentation by co-author
- Nooshin Warren, Alina Sorescu, Joseph Johnson and Shyam Kumar (2016), “Preannouncements as Market Signals: How Firms Learn from the Stock Market,” *Theory and Practice in Marketing Conference* in Houston, May 2016.
- presentation by co-author
- Larisa Ertekin, Alina Sorescu and Mark Houston (2016) “Hands off My Brand: The Financial Consequences of Protecting Brands through Trademark Infringement Suits,” *Theory and Practice in Marketing Conference* in Houston, May 2016.
- presentation by co-author

- Nooshin Warren, Shuba Srinivasan and Alina Sorescu (2016), “The View from the Top: How Top Management Impacts the Valuation of Innovation,” Wharton Sponsored Conference, San Francisco.
- presentation by co-author
- Alina Sorescu, Nooshin Warren and Larisa Ertekin (2016), “Event Study Methodology in the Marketing Literature”, presentation at the UT Arlington 50th Anniversary Research Conference
- Sunil Kishore, Jane Ebert, Stephen Anderson McDonald, Alina Sorescu, Rajesh Chandy, Om Narasimhan (2016), “White Knights and Firms in Distress: Why Marketing CEOs Matter in Corporate Turnarounds” *American Marketing Association Winter Conference*, Las Vegas
- Nooshin Warren, Alina Sorescu, Joseph Johnson and Shyam Kumar (2016), “Preannouncements as Market Signals: How Firms Learn from the Stock Market,” *American Marketing Association Winter Conference*, Las Vegas
- presentation by co-author
- Larisa Ertekin, Alina Sorescu and Mark Houston (2015) “What Brand Do I Use for My New Product? The Impact of New Product Branding Decisions on Firm Value,” *INFORMS Marketing Science Conference*, Baltimore, June 2015
- Larisa Ertekin, Alina Sorescu and Mark Houston (2015) “What Brand Do I Use for My New Product? The Impact of New Product Branding Decisions on Firm Value,” *Theory and Practice in Marketing Conference* at Georgia State University, June 2015
- presentation by co-author
- Nooshin Warren and Alina Sorescu (2015) “When 1+1 >2. Investors’ Reaction to Concurrent Announcements of New Products and Other Corporate News,” *Theory and Practice in Marketing Conference* at Georgia State University, June 2015
- presentation by co-author
- Nooshin Lotfi and Alina Sorescu (2015) “Is Two Better than Two Ones? How Investors React to New Product Releases Announced Concurrently with Other Corporate News,” *American Marketing Association Winter Conference*, San Antonio
- presentation by co-author
- Sorescu, Alina, Sorescu Sorin, Will Armstrong, Bart Devoldere (2015), “Two Centuries of Epochal Innovation and Stock Market Bubbles,” *Marketing Strategy Meets Wall Street IV* Singapore Management University, January 2015
- Alina Sorescu, Ruud Frambach and Lin Jia (2014), “Business Models: A Marketing Perspective,” *INFORMS Marketing Science Conference*, Atlanta, June 2014
- presentation by co-author
- Tavassoli, Nader, Alina Sorescu and Rajesh Chandy (2014), “Employee-Based Brand Equity: The Impact of Customer Perceptions on Executive Pay”, *INFORMS Marketing Science Conference*, Atlanta, June 2014

- Alina Sorescu and Nooshin Lotfi, “Diminishing Returns to New Product Announcements: How the Past Shapes Investors’ Expectations of the Future”, *INFORMS Marketing Science Conference*, Atlanta, June 2014
- presentation by co-author
- Chandy, Rajesh, Alina Sorescu and Nader Tavassoli, “Beyond the Customer: Employee-based Returns to Brand”, 2013 *Theory and Practice in Marketing Conference* at London Business School, May 2013
- presentation by co-author
- Sorescu, Alina, Sorescu Sorin, Will Armstrong, Bart Devoldere (2012), “Epochal Innovation and Stock Market Bubbles” 2013 SMS Lake Geneva Special Conference on Big Bang Innovation
- presentation by co-author
- Sorescu, Alina, Sorescu Sorin, Will Armstrong, Bart Devoldere (2012), “Epochal Innovation and Stock Market Bubbles”, *INFORMS Marketing Science Conference*, Boston, June 2012
- Sorescu, Alina, “Business Models: A Marketing Perspective”, INSEAD Innovation Conference, May 2012.
- Cao, Zixia and Alina Sorescu (2011), “Wedded Bliss or Tainted Love?: Stock Market Reactions to the Introduction of Co-branded Products,” UNC Branding Conference, April 2012
- Cao, Zixia and Alina Sorescu (2011), “Wedded Bliss or Tainted Love? Stock Market Reactions to the Introduction of Co-branded Products,” *INFORMS Marketing Science Conference*, Houston, June 2011
- presentation by co-author
- Cao, Zixia and Alina Sorescu (2011), “Wedded Bliss or Tainted Love? Stock Market Reactions to the Introduction of Co-branded Products,” *Marketing Strategy Meets Wall Street II* MSI sponsored conference at Boston University, May 2011
- Sorescu, Alina, Manjit Yadav and Ying Zhu (2011), “Website Traffic as a Driver of Financial Performance”, 2011 *American Marketing Association Winter Conference*, Austin TX
- Chen, Allan, Alina Sorescu, Sorin Sorescu and Tsiros, Michael (2010), “Convexity Neglect and Consumer Decision Making”, 2011 Academy of Marketing Science Annual Conference, May 2011, Miami, FL
- presentation by co-author
- Chen, Allan, Alina Sorescu, Sorin Sorescu and Tsiros, Michael (2010), “Convexity Neglect and Abnormal Stock Returns”, *First Annual Boulder Summer Conference on Consumers’ Financial Decision Making*
- presentation by co-author
- Rivadeneira Raul, Jaideep Prabhu, Rajesh Chandy, Alina Sorescu and Chirag Patel, “Brand and Technical Integration for Radical Innovation: Do Firms That Integrate Do Better than Firms That Do Not?” (2010) *American Marketing Association Winter Conference*
- presentation by co-author

- Sujan, Dan and Rajan Varadarajan, “The Role of Alliance, Alliance Partner and Format Characteristics on the Market Acceptance of Formats,” *INFORMS Marketing Science Conference, Ann Arbor, June 2009 and 2010 American Marketing Association Winter Conference*
- presentation by co-author
- Allan Chen, Alina Sorescu, Sorin Sorescu and Tsiros, Michael (2009), “Convexity Neglect and Abnormal Stock Returns”, *INFORMS Marketing Science Conference, Ann Arbor, June 2009*
- Allan Chen, Alina Sorescu, Sorin Sorescu and Tsiros, Michael (2009), “Convexity Neglect and Abnormal Stock Returns”, *Marketing Strategy Meets Wall Street* MSI sponsored conference at Emory University, January 2009
- Shankar, Venkatesh and Alina Sorescu (2007), “Does Innovation in Business Model Improve Shareholder Value?: An Empirical Analysis,” *2008 American Marketing Association Winter Conference, Austin TX*
- Shankar, Venkatesh and Alina Sorescu (2007), “Does Innovation in Business Model Improve Shareholder Value?: An Empirical Analysis,” *INFORMS Marketing Science Conference, Singapore, June 2007.*
- Prokriti Mukherji, Alina Sorescu, Jaideep Prabhu and Rajesh Chandy (2007), “New Relationships, New Births: Marketplace Responses to Acquisitive Entry,” *INFORMS Marketing Science Conference, Singapore, June 2007.*
- presentation by co-author
- Prokriti Mukherji, Alina Sorescu, Jaideep Prabhu and Rajesh Chandy (2007), “New Relationships, New Births: Marketplace Responses to Acquisitive Entry” *American Marketing Association Winter Conference, San Diego, CA.*
- Raul Rivadeneyra, Jaideep Prabhu, Alina Sorescu and Rajesh Chandy (2006), “The Dynamics of Radical Innovation,” *2006 PDMA Research Forum, Atlanta*
- Sorescu, Alina and Jelena Spanjol (2005), “Long-term Stock Market Returns to New Product Introductions: A Comparison of Incremental, Breakthrough, and Market-Dominant Innovation,” *INFORMS Marketing Science Conference, University of Pittsburgh*
- Raul Rivadeneyra, Jaideep Prabhu, Alina Sorescu and Rajesh Chandy (2006), “The Dynamics of Radical Innovation,” *American Marketing Association Winter Conference, Orlando, FL*
- presentation by co-author
- Sorescu, Alina, Venkatesh Shankar and Tarun Kushwaha (2005) “Do Product Preannouncements Impact Shareholder Value?,” *AMA Doctoral Consortium, University of Connecticut*
- presentation by co-author
- Sorescu, Alina, Venkatesh Shankar and Tarun Kushwaha (2005) “Do Product Preannouncements Impact Shareholder Value?,” *INFORMS Marketing Science Conference, Emory University*
- Sorescu, Alina and Jelena Spanjol (2005) , “Does Innovation Really Pay? An Investigation into Financial Returns to New Product Introductions,” *American Marketing Association Winter Conference, San Antonio, TX.*

- Rivadeneira Raul, Jaideep Prabhu, Rajesh Chandy and Alina Sorescu (2004), “The Dynamics of Radical Innovation,” *INFORMS Marketing Science Conference*, Rotterdam, Holland.
- presentation by co-author
- Sorescu, Alina, Jaideep Prabhu and Rajesh Chandy (2004), “For Richer or Poorer: Product Capital, Smart Acquisitions and Long-term Performance,” *American Marketing Association Winter Conference*, Scottsdale, AZ.
- Sorescu, Alina (2003), “Sources and Financial Consequences of Radical Innovations,” *American Marketing Association Summer Conference*, Washington DC – presentation as the winner of the 2003 *AMA John A. Howard Best Dissertation award*.
- Sorescu, Alina (2003), “Sources and Financial Consequences of Radical Innovations,” *Academy of Marketing Science Conference*, Washington DC – presentation as the winner of the 2003 *Academy of Marketing Science Best Dissertation award*.
- Sorescu, Alina, Jaideep Prabhu and Rajesh Chandy (2003), “Product Capital, Smart Acquisitions and Marketing’s Contributions to Shareholder Value” *INFORMS Marketing Science Conference*, University of Maryland.
- Sorescu, Alina, Jaideep Prabhu and Rajesh Chandy (2003), " Product Capital, Smart Acquisitions and Marketing’s Contributions to Shareholder Value," *The Texas Universities Marketing Faculty Research Colloquium*”, Mays Business School.
- Sorescu, Alina, Rajesh Chandy and Jaideep Prabhu (2002), “Sources and Financial Consequences of Radical Innovations,” *INFORMS Marketing Science Conference*, Edmonton, Canada.
- Sorescu, Alina, Jaideep Prabhu and Rajesh Chandy (2001), "Smart Acquisitions in High-Tech Markets: The Role of Product Capital” *INFORMS Marketing Science Conference*, Wiesbaden, Germany.
- Sorescu, Alina, Rajesh Chandy and Jaideep Prabhu (2001), “Sources and Financial Consequences of Radical Innovations,” presentation at the *Southwest Doctoral Symposium*, Houston.

MEDIA MENTIONS AND INTERVIEWS

- 2022 “Charitable giving can backfire for companies that do social harm”, Fast Company, <https://www.fastcompany.com/90741808/charitable-giving-can-backfire-for-companies-that-do-social-harm>
- 2019 Resoundly human: INFORMS podcast about “Two Centuries of Innovations and Stock Market Bubbles” <https://pubsonline.informs.org/doi/10.1287/orms.2019.01.15p/full/>
- 2018 Interview on Business Radio Powered by the Wharton School | SiriusXM about “Hands off My Brand: The Financial Consequences of Protecting Brands through Trademark Infringement Lawsuits” <https://shows.pippa.io/wbr-highlights/alina-sorescu>
- 2018 “Two Centuries of Innovations and Stock Market Bubbles” mentioned in <https://phys.org/news/2018-08-speculation-stock.html>, <https://marketbusinessnews.com/major-innovations-create-bubbles/184048/>,

- 2017 “When 1+1 >2. Investors’ Reaction to Concurrent Announcements of New Products and Other Corporate News,” article discussed in the IR Magazine (<https://www.irmagazine.com/articles/reporting/29247/one-plus-one-greater-two-benefits-good-news>)
- 2014-2015 “Employee-Based Brand Equity: The Impact of Customer Perceptions on Executive Pay,”
Featured in the July/August 2015 issue of Harvard Business Review (<https://hbr.org/2015/07/strong-brands-weak-pay>), Financial Times, Poets and Quants, The Sunday Times, HR Magazine, Fast Company, Campaign Magazine, CBS News (<https://www.cbsnews.com/news/americas-10-most-sought-after-jobs/>)
- 2008 “Innovation’s Effect on Firm Value and Risk: Insights from Consumer-Packaged Goods,”
Featured in *Marketing Thought Leaders Newsletter*, American Marketing Association (June 2008), in *Marketing Management*, May/June 2008 and in *Marketing News*, 42(4), p.4.
- 2007 “New Product Preannouncements and Shareholder Value: Don’t Make Promises You Can’t Keep,” Featured in Marketing Thought Leaders Newsletter, AMA (October 2007) and in *Marketing Management*, September 2007.
- 2007 “Why Some Acquisitions Do Better than Others: Product Capital as a Driver of Long-term Stock Returns,” featured *Marketing Management*, March/April 2007

TEACHING AND SERVICE

Teaching

Texas A&M:

- 2019-2023 – Marketing Analytics (*Master and MBA*)
- 2008, 2009-2011, 2015, 2017 - Research for Marketing Decisions (*Master*)
- 2003-2009, 2011-2019 - Marketing Research (*Undergraduate*)
- 2003 – 2020, biannually - Multivariate Data Analysis and Applied Econometrics (*Doctoral*)
- 2012 - Independent study (John Lowderman)

Doctoral dissertation committees (3 chair, 3 cochair, 31 member):

- Chair:
 - Priya Rangaswamy (ISBM Dissertation Proposal Award finalist; PDMA Consortium Dissertation Award, Best Paper in the Marketing Strategy track at the AMA Summer Conference)
 - Nooshin Warren (EMAC Best Paper Based on a Dissertation Award; PDMA Consortium Dissertation Award Runner-up)
 - Zixia Cao
- Co-chair:
 - Larisa Ertekin (with Mark Houston)
 - Ying Zhu (with Allan Chen)
 - Sujan Dan (with Rajan Varadarajan) (ISBM Dissertation Proposal Award, PDMA Dissertation Award)
- Committee member:

- *Marketing*: Ralph, Park, Taotao Ye, Alicia Wang, Fangfei Guo, Yixing Chen, Hooman Mirahmad, Eunho Park, Shruti Koley, Nicole Hanson, Won Joo Yun, Garry Smith, Mark Defanti, Tarun Kushwaha
- *Management*: Inn Hee Gee, Valerie Sy, Zelong Zhang, Richard Scoresby, Nicole Fuller, Tomas Thundiyil, Scott Kuban, Michael Nalick, Christina Matz, and David Boss
- *Information and Operations Management*: Serkan Akturk, Hankyul Oh
- *Agricultural Economics*: Aramayis Dallakyan, Vikas Mishra
- *Sports Management*: Courtney Hodge
- External committee member: Kohei Matsumoto (University of Illinois at Chicago), Kristopher Keller (Tilburg University), Bart Devoldere (Vlerick Business School),

Other:

1999-2002 - Marketing Research (*undergraduate*), University of Houston,
1995 and 1996 - Introductory Statistics (*undergraduate*), University of Florida

Fellow of the Texas A&M *Faculty Teaching Academy*

Service

At Texas A&M:

- *Departmental level*
 - Cochair of the 2022 Marketing Strategy Doctoral Consortium
 - Member or chair, Faculty Recruiting Committee, 2005, 2006, 2008-2015, 2017, 2019, 2020
 - Elected member, Department Head Search Committee, 2005, 2010, 2013, 2017
 - Departmental Strategic Plan Committee 2017
 - Marketing Department Ph.D. Program Director, Fall 2014 –present
 - Interim Ph.D. Program Coordinator, Spring 2014
 - Associate Director of the Marketing Department Ph.D. Program, 2008 - 2012
 - Member, Defining Excellence Council, 2006 - 2008
 - Member, Ph.D./Doctoral Experience Council, 2006 - present
 - Member, Department Ph.D. Curriculum committee, 2003 - 2006
 - Member, Doctoral program review committee, 2003
 - Faculty representative at the University of Houston Southwest Doctoral Symposium (2003, 2015) and Indiana University Haring Symposium (2006 and 2010)
- *College level*
 - FT MBA Required Curriculum Taskforce 2023
 - Chair of the college promotion and tenure committee, 2020-2023
 - CNVE Growth Task Force, 2017
 - Member, Data Services Committee, 2003 – present
 - Regents Mentor Program faculty participant, 2006, 2007
 - Panelist in a Teaching Workshop for doctoral students, 2012
 - Association of Former Students Awards (College level) Selection Committee, 2012
- *University level*
 - Association of Former Students Distinguished Research Award (University level) Selection Committee

Presidential Teaching Award for Undergraduate Excellence Selection Committee

Other:

Committee awarding the J.B. Steenkamp Best Paper Award at the International Journal of Research in Marketing
Co-chair of the Marketing Research – Beginner Track of at the EMAC doctoral consortium (2020)
Guest Associate Editor of the Special Issue of Management Science on Business and Climate Change (2020)
Co-editor of the JAMS Special Issue on Digital Innovation, in association with the JAMS Thought Leadership Conference at Bocconi University (2019)
Organizing committee for the Marketing Strategy Meets Wall Street Conference INSEAD (2019)
Member of the College of Expert Reviewers for the European Science Foundation (since 2019)
External evaluator for the Ph.D. research day at Bocconi University (2018)
External reviewer for tenure and promotion cases at various universities in the US and Europe
External member on the recruiting committee for the Research Centre for Marketing (campuses Leuven and Antwerp) of the Faculty of Economics and Business at the University of Leuven (2017)
Guest Faculty at the Doc SIG Mentors' Breakfast at the 2017 Winter AMA Conference in Orlando
Co-editor of a special issue on business models at AMS Review (2017)
Co-chair of the Brand Management Track for the 2014 AMA Winter Educators Conference
Co-chair of the New Product, Innovation and Entrepreneurship Track for the AMA's 2012 Summer Marketing Educators' Conference in Chicago
Guest Faculty at the Doc SIG Mentors' Breakfast at the 2011 Winter AMA Conference in Austin
Committee Chair of the 2010 MSI/Paul Root Award
Committee Chair of the 2010 Harold Maynard Award
Chair of the Marketing Strategy Track for the 2009 AMA Winter Educators Conference
Session chair at the 2005 and 2007 INFORMS Marketing Science Conferences
Discussant at the 2004 AMA Winter Educators Conference
Co-chair of the XVII Annual Southwest Doctoral Symposium, University of Houston, 1999

Reviewing Activity

- Coeditor of the *International Journal of Research in Marketing* (July 2021-June 2024)
- Associate Editor at the *Journal of Marketing* (2018-2021; resigned when accepted the coeditorship of *IJRM*)
- Associate Editor at the *International Journal of Research in Marketing* (2018-2020)
- Guest Associate Editor at *Management Science*
- Guest Editor for special issues and individual manuscripts at the *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *AMS Review*
- Editorial board memberships:
 - Journal of Marketing* (2008-2018, 2021-)
 - Marketing Science* (since 2016)
 - Journal of Marketing Research* (2016-2021)
 - Journal of the Academy of Marketing Science* (since 2015)
- Journals:
 - Ad-hoc reviewer for:

Management Science
Journal of Retailing
Journal of Product Innovation Management
MIS Quarterly
Production and Operations Management
Research Policy
Economics Letters
Journal of Interactive Marketing
Journal of Business Research
Marketing Letters
Management Communications Quarterly

○ Competitions:

AMA Technology and Innovations Special Interest Group (TechSIG) Outstanding Paper and Outstanding Dissertation Competition
AMA John A. Howard Doctoral Dissertation Competition
PDMA Dissertation Proposal Competition
EMAC McKinsey Marketing Dissertation Award
Shankar Spiegel Best Dissertation Award

○ Conferences:

AMA Winter Educators Conferences
AMA Summer Educators Conferences
EMAC Conferences
PDMA Academic Research Forum

PROFESSIONAL AFFILIATIONS

Member, American Marketing Association

Member, INFORMS (Institute for Operations Research and the Management Sciences)