

MANJIT S. YADAV

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PROFESSIONAL EXPERIENCE & EDUCATION

Academic

September 1996- present	JC Penney Chair in Marketing and Retailing Studies (2020-Present) Macy's Foundation Professor (2011 - 2020) Professor of Marketing (2010 - present) Department Head (2020 - present) Interim Department Head (2017-2018) Associate Professor of Marketing (1996 - 2010) Research Director, Center for Retailing Studies (2008 - 2010) Mays Research Fellow, 2002 - 2006 and 2008 - 2011 Center for Retailing Studies Faculty Fellow (1996 - 2002) Texas A&M University
July 1990 -August 1996	Assistant Professor of Marketing Texas A&M University
June 1988-May 1990	Part-time Instructor of Marketing Virginia Tech
October 1985-May 1988	Graduate Research Assistant Virginia Tech

Industry

July 1983 to August 1985	Graduate Engineer Trainee Tata Motors (formerly TELCO) Pune, India
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Education

1990	Ph.D. (Marketing) Virginia Tech, Blacksburg, VA Minor: Management Science
1983	B.S. (Engineering) Indian Institute of Technology Roorkee, India Major: Mechanical Engineering Minor: Industrial Management

HONORS, AWARDS AND PROFESSIONAL CONTRIBUTIONS

Best Article Awards

Recognized as Winner

- Shelby D. Hunt/Harold H. Maynard Award for an article's significant contribution to marketing theory, *Journal of Marketing*, 2019; with Sven Molner and Jaideep Prabhu
- Sheth Foundation/*Journal of Marketing* Award for long-term contributions to the field of marketing, 2019; with Paul Pavlou
- Shelby D. Hunt/Harold H. Maynard Award for an article's significant contribution to marketing theory, *Journal of Marketing*, 2010
- Davidson Honorable Mention Award for Best Paper Contributing to Theory and Practice, *Journal of Retailing*, 2010; with Pranjal Gupta and Rajan Varadarajan
- Sheth Foundation/*JAMS* Award for Best Article of the Year, *Journal of the Academy of Marketing Science*, 2009; with Rajan Varadarajan
- Davidson Honorable Mention Award for Best Paper Contributing to Theory and Practice, *Journal of Retailing*, 2007; with Rajan Varadarajan

Recognized as Finalist

- Finalist: Sheth Foundation/*Journal of Marketing* Award for long-term contributions to the field of marketing, 2018 (Three finalists)
- Finalist: Shelby D. Hunt/Harold H. Maynard Award for an article's significant contribution to marketing theory, *Journal of Marketing*, 2015; with Paul Pavlou (Three finalists)

Other Awards & Recognitions

2020 Vector/Cutco Distinguished Marketing Educator Award, Academy of Marketing Science.

Outstanding Area Editor, *Journal of the Academy of Marketing Science*, 2021.

Distinguished Professor-in-Residence, MICA Business School, Ahmedabad, India (December 9-14, 2019).

Doctoral Consortium Faculty, American Marketing Association: University of Leeds, 2018; University of Notre Dame, 2016; University of Miami, 2001.

Doctoral Consortium Faculty, Academy of Marketing Science; 2015, 2016, 2017, 2018, 2019.

Editor, *AMS Review* (2014 - 2019)

Area Editor, *Journal of Marketing* (2020 - present)

Area Editor, *Journal of the Academy of Marketing Science* (2019 - present)

Macy's Foundation Professor, Mays Business School, Texas A&M University (2011 - 2020)

Finalist (Top Eight), Texas A&M University's Landmark Research Area Competition; research proposal ("Center for Digital Humanities, Media, and Culture") co-authored with an interdisciplinary team of researchers from seven colleges, selected from 111 university-wide submissions, 2009; preliminary funding: \$346,000.

Co-Editor, *Journal of Marketing Management* (Special Issue "Conceptual Papers in Marketing & Consumer Research," 2019)

Co-Editor, *Journal of Retailing* (Special Issue "Innovations in Retailing," 2011)

Editor, Theory Development and Knowledge Use: Selected Works of Gerald Zaltman, *Legends in Marketing Series* (Jagdish N. Sheth, Editor-in-Chief), Sage Publications, 2018 (forthcoming).

Editor, Pricing Management & Practice: Selected Works of Kent B. Monroe, *Legends in Marketing Series* (Jagdish N. Sheth, Editor-in-Chief), Sage Publications, 2011

Co-Editor, *Journal of Interactive Marketing* (Special Issue "Emerging Perspectives on Marketing in a Multimedia and Multichannel Retailing Environment," 2010)

Mays Research Fellow, Mays Business School, Texas A&M University, 2002 - 2006 and 2008 - 2011

Chair, Technology and Innovation Special Interest Group, American Marketing Association, 2005-2007

Faculty Distinguished Award in Teaching, Association of Former Students, Mays Business School, Texas A&M University, 2001

Co-Chair, American Marketing Association's Faculty Consortium on E-Commerce, Mays Business School, 2001

Center for Retailing Studies Faculty Fellow, Center for Retailing Studies, Department of Marketing, Texas A&M University, 1999-2002

Texas A&M University's Fish Camp Namesake: Camp Yadav, 1998

Doctoral Dissertation Award (Runner-Up), Academy of Marketing Science, 1991

American Marketing Association Doctoral Consortium Fellow, Virginia Tech, 1989

RESEARCH FOCUS

Digital marketing strategy. Representative projects: interactivity; product migration to the digital

marketplace; behavior of consumers and firms in networked environments; trust formation in online environments; first mover advantage in digital markets; disruption patterns and strategic responses.

Technology and innovation management. Representative projects: technological change and innovation; new product development in digital environments; e-commerce and productivity; developing, managing, leveraging online communities; future focus in managerial decision making; early stage technology commercialization.

Knowledge development processes in a discipline. Representative projects: shifts in scholarship patterns in a discipline; enhancing theory development.

JOURNAL ARTICLES

Offidile II, Anaeze C., Leonard L. Berry, **Manjit S. Yadav**, and Rebecca L. Kaul (2022), “A Framework for Designing Excellent Virtual Healthcare,” *Harvard Business Review* (Digital), April 19, 2022.

Unnati Narang, **Manjit S. Yadav**, and Aric Rindfleisch (2021), “The ‘Idea Advantage’: The Impact of Sharing on Engagement in Online Learning Platforms,” *Journal of Marketing Research*, (Special Issue: Education & Marketing), 59 (1), 61-78.

Manjit S. Yadav and Paul A. Pavlou (2020), “Technology-Enabled Interactions in Digital Environments: A Conceptual Foundation for Current and Future Research,” *Journal of the Academy of Marketing Science*, 48 (1), 132-136.

Yadav, Manjit S. (2020), “Reimagining Marketing Doctoral Programs,” *AMS Review*, 10 (1-2), 56-64.

Sven Molner, Jaideep C. Prabhu, and **Manjit S. Yadav** (2019), “Lost in a Universe of Markets: Toward a Theory of Market Scoping for Early-Stage Technologies,” *Journal of Marketing*, 83 (2), 37-61.

- *Shelby D. Hunt/Harold H. Maynard Award for significant contribution to marketing theory*

Manjit S. Yadav (2019), “AMS Review: Progress Toward a World-Class Journal Dedicated to Theory Development,” *AMS Review*, 9 (1-2), 1-4. [Editorial]

Russell W. Belk, Deborah J. MacInnis, and **Manjit S. Yadav** (2019), “Personal Accounts and an Anatomy of Conceptual and Theoretical Articles in the Special Issue,” *Journal of Marketing Management*, 35 (1-2), 1-12. [Editorial]

Manjit S. Yadav (2018), “Making Emerging Phenomena a Research Priority,” *Journal of the Academy of Marketing Science*, 46 (May), 361-365. [Editorial]

Manjit S. Yadav (2017), “Disciplinary Memory and Theory Development,” *AMS Review*, 7(June), forthcoming. [Editorial]

Manjit S. Yadav and Paul A. Pavlou (2014), “Marketing in Computer-Mediated Environments: Research Synthesis and New Directions,” *Journal of Marketing*, 78 (1), 20-41.

- *Sheth Foundation/Journal of Marketing Award (2019) for long-term contributions to the field of marketing*
- *Finalist: Shelby D. Hunt/Harold H. Maynard Award for significant contribution to marketing theory and thought*

Manjit S. Yadav (2014), “Enhancing Theory Development in Marketing,” *AMS Review*, 4 (June), 1-4. [Editorial]

Manjit S. Yadav, Kristine de Valck, Thorsten Hennig Thureau, Donna L. Hoffman, and Martin Spann (2013), “Social Commerce: A Contingency Framework for Assessing Marketing Potential,” *Journal of Interactive Marketing*, 27 (4), 311-323.

Venkatesh Shankar and **Manjit S. Yadav** (2011), “Innovations in Retailing,” *Journal of Retailing*, 87 (Supplement 1), S1-S2. [Editorial]

Manjit S. Yadav (2010), “The Decline of Conceptual Articles and Implications for Knowledge Development,” *Journal of Marketing*, 74 (1), 1-20.

- *Shelby D. Hunt/Harold H. Maynard Award for significant contribution to marketing theory*
- *Finalist: Sheth Foundation/Journal of Marketing Award*
- *Lead article*

Venkatesh Shankar and **Manjit S. Yadav** (2010), “Emerging Perspectives on Marketing in a Multichannel and Multimedia Retailing Environment,” *Journal of Interactive Marketing*, 24 (2), 55-57. [Editorial]

Rajan Varadarajan, Raji Srinivasan, Gautham Gopal Vadakkepatt, **Manjit S. Yadav**, Paul A. Pavlou, Sandeep Krishnamurthy, and Tom Krause (2010), “Interactive Technologies and Retailing Strategy: A Review, Conceptual Framework and Future Research Directions,” *Journal of Interactive Marketing*, 24 (2), 96-110.

Pranjal Gupta, **Manjit S. Yadav**, and Rajan Varadarajan (2009), “How Task-Facilitative Interactive Tools Foster Buyers' Trust in Online Retailers: A Process View of Trust Development in the Electronic Marketplace,” *Journal of Retailing*, 85 (2), 159-176.

- *Davidson Honorable Mention Award for Best Paper Contributing to Theory and Practice, Journal of Retailing*

Rajan Varadarajan and **Manjit S. Yadav** (2009), “Marketing Strategy in an Internet-Enabled Environment: A Retrospective on the First Ten Years of *JIM* and a Prospective on the Next Ten Years,” *Journal of Interactive Marketing*, 23 (1), 11-22.

- *Commissioned article for 10th anniversary Special Issue*

Rajan Varadarajan, **Manjit S. Yadav**, and Venkatesh Shankar (2008), “First-Mover Advantage in an Internet-Enabled Environment: Conceptual Framework and Propositions,” *Journal of the Academy of*

Marketing Science, 36 (Fall), 293-308.

- *Sheth Foundation/JAMS Award for Best Paper of the Year*
- *Lead article*

Manjit S. Yadav, Jaideep C. Prabhu, and Rajesh K. Chandy (2007), "Managing the Future: CEO Attention and Innovation Outcomes," *Journal of Marketing*, 71 (October), 84-101.

Manjit S. Yadav and Rajan Varadarajan (2005), "Interactivity in the Electronic Marketplace: An Exposition of the Concept and Implications for Research," *Journal of the Academy of Marketing Science*, 33 (Fall), 585-603.

Manjit S. Yadav and Rajan Varadarajan (2005) "Understanding Product Migration to the Electronic Marketplace: A Conceptual Framework," *Journal of Retailing*, 81 (2), 125-140.

- *Davidson Honorable Mention Award for the Best Article Contributing to Theory and Practice, Journal of Retailing (2005)*

Rajan Varadarajan and **Manjit S. Yadav** (2002), "Marketing Strategy and the Internet: An Organizing Framework," *Journal of the Academy of Marketing Science*, 30 (Fall), 296-312.

- *Lead article*
- *Commissioned article for Special Issue co-sponsored by Marketing Science Institute.*
- *Reprinted in: (1) Pauline Maclaran, Mike Saren, and Mark Tadajewski (2007), Marketing Theory, Sage Publications, London. (2) John Cadogan (2009), Marketing Strategy, Sage Publications, London*

Michael L. McCollough, Leonard L. Berry, and **Manjit S. Yadav** (2000), "An Empirical Investigation of Customer Satisfaction After Service Failure and Recovery," *Journal of Service Research*, 3 (2), 121-137.

Manjit S. Yadav and Kathleen Seiders (1998), "Is the Price Right? Understanding Contingent Processing in Reference Price Formation," *Journal of Retailing*, 74 (3), 311-329.

- *Lead article*

Leonard L. Berry and **Manjit S. Yadav** (1996), "Capturing and Communicating Value in the Pricing of Services," *Sloan Management Review*, 37 (Summer), 41-52.

- *Reprinted in: (1) Sultan Kernally (1999), When Economics Means Business: Seven Steps to Information Age Economics, Financial Times Pitman, London; (2) S. Neelamegham (1999), Marketing in India—Cases & Readings, Vikas Publishing House, New Delhi, India*

Manjit S. Yadav (1995), "Bundle Evaluation in Different Market Segments: The Effects of Discount Framing and Buyers' Preference Heterogeneity," *Journal of the Academy of Marketing Science*, 23 (Summer), 206-215.

Manjit S. Yadav (1994), "How Buyers Evaluate Product Bundles: A Model of Anchoring and

Adjustment," *Journal of Consumer Research*, 21 (September), 342-353.

- Reprinted in: *Ralph Fuerderer, Andreas Hermann and Georg Wuebker (1999), Optimal Bundling, Berlin, Germany: Springer-Verlag, 209-236*

Manjit S. Yadav and Kent B. Monroe (1993), "How Buyers Perceive Savings in a Bundle Price: An Examination of a Bundle's Transaction Value," *Journal of Marketing Research*, 30 (August), 350-358.

Julie L. Ozanne, Edward F. Fern, and **Manjit S. Yadav** (1990), "A Conceptual Framework for Evaluating Interdisciplinary Research in Marketing," *Review of Marketing*, 4, 457-480.

Noreen M. Klein and **Manjit S. Yadav** (1989), "Context Effects on Effort and Accuracy in Choice: An Enquiry into Adaptive Decision Making," *Journal of Consumer Research*, 16 (March), 411-421.

- *Lead article*

BOOK CHAPTERS AND OTHER ARTICLES

Manjit Yadav (2018), "Theory Development and Knowledge Use," Theory Development and Knowledge Use: Selected Works of Gerald Zaltman, *Legends in Marketing Series*, (Jagdish N. Sheth, Editor-in-Chief), Sage Publications.

Rajan Varadarajan, **Manjit S. Yadav**, and Venkatesh Shankar (2013), "First-Mover Advantage in the Internet-Enabled Market Environment," in *Springer Research Handbook*, ed. Francisco J. Martinez-Lopez.

Manjit S. Yadav, Jaideep C. Prabhu, and Rajesh K. Chandy (2007), "Managing the Future: CEO Attention and Innovation Outcomes," *MSI Reports*, Marketing Science Institute, Cambridge, MA.

- *Featured in: (1) Insights from MSI (June 2007), Marketing Science Institute, Cambridge, MA; (2) BizEd (November-December 2007), Association to Advance Collegiate Schools of Business (AACSB)*

Rajan Varadarajan, **Manjit S. Yadav**, and Venkatesh Shankar (2005), "First-Mover Advantage on the Internet: Real or Virtual?" *MSI Reports*, 05-001, Marketing Science Institute, Cambridge, MA, 3-25.

- *Lead article*
- *Featured in: (1) Insights from MSI (Fall 2005), Marketing Science Institute, Cambridge, MA; (2) Marketing Management (Jan/Feb 2007), American Marketing Association*

Rajan Varadarajan and **Manjit S. Yadav** (2003), "Competitive Strategy in a Global Electronic Marketplace: Extant Strategy Perspectives Revisited," in *State of the Art of Research in International Marketing*, ed. Subhash C. Jain, Northampton, MA: Edward Edgar Publishing, 313-335.

Manjit S. Yadav (2000), "Thinking Strategically in the Electronic Marketplace," *Retailing Issues Letter*, 12 (2), 1-5.

Georg Wübker, Vijay Mahajan, and **Manjit S. Yadav** (1999), "Buyers' Evaluations of Mixed Bundling Strategies in Price-Promoted Markets," in *Optimal Bundling*, eds. Hermann Simon, Ralph Fuerderer, and Georg Wübker, Springer Verlag, Germany.

Manjit S. Yadav and David M. Szymanski (1998), "The Effects of Free-Market Reforms on Market Openness, Market Attractiveness, and International Marketing Strategies," in *Globalization, Privatization, and Free Market Economy*, ed. C. P. Rao, Westport, CT: Quorum Books.

Manjit S. Yadav (1992), "The Effect of Rescaling on the Measurement and Fit Statistics of Causal Models: An Exploratory Study," in *Proceedings*, Summer Educators' Conference, Chicago, IL: American Marketing Association, 282-289.

Manjit S. Yadav and George R. Franke (1989), "Investigating the Behavioral Rationale for Rescaling Marketing Measures," in *Proceedings*, Summer Educators' Conference, Chicago, IL: American Marketing Association, 201-205.

Edward F. Fern, Julie L. Ozanne, and **Manjit S. Yadav** (1987), "The Role of Evaluative Criteria in the Development of Marketing Knowledge," in *Proceedings*, Winter Educators' Conference, San Antonio, TX: American Marketing Association, 275.

WORK-IN-PROGRESS

"Becoming Purpose-Driven: How Marketing Strategy Shifts and the Role of the Marketing Department in the Transition," with Charles Ebert, Victoria Hurth, and Jaideep Prabhu; Revise & Resubmit; preparing for second submission.

"Toward Sustainable Healthcare," with Len Berry and Michael Hole; writing in progress.

"Emerging Roles of Marketing in Firms: Playbooks, Rationale, and Outcomes," with Bernard Jaworski and Martin Key; data collection in progress.

"Understanding and Managing Shifts in Market Systems," with Ivana Beveridge, Jaideep Prabhu, and Stephan Ludwig; phase 1 completed; data collection in progress for phase 2.

"Disciplinary Renewal and Organic Theory Development in Marketing," with Ajay Kohli; conceptual development stage.

"The Effects of Digital Nationalism on Firms' Marketing Strategies and Performance," with Nandini Ramani.

"Digital Connectivity and Innovation Outcomes of Nations: A Longitudinal, Global Investigation," with Hooman Mirahmad, Jaideep Prabhu, and Ahmed Khwaja; data collection in progress.

PRESENTATIONS

"Becoming Purpose-Driven: How Marketing Strategy Shifts and the Role of the Marketing Department in the Transition," Darden Business School, University of Virginia; co-authors: Charles Ebert, Victoria

Hurth, and Jaideep Prabhu; April 13, 2023.

“Becoming Purpose-Driven: How Marketing Strategy Shifts and the Role of the Marketing Department in the Transition,” Management Development Institute, Gurugram, India; co-authors: Charles Ebert, Victoria Hurth, and Jaideep Prabhu; January 4, 2022.

“Innovation and Growth in Business-to-Business,” B2B Summit, Instituto De Marketing Industrial, Peru, October 21, 2021.

“A Research Journey in Theory Development: Looking Back and Ahead,” Texas Tech University, Department of Marketing, *Area of MSCM Distinguished Speaker Series*, April 9, 2021.

“Lost in a Universe of Markets: Toward a Theory of Market Scoping for Early-Stage Technologies,” *Summer Educators’ Conference*, American Marketing Association, Shelby D. Hunt/Harold H. Maynard Award Session, August 19, 2020, with Sven Molner and Jaideep Prabhu.

Presentations as Distinguished Professor in Residence: “Emerging Phenomenon & Theory Development”; “Working with Ideas: A Workshop on Theory Construction & Conceptual Articles”; MICA Business School, Ahmedabad, India, December 9-14, 2019.

“The ‘Idea Advantage’: The Impact of Sharing on Engagement in Massive Online Open Courses,” University of Massachusetts, Lowell, MA, November 1, 2019.

“Emerging Phenomena & Theory Development,” Management Development Institute, Gurugram, India; January 8, 2019.

“From Technology to Strategy: What is the Future of Digital Marketing?” and “Thriving in Disruption: Reimagining the Role of CMOs and Marketing,” The Millennium Alliance (Transformational CMO Assembly), Denver, CO; October 22-23, 2018.

“Emerging Phenomena & Theory Development,” AMA Doctoral Consortium, University of Leeds, UK, June 30, 2018.

“Emerging Phenomena & Theory Development,” Marketing Strategy Consortium, University of Missouri; March 22, 2018.

“Renewal in the Marketing Discipline,” Management Development Institute, Gurugram, India; January 3, 2018.

“Sustained Intellectual Renewal in the Marketing Discipline,” Hanken School of Economics, Helsinki, Finland, March 13, 2017.

“Point-of-View Evolution and Knowledge Development in Marketing,” AMA Winter Conference, Orlando, FL, February 17, 2017.

“Digital Trends in Emerging Markets: Implications for Theory Development,” Emerging Markets Conference Board—Annual Conference, IIM Lucknow, Noida, India, January 6, 2017.

“Reinvigorating the Marketing Discipline with Impactful Theory,” AMA Doctoral Consortium, Notre Dame, IN, June 9, 2016.

“Social Customer Service: Crowdsourcing Answers in Online Communities,” with Ram Janakiraman and Eunho Park; Theory & Practice in Marketing (TPM) Conference, May 2016; presented by co-author.

“Working with Ideas,” Theory Construction Workshop, *Winter Educators’ Conference*, American Marketing Association, Las Vegas, NV, February 27, 2016.

“Reinvigorating the Marketing Discipline: Call for a Renewed Focus on Theory,” SMA Doctoral Consortium, San Antonio, TX, November 5, 2015.

“Lost in a Universe of Markets: Towards a Theory of Market Scoping for Early-Stage Technologies,” Research Seminar Series, University of Illinois, Urbana-Champaign, September 25, 2015.

“Setting Research Priorities,” Panel member, Doctoral Consortium, Academy of Marketing Science, Denver, CO, May 16, 2015.

“Enhancing Marketing’s Strategic Influence,” Annual Conference, Academy of Marketing Science, Indianapolis, IN, May 13, 2015.

“*AMS Review*,” Meet the Editors session, Annual Conference, Academy of Marketing Science, Indianapolis, IN, May 23, 2014.

“New Theory Development and Theory Maintenance,” Theory Forum, Annual Conference, Academy of Marketing Science, Indianapolis, IN, May 20, 2014.

“*AMS Review*,” Meet the Editors session, Annual Conference, Society for Marketing Advances, Hilton Head, SC, September 30, 2013.

“Research on Marketing in Computer-Mediated Environments: Key Insights, Gaps, and Advancing the Next Generation of Knowledge Development,” *Management Development Institute*, Gurgaon, India, September 26, 2012.

“Social Commerce: A Contingency Framework for Assessing Marketing Potential,” *Thought Leaders Summit*, University of Münster & Roland Berger Strategy Consultants, Munich, September 21, 2012.

“Research on Marketing in Computer-Mediated Environments: Key Insights, Gaps, and Advancing the Next Generation of Knowledge Development,” *Star Seminar Series*, Bocconi University, Milan, Italy, September 18, 2012.

“Addressing the Neglect of Theory Maintenance in the Marketing Discipline,” *Annual Conference*, Academy of Marketing Science, Coral Gables, FL, May 26, 2011.

“The Antecedents and Financial Consequences of Online Retail Traffic,” with Alina Sorescu and Ying Zhu, *Winter Educators’ Conference*, Austin, Texas, February 18-20, 2011; presented by co-author.

“Managing the Future for Market Innovation and Growth,” *Great Lakes Institute of Management*,

Chennai, India, June 11, 2010.

“Understanding Shifts in Scholarship Patterns in the Marketing Discipline,” *Annual Conference*, Academy of Marketing Science, Portland, OR, May 27, 2010.

“Marketing Synchronicity: The Convergence of Technology, Marketing, and Consumer Behavior,” Panelist, Winter Educators’ Conference, American Marketing Association, New Orleans, February 19-22, 2010.

“2009 Thought Leadership Conference: Highlights and Future Opportunities,” Sponsors Forum, Center for Retailing Studies, Texas A&M University, March 31, 2009.

“Managing the Future: CEO Attention and Innovation Outcomes,” *Management Development Institute*, Gurgaon, India, May 11, 2008.

“Managing the Future: CEO Attention and Innovation Outcomes,” *INFORMS Marketing Science Conference*, Singapore, June 28-30, 2007, presented by co-author (Rajesh K. Chandy).

“Managing the Future: CEO Attention and Innovation Outcomes,” *European Marketing Academy Conference*, Special Session on MSI Sponsored Research, Reykjavik, Iceland, May 23-25, 2007, presented by co-author (Jaideep C. Prabhu).

“Managing the Future: CEO Attention and Innovation Outcomes,” *Winter Educators’ Conference*, American Marketing Association, San Diego, CA, February 18, 2007.

“The Electronic Marketplace: Some Reflections on Research & Instruction,” *Summer Educators’ Conference*, American Marketing Association, August 4-7, 2006.

“Managing the Future: CEO Attention and Innovation Outcomes,” *Innovation Research Camp*, Department of Marketing, Texas A&M University, April 27-28, 2006.

“Connected Business Customers in Online Communities of Practice,” *Management Development Institute*, Gurgaon, India, June 9, 2004.

“Consequences of Computer-Mediated Interactivity in the Electronic Marketplace: A Conceptual Framework,” *Management Development Institute*, Gurgaon, India, December 22, 2001.

“Computer-Mediated Interactivity: The Concept and Implications for Product Migration and Marketing Strategy,” *2001 American Marketing Association Faculty Consortium*, Texas A&M University, July 16, 2001.

“Computer-Mediated Interactivity: The Concept and Implications for Product Migration and Marketing Strategy,” *2001 American Marketing Association Doctoral Consortium*, University of Miami, June 15, 2001.

“Thinking Strategically in the Electronic Marketplace,” *Marketing Roundtable*, University of Denver, Denver, CO, October 27, 2000.

"Price Bundling: Reflections on Working With Kent B. Monroe," *Annual Pricing Conference*, Fordham University, New York, NY, October 6, 2000.

"Consequences of Interactivity in the Electronic Marketplace: A Conceptual Framework," *E-Commerce Partner Consortium*, North Carolina State University, Raleigh, NC, September 29, 2000.

"The Emerging Digital Economy," *Congreso Latinoamericano de Estrategia*, Universidad de las Américas, Puebla, Mexico, April 7, 2000.

"The Emerging Digital Economy," *Economic Outlook Conference*, Bryan/College Station Chamber of Commerce, College Station, TX, February 29, 2000.

"Pricing in Highly Interactive Markets," *Pricing Conference*, The Pricing Institute, Chicago, IL, April 26, 1999.

"Cyberspace as Marketplace: A Research Program for Addressing Marketing Strategy Issues," *Hong Kong University of Science and Technology*, Kowloon, Hong Kong, March 26, 1999.

"Cyberspace as Marketplace: A Research Program for Addressing Marketing Strategy Issues," *Indian Institute of Management*, Bangalore, India, April 5, 1999.

"Cyberspace as Marketplace: A Strategic Overview for Telecom Italia Executives," *Seminar on Pricing Strategy*, The Italian Post-Graduate Telecommunications School, Scuola Superiore G. Reiss Romoli, L'Aquila (Italy), December 17, 1998.

"How to Price Products and Services for Electronic Commerce," *Annual Fall Conference*, Professional Pricing Society, Chicago, IL, October 30, 1998.

"Cyberspace as Marketplace: Rethinking Pricing Strategy," *Pricing Conference*, The Pricing Institute, Chicago, IL, May 6, 1998.

"Capturing and Communicating Value in Pricing: Challenges and Opportunities for Telecom Italia," *Seminar on Pricing Telecommunication Services*, The Italian Post-Graduate Telecommunications School, Scuola Superiore G. Reiss Romoli, L'Aquila (Italy), September 25, 1997.

"Rethinking Pricing Strategy in Service Industries," *Pricing Conference*, The Pricing Institute, Chicago, IL, April 30, 1997.

"Buyers' Evaluations of Mixed-Bundling Strategies in Price-Promoted Markets," *Summer Educators' Conference*, American Marketing Association, San Diego, CA, 1996 (with Georg Wubker and Vijay Mahajan).

"The Effects of Free-Market Reforms on Market Openness, Market Attractiveness, and International Marketing Strategy," *Second International Conference on Globalization*, New Delhi, India, 1995 (with David M. Szymanski).

"Developing Profitable Bundling Strategies: Deciding What to Bundle and How," *Behavioral Perspectives on Pricing*, Marketing Science Institute Conference, Boston, MA, April 28, 1995.

“Protocol Analysis of Reference Price Effects,” *Winter Educators’ Conference*, American Marketing Association, La Jolla, February 11, 1995 (with Kathleen Seiders).

“Developing Profitable Price Bundling Strategies: Insights from a Research Program,” *Spring Lecture Series*, University of Houston, Houston, TX, May 5, 1995.

"Profitability of Bundling Strategies: An Extended Framework," *Summer Educators’ Conference*, American Marketing Association, Boston, MA, August 10, 1993.

"Evaluation of Bundle Offers in Different Market Segments: An Investigation of Mixed-Leader Pricing Strategies," *Texas Universities’ Annual Marketing Faculty Research Colloquium*, University of Texas, Arlington, TX, April 16, 1993.

“An Examination of Buyers’ Internal Reference Prices and Transaction Value of Bundle Offers,” *Winter Educators’ Conference*, American Marketing Association, Newport Beach, CA, February 21, 1993 (with Dhruv Grewal).

"An Examination of How Buyers Perceive and Evaluate Bundle Offers," *Annual Dissertation Competition*, Academy of Marketing Science, Ft. Lauderdale, FL, May 31, 1991.

"Beginning an Academic Career," *University of Houston Doctoral Symposium*, panel member, University of Houston, Houston, TX, April 12, 1991.

"Jumping the Last Hoop: Wrapping Up Your Dissertation and Landing a Job in Marketing," *Doctoral Consortium*, Southwest Marketing Association, Houston, TX, March 15, 1991.

COURSE DEVELOPMENT AND TEACHING

New Courses Developed

Theory Construction and Knowledge Development (Doctoral Seminar)
Digital Marketing Strategy (graduate and undergraduate courses)

Other Courses Taught

Undergraduate: (1) Marketing Strategy; (2) Marketing Research; (3) Product Management

Masters: (1) Marketing Strategy; (2) Product Innovation; (3) Digital Marketing Strategy (Executive MBA module)

Doctoral: Seminar in Consumer Behavior

Executive Development: Managing the Future for Market Innovation and Growth (Center for Executive Development, Mays Business School)

DISSERTATION COMMITTEES (Marketing, unless stated otherwise)

Sooraj Namboodiri (member, MICA, India)	In progress
George Matthew (member, MDI, India)	2021*
Unnati Narang (member)	2020
Hooman Mirahmad (member)	2019
Eunho Park (member)	2018
Scott Davis (member)	2015
M. J. Kim (member)	2015
Howard Chuang (INFO, member)	2013
Mona Srivastava (member)	2008
Sujan Dan (member)	2008
Julie Guidry (member)	2004
Carmina Cavazos (member)	2004
Yi "Maggie" Guo (INFO, member)	2004
Eileen Wall (member)	2003
Mindy Ji (member)	2002
Pranjal Gupta (member)	2002
Traci Haigood (member)	2001
Lucille Pointer (co-chair)	2000
Moshe Davidow (member)	1998
Irfan Ahmed (member)	1996
Michael McCollough (member)	1995
Kathleen Seiders (member)	1995
Glenn Voss (member)	1994

(* Year of Dissertation Defense)

DEPARTMENT AND COLLEGE-LEVEL COMMITTEES

Department of Marketing

Strategic Planning Steering Committee, 2017
 Doctoral Program Committee, 1996 - 2007; 2009 - present
 Recruitment Committee (Chair, 2006 & 2009; member: various years)
 Research Seminar Series (Chair, 2007-2008; Member 2008 - 2009)
 Research Roadmap Committee, 2008
 Defining Excellence Council, 2006 - 2008
 Center for Retailing Studies Faculty Council, 2006 - present
 Center for Retailing Studies Faculty Advisory Committee, 1991 - 2000

Mays Business School

Business Education Complex Vision Task Force, 2023
 Promotion & Tenure Committee, Chair, 2016 – 2019.
 Promotion & Tenure Committee, member, 2013 – 2016
 Strategic Planning Initiative (Work Team: Create Impactful Knowledge), 2016
 Faculty Think Tank, Mays Business School, 2013

Mays Teaching Council, Mays Business School, 2003 - 2006
Computer Users' Committee, 1990 - 2000
Committee to Assess the Reliant Trading Center, 2010 - 2011.
Committee to Assess the Center for Retailing Studies, 1996 - 1997; 2000 - 2001
Committee to Assess the Center for Management Information Systems, 2001 - 2002

Texas A&M University

Department Heads Steering Committee (2021- present)
Conflict of Interest Working Group, Office of the Vice President of Research, 2011-2012.

PROFESSIONAL ACTIVITIES

Leadership of National Programs & Organizations

Chair, AMS Review's Theory Forum, Academy of Marketing Science; Indianapolis, May 20, 2014 (Co-Chair); Denver, May 13, 2015; Orlando, May 20, 2016; Coronado, May 26, 2017; New Orleans, May 25, 2018; Vancouver, May 31, 2019.

Co-Chair, AMS Review/Sheth Foundation Doctoral Competition for Conceptual Articles, 2017, 2018, 2019.

Co-Chair, Theory Development Track, EMAC Conference, Groningen, Netherlands, 2017.

Co-Chair, Theory Pre-Conference ("Ideas that Matter: A Dialog on Enhancing Theory Development in Marketing"), American Marketing Association, Boston, August 13, 2010.

Co-Chair, Thought Leadership Conference ("Innovations in Retailing: Emerging Issues and Future Outlook"), Center for Retailing Studies, Mays Business School, January 27-29, 2010.

Co-Chair, Thought Leadership Conference ("Emerging Perspectives on Marketing in a Multimedia and Multichannel Retailing Environment"), Center for Retailing Studies, Mays Business School, January 29-30, 2009.

Chair, Technology and Innovation Special Interest Group, American Marketing Association, 2005-2007.

Co-Chair, American Marketing Association's Faculty Consortium on E-Commerce, Mays Business School, 2001.

Editor (Journal)

AMS Review (2014 - 2019)

Area Editor (Journal)

Journal of the Marketing (2020 – present)

Journal of the Academy of Marketing Science (2019 – present)

Co-Editor (Journal)

Journal of Marketing Management (Special Issue “Conceptual Papers in Marketing & Consumer Research,” 2019)

Journal of Retailing (Special Issue “Innovations in Retailing: Emerging Issues and Future Outlook,” 2011)

Journal of Interactive Marketing (Special Issue “Emerging Perspectives on Marketing in a Multimedia and Multichannel Retailing Environment,” 2010)

Editor (Book)

Theory Development and Knowledge Use: Selected Works of Gerald Zaltman, *Legends in Marketing Series* (Jagdish N. Sheth, Editor-in-Chief), Sage Publications, 2017 (in production).

Pricing Management & Practice: Selected Works of Kent B. Monroe, *Legends in Marketing Series* (Jagdish N. Sheth, Editor-in-Chief), Sage Publications, 2011

Editorial Review Board Member

Journal of Marketing (2011 - present)

Journal of the Academy of Marketing Science (1998 - present)

AMS Review (2013 - present)

Journal of Interactive Marketing (2005 - present)

Journal of Retailing (2010-present)

Reviewer (ad hoc)

Academy of Management Journal, *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Services Research*, *International Journal of Research in Marketing*, *Journal of Product Innovation Management*, *Marketing Letters*, *Research Grants Council (Hong Kong)*

Reviewer (conferences)

Educators' Conference, American Marketing Association; Winter 1993, Summer 1993; Winter 1994, Winter 1999, Summer 2001, Winter 2004, Winter 2005, Winter 2006, Summer 2007, Winter 2008, Winter 2010.

Mary Kay Dissertation Competition, Academy of Marketing Science, 2013, 2015.

John Howard Dissertation Competition, American Marketing Association, 2010, 2018.

Annual Conference, Association for Consumer Research, 1993, 1994, 1996.

Annual Conference, Academy of Marketing Science, Product and Price Track, 1992, 1994.

American Society for Competitiveness Conference, 1995.

AMA Special Topics Conference on Pricing Strategy and the Marketing Mix, 1994.

Second International Conference on Marketing and Economic Development, Budapest, July 1988.

Service at Conferences

Chair, "Theory Development in Digital Environments," Special Session, Winter Educators' Conference, American Marketing Association, Las Vegas, February 26, 2016.

Chair, "Developing Impactful Theory," Special Session, Doctoral Consortium, Academy of Marketing Science, Denver, CO, May 15, 2015.

Chair, "Crafting Impactful Theory for Understanding a Changing Marketplace," Special Session, Winter Educators' Conference, American Marketing Association, San Antonio, February 13, 2015

Chair, "Learning from Award-Winning Theory Articles: A Conversation with Authors," Special Session, Winter Educators' Conference, American Marketing Association, Las Vegas, February 16, 2013.

Co-Chair, Marketing Theory Track, American Marketing Association, St. Petersburg, FL, February 17-19, 2012.

Co-Chair, Special Session ("Crafting Impactful Theory and Theory Articles"), American Marketing Association, St. Petersburg, FL, February 19, 2012.

Co-Chair, Special Session ("Commentaries on the Theory Pre-Conference 'Ideas that Matter: A Dialog on Enhancing Theory Development in Marketing'"), American Marketing Association, Boston, August 14, 2010.

Coordinator, Discussion Session "Trends and Best Practices in Multichannel Retailing" Retailing Summit, Center for Retailing Studies, Dallas, October, 2010.

Coordinator, Discussion Session "Managing the Future for Innovation and Growth," Retailing Summit, Center for Retailing Studies, Dallas, October, 2009.

Member, Program Committee, Interactive Marketing Research Summit, Direct Marketing Education Foundation, Chicago, October, 2007.

Discussant, Educators' Winter Conference, *American Marketing Association*, 2005.

Moderator, Panel Discussion, *Annual Economic Outlook Conference*, Bryan/College Station Chamber of Commerce, College Station, TX, 2003.

Chair, Special Session (Antecedents and Consequences of Consumer Trust), *Doctoral Dissertation Research in E-Commerce*, Winter Educators' Conference, American Marketing Association, 2002.

Co-Chair, Symposium on the Future of E-Commerce, Mays College & Graduate School of Business, 2000.

Co-Chair, Pre-Conference Program, Electronic Commerce and Marketing Strategy: Trends and Implications for Marketing Practice and Research,” Summer Educators’ Conference, *American Marketing Association*, 1999.

Co-Chair, Marketing Strategy and Management Track, *Summer Educators’ Conference*, American Marketing Association, 1997.

Chair, Special Session on Price Bundling, *Summer Educators’ Conference*, American Marketing Association, 1996.

Discussant, *Annual Conference*, Association for Consumer Research, 1994, 1996.

Co-Chair, Special Session on Price Bundling, *Winter Educators’ Conference*, American Marketing Association, 1993.

Memberships

American Marketing Association; Academy of Marketing Science

COMPLETE LIST OF HONORS, AWARDS, AND OTHER RECOGNITIONS

2021

Outstanding Area Editor, *Journal of the Academy of Marketing Science*, 2021

2020

Cutco/AMS Distinguished Marketing Educator Award (Academy of Marketing Science)

Appointed Associate Editor, *Journal of Marketing*

2019

Sheth Foundation/*Journal of Marketing* Award

Shelby D. Hunt/Harold H. Maynard Award, *Journal of Marketing*

Distinguished Professor-in-Residence, MICA, Ahmedabad, India

Appointed Area Editor, *Journal of the Academy of Marketing Science*

Doctoral Consortium Faculty, Academy of Marketing Science

2018

Finalist: Sheth Foundation/*Journal of Marketing* Award, 2018.

Doctoral Consortium Faculty, American Marketing Association, University of Leeds, UK

Doctoral Consortium Faculty, Academy of Marketing Science

2017

Doctoral Consortium Faculty, Academy of Marketing Science

2016

Doctoral Consortium Faculty, American Marketing Association, University of Notre Dame

Doctoral Consortium Faculty, Academy of Marketing Science

2015

Doctoral Consortium Faculty, Academy of Marketing Science

2014

Finalist: Shelby D. Hunt/Harold H. Maynard Award for an article's significant contribution to marketing theory and thought, *Journal of Marketing*, 2014; with Paul Pavlou

Selected as Editor, *AMS Review*

2012

Invited to participate in Thought Leaders Summit on Social Media, University of Münster & Roland Berger Strategy Consultants, Munich, Germany

2010

Shelby D. Hunt/Harold H. Maynard Award for an article's significant contribution to marketing theory and thought, *Journal of Marketing*, 2010

Davidson Honorable Mention Award for Best Paper Contributing to Theory and Practice, *Journal of Retailing*; with Pranjal Gupta and Rajan Varadarajan

2009

Sheth Foundation/JAMS Award for Best Article of the Year, *Journal of the Academy of Marketing Science*; with Rajan Varadarajan and Venkatesh Shankar

Finalist (Top Eight), Texas A&M University's Landmark Research Area Competition; research proposal ("Center for Digital Humanities, Media, and Culture") co-authored with an interdisciplinary team of researchers from seven colleges; selected from 111 university-wide submissions; preliminary funding: \$346,000.

Teaching Innovation Grant, Mays Business School; “The Google Online Marketing Challenge: An Innovative Program for Developing Real-World Analytical and Strategic Skills,” \$10,000

2008

Dean’s Performance Recognition Grant, Mays Business School, Texas A&M University, \$5,000

Research Grant, Mays Business School, Center for Retailing Studies, and Department of Marketing (jointly funded); “An Empirical Investigation of the Impact of Online Traffic on Firm Value,” with Alina Sorescu and Ying Zhu, \$8,000

2007

Davidson Honorable Mention Award for Best Paper Contributing to Theory and Practice, *Journal of Retailing*; with Rajan Varadarajan

Dean’s Performance Recognition Grant, Mays Business School, Texas A&M University, \$5,000

Mays Research Fellow, Mays Business School, Texas A&M University, second four-year award (2008-2012); initial fellowship award (2002-2006)

Research Grant, Department of Marketing, Texas A&M University; “The Impact of Electronic Commerce on Marketing Productivity: A Longitudinal Multi-Industry Analysis,” \$10,000

Teaching Innovation Grant, Mays Business School, Texas A&M University; “Web Analytics for Online Marketing Decisions: Developing the Next Generation of Course Content and Innovations,” \$10,000

2005

Research Grant, Mays Business School Summer Research Program, Texas A&M University; “Managing Knowledge Generation in Online Communities of Practice,” \$10,000

2003

Research Grant, Mays Business School Summer Research Program, Texas A&M University; “Incumbent Firms’ Marketing Responses to Disruptive Technological Change,” \$10,000

Honors Curriculum Development Grant, University Honors Program, Texas A&M University, \$1,500

2002

Mays Research Fellow, Mays Business School, Texas A&M University, four-year appointment (2002-2006)

Research Grant, Mays Business School Summer Research Program, Texas A&M University; “Understanding the Commerce-Community Nexus in Online Communities: A Social Identity Theory Perspective,” \$10,000

2001

Faculty Distinguished Award in Teaching, Association of Former Students, Mays Business School, Texas A&M University

Doctoral Consortium Faculty, American Marketing Association, University of Miami

Travel Grant, Center for International Business Studies, Texas A&M University, \$1000

1999

Center for Retailing Studies Faculty Fellow, Center for Retailing Studies, Department of Marketing, Texas A&M University, three-year appointment (1999-2002)

Faculty Development Leave Research Grant, Mays College & Graduate School of Business, Texas A&M University, \$6000

1998

Texas A&M University's Fish Camp Namesake: Camp Yadav, 1998

1997

Faculty Research Grant, Lowry Mays College & Graduate School of Business, Texas A&M University; "Cyberspace as Marketplace: A Research Program for Addressing Marketing Strategy Issues," four-week salary support and \$2000 in research expenses

Information Technologies Instructional/Teaching Grant, Lowry Mays College & Graduate School of Business; "Virtual Discussions: Using Information Technology to Enhance Learning by Facilitating Interaction," four-week salary support and \$1000 in research expenses

1996

Center for Retailing Studies Faculty Fellow, Center for Retailing Studies, Department of Marketing, Texas A&M University, three-year appointment (1996-1999)

Faculty Research Grant Program, Center for Retailing Studies, Texas A&M University; "Developing Profitable Price Bundling Strategies: An Approach for Determining Bundle Composition and Price Incentives," four-week salary support

Center for the Study of Western Hemispheric Trade, Texas A&M University; "Market Openness: The Construct and its Measurement in Western Hemispheric Countries," \$12,136; with David M. Szymanski (Texas A&M University)

1995

Faculty Research Grant, College of Business Administration, Texas A&M University; "The Effects of

Free-Market Reforms on Market Openness, Market Attractiveness, and International Marketing Strategies: A Research Agenda,” four-week salary support; with David M. Szymanski (Texas A&M University)

University Minigrant, Texas A&M University; “The Role of the Macro-environment in Foreign Market Entry Decisions: An Exploratory Investigation of the Effects of Market Reforms,” \$1000; with David M. Szymanski (Texas A&M University)

1994

Faculty Research Grant, College of Business Administration, Texas A&M University; “Pricing in Service Industries: Challenges, Opportunities, and a Research Agenda,” six-week salary support

Faculty Research Grant, Center for Retailing Studies, Texas A&M University, \$5,000

1992

University Minigrant, Texas A&M University; “Consumer Normal Price Estimation and Evaluation of Regular-Price Claims: A Model of Anchoring and Adjustment,” \$1000

Major Grant Program, Center for Retailing Studies, Texas A&M University; “How Buyers Evaluate Bundle Offers: An Agenda for Future Research,” six-week salary support

1991

Doctoral Dissertation Award (Runner-Up), Academy of Marketing Science, 1991

Zale Foundation, Faculty Research Award, 1991

Major Grant Program, Center for Retailing Studies, Texas A&M University; “How Buyers Evaluate Bundle Offers: An Agenda for Future Research,” six-week salary support

1990

Research Grant, Graduate Student Assembly's Graduate Research Development Project, Virginia Tech

1989

American Marketing Association Doctoral Consortium Fellow, Virginia Tech

College of Business nominee for the Richard D. Irwin Foundation Doctoral Fellowship, Virginia Tech
College of Business nominee for the AACSB Doctoral Fellowship, Virginia Tech

1986

Harold A. Berry Scholarship, Purchasing Management Association of the Carolinas-Virginia

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