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ACADEMIC EXPERIENCE

Professor and *Ford* Chair in Marketing and E-Commerce, *Mays Business School*, Texas A&M University, 2022-present.

Professor of Marketing and *Coleman* Chair in Marketing, *Mays Business School*, Texas A&M University, 2004-2022.

Visiting Scholar, Graduate School of Business, Stanford University, 2017.

Director of Research, Center for Retailing Studies, *Mays Business School*, Texas A&M University, 2012-2023.

Marketing Ph.D. Program Director, *Mays Business School*, Texas A&M University, 2006-2012.

Ralph J. Tyser Fellow and Associate Professor of Marketing, *Robert H. Smith School of Business*, University of Maryland, 2000-2004.

Visiting Scholar, *Sloan* School of Management, Massachusetts Institute of Technology (M.I.T.), 2001-2002.

Co-Director, *Quality Enhancement Systems and Teams (QUEST) Program* (Joint Business-Engineering Undergraduate Program), *Robert H. Smith School of Business*, University of Maryland, 1998-2000.

Assistant Professor of Marketing, *Robert H. Smith School of Business*, University of Maryland, 1995-2000.

EDUCATION

Ph.D. (Marketing), *J.L. Kellogg Graduate School of Management*, Northwestern University, Evanston, 1995.

P.G.D.M./MBA, Indian Institute of Management, Calcutta, 1986.

B.Tech./B.S. (Engineering), Indian Institute of Technology, Kharagpur, 1984.

HONORS AND AWARDS

Research Impact

Listed among The World's Most Influential Scientific Minds. According to Thomson Reuters, "(Researcher with) the greatest numbers of reports officially designated by Essential Science Indicators as Highly Cited Papers—ranking among the Top 1% most cited for their subject field and year of publication—between 2002 and 2012." Only six researchers in marketing worldwide are in this list.

Among the Top 1% of scientists in the marketing discipline, 2020, 2021, 2022. According to Mendeley Data, the ranking analyzes citation data from 1996 through 2021, covering around 7 million scientists in 22 major fields.

Listed as a Highly Cited Researcher. According to Thomson Reuters, "The listings of Highly Cited Researchers feature authors whose published work in their specialty areas has consistently been judged by peers to be of particular significance and utility."

Total citations of research publications: Over **27,815**. H-index = **62**; i10-index = **118**; G-index = **165**; **5** articles with over 1,000 citations; **50** articles with 100 and over citations (source: Google Scholar). Among the highest for marketing strategy scholars, retailing, services marketing scholars, Ph.D. cohort.

Ranked eighth among the world's leading Innovation Management Scholars in terms of publications in top tier journals (source: *Journal of Product and Innovation Management* article).

Awards for Outstanding Research Contributions, Journal Articles and Research Proposals

Lifetime/Distinguished Achievement Awards

1. *Margaret H. Blair Award for Marketing Accountability*, Marketing Accountability Standards Board (MASB), 2022.
2. *AMS/Cutco Vector Outstanding Marketing Educator*, Academy of Marketing Science, 2017.
3. *Distinguished Alumnus Award*, Indian Institute of Technology (IIT), Kharagpur, 2015.
4. *Retailing Lifetime Achievement Award for Lifetime Contributions to Retailing Research*, American Marketing Association, 2013.
5. *Distinguished Alumnus Award*, Indian Institute of Management (IIM), Calcutta, 2013.
6. *Vijay Mahajan Award for Lifetime Contributions to Marketing Strategy Research*, American Marketing Association, 2012.

Best Paper/Article Awards

1. Finalist, **Best Paper** Award, *Journal of the Academy of Marketing Science*, 2022.
2. Finalist, **Best Paper** Award, *Journal of Advertising*, 2021.
3. Winner, **Best Services Article**, American Marketing Association's Services Marketing SIG, 2020.
4. Finalist, **Best Paper** Award, *Design Studies*, 2020.
5. Winner, **Best Paper** Award, International Design Engineering Technical Conferences/Design Theory and Methodology Conference (IDETC/DTM), 2017.
6. Finalist, **Best Services Article**, American Marketing Association's Services Marketing SIG, 2017.
7. Finalist, *Donald Lehmann* Award for the **Best Paper** based on Dissertation in an *AMA* Journal, 2015.
8. Finalist, *INFORMS Society for Marketing Science (ISMS) Long-term Impact (10-Year) Best Paper Award*, 2015.
9. Winner, *EMAC-IJRM Steenkamp Award for Long-term (15-Year) Impact Article*, *International Journal of Research in Marketing*, 2014.
10. Winner, **Best Services Article**, American Marketing Association's Services Marketing SIG, 2014
11. Honorable Mention, *Davidson Best Paper* Award, *Journal of Retailing*, 2012.
12. Winner, *JAMS-Sheth Best Paper* Award, *Journal of the Academy of Marketing Science*, 2009.
13. Honorable Mention, *Davidson Best Paper* Award, *Journal of Retailing*, 2009.
14. Finalist, *INFORMS Society for Marketing Science Practice Prize Best Paper* Award, 2006.
15. Honorable Mention, *Davidson Best Paper* Award, *Journal of Retailing*, 2004.
16. Finalist, *INFORMS Society for Marketing Science Practice Prize Best Paper* Award, 2004.
17. Honorable Mention, **Best Paper** Award, *International Journal of Research in Marketing*, 2004.

18. Winner, *Donald Lehmann Award* for the **Best Paper** Based on Dissertation in an *AMA Journal*, 2000.
19. Winner, *Paul Green Award* for the **Best Paper** in the *Journal of Marketing Research*, 1999.

Other Research Awards

1. Outstanding **Research Award**, Mays Business School, Texas A&M University, 2006-2007.
2. Marketing Edge **Advisor, Best Dissertation in Interactive Marketing Award Winner**, 2019.
3. *American Marketing Association (AMA) DocSIG Advisor, Mathew Joseph Emerging Scholar Award Winner*, 2019.
4. *Product Development Management Association (PDMA) Advisor, Emerging Scholar Award Winner*, 2019.
5. *Institute for Study of Business Markets (ISBM) Advisor, Best Dissertation Award Finalist*, 2018.
6. *Institute for Study of Business Markets (ISBM) Advisor, Best Dissertation Award Winner*, 2014.
7. *Marketing Science Institute (MSI) Alden Clayton Advisor, Best Dissertation Award Winner*, 2009.
8. *Institute for Study of Business Markets (ISBM) Advisor, Best Dissertation Award Finalists*, 2009.
9. *Institute for Study of Business Markets (ISBM) Advisor, Best Dissertation Award Finalist*, 2008.
10. *Institute for Study of Business Markets (ISBM) Advisor, Best Dissertation Award Finalist*, 2006.
11. *Product Development Management Association (PDMA), Advisor, Best Dissertation Award Winner*, 2007-08.
12. *Advisor, AMS Mary Kay Doctoral Dissertation Award Winner*, 2004.
13. *IBM Faculty Research Partnership Award*, 2001.
14. Dean's **Performance Recognition Grant**, Mays Business School, Texas A&M University, 2016, 2015, 2014, 2013, 2012, 2011, 2010, 2008, 2007.

Awards/Honors for Research Leadership and Contributions to the Profession

1. Chair, Advisory Council, Marketing Accounting Standards Board (MASB), 2022-present.
2. Winner, Direct Marketing Educational Foundation *Robert B. Clarke* Outstanding Educator Award, 2006.
3. Named award (*Shankar-Spiegel Award*) for the Best Dissertation in Direct/Interactive Marketing, 2008-present.
4. Recognized by the *Marketing Science Institute* for Outstanding Contributions, 2013.
5. Recognized by the Direct Marketing Association for Outstanding Leadership and Service to Interactive Marketing, 2009.

6. Academic Trustee, *Marketing Science Institute (MSI)*, 2007-2013.
7. Outstanding Mentor Award, Retail & Pricing SIG, American Marketing Association, 2021-2022.
8. Recognized by *Mint Wall Street Journal* as among the Top 2 Indian Origin Alumni of Kellogg School, Northwestern University, 2015.
9. Recognized as a “Guru” by Indian Institute of Management Alumni Association, 2013-2014.
10. Research Fellow and Board Member, Retail Analytics Council, 2016-present.
11. Senior Research Fellow, eBusiness Research Center, Penn State University, 2000-2010.
12. Advisory Board Member, Business-to-Business (B2B) Leadership Board, 2011-present.
13. Advisory Board Member, Academic Liaison Committee, CMO Council, 2010-present.
14. Advisory Board Member, ISBM Ph.D. Seminar Series, 2007-present.
15. Advisory Board Member, *Journal of Interactive Marketing*, 2011-present.
16. Advisory Board Member, *Journal of Retailing*, 2014-present.
17. Advisory Board Member, European e-Business Center, *ESSEC*, France, 1999-2002.
18. Sloan Industry Studies Program Affiliate, 2007-2011.
19. Advisory Board Member, Direct Marketing Educational Foundation, 2006-2009.
20. Research Leader, Marketing Science Institute’s Immersion Conference for Fast Track Executives, 2008.
21. Advisory Board Member, Marketing Science Conference, 2007.
22. Advisory Board Member, IBM Academic Advisory Committee for e-Business Conference, 2000-2004.
23. Track Co-Chair, “Best Session” Track in American Marketing Association’s Winter Educators’ Conference, Austin, 2002.

Journal Editorship/Associate Editorship/Handbook Editorship

1. Co-Editor, *Journal of Interactive Marketing*, 2002-2009.
2. Associate Editor, *Journal of Marketing Research*, 2014-2020.

3. Area Editor, *Journal of Marketing*, 2014-2018.
4. Associate Editor, *International Journal of Research in Marketing*, 2018-present.
5. Associate Editor, *Management Science*, Technological Innovation, Product Development and Entrepreneurship, 2001-2007.
6. Co-editor, *Handbook on Marketing Strategy*, 2012.
7. Volume Editor, *Creating and Managing Product Mix in Legendary Marketers: Phil Kotler*, Sage Publications, 2011.
8. Co-Editor, Special Issue of *Journal of Retailing* on Innovations in Retailing, 2011.
9. Editor, Special Issue of *Journal of Interactive Marketing* on Mobile Marketing, 2016.

Invited Faculty Fellowships, Keynote Addresses, and other Research Honors

1. Faculty Fellow, *American Marketing Association (AMA)-Sheth Doctoral Consortium*
 - University of Leeds, Leeds, 2018.
 - University of Iowa, Iowa City, 2017.
 - University of Notre dame, South Bend, 2016.
 - Northwestern University, Evanston, 2014.
 - University of Michigan, Ann Arbor, 2013.
 - University of Washington, Seattle, 2012.
 - Texas Christian University, Fort Worth, 2010.
 - Georgia State University, Atlanta, 2009.
 - University of Missouri, Columbia, 2008.
 - Arizona State University, Tempe, 2007.
 - University of Connecticut, Storrs, 2005.
 - Texas A&M University, College Station, 2004.
 - University of Minnesota, Minneapolis, 2003.
 - University of Western Ontario, London, 2000.
 - University of Southern California, Los Angeles, 1999.
2. Faculty Fellow, *INFORMS Society of Marketing Science Doctoral Consortium*
 - University of Cologne, Germany, 2010.
 - Singapore Management University, Singapore, 2007.
3. Faculty Fellow, Marketing Strategy Consortium
 - University of Texas, Austin, 2021.
4. Faculty Fellow, Frontiers in Service Conference
 - Temple University, Philadelphia, 2021.

5. Invited Thought Leader, *Computational Advertising* University of Minnesota, 2019.
6. Invited Thought Leader, *Advances in Retailing* University of Arkansas, 2019.
7. Invited MSI Webinar Speaker, *Leveraging Omnichannel through Mobile*, Marketing Science Institute (MSI), 2017.
8. Invited Keynote Speaker, *Big Data and Analytics in Omnichannel Marketing*, University of Michigan, Ann Arbor, 2015.
9. Faculty Fellow, *Faculty Consortium on e-Commerce*, American Marketing Association, Texas A&M University, College Station, 2001.
10. Thought Leader and Featured Speaker, *AMA Knowledge Coalition's Evidence-Based Marketing Conference of Chief Marketing Officers and Academic Thought Leaders*, Atlanta, 2008.
11. Invited Lead Academic Speaker, *Internet Retailer Conference and Exhibition*, San Jose, 2007.
12. Invited Keynote Speaker, *IADIS (International Association for Development of the Information Society) E-Commerce Conference*, Portugal, 2007.
13. Invited to be a Fortune Casual Educator's Fellow, *Retailing Conference by Center for Retailing Excellence*, *Sam M. Walton College of Business at the University of Arkansas*, 2003.
14. Finalist, *Journal of Marketing* Editorship, 2007, 2017.
15. Finalist, *Journal of Marketing Research* Editorship, 2019.

Teaching Honors

1. The *Krowe* Award for Outstanding Innovation in Teaching from the University of Maryland, 2002 (the only faculty member to get this award in this year).
2. Named among the Top 2 (Key) Professors at University of Maryland by *Business 2.0*, 2001.
3. The *Krowe* Award for Outstanding Teaching from the University of Maryland, 2001 (one of about four faculty to get this award in this year).
4. The *Krowe* Award for Outstanding Teaching from the University of Maryland, 2007 (one of about four faculty to get this award in this year).

Industry/Other Honors

1. Top Retail Influencer, a Select Group of Retail Thinkers, RETHINK RETAIL, 2022, 2023.
2. Member of *Cable News Network's (CNN)* panel of International Business Experts, 1997-present.
3. Member of Board of Trustees, *Hospitality Sales and Marketing Association International (HSMAI)* Educational Foundation, 1998-2001.
4. Best Venture Capitalist Faculty Member, MBA Students Association, University of Maryland, 2000.
5. Dean's Fellowship, *Northwestern University*, 1990-1993.

RESEARCH GRANTS

1. \$148,215: *National Science Foundation* for A Quantitative Theory for Technology Evolution and Innovation (with Daniel A. McAdams), 2015-2016.
2. \$4,000: *Social Sciences and Humanities Development* Committee, McGill University, Canada for New Product Development in Developing Markets (with Thomas Dotzel), 2013.
3. \$40,800: *Social Sciences and Humanities Research Council*, Canada for *Services vs. Goods Innovations: Effects on Firm Value and Firm Risk* (with Thomas Dotzel), 2011.
4. \$7,000: *Social Sciences and Humanities Development* Committee, McGill University, Canada for *Drivers and Consequences of Innovations: Goods vs. Services* (with Thomas Dotzel), 2011.
5. \$10,000: *A Review of MSI-ISMS Practice Prize Finalist Projects and Papers* from *Marketing Science Institute (MSI)* (with Gary Lilien and John Roberts), 2010.
6. \$1,000: *MSI* for *Shopper Marketing*, 2009.
7. \$12,000: CIBER, Texas A&M University for *Global Market Segmentation: A Cross-National Empirical Analysis*, 2005-06.
8. \$20,000: *Duke University* for *Linking Marketing and IT Capabilities and CRM Investments to Firm Performance* (with V. Sambamurthy), 2002.
9. \$35,000: *PepsiCo* for *Forecasting Model for Consumer Packaged Goods* (with Brian Ratchford), 2001.
10. \$5,000: *The Impact of Extranets on Supply Chain Performance* (with Martin Dresner) from *Institute for Study of Business Markets (ISBM)*, 1999.

11. \$17,500: *Advertising, Sales Force, and Marketing Mix Allocation Strategies over the Product Life Cycle: An Empirical Analysis of Dominant and Non-dominant Brands* from Marketing Science Institute (MSI), 1999.
12. \$12,000: *Customer Satisfaction and Loyalty in Online Markets* from University of Maryland, 1999.
13. \$20,000: *The Impact of Timing and Sequence of International Market Entry on Competitive Advantage* from Marketing Science Institute (MSI), 1998.
14. \$10,000: *The Impact of Internet Marketing on Price Competition* from Marriott International, 1998.
15. \$16,000: *Determinants of New Entrant Strategies and Incumbent Responses: An Integrated Framework and Empirical Analysis* from Marketing Science Institute (MSI), 1997.
16. \$8,000: *Product Line and Competitive Advantage* from University of Maryland, 1997.
17. \$5,000: *The Impact of Timing and Sequence of International Market Entry in Creating Competitive Advantage* from Canadian Research Grant Programs, 1997.
18. \$7,000: *Network Effects and Competition* (with Barry Bayus) from University of Maryland, 1997.
19. \$10,000: *How do Long-run and Short-run Price Sensitivities Vary across Channels? An Empirical Analysis* (with Jeffrey Inman) from Marketing Science Institute (MSI), 1996.
20. \$12,000: *Dimensions and Determinants of Retailer Pricing Strategy and Tactics: A Theoretical Framework and Empirical Analysis* (with Ruth Bolton), from Marketing Science Institute (MSI), 1996.
21. \$6,500: *Competitive Advantage based on Order/Timing of Market Entry: A Cross-national Empirical Analysis*, from Center for International Business and Economic Research (CIBER), 1996.
22. \$5,000: *Cross-Channel Differences in Regular Price and Deal Sensitivities* (with Jeffrey Inman), from University of Maryland, 1996.

RESEARCH AND TEACHING INTERESTS

Digital/e-Business/e-Commerce/Interactive/Direct/Internet/Omnichannel Marketing Strategy
 Innovation, New Product and Brand Management
 Artificial Intelligence, Data Science/Big Data, Machine Learning
 Pricing/Retailing/Channel/Supply Chain Management

PUBLICATIONS IN REFEREED/LEADING JOURNALS (Including forthcoming, conditionally accepted papers)

1. Kathleen Li and Venkatesh Shankar (2023), “A Two-Step Synthetic Control Approach for Estimating Causal Effects of Marketing Events,” *Management Science*, forthcoming.
2. Grewal, Dhruv, Stephanie Noble, Venkatesh Shankar, Carl-Philippe Ahlbom, Unnati Narang, and Jens Nordfalt (2023), “The Impact of In-store Inspirational (vs. Deal-oriented) Content on Overall Shopper Spending: The Importance of Activating Consumption Goal-completion,” *Journal of Marketing Research*, forthcoming.
3. Shankar, Venkatesh and Sohil Parsana (2022), “An Overview and Empirical Comparison of Natural Language Processing (NLP) Models and an Introduction to and Empirical Application of Autoencoder Models in Marketing,” *Journal of Academy of Marketing Science*, 50 (6), 1324-1350.
Finalist, **Best Paper Award**, *Journal of Academy of Marketing Science*, 2022.
4. Shankar, Venkatesh, Dhruv Grewal, Sarang Sunder, Beth Fossen, Kay Peters, and Amit Agarwal (2022), “Digital Marketing Communication in Global Marketplaces: A Review of Extant Research, Future Directions, and Potential Approaches,” *International Journal of Research in Marketing*, 39 (2), 541-565.
5. Vadakkepatt, Gautham Gopal, Venkatesh Shankar, and Rajan Varadarajan (2021), “Should Firms Invest More in Marketing or R&D to Maintain Sales Leadership? An Empirical Analysis of Sales Leader Firms,” *Journal of Academy of Marketing Science*, 49 (6), 1088-1108.
6. Shankar, Venkatesh, Kirthi Kalyanam, Pankaj Setia, Alireza Gulmohamaddi, Seshadri Tirunillai, Tom Douglass, John Hennessey, JS Bull, and Rand Waddoups (2021), “How Technology is Changing Retail,” *Journal of Retailing*, 97 (1), 13-27.
Among the most downloaded *Journal of Retailing* articles.
7. Shankar, Venkatesh and Tarun Kushwaha (2021), “Omnichannel Marketing: Are Cross-channel Effects Symmetric?” *International Journal of Research in Marketing*, 38 (2), 290-310.
8. Yun, Joseph, Claire Seijin, Stewart Pearson, Edward Malthouse, Joe Konstan, and Venkatesh Shankar (2020), “Challenges and Future Directions of Computational Advertising Measurement Systems,” *Journal of Advertising*, 49 (4), 446-458.
Finalist, **Best Paper Award**, *Journal of Advertising*, 2021.
Among the **Most Influential Articles** in *American Academy of Advertising*'s publications, 2020.

9. Hoyer, Wayne, Karsten Kraume, Mirja Kroschke, Bernd Schmitt, and Venkatesh Shankar (2020), "Transforming the Customer Experience through New Technologies," *Journal of Interactive Marketing*, 51 (C), 57-71.
10. Shankar, Venkatesh and Unnati Narang (2020), "Emerging Market Innovations: Propositions, Practitioner Implications, and Research Agenda," *Journal of Academy of Marketing Science*, 48 (5), 1030-1052.
11. Dotzel, Thomas and Venkatesh Shankar (2019), "The Relative Effects of B2B (vs. B2C) Service Innovations on Firm Value and Firm Risk: An Empirical Analysis," *Journal of Marketing*, 83 (5), 133-152.
Winner of **Best Service Article** Award from the American Marketing Association.
12. Narang, Unnati and Venkatesh Shankar (2019), "Mobile App Adoption and Online and Offline Purchases and Product Returns," *Marketing Science*, 38 (5), 756-772.
Featured by *Strategy + Business* Magazine and the *Conversation*.
Recognized by SSRN to be among the top ten downloaded papers in several categories. 472 downloads on SSRN.
13. Narang, Unnati and Venkatesh Shankar (2019), "Mobile Marketing 2.0: State of the Art and Research Agenda," *Review of Marketing Research*, 16, 97-119.
14. Zhang, Guanglu, Douglas Allaire, Venkatesh Shankar, and Daniel McAdams (2019), "A Case against the Trickle-down Effect in Technology Ecosystems," *PLOS ONE*, 14 (6).
15. Zhang, Guanglu, Daniel McAdams, Douglas Allaire, and Venkatesh Shankar (2019), "System Evolution Prediction and Manipulation Using a Lotka-Volterra Ecosystem Model," *Design Studies*, 60, 103-138.
Finalist, **Best Paper Award**, *Design Studies*, 2020.
16. Zhang, Guanglu, Daniel McAdams, Douglas Allaire, and Venkatesh Shankar (2019), "Generating Technology Evolution Prediction Intervals Using a Bootstrap Method," *ASME Journal of Mechanical Design*, 141 (6), 061401.
17. Shankar, Venkatesh (2018), "How Artificial Intelligence (AI) is Reshaping Retailing," *Journal of Retailing*, 94 (4), vi-xi (invited commentary).
18. Lee, Leonard, J. Jeffrey Inman, Jennifer J. Argo, Tim Bottger, Utpal Dholakia, Timothy Gilbride, Koert van Ittersum, Barbara Kahn, Ajay Kalra, Donald R. Lehmann, Leigh McAlister, Venkatesh Shankar, and Claire Tsai (2018), "From Browsing to Beyond: The Needs-Adaptive Shopper Journey Model," *Journal of Association of Consumer Research*, 3 (3), 277-293.
19. Zhang, Guanglu, Daniel A. McAdams, Milad Mohammadi Darani, and Venkatesh Shankar (2018), "Shaping the Future: Product Performance Evolution Prediction and Manipulation Using Lotka-Volterra Equations," *ASME Journal of Mechanical Design*, 140

(6), 061101.

20. Meyer, Jeffrey, Venkatesh Shankar, and Leonard Berry (2018), "Pricing Hybrid Bundles by Understanding the Drivers of Willingness to Pay," *Journal of Academy of Marketing Science*, 46 (3), 497-515.
21. Liu, Yan, Venkatesh Shankar, and Wonjoo Yun (2017), "Crisis Management Strategies: The Long-term Effect of Product Recalls on Firm Value," *Journal of Marketing*, 81 (5), 30-48.
22. Zhang, Guanglu, Daniel McAdams, Venkatesh Shankar, and Milad Darani (2017), "Modeling the Evolution of System Technology Performance when Component and System Technology Performances Interact: Commensalism and Amensalism," *Technological Forecasting and Social Change*, 125, 116-24.
23. Meyer, Jeffrey and Venkatesh Shankar (2016), "A Monopolist's Optimal Pricing Strategy for Hybrid Bundles," *Journal of Retailing*, 92 (2), 133-146.
Finalist, **Best Service Article**, AMA Services Marketing SIG, 2017. Lead Article.
24. Shankar, Venkatesh, Mirella Kleijnen, Suresh Ramanathan, Ross Rizley, Steve Holland, and Shawn Morrissey (2016), "Mobile Shopper Marketing: Key Issues, Current Insights, and Future Research Avenues," *Journal of Interactive Marketing*, 34 (May), 37- 48.
25. Liu, Yan and Venkatesh Shankar (2015), "The Dynamic Effects of Product Harm Crises on Brand Preference and Advertising Effectiveness: An Empirical Analysis of the Automobile Industry," *Management Science*, 61 (10), 2514-2535.
Top 10 downloaded article. SSRN: Econometrics Multiple Equations.
26. Shankar, Venkatesh (2014) "Shopper Marketing 2.0: Opportunities and Challenges," *Review of Marketing Research*, 11, 189-208.
27. Shankar, Venkatesh and P.K. Kannan (2014), "An Across Store Analysis of Intrinsic and Extrinsic Cross-Category Effects," *Customer Needs and Solutions*, 1 (2), 143-164.
28. Lam, Shun Yin and Venkatesh Shankar (2014), "Asymmetries in the Effects of Drivers of Brand Loyalty between Early and Late Adopters and across Technology Generations," *Journal of Interactive Marketing*, 28 (1), 26-42.
29. Kushwaha, Tarun and Venkatesh Shankar (2013), "Are Multichannel Customers Really Valuable? The Moderating Effects of Product Category Characteristics," *Journal of Marketing*, 77 (4), 67-85.
Finalist, 2015 **Donald Lehmann Best Paper Award** for the best dissertation-based article in an AMA publication.
Top 10 downloaded article. SSRN: Public Goods.
30. Shankar, Venkatesh and Nicole Hanson (2013), "How Emerging Markets are Reshaping

- the Innovation Architecture of Global Firms,” *Review of Marketing Research*, 10, 191-212.
31. Dotzel, Thomas, Venkatesh Shankar, and Leonard Berry (2013), “Service Innovativeness and Firm Value,” *Journal of Marketing Research*, 50 (2), 259-276.
Winner of **Best Service Article** Award from the American Marketing Association. Top 10 Downloaded article. SSRN: Service Innovation.
 32. Lilien, Gary, John Roberts, and Venkatesh Shankar (2013), “Effective Marketing Science Application: Insights from ISMS-MSI Practice Prize Finalist Papers and Projects,” *Marketing Science*, 32 (2), 229-245.
 33. Shankar, Venkatesh, J. Jeffrey Inman, Murali Mantrala, Eileen Kelly, and Ross Rizley (2011), “Innovations in Shopper Marketing: Current Insights and Future Issues,” *Journal of Retailing*, 87 (July), S29-S42.
Honorable Mention **Davidson Best Paper Award**, *Journal of Retailing*, 2012.
Top 10 downloaded article, SSRN categories: Marketing, Innovation and Organizational Behavior; Other Service Strategies.
 34. Shankar, Venkatesh, Alladi Venkatesh, Charles Hofacker, and Prasad Naik (2010), “Mobile Marketing in the Retailing Environment: Current Insights and Future Research Avenues,” *Journal of Interactive Marketing*, 24 (2), 111-120.
Top 10 downloaded article, SSRN: Models of Innovation Development. Top 10 most-cited article, *Journal of Interactive Marketing*, last five years.
 35. Bezawada, Ram, Subramanian Balachander, P.K. Kannan, and Venkatesh Shankar (2009), “Cross-Category Effects of Aisle and Display Placements: A Spatial Modeling Approach and Insights,” *Journal of Marketing*, 73 (3), 99-117.
 36. Shankar, Venkatesh, Leonard Berry, and Thomas Dotzel (2009), “A Practical Guide to Combining Products and Services,” *Harvard Business Review*, 87 (11), 94-99. Translated into Italian, German, Russian, Spanish and Chinese and republished.
 37. Neslin, Scott and Venkatesh Shankar (2009), “Key Issues in Multichannel Management: Current Knowledge and Future Directions,” Tenth Anniversary Special Issue, *Journal of Interactive Marketing*, 23 (1), 70-81.
Among the Top 5 most-cited articles in the *Journal of Interactive Marketing* since 2006.
Among the Top 3 most-cited articles in the *Journal of Interactive Marketing* in the last 5 years.
Top 10 most-downloaded article, SSRN Management Research Network.
 38. Shankar, Venkatesh and Sridhar Balasubramanian (2009), “Mobile Marketing: A Synthesis and Prognosis,” Tenth Anniversary Special Issue, *Journal of Interactive Marketing*, 23 (2), 118-129.
Among the Top 3 most-cited articles in the *Journal of Interactive Marketing* in the last 5 years.

39. Ailawadi, Kusum, J.P. Beauchamp, Naveen Donthu, Dinesh Gauri, and Venkatesh Shankar (2009), "Customer Experience Management in Retailing: Communication and Promotion," *Journal of Retailing*, 85 (1), 42-55.
40. Shankar, Venkatesh, Pablo Azar, and Matthew Fuller (2008), "BRAN*EQT: A Model for Estimating, Tracking, and Managing Brand Equity for Multicategory Brands," *Marketing Science*, 27 (4), 545-566.
Finalist, **Marketing Science Practice Prize Best Paper Award**, 2006.
Top 5 most downloaded papers, *MSI* Web site (related *MSI* Working Paper).
41. Varadarajan, Rajan, Manjit Yadav, and Venkatesh Shankar (2008), "First-Mover Advantage in the Internet-Enabled Environment: A Conceptual Framework and Propositions," *Journal of Academy of Marketing Science*, 36 (3), 293-308. Winner, 2009 **JAMS-Sheth Best Paper Award**.
Lead Article.
42. Kalaignanam, Kartik, Venkatesh Shankar, and Rajan Varadarajan (2007), "Asymmetric New Product Development Alliances: Win-Win or Win-Lose Partnerships?" *Management Science*, 53 (3), 357-74.
Finalist, *INFORMS Society for Marketing Science (ISMS) Long-term Impact (10-Year) Best Paper Award*, 2015.
Lead Article.
Featured by *MSI* in Working Paper Series, 2006.
Reprinted in *New Product and Services Development* (Gatignon, Ed.), SAGE Publications, 2010.
43. 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*, 46 (3), 468-489.
Featured by *MSI* in Working Paper Series, 2006.
44. Dong, Yan, Martin Dresner, and Venkatesh Shankar (2007), "Efficient Replenishment in the Distribution Channel," *Journal of Retailing*, 83 (3), 253-278.
Honorable Mention, **Davidson Best Paper Award**, *Journal of Retailing*, 2008. Lead Article.
45. Neslin, Scott, Dhruv Grewal, Robert Leghorn, Venkatesh Shankar, Marije Teerling, Jacquelyn Thomas, and Peter C. Verhoef (2006), "Challenges and Opportunities in Multichannel Management," *Journal of Service Research*, 9 (2), 95-113.
Lead Article.
46. Shane, Scott, Venkatesh Shankar, and Ashwin Aravindakshan (2006), "The Effects of New Franchisor Partnering Strategies on Franchise System Size," *Management Science*, 52 (5), 773-787.

47. Berry, Leonard, Venkatesh Shankar, Janet Parish, Susan Cadwallader, and Thomas Dotzel (2006), "Creating New Markets through Service Innovations," *Sloan Management Review*, 47 (2), 56-63.
Among the Top 10 popular articles as listed at *Sloan Management Review's* Web site, where the years of publication of the articles range from 1994 to 2006.
Translated into Spanish and republished in *Harvard Deusto Business Review*, 150, 2006.
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4. *Rising above the Glass Ceiling: The Effects of the Female Chief Marketing Officer (CMO) on Marketing Intensity and Firm Performance* (with Nandini Ramani), Marketing Science DEI Conference, Southern Methodist University, Dallas, 2023.
5. *The Effects of Consumer Mobility and Store Flux on Store Visits and In-Store Coupon Redemption: A Deep Learning Approach* (with Sanjana Surange), AIM Conference, University of Southern California, Los Angeles, 2023.
6. *Extracting and Identifying Sales-Related Product Attributes: A Machine Learning Approach* (with Zijing Hu), AIM Conference, University of Southern California, Los Angeles, 2023.
7. *NFT Digital Artwork Pricing Using Image Analytics and Auction Models* (with Chi Zhang and Xiaohui Zhang), AIM Conference, University of Southern California, Los Angeles, 2023.
8. *The Effects of In-App Payment Introduction on Omnichannel Shopping and Mobile App Usage* (with Taotao Ye and Daniel McCarthy), AIM Conference, University of Southern California, Los Angeles, 2023.
9. *The Effects of In-App Payment Introduction on Omnichannel Shopping and Mobile App Usage* (with Taotao Ye and Daniel McCarthy), Winter AMA Conference, Nashville,

- 2023.
10. *Retailing Analytics*, JAGSOM, 2022.
 11. Keynote Speech: *Machine Learning: An Overview and the State-of-the-Art*, Great Lakes Institute of Management, 2022.
 12. *NFT Digital Artwork Pricing Using Image Analytics and Auction Models* (with Chi Zhang [presenter] and Xiaohui Zhang), AI, ML, and Business Analytics Conference, Harvard University, Cambridge, 2022.
 13. *The Causal Effects of In-App Payment Introduction on Omnichannel Shopping and Mobile App Usage* (with Taotao Ye [presenter] and Daniel McCarthy), AI, ML, and Business Analytics Conference, Harvard University, Cambridge, 2022.
 14. *NFT Digital Artwork Pricing Using Image Analytics and Auction Models* (with Chi Zhang [presenter] and Xiaohui Zhang), Crypto Conference, Columbia University, New York, 2022.
 15. *NLP Models in Marketing*, Invited Speaker, University of Cologne, Cologne, 2022.
 16. Keynote Speech: *NFT Digital Artwork Pricing Using Image Analytics and Auction Models* (with Chi Zhang and Xiaohui Zhang), Google User Journey Modeling Meet, Mountain View, 2022.
 17. Distinguished Speaker Talk: *NFT Digital Artwork Pricing Using Image Analytics and Auction Models*, Temple University, Philadelphia, 2022.
 18. *Advances in Natural Language Processing (NLP)*, Special Session, Summer Educators Conference, American Marketing Association, Chicago, 2022.
 19. *Endogeneity and Selection Control in Causal Modeling*, Special Session, Summer Educators Conference, American Marketing Association, Chicago, 2022.
 20. *The Differential Effects of Goods, Services, and Software Innovations on Firm Value and Firm Risk for Technology Firms* (with Thomas Dotzel), ISBM B2B Conference, Chicago, 2022.
 21. *The Effects of Underlying Product Features on Sales: A Machine Learning Approach to Analyze Images and Reviews* (with Chi Zhang [presenter]), Special Session, ISMS Marketing Science Conference, University of Chicago, 2022.
 22. *The Impact of Consumer Mobility and Store Flux on Consumer Response to Geo-fenced Promotional Ads: A Deep Learning Approach* (with Sanjana Surange [presenter]), ISMS Marketing Science Conference, University of Chicago, 2022.
 23. *The Effects of Store Closure on Sales, Omnichannel Shopping, and Mobile App Usage*

- (with Taotao Ye [presenter]), ISMS Marketing Science Conference, University of Chicago, 2022.
24. *The Effects of Store Closure on Sales, Omnichannel Shopping, and Mobile App Usage* (with Taotao Ye [presenter]), TPM Conference, Emory University, Atlanta, 2022.
 25. Keynote Speech: *Empirical Application of Autoencoder Models in Marketing*, Workshop on Data Science, Agricultural Economics and TAMIDS, College Station, 2022.
 26. *Innovation, Intellectual Property, and Marketing*, Texas A&M School of Law, Fort Worth, 2022.
 27. *The Causal Effect of Store Closure on Sales, Omnichannel Shopping, and Mobile App Usage*, (with Taotao Ye [presenter]), Artificial Intelligence in Management Conference, University of Southern California, Los Angeles, 2022.
 28. *Toward a More Data Driven Product Design: An Integrated Machine Learning Approach* (with Zijing Hu [presenter]), Artificial Intelligence in Management Conference, University of Southern California, Los Angeles, 2022.
 29. *The Effects of Underlying Product Features on Sales: A Machine Learning Approach to Analyze Images and Reviews* (with Chi Zhang [presenter]), Artificial Intelligence in Management Conference, University of Southern California, Los Angeles, 2022.
 30. *The Impact of Consumer Mobility and Store Flux on Consumer Response to Geo-fenced Promotional Ads: A Deep Learning Approach* (with Sanjana Surange [presenter]), Artificial Intelligence in Management Conference, University of Southern California, Los Angeles, 2022.
 31. Keynote speaker, *The Transformational Impact of AI on Business*, International Conference on Business Research and Innovation, Management Development Institute, Murshidabad, 2022.
 32. *B2B E-Commerce*, ISBM Research Webinar Series, State College, 2021.
 33. *B2B Digital Marketing Frameworks*, ISBM Members Conference, State College, 2021.
 34. Doctoral Consortium Speaker, *Frontiers in Service* Conference, Temple University, Philadelphia, 2021.
 35. Keynote panelist, *Artificial Intelligence in Marketing*, *Frontiers in Service* Conference, Temple University, Philadelphia, 2021.
 36. Plenary session speaker, AIM Sheth Doctoral Consortium, India, 2021.
 37. *Rising above the Glass Ceiling: The Effects of the Female Chief Marketing Officer (CMO)*

- on Marketing Spending and Firm Performance* (presented by Nandini Ramani), Theory and Practice of Marketing Conference, University of Pennsylvania, Philadelphia, 2021.
38. *Estimating the Causal Effect of a Digitally Native Retailer Opening a Showroom: A Two-Step Synthetic Control Approach* (presented by Kathy Li), Theory and Practice of Marketing Conference, University of Pennsylvania, Philadelphia, 2021.
 39. *Predicting and Explaining Mobile App Drop and its Consequences: A Scalable Machine Learning Approach* (with Unnati Narang and Shreya Shankar), Artificial Intelligence in Management Conference, University of Southern California, Los Angeles, 2021.
 40. *Inference Theory from Synthetic Control Methods for Nonlinear Trending Data of Unknown Form: Does the Lifting of Shelter-in-Place Keep Covid-19 Manageable?* (with Kathleen Li), University of Texas at Dallas, 2021.
 41. *The Differential Effects of Goods, Services, and Software Innovations on Firm Value and Firm Risk for Technology Firms* (presented by co-author Thomas Dotzel), Winter AMA Conference, 2021.
 42. *Estimating the Causal Effect of a Digitally Native Retailer Opening a Showroom: A Two-Step Synthetic Control Approach* (presented by co-author Kathy Li), Virtual Quantitative Marketing Seminar, 2020.
 43. *Useful Marketing Strategy Models*, Plenary Talk, Marketing Strategy Virtual Consortium, 2020.
 44. *Confronting and Conquering the Dark Side of AI*, Plenary Talk, Interactive Marketing Research Virtual Conference, 2020.
 45. *The Differential Effects of Goods, Services, and Software Innovations on Firm Value and Firm Risk for Technology Firms* (with Thomas Dotzel), New Ideas in Marketing Virtual Seminar Series, 2020.
 46. *Digital Marketing Communication in a Global Marketplace* (with Dhruv Grewal, Sarang Sunder, Beth Fossen, Amit Agarwal, and Kay Peters), International Journal of Research in Marketing Special Issue Thought Leadership Conference, 2020.
 47. *The Effects of Goods, New Services, and New Software on Firm Value and Firm Risk* (with Thomas Dotzel), Mays Innovation Research Center, 2020.
 48. *Business Analytics: Strategic Issues and Solutions*, Texas A&M Institute of Data Sciences (TAMIDS), College Station, 2020.
 49. *Business as Unusual: How AI is Changing It*, Emlyon Business School, Lyon, France, 2020.

50. *Estimating the Causal Effect of A Digitally Native Retailer Opening a New Store: A New Two-Step Approach Using Synthetic Control* (with Kathleen Li), University of Texas at Dallas, 2020.
51. Keynote Speech, *Managing Businesses in an AI-led Environment*, Faculty of Management Studies, Delhi University, New Delhi, 2020.
52. Workshop, *Conducting and Publishing High-quality Research in Empirical Modeling for Marketing Strategy*, IIM Lucknow, New Delhi, 2020.
53. *A Tech-driven Future of Marketing*, Madras Management Association and IIMC Alumni Association, Chennai, 2020.
54. *Research Trends*, Great Lakes Institute of Management, Chennai, 2020.
55. *Estimating the Causal Effect of A Digitally Native Retailer Opening a New Store: A New Two-Step Approach Using Synthetic Control* (with Kathleen Li), Indian School of Business, Mohali, 2020.
56. *Effective Computational Advertising* (with Joe Konstan, Edward Malthouse, Claire Segijn, Stewart Pearson, and Joseph Yun), University of Minnesota, 2019.
57. *How Technology is Changing Retailing* (with John Scott Bull, Tom Douglass, John Hennessy, Mazie Johnson, Kirthi Kalyanam, Tirunillai Seshadri, and Pankaj Sethia), University of Arkansas, 2019.
58. *The Impact of Mobile Service Failures on Purchases in Online and Offline Channels* (with Unnati Narang and Sridhar Narayanan), Northwestern University, 2019.
59. *Going Backward to Move Forward? The Effects of Backward Compatibility (BWC) in Product Upgrade on Sales of Previous and New Generation Technology Products* (with Unnati Narang), Columbia University, New York, 2019.
60. *Activist Investor Intervention, Marketing and R&D Spending, and Firm Value* (with Hooman Mirahmad), Indian School of Business, 2019.
61. *Topic Hidden Markov Modeling: A New Machine Learning Approach to Make Dynamic Purchase Predictions* (with Milad Darani), University of Illinois, Urbana-Champaign, 2018.
62. *Mobile Marketing*, Case Western University, 2018.
63. *How AI is Reshaping Business: Myths and Realities*, Singapore, 2018.
64. *Backward Compatibility in Product Upgrades: An Empirical Analysis of the Home Video Game Industry* (with Unnati Narang), National University of Singapore, 2018.

65. *How AI is Reshaping Business: Myths and Realities*, Chennai, 2018.
66. *Digital Transformation*, Great Lakes Institute of Management, Chennai, 2018.
67. *How AI is Reshaping Business: Myths and Realities*, Chennai, 2018.
68. Keynote Speech, *Digital Transformation in India*, Bangalore, 2018.
69. Keynote Speech, *Emerging Trends and Future of Retailing*, KUMPEM, Istanbul, 2018.
70. *The Effect of Mobile Service Failure on Shopping Outcomes* (with Unnati Narang and Sridhar Narayanan), Koc University, 2018.
71. Topic Hidden Markov Modeling: A New Machine Learning Approach to Make Dynamic Purchase Predictions (with Milad Darani), Theory and Practice of Marketing Conference, Los Angeles, 2018.
72. Topic Hidden Markov Modeling: A New Machine Learning Approach to Make Dynamic Purchase Predictions (with Milad Darani), Texas A&M University Big Data Workshop, College Station, 2018.
73. Keynote Speech, *Emerging Market Innovations*, CUCBS, Cairo, 2018.
74. Keynote Speech, *Digital Marketing: Trends and Future*, Ain Shams University, Arab Academy for Maritime Science and Technology, Nile University, Cairo, 2018.
75. Keynote Speech, *Digital Marketing: Trends and Future*, American Chamber of Commerce, Cairo, 2018.
76. Keynote Speech, *The Future of Interactive Marketing: Machine Learning, AI, VR, AR & IoT*, Interactive Marketing Research Conference, Amsterdam, 2018.
77. *Delegation and Consignment in Marketing Channels* (with Jeff Cai), Indian School of Business, 2018.
78. *The Real Impact of Artificial Intelligence in Marketing*, Professors Institute, Dallas, 2018.
79. *The Effect of Mobile Service Failure on Shopping Outcomes* (with Unnati Narang and Sridhar Narayanan), University of California, Davis, 2017.
80. *Mobile- and AI-led Future of Retailing*, Keynote Talk at the Latin American Retail Conference, Sao Paulo, 2017.
81. *Identifying and Estimating Satiation: A Structural Hidden Markov Modeling Approach* (with Shane Wang), FGV, Rio de Janeiro, 2017.

82. *The Effects of Service Failure on App Usage and Shopping Outcomes* (with Unnati Narang and Sridhar Narayanan), invited special session, Marketing Science Conference, Los Angeles, 2017.
83. *Mobile App Stickiness: The Effect of App Drop on Shopper Behavior* (with Unnati Narang), University of Washington, Seattle, 2017.
84. *Dynamic Segmentation by Multiple Item Purchases Using Machine Learning: Leveraging Transactional and Attitudinal Data* (with Milad Darani), University of Utah, Salt Lake City, 2017.
85. *Mobile App Stickiness: The Effect of App Drop on Shopper Behavior* (with Unnati Narang), Theory and Practice of Marketing Conference, Charlottesville, 2017.
86. *The Effect of Shifting of New Product Development to Emerging Markets on Shareholder Value*, Texas Tech University, Lubbock, 2017.
87. *Dynamic Segmentation by Multiple Item Purchases Using Machine Learning: Leveraging Transactional and Attitudinal Data* (by and with Milad Darani), UTDFORMS conference, Dallas, 2017.
88. *Mobile App Stickiness: The Effect of App Drop on Shopper Behavior* (with Unnati Narang), Indian School of Business, 2017.
89. *Determinants of International Market Joint Venture Dissolutions in Emerging Markets* (by Kiran Pedada, with Kiran Pedada and Mayukh Dass), Indian School of Business, 2017.
90. *Leveraging Omnichannel Shopping through Mobile*, Disruption in Retail Conference, Wharton School, New York, 2016.
91. *Big Data Applications in Marketing*, Advances in Big Data Modeling, Computation, and Analytics, College Station, 2016.
92. *Mobile Apps and Shopping Behavior* (with Unnati Narang), Theory and Practice of Marketing Conference, Houston, 2016.
93. *Asymmetric Cross-channel Effects: An Empirical Analysis* (with Tarun Kushwaha), IDC, Herzliya, Israel, 2016.
94. *Marketing Expenditures over the Product Life Cycle: Asymmetries between Dominant and Weak Brands*, University of Miami, Miami, 2016.
95. *Mobile Apps and Shopping Behavior* (with Unnati Narang), Professors' Institute, Marketing EDGE, Dallas, 2016.
96. *Big Data and Analytics in Omnichannel Marketing*, Keynote speech, University of Michigan, Ann Arbor, 2015.

97. *Asymmetric Advertising and Cross-channel Effects: An Empirical Analysis* (with Tarun Kushwaha), Theory and Practice of Marketing (TPM) Conference, Atlanta, 2015.
98. *Applying Design Theory for Improving Online Trust and Customer Satisfaction: Adaptive Field Experiments* (with Yakov Bart and Glen Urban), Theory and Practice of Marketing (TPM) Conference, Atlanta, 2015.
99. *Effective Targeting by Sales Force and Resource Allocation Strategy Using Social Contagion Theory* (with Jiaoyang Li), Theory and Practice of Marketing (TPM) Conference, Atlanta, 2015.
100. *Panelist, Innovations in Retailing*, PricewaterhouseCoopers Seminar, Dallas, 2015.
101. *Channel Blurring Consumers*, Tenth Annual Industry Coupon Conference, San Antonio, 2015.
102. *A Flexible Approach to Measuring, Modeling Third Party Salesforce* (with Sudhir Voleti), Theory and Practice of Marketing (TPM) Conference, Evanston, 2014.
103. *Managing Profitability Based on Multichannel and Cross-channel Behavior*, MSI Conference on Multichannel and Multiscreen World, Dallas, 2014.
104. *Discussant, How Multistore Shoppers Buy*, University of Texas at Dallas, 2014.
105. *Sales Targeting Strategy Incorporating Social Contagion*, Bristol Myers Squibb, 2014.
106. *Reshaping Strategy under Uncertainty*, Guruspeak, Mumbai, 2014.
107. *Strategy under Uncertainty*, Guruspeak, Kolkata, 2014.
108. *The Impact of Offshoring New Product Development on Shareholder Value* (with Nicole Hanson), Indian Institute of Technology, Kharagpur, 2014.
109. *Retail Customer Acquisition Strategy*, Galaxy Institute of Management, Chennai, 2014.
110. *Retail Detailed*, Guruspeak, Chennai, 2014.
111. *Reimagining Change*, Guruspeak, Delhi, 2014.
112. *Multichannel Optimization* (with Tarun Kushwaha), Universidad de Chile, Santiago, 2014.
113. *Multichannel Marketing Insights* (with Tarun Kushwaha), Center for Retailing, Universidad de Chile, Santiago, 2014.
114. *The Impact of Offshoring New Product Development to Emerging Markets on Shareholder Value* (with Nicole Hanson), China India Insights Conference, New York, 2013.
115. *The Impact of Offshoring New Product Development to Emerging Markets on Shareholder Value* (with Nicole Hanson), Marketing Science Conference Special Session, Istanbul, 2013.

116. *Managing a Research Career*, University of Michigan, Ann Arbor, 2013.
117. *Managing Hybrid Bundles by Measuring Willingness-to-Pay* (with Jeff Meyer and Len Berry), University of Missouri, Columbia, 2013.
118. *The Impact of Offshoring New Product Development to Emerging Markets on Shareholder Value* (with Nicole Hanson), University of Texas, Arlington, 2013.
119. *Discussant, Drip Pricing when Consumers have Limited Foresight: Evidence from Driving School Fees*, University of Texas at Dallas, 2013.
120. *Effective Teaching*, University of Washington, Seattle, 2012.
121. *How Extendable are Brands? BRANDEX: A New Approach to Measuring and Managing Brand Extensions*, AMA Winter Educators' Conference, Las Vegas, 2013.
122. *A New Flexible Approach to Measure, Model, and Improve Sales Agency Productivity* (with Sudhir Voleti), Thought Leadership on the Sales Profession, Harvard Business School, Boston, 2012.
123. *A Flexible Nonparametric Approach to Measure, Model, and Improve Sales Agency Productivity* (with Sudhir Voleti), *Laurent Picard Distinguished Lecture*, McGill University, Montreal, 2012.
124. *The Dynamic Impact of Product-Harm Crises on Brand Equity and Advertising Effectiveness: An Empirical Analysis of the Automobile Industry* (with Yan Liu), University of Texas at Dallas, 2012.
125. *The Dynamic Impact of Product-Harm Crises on Brand Equity and Advertising Effectiveness: An Empirical Analysis of the Automobile Industry* (with Yan Liu), Indian School of Business, Hyderabad, 2012.
126. *The Effects of Advertising Capital and R&D Capital on Growth in Sales, Profit and Market Value* (with Gautham Gopal Vadakkepatt and Rajan Varadarajan), Special Session on Innovation, AMA Winter Educators' Conference, Austin, 2011.
127. *Research Career*, Texas Christian University, Fort Worth, 2010.
128. *New Product International Launch Window and Performance* (with Reo Song), Indian School of Business, Hyderabad, 2010.
129. *Perspectives on Shopper Marketing*, MSI Conference, New York University, New York, 2010.
130. *Marketing Expenditures over the Product Life Cycle: Asymmetries between Dominant and Weak Brands*, University of Iowa, Iowa City, 2010.
131. *Marketing Mix Allocation*, MSI Conference on Effective Marketing Spending, University of California, Los Angeles, 2010.

132. *Customer-Channel Segmentation Strategy* (with Tarun Kushwaha), MSI-ISMS Practice Conference, Boston, 2010.
133. *Emerging Research and Emerging Markets, Keynote Speaker*, Great Lakes- NASMEI Conference, Chennai, 2009.
134. *Cross-Channel and Advertising Effects in the Hierarchy of Consumer Decision Making* (with Tarun Kushwaha), Indian School of Business, Hyderabad, 2009.
135. *Retailer Pricing and Promotion and Contest Decisions*, AMA Summer Educators' Conference, Chicago, 2009.
136. *Determinants and Outcomes of B2B Service Innovations: How are they Different from those of B2C Service Innovations?* (with Thomas Dotzel and Len Berry), PDMA Conference, Anaheim, 2009.
137. *Cross-Channel and Advertising Effects in the Hierarchy of Consumer Decision Making* (with and presented by Tarun Kushwaha), Joint Statistical Meetings, Washington, D.C., 2009.
138. *Customer-Channel Strategy*, AMA Sheth Doctoral Consortium, Georgia State University, Atlanta, 2009.
139. *Optimal Allocation of Marketing Efforts by Customer-Channel Segment* (with Tarun Kushwaha and Jianhua Huang), Indian School of Business, Hyderabad, 2009.
140. *Advertising and Sales Force Expenditures over the Product Life Cycle, HighTower Speaker Series Presentation*, Emory University, Atlanta, 2009.
141. *Measuring and Managing Innovation* (with George Day and David Reibstein), University of Utah Innovation Summit, Park City, 2009.
142. *Empirical Generalization of the Effectiveness of Services Advertising*, Wharton School, Philadelphia, 2008.
143. *Marketing Metrics and ROI*, MSI Immersion Conference, Boston, 2008.
144. *Do Business Model Changes Improve Shareholder Value?* (with Alina Sorescu), MSI Metrics Conference, Dallas, 2008.
145. *Collaborating with Practitioners*, AMA Summer Educators' Conference, San Diego, 2008.
146. *Mobile Marketing: Marketing's Next Frontier?* AMA Summer Educators' Conference, San Diego, 2008.
147. *Creating and Managing Hybrid Innovations*, Institute for Study of Business Markets (ISBM) Business to Business (B2B) Consortium, Pittsburgh, 2008.

148. *Strategic Allocation of Marketing Resources: Methods and Insights*, AMA Knowledge Coalition's Evidence Based Marketing Conference, Atlanta, 2008.
149. *Hierarchy of Effects of Advertising*, AMA-Sheth Doctoral Consortium, Columbia, 2008.
150. *Mobile Marketing: Interactive and Direct Marketers' Next Frontier?* Direct Marketing Association's Luncheon Speaker, Houston, 2008.
151. *Are Marketing Strategies over the Product Life Cycle Different for Dominant and Weak Brands?* Cheung Kong Graduate School of Business, Beijing, China, 2008.
152. *Do Business Model Changes Improve Shareholder Value?* (with Alina Sorescu), Indian School of Business, Hyderabad, India, 2008.
153. *Service and Hybrid Innovations*, Deloitte Research, Hyderabad, India, 2008.
154. *Cross-Channel and Advertising Effects on the Hierarchy of Consumer Decision Making* (with Tarun Kushwaha), University of Texas, Dallas, 2008.
155. Moderator, *Online Marketing*, MSI Conference, Palm Springs, 2008.
156. *Multichannel Marketing that Matters* (Keynote Speech), IADIS (International Association for Development of the Information Society) E-Commerce Conference, Portugal, 2007.
157. *Are Marketing Strategies over the Product Life Cycle Different for Dominant and Fringe Brands?* Ohio State University, Columbus, 2007.
158. *Do Business Model Changes Improve Shareholder Value?* (with Alina Sorescu), University of Southern California, Los Angeles, 2007.
159. *Cross-Channel and Advertising Effects in the Hierarchy of Decision Making* (with Tarun Kushwaha), Direct/Interactive Marketing Research Summit, Chicago, 2007.
160. *Drivers of Online Price Dispersion during Boom, Shakeout, Restructuring and Mature Periods of E-Commerce* (with Xing Pan, Brian Ratchford), Economics Department, Texas A&M University, College Station, 2007.
161. *India and China: Future Economic Superpowers*, Nanyang Technological University, Singapore, 2007.
162. *What E-Tailers Must Know about Their Shoppers* (Lead Academic Talk), Internet Retailer Conference and Exhibition, San Jose, 2007.
163. *Innovation and Shareholder Value*, ISMS Doctoral Consortium, Singapore, 2007.

164. *Cross-Channel and Advertising Effects on the Hierarchy of Consumer Decision Making* (with Tarun Kushwaha), AMA Sheth Doctoral Consortium, Tempe, 2007.
165. *Online Two-Way Marketing*, UCR Sloan Center for Internet Retailing, Riverside, 2007.
166. *Creating and Managing Hybrid Innovations* (with Len Berry and Thomas Dotzel), Berkeley-Tekes Service Innovation Conference, University of California, Berkeley, 2007.
167. *Market Creating Hybrid Innovations* (with Len Berry, Janet Parish, Susan Cadwallader and Thomas Dotzel), Berkeley-Tekes Service Innovation Conference, University of California, Berkeley, 2007.
168. *Multichannel Marketing* (Lead Academic Talk), Fedex Thought Leadership Conference, Dallas, 2007.
169. *Emerging Trends in Multichannel Marketing* (Lead Academic Talk), Sponsors Forum, Center for Retailing Studies, Texas A&M University, College Station, 2007.
170. *Statistical Models in Marketing: An Application to Multichannel Marketing*, Department of Statistics, Texas A&M University, College Station, 2007.
171. *A Meta Analysis of Price and Deal Elasticities* (with Xing Pan), University of Texas at Dallas, 2007.
172. *BRAN*EQT: A Model and Simulator for Managing Multicategory Brand Equity* (with Pablo Azar and Matthew Fuller), Harvard Business School, Boston, 2007.
173. *BRAN*EQT: A Model and Simulator for Estimating, Tracking, and Managing Multicategory Brand Equity* (with Pablo Azar and Matthew Fuller), MSI Trustees Meeting, San Francisco, 2006
174. Panelist, Meet the Editors, Direct Marketing Educational Foundation Conference, San Francisco, 2006.
175. *Emerging Trends in Retail Pricing*, Summer AMA Conference Special Session, Chicago, 2006.
176. Panelist, Meet the Editors, *Marketing Science Conference*, Pittsburgh, 2006.
177. *Global Marketing Segmentation*, SDA Bocconi, Milan; University of Bologna, Bologna; LUISS, Rome, 2006.
178. *A Model for Estimating Multicategory Brand Equity* (with Pablo Azar and Matthew Fuller), SDA Bocconi, Milan; University of Bologna, Bologna; LUISS, Rome, 2006.
179. *A Model for Estimating Multicategory Brand Equity* (with Pablo Azar and Matthew

- Fuller), University of California, Davis, 2006.
180. *Delegation and Replenishment in Distribution Channels* (with Yan Dong and Martin Dresner), Wharton Conference on Channels, Philadelphia, 2006.
 181. *BRAN*EQT: A Model for Estimating, Tracking, and Managing Brand Equity for Multicategory Brands* (with Pablo Azar and Matthew Fuller), University of Houston, 2006.
 182. Panelist, Thought Leadership Conference on *Managing Customers for Profits*, University of Connecticut, Storrs, 2005.
 183. *Improving Singapore's Global Competitiveness*, to Deputy Prime Minister, Singapore, 2005.
 184. *Global Segmentation: A Cross-National Empirical Analysis*, Nanyang Technological University, Singapore, 2005.
 185. *A Model for Estimating Brand Equity for Multicategory Brands* (with Pablo Azar and Matthew Fuller), Singapore Management University, Singapore, 2005.
 186. *Do Product Preannouncements Increase Shareholder Value?* (with Alina Sorescu and Tarun Kushwaha), University of Connecticut, Storrs, 2005.
 187. *Navigating the Review Process*, Meet the Editors Special Session, AMA Doctoral Consortium, Storrs, 2005.
 188. *Managing the Review Process, Meet the Editors Special Session*, AMS Annual Conference, Tampa, 2005.
 189. *Panelist, Doctoral Consortium*, University of Houston, Houston, 2005.
 190. *Are Marketing Strategies over the Product Life Cycle Different for Dominant and Fringe Firms? An Empirical Analysis*, Vrije Universiteit, Amsterdam, 2005.
 191. *An Empirically Derived Taxonomy of Retailer Pricing Strategies* (with Ruth Bolton), *Journal of Retailing* Award Presentation, San Antonio, 2005.
 192. Panelist, *Marketing Strategy Special Session*, AMA Winter Educators' Conference, San Antonio, 2005.
 193. *Navigating the Review Process*, Meet the Editors Special Session, AMA Winter Educators' Conference, San Antonio, 2005.
 194. *When do Firms Proactively and Reactively Use Product Line Length as a Competitive Weapon? An Empirical Analysis*, University of Texas at Dallas, 2005.

195. *Do Product Preannouncements and Announcements Increase Shareholder Value?* (with Alina Sorescu and Tarun Kushwaha), Tulane University, 2004.
196. *Are Multichannel Shoppers More Attractive to the Firm?* (with Tarun Kushwaha), eBusiness Research Center Member Companies, Penn State University, Webinar, 2004.
197. *Emerging Research Opportunities in Interactive Marketing*, Direct and Interactive Marketing SIG, AMA Summer Educators' Conference, Boston, 2004.
198. *Top 10 Items for the Publishing Journey*, AMA Doctoral Consortium, College Station, 2004.
199. *CHAN4CAST: A Multichannel Multiregion Forecasting Model for Consumer Packaged Goods at PepsiCo* (with Suresh Divakar and Brian Ratchford), AMA Doctoral Consortium, College Station, 2004.
200. *International Market Entry Strategy: A Source of Late Mover Advantage?* (with Marc Fischer and Michel Clement), Indiana University, Bloomington, 2004.
201. *Emerging Research Opportunities in Interactive Marketing*, eCommerce Symposium, Bentley College, MA, 2004.
202. *The Impact of International Market Entry Strategy on Order of Entry and Marketing Mix Effects* (with Marc Fischer and Michel Clement), George Washington University, Washington, D.C., 2004.
203. *Retailer Pricing Strategies: What, Why and How?*, U.S. Department of Agriculture, Washington, D.C., 2004.
204. *Multimarketing Instrument Competition*, University of Connecticut, Storrs, 2004.
205. *Multimarket Competition and Collaboration* (with Shweta Oza), SDA University of Bocconi, Milan, Italy, 2003.
206. *Multi Marketing Instrument Competition*, Rice University, Houston, 2003.
207. *Determinants and the Role of Trust on the Internet: A Large Scale Exploratory Empirical Study* (with Yakov Bart, Glen Urban and Fareena Sultan), Texas A&M University, College Station, 2003.
208. *Determinants and the Role of Trust on the Internet: A Large Scale Exploratory Empirical Study* (with Yakov Bart, Glen Urban and Fareena Sultan), American University, Washington, D.C., 2003.
209. *Anticipation and Reaction Elasticities*, Nanyang Technological University, Singapore, 2003.

210. *Multi Marketing Instrument Competition*, INSEAD, Singapore, 2003.
211. *The Roles of the Product Life Cycle and Market Dominance in Marketing Expenditures of Products*, University of Washington, Seattle, 2003.
212. *Do Drivers of Online Price Dispersion Change as Online Markets Grow over Time?* (with Xing Pan and Brian Ratchford), American Economic Association Conference, Washington, D.C. 2003.
194. *M-business: Where is it Headed?*, Keynote Speaker, Annual European Digital Economy Conference, Oulu, Finland, 2002.
195. *Price Competition between Pure Play vs. Bricks-and-Clicks e-Tailers: Analytical Model and Empirical Analysis* (with Xing Pan and Brian Ratchford), Cornell Pricing Conference, Ithaca, 2002.
196. *Price Levels and Price Dispersion on the Internet: A Comparison of Pure Play Internet, Bricks-and-Mortar, and Bricks-and-Clicks Retailers* (with Fabio Ancarani), Fordham Pricing Conference, New York, 2002.
197. *When Demand Meets Supply in the Value Chain*, Keynote Speaker, Supply Chain Symposium, Mexico City, 2002.
198. *Customer Based e-Biz Benefits and Metrics* (with Arvind Rangaswamy), eBRC Conference on Realizing Measurable Benefits from e-Investments, New York, 2002.
199. *The Business of Bioinformatics*, AACSB Meeting, Chicago, 2002.
200. *Competition in Multiple Marketing Instruments: Reaction and Anticipation Elasticities*, University of Rotterdam, Rotterdam, Netherlands, 2002.
201. *A Meta Analysis of Price Elasticities* (with Xing Pan), Tilburg University, Tilburg, Netherlands, 2002.
202. *Why are Prices of the Same Item not the Same at Me.com and You.com?* (with Xing Pan and Brian Ratchford), Catholic University, Leuven, Belgium, 2002.
203. *Online Supply Chain Collaboration: A Two-Way Street Model* (with Yan Dong and Kefung Xu), SAP Business Innovation Congress, Tampa Bay, 2002.
204. *Customer Responsive Capabilities of Netcentric Firms* (with V. Sambamurthy), SAP Business Innovation Congress, Tampa Bay, 2002.
205. *CRM and Personalization: Current Trends and Emerging Issues*, Jammalal Bajaj Institute

- of Management Studies, Mumbai, India, 2002.
206. *m-Business: Disruptive Technology or Untethered Extension of Business as Usual?* (with Tony O’Driscoll and Dave Reibstein), Academy of Management Excellence, Chennai, India, 2002.
207. *e-Business Transformation*, ESSEC Business Meet, Paris, 2001.
208. *Marketing in the Digital Economy*, Philips Executives Meet, Paris, 2001.
209. *Can Online Price Dispersion be Explained by Heterogeneity in e-tailer Services?* (with Xing Pan and Brian Ratchford), MSI Conference on e-Commerce, Boca Raton, 2001.
210. *Business School and Bioinformatics*, 51st Mid Atlantic Association Conference of Colleges of Business Administration, Pittsburgh, 2001.
211. *Asymmetries in MultiMarketing Instrument Competition*, Sloan School of Management, MIT, Cambridge, 2001.
212. *Drivers of e-Tailer Price Dispersion* (with Xing Pan and Brian Ratchford), Center for [eBusiness@MIT](#), MIT, Cambridge, 2001.
213. *Multiple Touch Point Marketing* (with Arvind Rangaswamy), AMA Faculty Consortium on e-Commerce, College Station, 2001.
214. *Mobile e-Business: Growing Pains vs. Gains*, IBM Academic Conference, Armonk, 2001.
215. *e-CRM: Emerging Trends and Future Issues*, ESSEC e-Business Symposium, Paris, 2001.
216. *Customer Price Sensitivity, Satisfaction and Loyalty in Online Markets* (with Amy Smith and Arvind Rangaswamy), SDA Bocconi, Milan, 2001.
217. *Marketing Mix Strategies over the Product Life Cycle*, Conference on Strategic Issues in the Pharmaceutical Industry, Evanston, 2001.
218. *Analyzing Purchases among Multiple Categories*, Choice Symposium, Monterrey, 2001.
219. *Asymmetries in Multiple Marketing Mix Competition*, Marketing Science Institute and Marketing Science Special Interest Conference on Competitive Responsiveness, Boston, 2001.
220. *A Brave New World: Covering e-Business*, National Media Symposium, College Park, 2001.
221. *Meta Analysis of Price and Deal Elasticities* (with Xing Pan), University of California, Irvine, 2001.

222. *The Impact of International Market Entry on Global Competitive Advantage*, Indian Institute of Management, Bangalore, 2001.
223. *Meta Analysis of Price and Deal Elasticities* (with Xing Pan), Singapore Management University, Singapore, 2001.
224. *Customer Relationship Management (CRM)*, Dragoco Senior Executives Meet, Chennai, 2001.
225. *Drivers of Price Dispersion on the Internet* (with Xing Pan and Brian Ratchford), Temple University, Philadelphia, 2000.
226. *Competition and Network Externalities* (with Barry Bayus), Katz School of Business, University of Pittsburgh, Pittsburgh 2000.
227. *Advertising, Sales Force and Marketing Mix Allocation Strategies over the PLC: Asymmetries Between Dominant and Fringe Brands*, Bauer College of Business, University of Houston, Houston, 2000.
228. *Proactive Marketing Strategies for Services*, Katz Consulting Group, St. Michaels, 2000.
229. *Competitive Marketing Strategy in the Networked Economy*, Doctoral Consortium, American Marketing Association, London, Canada, 2000.
230. *The Growing Revolution in B2B e-Marketplaces*, IBM e-Business Research Conference, Armonk, 2000.
231. *e-Business Re-volution in the Auto Industry*, Canadian Pacific Railway Senior Executive Meet, Windsor, 2000.
232. *e-Business Valuation*, e-Business Research Conference, Washington, D.C., 2000.
233. *Online Customer Satisfaction and Loyalty* (with Amy Smith and Arvind Rangaswamy), Marriott International Senior Management Summit, Bethesda, 2000.
234. *Customer Satisfaction and Loyalty on the Internet* (with Amy Smith and Arvind Rangaswamy), Nanyang Technology University, Singapore, 2000.
235. *Network Effects and Competition* (with Barry Bayus), Hong Kong University of Science and Technology, Hong Kong, 2000.
236. *B2B e-Marketplaces or Hubs*, Warehouse of the Future: Innovative Technologies in Supply Chain Management Conference, Atlanta, 2000.
237. *Customer Satisfaction and Loyalty on the Internet: An Empirical Analysis of Online and*

- Offline Customers* (with Amy Smith and Arvind Rangaswamy), University of Texas at Austin, 2000.
238. *To Be or B2B, that's the Question*, Web Consortium, Institute for Study of Business Markets (ISBM), Philadelphia, 2000.
239. *The Online Medium and Customer Price Sensitivity* (with Amy Smith and Arvind Rangaswamy), Pennsylvania State University, University Park, 1999.
240. *Customer Value E-Bundles*, IBM's Strategic Group Conference, Los Angeles, 1999.
241. *Strategic E-Business Thinking: Evolution or Revolution?* IBM's First Academic E-Business Conference, Armonk, 1999.
242. *Market Entry and New Product Strategies* at the American Marketing Association's Doctoral Consortium, University of Southern California, Los Angeles, 1999.
243. *Matching Attitudinal Data and Scanner Data to Explain Consumer Purchases of Multiple Items* (with Dick Durand, P.K. Kannan, and Gabriel Biehal), *AMA Summer Educators' Conference*, Marketing Research SIG special session, San Francisco, 1999.
244. *Marketing Mix Modeling*, *SmithKline Beecham Senior Executive Meets*, Philadelphia, 1999.
245. *Late Mover Advantage: How Innovative Late Entrants Outsell Pioneers* (with Greg Carpenter and Lakshman Krishnamurthi) at the *Advanced Research Techniques (ART)* forum of AMA, Santa Fe, 1999.
246. *Competing on Value, Not Price, on the Internet* at the *National Account Management Association (NAMA)* Leadership Conference, Chicago, 1998.
247. *Consideration Sets Reconsidered: The Role of Cross-Category Effects, Innovative Entries, Price Bundling, Network Effects, and Online Choice Environment*, at HEC, Paris, 1998.
248. *How Does Internet Marketing Affect Price Sensitivity toward Marriott? A Research Study*, (with Arvind Rangaswamy and Mike Pusateri) at Marriott International, Bethesda, 1998.
249. *Emerging Marketing Issues in Electronic Commerce: Some Key Research Avenues* at the IBM T.J. Watson Research Center, Hawthorne, NY, 1998.
250. *Determinants of New Product Introduction and Incumbent Response Strategies*, University of North Carolina, Chapel Hill, 1998.
251. *Business Models in e-Commerce: A Marketing Perspective*, at Advanced Technology Program (ATP) conference on Electronic Commerce, National Institute of Standards and Technology (NIST), Gaithersburg, 1998.

252. *Determinants of New Product Introduction and Incumbent Response Strategies*, Penn State University, University Park, 1998.
253. *Network Effects and Competition: An Empirical Analysis of the Video Games Industry* (with Barry Bayus), Cornell University, Ithaca, 1998.
254. *Asian Economic Crisis: Opportunities and Challenges*, Federation of Indian Exporters Organization Seminar, Bangalore and Chennai, India, 1997.
255. *The Changing Face of Global Marketing*, Madras Management Association Seminar, Chennai, India, 1997.
256. *Cross-channel Analysis of Consumer Behavior* (with Jeff Inman) at Frito-Lay, Inc., Dallas, 1998.
257. *A Retailer Decision Model for Decisions on Regular Price, Deal Depth, and Deal Frequency: Analysis of National and Store Brands* (with Lakshman Krishnamurthi) at Frito-Lay, Inc., Dallas, 1997.
258. *Cross-Channel Variation in Consumer Shopping Behavior* (with Jeff Inman) before the Board of Trustees and member companies at the *Marketing Science Institute* conference, Chicago, 1997.
259. *International Joint Ventures*, at Maryland State Department of Business and Economic Development, Baltimore, 1997.

OTHER PRESENTATIONS

Over 200 presentations.

TEACHING EXPERIENCE

Strategic Digital Marketing, Texas A&M University (undergraduate), 2018-present.
Marketing Management, Texas A&M University (MBA), 2009-2011.
Marketing Strategy, Texas A&M University (EMBA), 2004-present.
Customer Value Management, Texas A&M University (EMBA), 2006-present.
International Marketing, Texas A&M University (EMBA), 2005-present.
Research for Marketing Decisions (Master's), Texas A&M University, 2004-2008, 2011-2017.
Seminar in Marketing Models (Ph.D.), Texas A&M University, 2004-present.
Marketing Research (undergraduate), Texas A&M University, 2014-2017.
Digital/e-Business Strategy (MBA), University of Maryland, 2001-2004.
Marketing Management (MBA), University of Maryland, 1994-2003.
International Marketing (MBA), University of Maryland, 1996-2002.
MBA Consulting Projects (MBA), University of Maryland, 1996-2001.
Seminar in Competitive Marketing Strategy (Ph.D.), University of Maryland, 1995-1999.

Marketing Research Methods (MBA), Northwestern University, 1993-1994.
Management of New Products, Marketing Channels, Marketing for Nonprofit Organizations
(Undergraduate-Continuing Education), Northwestern University, 1991-1994.
Consultant, *Teaching Assistants' Consulting Group*, Northwestern University, 1991-1994.

EXECUTIVE DEVELOPMENT EXPERIENCE

1. *Leading through Strategic Data Analytics*, Humana Executive Development Program, 2018.
2. *Leveraging Social Media*, Executive Development Program, 2010.
3. *Marketing Leadership*, Halliburton Executive Development Program, Texas A&M University, 2009-present.
4. *Marketing Strategy*, Kuwait Oil Company Executive Development Program, Texas A&M University, 2015.
5. *Marketing Strategy*, Halliburton Executive Development Program, Texas A&M University, 2005-present.
6. *Marketing Strategy*, KBR Executive Development Program, Texas A&M University, 2007-2008.
7. *Global Strategy*, Volvo Executive Development Program, 2003.
8. *Marketing Management*, CEIBS, Shanghai, China, 2001.
9. *Global Marketing Strategies*, Northrop Grumman Executive Development Program, University of Maryland, 2001, 2002.
10. *Global Marketing Strategies*, ARINC Executive Development Program, University of Maryland, 2000, 2001.
11. *Digital Business Strategy*, Philips Executive Development Program, 2000.
12. *Marketing in the New Economy*, Bureau of National Affairs Executive Development Program, 2001.
13. *International Marketing Strategies*, Northrop Grumman Executive Development Program, University of Maryland, 1997-1999.
14. *Electronic Commerce and Internet Marketing*, Marriott Executive Development Program, University of Maryland, 1997-1998.
15. *Pricing Strategies: A Marketing Perspective*, Concert-British Telecom Executive Development Program, 1997.

16. *Marketing in the International Economy*, Marriott Executive Development Program, University of Maryland, 1996-1997.

INTERNATIONAL ACADEMIC EXPERIENCE

Visiting Professor, National University of Singapore, 2018.
Visiting Professor, Singapore Management University, Singapore, 2005, 2007.
Visiting Professor, SDA Bocconi, Milan, 2003, 2006.
Visiting Professor, Bologna University, Bologna, 2006.
Visiting Professor, LUISS, Rome, 2006.
Visiting Professor, Indian School of Business, Hyderabad, 2006, 2008-2020.
Visiting Professor, INSEAD, Singapore, 2003.
Visiting Professor, Nanyang Technological University, Singapore, 2003.
Visiting Professor, CEIBS, Shanghai, 2001.

GRADUATE STUDENT SUPERVISION

Chair, Doctoral Dissertation Committee:

1. Tarun Kushwaha

Tenured Professor of Marketing, George Mason University, 2020-present.
Tenured Associate Professor, Assistant Professor, University of North Carolina, Chapel Hill, 2007-2020.
Winner of \$5,000 research grant from the Direct Marketing Educational Foundation.
Honorable Mention, Inaugural *Journal of Retailing*, Levy-Weitz Dissertation proposal competition
Finalist, eBRC, Penn State University's doctoral student dissertation competition.
Fellow, AMA-Sheth Doctoral Consortium, 2006.

2. Unnati Narang

Assistant Professor, University of Illinois, Urbana-Champaign, 2020-present.
Runner-up, EMAC Best Dissertation Award, 2021.
Winner, Shankar Spiegel Doctoral Dissertation Proposal, 2018.
Winner, AMA Doctoral SIG Mathew Joseph Award for Emerging Marketing Scholar Ph.D. student, 2019.
Winner, PDMA Award for Emerging Marketing Scholar Ph.D. student, 2019.
Fellow, Marketing Strategy Consortium, Indiana University, 2019.
Fellow, PDMA Consortium, University of Illinois at Urbana Champaign, 2019.

3. Hooman Mirahmad

Assistant Professor, John's Hopkins University, 2022-present.
Assistant Professor, Towson University, 2019-2022.
Finalist, ISBM Best Doctoral Dissertation Award, 2018.

4. Milad Darani

Assistant Professor, Kent State University, 2019-present.

Fellow, Doctoral Consortium, Houston, 2018.

5. Nicole Hanson

Assistant Professor, California State University, Los Angeles, 2015-present.

Fellow, AMA-Sheth Doctoral Consortium, 2013.

Winner, ISBM Best Doctoral Dissertation Award, 2014.

6. Taotao Ye

Doctoral Student, Texas A&M University, 2019-present.

Fellow, AMA-Sheth Consortium, 2023.

Fellow, ISMS Consortium, 2021.

7. Sanjana Surange

Doctoral Student, Texas A&M University, 2020-present.

Fellow, PDMA Consortium, 2022.

Fellow, ISMS Consortium, 2022.

8. Chi Zhang

Doctoral Student, Texas A&M University, 2020-present.

Fellow, ISMS Consortium, 2022.

Co-Chair, Doctoral Dissertation Committees:

9. Xing Pan

Assistant Professor of Marketing, University of California, Riverside, 2007.

Winner of SAP research award for outstanding doctoral research in e-Business, 2003.

Winner of Best dissertation proposal by Economics Club, Washington D.C., 2001.

Winner of award for outstanding doctoral student at the Smith School, University of Maryland, 2002.

Winner of Mary Kay Award for the Best Dissertation, from Academy of Marketing Science, 2004.

Fellow, AMA-Sheth Doctoral Consortium, 2002.

10. Kartik Kalaignanam

Tenured Professor, Associate Professor, Assistant Professor, University of South Carolina, Columbia, 2010-present.

Winner, Product Development Management Association (PDMA) Dissertation Competition Award, 2006.

Finalist, ISBM Best Doctoral Dissertation Award, 2006.

Fellow, AMA-Sheth Doctoral Consortium, 2005.

11. Bharadhwaj Sivakumaran

Dean, SEAMS, SRM University, Andhra Pradesh, India, 2022-present.

Chaired Professor, Great Lakes Institute of Management, Chennai, 2009-2022.

Assistant Professor, Indian Institute of Technology, Chennai, 2004-09.

Assistant Professor, Nanyang Technological University, Singapore, 2002-2004.

12. Thomas Dotzel

Assistant Professor, University of Nebraska, 2019-present.
Assistant Professor, McGill University, Montreal, 2009-2019.
Winner, Liam Glynn Award, Frontiers in Services Conference, 2006.
Finalist, ISBM Doctoral Dissertation Award, 2008.
Outstanding Doctoral Student Research Award, Mays Business School, 2007.
Association of Former Students' Outstanding Doctoral Student Teaching Award, Texas A&M University, 2009.
Phil Gramm Fellowship, Texas A&M University, 2009.
Fellow, AMA-Sheth Doctoral Consortium, 2007.
Fellow, University of Houston Doctoral Consortium, 2007, 2008.

13. Jeff Meyer

Tenured Associate Professor, Bowling Green University, 2010-present.
Winner, *Marketing Science Institute (MSI)* Alden Clayton Dissertation Award, 2009.
First Runner-Up, Fisher IMS and AMA SERVSIG Best Dissertation Proposal Award, 2009-10.
Finalist, ISBM Best Doctoral Dissertation Award, 2009.
Outstanding Doctoral Student Research Award, Mays Business School, 2009.
Fellow, AMA-Sheth Doctoral Consortium, 2008.
Fellow, University of Houston Doctoral Consortium, 2008, 2009.

14. Gautham Gopal Vadakkepatt

Tenured Associate Professor, George Mason University, 2021-present
Assistant Professor, George Mason University, 2014-2021.
Finalist, ISBM Best Doctoral Dissertation Award, 2009.
Outstanding Doctoral Student Research Award, Mays Business School, 2010.
Fellow, AMA-Sheth Doctoral Consortium, 2009.
Fellow, University of Houston Doctoral Consortium, 2009.
Doctoral Dissertation Research Award, Center for New Ventures and Entrepreneurship, Mays Business School, 2008.

15. Reo Song

Assistant and Associate Professor, California State University, Long Beach, 2015-present.
Fellow, Haring Symposium, Indiana University, 2010.
Fellow, Marketing Science Doctoral Consortium, 2008.

16. Wonjoo Yun

Assistant Professor, Oakland University, 2014-2017.
Fellow, AMA-Sheth Doctoral Consortium, 2012.
Fellow, Marketing Science Doctoral Consortium, 2012.
Fellow, University of Houston Doctoral Symposium, 2012.

17. Zhongjian Lin

Assistant Professor of Economics and Econometrics, Emory University, 2014-present.

Member, Doctoral Dissertation Committees:

1. Yan Dong

Associate Professor of Supply Chain and Logistics, University of South Carolina, 2013-present.

2. David Dorsett

Visiting Assistant Professor of Marketing, Florida Institute of Technology, Melbourne, 2000-01.

3. Ann Mirabito

Associate Professor of Marketing, Baylor University, Waco, 2007-present.

4. Paul Dwyer

Assistant Professor of Marketing, Willamette University, Willamette, 2008-present.

5. Xiaoyuan Wang

Assistant Professor, University of Electronic Science and Technology of China, Chengdu, China, 2014-present.

6. Joon Ho Lim

Assistant Professor of Marketing, Illinois State University, Normal, 2016-present.

7. Guanglu Zhang

Post-Doctoral Fellow, Carnegie Mellon University, 2019-present.

8. Ephraim Karsagi

Transfer Pricing Senior Associate, KPMG, 2019-present.

9. Zeiling Bei

Assistant Professor, University of Missouri, Columbia, 2018-present.

10. Kiran Pedada

Assistant Professor, Indian School of Business, 2018-present.

Winner, Mary Kay Doctoral Dissertation Competition, 2019.

Advisor, Doctoral Research: Chi Zhang, Sanjana Surange, and Zijing Hu.

Co-Chair, Research Paper Committees: Xing Pan, Bharadhwaj Sivakumaran, and Ashwin Aravindakshan.

Chair, Master's Independent Studies: Lori Behrens, Vijay Kapoor, Sandrine Bakos, and Louis Cantaloupe.

Member, Master's Thesis Committee: Jeison George.

PROFESSIONAL SERVICE

1. Editor-Emeritus, *Journal of Interactive Marketing (JIM)*, 2010-present.

2. Co-Editor, *Journal of Interactive Marketing (JIM)*, 2002-2009.

Helped journal become the flagship journal for direct/interactive/Internet/digital/e-marketing.

Helped redirect flow of research in direct/interactive/Internet/digital/e-marketing.

Helped substantially improve the impact factor of *JIM* and elevate to the Top 6 marketing journals.

Brought out pioneering special issues on emerging topics such as online pricing, multichannel marketing, CRM and data mining.

- Helped improve managerial impact of the journal by publishing articles from thought leaders and leading practitioners.
3. Associate Editor, *Journal of Marketing Research*, 2014-2020.
 4. Area Editor, *Journal of Marketing*, 2015-2018.
 - Outstanding Area Editor, 2016.
 5. Associate Editor, *Management Science*, 2001-2007.
 6. Associate Editor, *International Journal of Research in Marketing*, 2018-present.
 - Outstanding Associate Editor, 2023.
 7. Editorial Review Board:
 - *Marketing Science* (2001-2022)
 - Best Guest Area Editor, 2004-2005.
 - Top 3 Most Productive Reviewers, 2002.
 - Guest Area Editor, 2004-2008.
 - *Journal of Marketing Research* (2009-2018)
 - *Journal of Marketing* (2002-2005, 2009-present)
 - Outstanding Reviewer, 2020-2021.

International Journal of Research in Marketing (2000-present)

 - *Journal of Retailing* (1998-present)
 - *Journal of Academy of Marketing Science* (1999-2012; 2015-present)
 - Best Reviewer, 2020-2021.
 - *Journal of Customer Needs and Solutions* (2013-present)
 - *Journal of Shopper Research* (2015-present)
 - *Journal of Advertising* (2022-present)
 8. Board Member, Responsible Research in Business Management Honor Roll, 2022-present.
 9. Co-Chair, Marketing Strategy Consortium, 2022.
 10. Member, Selection Committee, Bass FORMS Conference, 2022.
 11. Chair, Interactive Marketing Research Conference, 2019.
 12. Contributor, the Ph.D. project.
 13. Chair, Theory and Practice in Marketing Conference, 2016.
 14. Chair, Thought Leadership Conference on *Mobile Marketing and its Implications for Retailing*, 2015.
 15. Chair, Paul E. Green Award Committee, *Journal of Marketing Research*, 2015.
 16. Co-Chair, *MSI* Conference on Omnichannel Marketing, 2014.
 17. Member, AMA/Irwin/McGraw-Hill Distinguished Marketing Educator Award Committee, 2012-2013.
 18. Member, INFORMS Marketing Strategy Council, 2010-2013.
 19. Member, *Journal of Interactive Marketing*, Policy Board, 2011-present.
 20. Advisor, Program Committee, Marketing Dynamics Conference, 2011.
 21. Member, Program Committee, Great Lakes-NASMEI Marketing Conference, 2011.
 22. Co-Chair, First *MSI* Conference on *Marketing in Emerging Markets: The Indian Perspective*, ISB, 2010.
 23. Judge, *MSI* Research Competition on Modeling Multichannel Customer Behavior, 2010.
 24. Judge, *ISMS* Doctoral Dissertation Competition, 2010.
 25. Co-Chair, Thought Leadership Conference on Innovations in Retailing, 2010.
 26. Judge, *INFORMS-MSI* Practice Prize Competition, 2010.

27. President, *AMA Special Interest Group (SIG) on Marketing Strategy*, 2006-2008.
28. Co-Chair, Thought Leadership Conference on Marketing Perspectives in a Multichannel Multimedia Retailing Environment, 2009.
29. Co-Chair, *MSI Metrics Conference*, 2008.
30. Member, Program Committee, *ACR Pre-Conference Program on e-Commerce*, 2007.
31. Co-Chair, Research Program Committee, *Direct/Interactive Marketing Research Summit*, 2007.
32. Member, Board of Advisors, *Marketing Science Conference*, 2007.
33. Vice President (Membership), *INFORMS Society for Marketing Science*, 2004-2006.
34. Co-Organizer, *Workshop on CRM: Data Mining Meets Marketing*, New York University, 2005.
35. Co-Chair, *INFORMS Marketing Science Conference*, 2003.
36. Marketing Research Track Co-Chair, *AMA Winter Educators' Conference*, Austin, 2002.

Reviewer:

AMA Doctoral Dissertation competition, ISBM Doctoral Dissertation competition, MSI Doctoral Dissertation Competition, eBRC Doctoral Dissertation Competition, EMAC-McKinsey Doctoral Dissertation Competition, PDMA Dissertation Competition.

External Examiner, Doctoral Thesis: University of Toronto, Toronto, McMaster University, Hamilton.

External Examiner, Doctoral/Master's Thesis: Nanyang Technological University, Singapore.

External Examiner, University Grants Council, Hong Kong.

External Reviewer, Social Sciences and Humanities Research Council of Canada.

External Reviewer, European Science Foundation.

External Reviewer, Israel Science Foundation.

External Reviewer, National Science Foundation (NSF) Grants.

SERVICE AT TEXAS A&M UNIVERSITY

Member, University Search Committee for Director of Cyber Research Institute.

Creator and Host, *New Business and Retail Insights (NBRI)*, a videocast/webcast/podcast show featuring leading researchers in marketing.

Member, President's Excellence Fund Steering Committee, 2020-present.

Member, X Grants Evaluation Committee, 2019-present.

Member, TAMIDS Faculty Advisory Committee, 2019-present.

Member, TAMIDS Data Science Steering Committee, 2019-present.

Judge, TAMIDS Data Science Competition, 2019-present.

Reviewer, TAMIDS Course Development Grants, 2020-present.

Member, CRS Director Search Committee, 2019.

Member, University Committee on Information Technology Governance, 2017-present.

Member, University Data Science Committee, 2016-2019.

Member, Organizing Committee, *University Conference on Advances in Big Data Modeling, Computation, and Analytics*, 2016.

Director of Research, *Center for Retailing Studies*, 2012-2023.

Marketing Ph.D. Program Director, 2006-2012.

Member, Promotion and Tenure Committee, *Mays Business School*, 2004-2007, 2015-2018.

Member, Mays Strategic Planning Committee, 2015-2020.
Organizer, Mays Marketing Department Research Camp, 2006-present.
Member, CRS Director Search Committee, 2013-2014.
Member, Research Council, Mays Business School, 2005-2008, 2009-2012.
Member, International Business Policy Committee, 2009-2011.
Member, Ph.D. Graduate Instruction Committee, 2006-present.
Member, MBA Graduate Instruction Committee, 2009-2011.
Member, EMBA Graduate Instruction Committee, 2015-present.
Member, Global EMBA Task Force, 2008-2010.
Member, University Distinguished Graduate Student Award Committee, 2010-2011.
Member, Department Head Search Committee, 2005-2006, 2009-2010.
Member, Center for Retailing Studies Faculty Advisory Council, 2006-2008, 2012-present.
Mentor, Regents Scholar Program, 2006-2009.
Organizer, Mays Marketing Research Seminar Series, 2006-2007.
Mentor, Freshman Business Initiative, 2005-2006.
Member, Department Faculty Recruitment Committee, 2004-2012.
Member, Department Ph.D. Council, 2004-present.

SERVICE AT UNIVERSITY OF MARYLAND

Marketing Core Course Coordinator, 2003-2004.
Member, Strategy Council, Marketing Department, 2002-2003.
Member, Salary Review Committee, 2002.
Member, Marketing Department Recruiting Committee, 2002.
Chair, Global Task Force, 2001.
Faculty Advisor, BIO/Pharma Club, 2000-2001.
Co-Director, *QUEST* Program, 1998-2000.
Member, *IBM SUR* Grant Proposal Committee, 1998-99.
Faculty Advisor, MBA Marketing Club, 1996-2000.
Member, *DARPA* Net-centricity Project Task Force, 1999.
Member, Center for Knowledge Management and Information Technology Task Force, 1998-1999.
Member, *Krowe* Awards for Teaching Innovation Committee, 1998.
Member, Promotion and Tenure Process Guidelines Task Force, 1996-1997.
Member, Staff Awards Committee, 1997.

PROFESSIONAL AFFILIATIONS

Research Fellow and Board Member, Retail Analytics Council, 2016-present.
Advisory Board Member, B2B Leadership Board, 2011-present.
Member, INFORMS Marketing Committee, 2010-2014.
Advisory Board Member, Academic Liaison Committee, CMO Council, 2010-present.
Academic Trustee, *Marketing Science Institute*, 2007-2013.
Member, Board of Trustees, Direct Marketing Educational Foundation, 2006-2009.
Member, Board of Advisors, Marketing Science Conference, 2007.
Member, Board of Advisors, *NASMEI*, 2003-present.

Advisory Board Member, Kotler-Srinivasan Centre for Marketing Analytics, GLIM, 2010-present.

Advisory Board Member, *Ingenium Corporation*, 1998-2004.

Advisory Board Member, Technology Entrepreneurship Community Center (TECC), Washington, D.C., 2001-2004.

Advisory Board Member, *Hospitality Sales and Marketing Association International (HSMIAI) Research Foundation*, 1998-2001.

Senior Research Fellow, eBusiness Research Center, Penn State University, 2000-2010.

Fellow, *Academy of Marketing Science*, 2004-present.

Member, Marketing College, *Institute for Operations Research and Management Science (INFORMS)*, 1992-present.

Member, *American Economic Association*, 2002-2003.

Member, *American Marketing Association (AMA)*, 1992-present.

Member, The Indus Entrepreneurs (TiE) & Indian CEO Council, Washington, DC, 1999-present.

BUSINESS EXPERIENCE

Business Development Manager, *HSBC Corporation*, 1988-1990.

Product Executive, *Blow Plast Mattel Toys (India)*, 1987-1988.

MEDIA APPEARANCES

Made several appearances as an *International Marketing/Business Expert* for CNN.

Appeared as *International Economics/Business Expert* on C-SPAN, the TV channel for United States Congressional issues.

Appeared as an e-business expert for NBC, CBS, NPR.

Appeared as a marketing expert on Maryland Public Television.

Appeared as an e-business expert on Maryland Flagship Channel.

Appeared as a marketing expert on Voice of America.

Appeared as a marketing expert on CNN, CGTN, ABC, NBC, CBS, Texas.

Appeared as an expert in Sirius XM's Wharton Business Radio.

Made appearances as e-Business and Hi-Tech expert on podcasts/videocasts such as CPG guys, the Millennium Alliance, TPCI.

Over 200 quotes and cites in several publications and media, including the *New York Times*, *Washington Post*, *Bloomberg*, *Reuters*, *Wired*, *Baltimore Sun*, *MSN*, *Yahoo*, *CNet*, *Dallas Morning News*, *Telegraph*, *Orlando Sentinel*, *Sales and Marketing Management*, *CIO Insight*, *Houston Chronicle*, *San Antonio Express-News*, *Texas Tribune*, *Tampa Bay Times*, *Slate*, *Information World*, *CFO First Mover*, *Energy User News*, *The Eagle*, and *NextMarkets*.

EXPERT WITNESS EXPERIENCE

Cases involving advertising, affiliate marketing, digital marketing, digital streaming, search advertising, search engine optimization, pricing, trademark and trade dress infringement, infringement of Internet/digital technology patents, ecommerce, retailing, online marketing, targeting, personalization, Internet intellectual property infringement, customer service discrimination, digital divide, affinity/interactive marketing, wrongful termination of business

contract, market research methods, marketing communication, marketing strategy, product defect, and product recall.

SOME CONSULTING/EXECUTIVE TRAINING/SPEAKING ENGAGEMENTS

ARINC, Airtel, AkzoNobel, Alcatel Lucent, Allstate Insurance, Atos, Avendra, Axis Bank, Bank of Baroda, Bharat Petroleum, Boston Scientific, Bureau of National Affairs, Cap Gemini Ernst & Young, Colgate-Palmolive, Deloitte, Fedex, Frito-Lay, Giant Food, Glaxo SmithKline, Granherne, Halliburton, HEB, Hewlett Packard, Honeywell, HSBC, Humana, IBM, Infosys, Ingenium, Intel, International Paper, Lockheed Martin, Mahindra Group, Marriott International, Medtronic, Microsoft, Northrop Grumman, PepsiCo, Philips, PNC Bank, Sirius XM, Times Internet, United Nations Foundation, Vodafone, Volvo Group, Wegmans, and Zachry.

OTHER

U.S. Citizen.