

# Shrihari (Hari) Sridhar

(Curriculum Vitae Dec-25)

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## EMPLOYMENT

### **Mays Business School, Texas A&M University**

Senior Associate Dean, Mays Business School, Texas A&M University (2023-now)  
Joe B. Foster '56 Chair in Business Leadership and Professor of Marketing (2019-now)  
Research Director – Reynolds and Reynolds Sales Leadership Institute (2018-2023)  
Chancellor's EDGES Fellow, Texas A&M University (2021-now)  
Presidential Impact Fellow, Texas A&M University (2018-now)  
Center for Executive Development Professor, and Associate Professor of Marketing (2016-2018)

### **Smeal College of Business Administration, Pennsylvania State University**

Frank and Mary Jean Smeal Research Fellow, and Associate Professor of Marketing (2016)  
Associate Research Director – Institute for the Study of Business Markets (ISBM) (2014-2017)  
Associate Professor of Marketing (2015-2016)  
Assistant Professor of Marketing (2011-2016)

### **Eli Broad College of Business, Michigan State University**

Assistant Professor of Marketing (2009-2011)

## EDITORIAL POSITIONS

Editor-in-Chief, *Journal of Marketing* (2022-2025)  
Co-Editor, Special Issue, *Journal of the Academy of Marketing Science* (2019)

## SOCIETAL IMPACT STATEMENT

My research mission is to build original knowledge about the financial and socio-economic impact of marketing strategy. My teaching mission is to inspire students to become analytically savvy, customer-centric, responsible, and selfless leaders. My service mission is to have a positive and inspirational impact on all the stakeholders I serve (students, faculty, staff, administrators, executives, public).

## EDUCATION

Ph.D., Marketing, Trulaske College of Business, University of Missouri, Columbia (2009)  
M.S., Engineering Management, University of Missouri, Rolla (2004)  
B.E., Mechanical Engineering, R.V. College of Engineering, Bangalore (2002)

## HONORS AND AWARDS

### Research

American Marketing Association (AMA) Fellow (2026)  
Top 50 worldwide in productivity in the premier marketing journals (**every** year since 2012)  
Institute for the Study of Business Markets (ISBM) Research Fellow (2024)  
Distinguished Winner AMA-EBSCO-RRBM Award for Responsible Research in Marketing (2023)  
Finalist, Paul Green Award, **Journal of Marketing Research** (2022)  
Financial Times Responsible Business Education Award (2022)  
Finalist for AMA-EBSCO-RRBM Award for Responsible Research in Marketing (2022)  
ISMS Doctoral Consortium Invited Faculty (2022)  
AMA Sheth Foundation Doctoral Consortium Faculty Fellow (2010, 2012, 2018, 2020, 2021, 2022, 2023, 2024, 2025, 2026)  
Chancellor's EDGES Fellow, Texas A&M University (2021-now)  
Finalist, Marketing Science Institute/H. Paul Root Award, **Journal of Marketing** (2018, 2019, 2021)  
Marketing Science Institute Scholar (2020)  
Ricky Griffin Research Award, Mays Business School (2019)  
Presidential Impact Fellow, Texas A&M University (2018-now)  
Runner Up, Davidson Award, **Journal of Retailing** (2015)  
Rajan Varadarajan Award for Early Career Contributions to Marketing Strategy Research (2014)  
Best Paper Award, **Journal of Interactive Marketing** (2013)  
Marketing Science Institute Young Scholar (2013)  
Graduate Student Achievement Award, University of Missouri (2007)  
Juran Doctoral Research Award, University of Minnesota (2007)  
Graduate Student Achievement Award, University of Missouri (2005)

### Teaching

Dan H. Robertson Outstanding MBA Faculty Award (2022)  
MS Analytics Teaching Excellence Award (2019, 2020, 2022)  
Textbook Featured in Forbes Summer Reading List for Marketers (2018)  
40 Most Outstanding MBA Professors Under 40, Poets and Quants (2018)  
Best All-Round MBA Teacher, Smeal College of Business Administration (2016)  
Pennsylvania State University Finalist for Penn State George W. Atherton Teaching Award (2015)  
Pennsylvania State University Finalist for Penn State George W. Atherton Teaching Award (2014)  
Most Engaging MBA Teacher, Smeal College of Business Administration (2013)  
Outstanding Teaching Assistant in Marketing, University of Missouri (2007)

### Service

Board of Directors, American Marketing Association (2025-2028)  
Editor-in-Chief, Oxford Bibliographies in Marketing (2025-26)  
Editor-in-Chief, **Journal of Marketing** (2022-2025)  
Advisory Board, **Journal of Marketing** (2025 onwards)  
Advisory Board, **Management and Business Review** (2024 onwards)  
American Marketing Association Academic Council (2021-2024)  
PhD Co-supervisor, AMA Howard Sheth Dissertation Awardee (2021)  
Outstanding Area Editor, **International Journal for Research in Marketing** (2021)  
Outstanding Area Editor, **Journal of the Academy of Marketing Science** (2019)  
Outstanding Reviewer, for **Journal of Marketing** (2017).

Outstanding Area Editor, *Journal of the Academy of Marketing Science* (2017)

**LEADERSHIP HIGHLIGHTS: EDITOR-IN-CHIEF, JOURNAL OF MARKETING (2022-2025)**

**Editor Team: Cait Lambertson, Detelina Marinova, Vanitha Swaminathan**

1. **Pioneered Research Transparency Policy:** Spearheaded the introduction of the *Journal of Marketing's* [Research Transparency Policy](#), developed through a collaborative effort with all major marketing journals and input from over 50 senior scholars.
2. **Dramatically Increased Submissions:** Achieved a record annual submission volume of over 1,000 manuscripts by 2024, representing a 26% increase over the previous five-year average.
3. **Maintained Industry-Leading Turnaround Times:** Maintained the lowest average manuscript turnaround time (49 days) among all leading marketing journals, even while managing the highest submission volume.
4. **Enhanced and Broadened Perspectives:** Expanded efforts to enhance plurality across the journal's editorial and reviewer network, which now includes a community of more than 1,000 ad-hoc reviewers, Editorial Review Board (ERB) members, and Associate Editors (AE). Special initiatives such as the [Developmental Editors Program](#) underscored this commitment.
5. **Elevated Media Engagement with Research:** Maintained a robust outreach mechanism for promoting published articles, resulting in widespread coverage across high-impact media outlets such as *The Wall Street Journal*, *The New York Times*, *USA Today*, and *NPR*, amplifying the visibility and societal impact of *Journal of Marketing*.
6. **Grassroot Efforts to Improve Peer Review Quality:** Led joint reviewer workshops in collaboration with *International Journal of Research in Marketing* and *Journal of Marketing Research*, hosting events across Europe and the U.S. to build and strengthen the global community of peer reviewers.

## RESEARCH FOCUS

Financial impact of marketing strategy, socio-economic impact of marketing strategy, causal effects of marketing interventions.

## JOURNAL ARTICLES

1. Zou, Kris, Huanhuan Shi, Adithya Pattabhiramaiah, and Shrihari Sridhar, "The Economic Consequences of Risk-Absorption in B2B Relationships: Evidence from Indirect Auto Lending," ***conditionally accepted, Journal of Marketing Research***.
2. Shaik, Muzeeb, Shrihari Sridhar, Chelliah Sriskandarajah, and Vikas Mittal, "Business-to-Business Sales Opportunity Management: A Framework, Evidence and Application," ***forthcoming, Productions and Operations Management***.
3. Shaik, Muzeeb, John Costello, Mike Palazzolo, Adithya Pattabhiramaiah, and Shrihari Sridhar (2025), "How Fatal School Shootings Impact Community Economic Activity," forthcoming, ***Journal of Marketing Research***.
  - a. Featured in *Harvard Business Review*: <https://hbr.org/2025/08/research-how-school-shootings-are-felt-in-local-economies>
  - b. Featured in Texas A&M Stories: <https://stories.tamu.edu/news/2025/06/06/study-reveals-how-fatal-school-shootings-disrupt-local-economies/>
  - c. Featured in Psypost: <https://www.psypost.org/economic-data-reveal-the-disturbing-echo-of-anxiety-after-fatal-school-shootings/>

4. Shi Huanhuan, Shrihari Sridhar and Rajdeep Grewal (2025), "Value-Partitioning of Sales Contribution in Business Markets," forthcoming, ***Productions and Operations Management***.
5. Lee, Ju-Yeon, Shrihari Sridhar, Shuai Yan, and Narendra Bosukonda (2025), "Digital Customer Misconduct Strategy: An Emergent Theory-Driven Framework," forthcoming, ***Journal of the Academy of Marketing Science***.
6. Lamberton, Cait, Detelina Marinova, Shrihari Srihar, and Vanitha Swaminathan (2025), "From JM as Catalyst to JM as Community: Positive, Bold, and Pragmatic", forthcoming, ***Journal of Marketing***. [Editorial]
7. Sridhar, Shrihari (2025), "Constructive Peer Review Made Practical: A Guide to the EMPATHY Framework", ***Journal of Marketing***, 89(3), 1-12. [Editorial]
8. Alipour, Panteha, Erika Gallegos, and Shrihari Sridhar (2024) "AI-Driven Marketing Personalization: Deploying Convolutional Neural Networks to Decode Consumer Behavior," forthcoming, ***International Journal of Human-Computer Interaction***.
9. Mangus, Stephanie, Huanhuan Shi, Eli Jones, Judith Folse, and Shrihari Sridhar (2024), "Communicating with B2B Buyers after Dropping the Ball: Using Digital and Non-Digital Communication Formats to Recover from Salesperson Transgressions," ***International Journal of Research in Marketing***, 41(2), 194-219.
10. Chen, Yixing, Shrihari Sridhar, Kyuhong Han, Sonam Singh, Vikas Mittal, and Taehoon Im (2024), "The Value of Safety Training For Business-to-Business Firms," ***Journal of Marketing Research***, 61 (4), 742-759.
11. Swaminathan, Vanitha, Cait Lamberton, Shrihari Sridhar, and Detelina Marinova (2023), "Paradigms for Progress: An Anomaly-First Framework for Paradigm Development", ***Journal of Marketing***, 87(6), 816-825. [Editorial]
12. Shi, Huanhuan, Shrihari Sridhar and Rajdeep Grewal (2023), "Building Effective Inside-Outside Sales Rep Dyads: A Collaboration Perspective," ***Journal of the Academy of Marketing Science***, 52(3), 835-858.
13. Mittal, Vikas, Kyuhong Han, Carly Frennea, Markus Blut, Muzeeb Shaik, Narendra Bosukonda, and Shrihari Sridhar (2023), "Customer Satisfaction, Loyalty Behaviors, and Firm-Financial Performance: What 40 Years of Research Tells Us," ***Marketing Letters***, 34, 171-187.
14. Sridhar, Shrihari, Cait Lamberton, Detelina Marinova, and Vanitha Swaminathan (2023), "JM: Promoting Catalysis in Marketing Scholarship," ***Journal of Marketing***, 87(1), 1-9. [Editorial]
15. Mangus, Stephanie, Eli Jones, Judith Folse, and Shrihari Sridhar (2023), "The Effect of Salesperson Trust Overestimation on Relationship Performance," forthcoming, ***Industrial Marketing Management***.

16. Shaik, Muzeeb, Narendra Bosukonda, Shrihari Sridhar and Vikas Mittal (2022), "Price Sensitivity and Customer Perceived Switching Costs in Business-to-Business Markets: Joint Effect on Customer Repurchase Intentions," *Journal of Service Management Research*, 6(1), 64-79.
17. Singal, Amit G., Yixing Chen, Shrihari Sridhar, Vikas Mittal, Hannah Fullington, Muzeeb Shaik, Akbar K. Waljee and Jasmin Tiro (2022), "Novel Application of Predictive Modeling: Identifying Patients for a Tailored Approach to Promoting HCC Surveillance in Patients with Cirrhosis," *Clinical Gastroenterology and Hepatology*, 20(8), 1795–1802.
18. Mittal, Vikas, Kyuhong Han, Ju-Yeon Lee, and Shrihari Sridhar (2021), "Improving Business-to-Business Customer Satisfaction Programs: Assessment of Asymmetry, Heterogeneity, and Financial Impact," *Journal of Marketing Research*, 58(4), 615-643.
19. Chen, Yixing, Shrihari Sridhar, and Vikas Mittal (2021), "Treatment Effect Heterogeneity in Randomized Field Experiments: A Methodological Comparison and Public Policy Implications," *Journal of Public Policy and Marketing*, 40(4) 457–462.
20. Shi Huanhuan, Rajdeep Grewal, and Shrihari Sridhar (2021), "Organizational Herding in Advertising Spending Disclosures: Evidence and Mechanisms," *Journal of Marketing Research*, 58(3), 515-538.
21. Chen, Yixing, Vikas Mittal, and Shrihari Sridhar (2021), "Investigating the Academic Performance and Disciplinary Consequences of School District Internet Access Spending," *Journal of Marketing Research*, 58(1), 141-162.
  - a. Finalist, Paul Green Award, *Journal of Marketing Research*.
  - b. Distinguished Winner [AMA-EBSCO-RRBM Award for Responsible Research in Marketing](#)
22. Grewal, Rajdeep and Shrihari Sridhar (2021), "Toward Formalizing Social Influence Structures in Business-to-Business Customer Journeys," *Journal of Marketing*, 85(1), 98-102.
23. Mittal, Vikas, Shrihari Sridhar, Roger Best (2021), "To Cut Costs, Know Your Customer," *MIT Sloan Management Review*, 62 (1), 11-13.
24. Mittal, Vikas and Shrihari Sridhar (2020), "Customer-based Strategy and Execution in Business-to-Business Firms: Enhancing the Relevance & Utilization of B2B Scholarship in the C-Suite," *Industrial Marketing Management*, 88(July), 396-409.
25. Mangus, Stephanie, Eli Jones, Judith Folse, and Shrihari Sridhar (2020), "The Interplay between Business and Personal Trust on Relationship Performance in Conditions of Market Turbulence," *Journal of the Academy of Marketing Science*, 48 (6), 1138-1155.
26. Chen, Yixing, Ju-Yeon Lee, Shrihari Sridhar, Vikas Mittal, Amit Singal and Katherine McCallister (2020), "Improving Cancer Outreach Effectiveness Through Targeting and Economic Assessments: Insights from a Randomized Field Experiment," *Journal of Marketing*, 84(3), 1-27.
  - a. Finalist, AMA/Marketing Science Institute/H. Paul Root Award, *Journal of Marketing*.
  - b. Finalist for [AMA-EBSCO-RRBM Award for Responsible Research in Marketing](#)
  - c. Financial Times [Responsible Business Education Award](#).

27. Sridhar, Shrihari, and Eric Fang (2019), "New Vistas for Marketing Strategy: Digital, Data-rich and Developing (D<sup>3</sup>) Markets," *Journal of the Academy of Marketing Science*, 47, 977-985. [Editorial]
28. Zou Chen, Shrihari Sridhar, Rafael Becerril, Yan Dong Aroola, and Tony Cui (2019), "Promotions as Competitive Reactions to a Recall Crisis and Their Consequences," forthcoming, *Journal of the Academy of Marketing Science*.
29. Kanuri, Vamsi, Shrihari Sridhar, and Yixing Chen (2018) "A Study Shows the Best Times of Day to Post to Social Media," *Harvard Business Review*, September 12 2018.
  - a. <https://hbr.org/2018/09/a-study-shows-the-best-times-of-day-to-post-to-social-media>
30. Kanuri, Vamsi, Yixing Chen, and Shrihari Sridhar (2018), "Scheduling Content on Social Media: Model, Evidence and Application," *Journal of Marketing*, 82(6), 89-108.
  - a. **Finalist, AMA/Marketing Science Institute/H. Paul Root Award, Journal of Marketing.**
31. Vikas Mittal, Ashwin Malshe and Shrihari Sridhar (2018), "[The Unequal Effects of Partisanship on Brands](#)", *Harvard Business Review*.
32. Pattabhiramaiah, Adithya, S. Sriram and Shrihari Sridhar (2017), "Rising Prices under Declining Preferences: The case of the U.S. Print Newspaper Industry," *Marketing Science*, 37(1), 97-122.
33. Sridhar, Shrihari, Prasad A. Naik and Ajay Kelkar (2017), "Understanding the Impact of Measurement Unreliability on Marketing Budget and Allocations," *International Journal of Research in Marketing*, 34(4), 761-779.
34. Gill, Manpreet, Shrihari Sridhar, Rajdeep Grewal (2017), "Return on Engagement Initiatives (RoEI): A Study of a Business-to-Business Mobile App," *Journal of Marketing*, 81(4), 45-66.
  - a. **Finalist, 2017 Marketing Science Institute/H. Paul Root Award, Journal of Marketing.**
35. Shi, Huanhuan, Shrihari Sridhar, Rajdeep Grewal and Gary Lilien (2017), "Salesperson Replacement Strategies in Business-to-Business Markets," *Journal of Marketing*, 81(2), 25-44.
  - a. **Best Sales Track Paper, and Best Overall Paper, 2015 Summer AMA Conference.**
36. Lee, Ju-Yeon, Shrihari Sridhar and Robert Palmatier (2017), "The Effect of Firms' Structural Designs on Advertising and Personal Selling Returns," *International Journal of Research in Marketing*, 34(1), 173-193.
37. Lam, Son K., Stefan Sleep, Thorsten Hennig-Thurau, Shrihari Sridhar, and Alok Saboo (2017), "Leveraging Frontline Employees' Small Data and Firm-Level Big Data in Frontline Management: An Absorptive Capacity Perspective," *Journal of Service Research*, 20(1), 12-28.
38. Sridhar, Shrihari, Frank Germann, Charles Kang and Rajdeep Grewal (2016), "Relating Online, Regional, and National Advertising to Firm Value," *Journal of Marketing*, 80(4), 39-55.
  - a. **MSI "Journal Selection", April 2017.**
39. Gopalakrishna, Srinath, Jason Garrett, Murali K. Mantrala and Shrihari Sridhar (2016), "Assessing Sales Contest Effectiveness: The Role of Salesperson and Sales District Characteristics," *Marketing Letters*, 27(3), 589-602.

40. Sridhar, Shrihari and S. Sriram (2015), "Is Online Newspaper Advertising Cannibalizing Print Advertising?" *Quantitative Marketing and Economics*, 13(4), 283-318.
41. Sridhar, Shrihari, Clay Voorhees and Srinath Gopalakrishna (2015), "Assessing the Drivers of Short and Long-term Outcomes at Business Trade Shows," *Customer Needs and Solutions*, 2(3), 222-229.
42. Grewal, Rajdeep, Gary L. Lilien, Sundar Bharadwaj, Pranav Jindal, Ujwal Kayande, Robert F. Lusch, Murali Mantrala, Robert W. Palmatier, Aric Rindfleisch, Lisa K. Scheer, Robert Spekman, and Shrihari Sridhar, (2015), "Business-to-Business Buying: Challenges and Opportunities," *Customer Needs and Solutions*, 2(3), 193-208.
43. Lee, Ju-Yeon, Shrihari Sridhar, and Robert W. Palmatier, (2015) "[Customer-Centric Org Charts Aren't Right for Every Company](#)," *Harvard Business Review*.
  - a. MSI "Journal Selection", November 2015
44. Lee, Ju-Yeon, Shrihari Sridhar, Conor Henderson, and Robert Palmatier (2015), "Effect of Customer-Centric Structures on Long-Term Financial Performance," *Marketing Science*, 34(2), 250-268.
  - a. Reprinted as MSI Report (and recognized as Top Ten MSI Report in 2012)
45. Sridhar, Shrihari, Murali Mantrala and Prasad Naik (2014), "Efficiency Analysis of Marketing Organizations with Inter-connected Departments," *Customer Needs and Solutions*, 1(2), 154-167.
46. Sridhar, Shrihari, Sriram Narayanan and Raji Srinivasan (2014), "Dynamic Relationships Among R&D, Advertising, Inventory and Firm Performance," *Journal of the Academy of Marketing Science*, 42(3), 277-290.
47. Srinivasan, Raji, Shrihari Sridhar, Sriram Narayanan and Debika Sihi (2013), "Effects of Opening and Closing Stores on Chain Retailer Performance," *Journal of Retailing*, 89(2), 126-139.
  - a. Runner Up, Davidson Award, Journal of Retailing.
48. Sridhar, Shrihari and Raji Srinivasan (2012), "Social Influence Effects in Online Product Ratings," *Journal of Marketing*, 76(5), 70-88.
49. Mantrala, Murali K., Shrihari Sridhar and Xiaodan Dong (2012), "Developing India-Centric B2B Sales Theory: An Inductive Approach Using Sales Job Ads," *Journal of Business and Industrial Marketing*, 27(3), 169-175.
50. Raman, Kalyan, Murali K. Mantrala, Shrihari Sridhar and Yihui Tang (2012), "Optimal Resource Allocation with Time-Varying Marketing Effectiveness, Margins and Costs," *Journal of Interactive Marketing*, 26(1), 43-52 (authors listed alphabetically).
  - a. Best Paper Award, Journal of Interactive Marketing.
51. Sridhar, Shrihari, Murali K. Mantrala, Prasad A. Naik and Esther Thorson (2011), "Dynamic Marketing Budgeting for Platform Firms: Theory, Evidence and Application," *Journal of Marketing Research*, 48(6), 929-943. (Lead Article).
  - a. Reprinted as MSI Report, recognized as "Top Five MSI Reports Downloaded" 2010.

52. Tang Yihui, Shrihari Sridhar, Esther Thorson and Murali K. Mantrala (2011), "The Bricks that Build the Clicks: Newsroom Investments and Newspaper Online Performance," *International Journal on Media Management*, 13(2), 107-128.
53. Srinivasan, Raji, Gary L. Lilien and Shrihari Sridhar (2011), "Should Firms Spend More On Research and Development And Advertising During Recessions?" *Journal of Marketing*, 75(3), 49-65.
  - a. Reprinted as ISBM Report (December 2010).
54. Srinath Gopalakrishna, Catherine Roster and Shrihari Sridhar, (2010), "An Exploratory Study of Attendee Activities at a Business Trade Show," *Journal of Business and Industrial Marketing*, 25(4), 241-248.
55. Albers, Sönke, Murali K. Mantrala and Shrihari Sridhar (2010), "Personal Selling Elasticities: A Meta-Analysis," *Journal of Marketing Research*, 47(5), 840-853 (authors listed alphabetically).
  - a. Reprinted as MSI Report (April 2008).
  - b. Summary findings reprinted in Dominique M. Hanssens (2009), ed., Marketing Science Institute (MSI) Relevant Knowledge Series (09-600).
56. Murali K. Mantrala, Prasad A. Naik, Shrihari Sridhar and Esther Thorson (2007), "Uphill or Downhill? Locating The Firm on a Profit Function," *Journal of Marketing*, 71 (2), 26-44 (authors listed alphabetically).
57. Thorsten Hennig-Thurau, Mark B. Houston and Shrihari Sridhar, (2006), "Can Good Marketing Carry a Bad Product? Evidence from the Motion Picture Industry," *Marketing Letters*, 17(3), 205-219.

#### RESEARCH IN PROGRESS

58. Pattabhiramaiah, Adithya, Martin Mende, Huachao Gao, and Shrihari Sridhar, "Agentic AI and the New Architecture of Marketing Relationships," under first round of review, *Journal of Marketing*.
59. Kanuri, Vamsi, Pattabhiramaiah, Adithya, and Shrihari Sridhar, "Return on AI: A Marketing Decision Framework for Value Creation and Realization in AI-Enabled Markets," under first round of review, *Journal of the Academy of Marketing Science*.
60. Shi, Huanhuan, Muzeeb Shaik, Adithya Pattabhiramaiah, and Shrihari Sridhar, "Experiential Learning and Gender Bias," *working paper*.
61. Chen, Yulin, Adithya Pattabhiramaiah, and Shrihari Sridhar, "AI Interventions and Instructor Curiosity," *data collection*.

#### RESTING PAPERS

62. Sonam Singh, Bosukonda, Narendra, Ashwin Malshe, Vikas Mittal, and Shrihari Sridhar "Strategy Scope for B-to-B Firms: Dynamics and Financial Consequences," *working paper*.
63. Bosukonda, Narendra, Shrihari Sridhar, Sonam Singh, Ashwin Malshe, and Vikas Mittal, "Return on Strategy-Customer Alignment," *working paper*.

64. Han, Kyuhong, Muzeeb Shaik, Vikas Mittal, and Shrihari Sridhar, "Designing New Studies Using Meta-Analysis for Estimate Precision: The Case of Customer Satisfaction and Customer Retention," *working paper*.
65. Chen, Yixing, Taehoon Im, Muzeeb Shaik, Narendra Bosukonda, Sonam Singh, Markus Blut, Vikas Mittal, Shrihari Sridhar, and Amit G. Singal, "The Association of Patient Satisfaction and Quality of Care: Theory, Evidence, and Application," *working paper*.
66. Im, Taehoon, Vikas Mittal and Shrihari Sridhar, "Safety Culture: Effects on Customer/Employee Satisfaction and Firm Performance," *working paper*.
67. Shi Huanhuan, Rajdeep Grewal, and Shrihari Sridhar, "Investigating the Effects of User Side Marketing on Nonprofit Fundraising Productivity," *working paper*.
68. Tong, Siliang, Yixing Chen, Shuang Zheng, and Shrihari Sridhar, "Rating at First Sight: How Early Rating Disclosure in Search Autocomplete Influences Mobile Purchases," *working paper*.

## BOOKS

1. Best, Roger, Vikas Mittal, and Shrihari Sridhar (2023), *Market-Based Management*, seventh edition.
2. Palmatier, Robert W. and Shrihari Sridhar (2021), *Marketing Strategy: Based on First Principles and Data Analytics*, Palgrave Macmillan, second edition.
3. Mittal, Vikas, and Shrihari Sridhar (2021), *Focus: How to Plan Strategy and Improve Execution to Achieve Growth*, Palgrave Macmillan.
4. Palmatier, Robert W. and Shrihari Sridhar (2017), *Marketing Strategy: Based on First Principles and Data Analytics*, Palgrave Macmillan.

## BOOK CHAPTERS

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

## RESEARCH REPORTS

1. Sridhar, Shrihari, Clay Voorhees and Srinath Gopalakrishna (2014), "Assessing the Drivers of Short and Long-term Outcomes at Business Trade Shows" *Marketing Science Institute Report*, (14-114).
2. Pattabhiramaiah, Adithya, S. Sriram and Shrihari Sridhar (2014), "Rising Prices under Declining Preferences: The case of the U.S. Print Newspaper Industry," *Marketing Science Institute Report*, (14-105).

3. Lee, Ju-Yeon, Shrihari Sridhar, Conor Henderson, and Robert Palmatier (2012), "Effect of Customer-Centric Structures on Firm Performance," **Marketing Science Institute Report**, (12-111).
4. Sridhar, Shrihari, Murali K. Mantrala, Prasad A. Naik and Esther Thorson (2009), "Dynamic Marketing Investment Strategies for Platform Firms," **Marketing Science Institute Report**, (09-121).
5. Sonke Albers, Murali K. Mantrala and Shrihari Sridhar (2009), "Personal Selling Impact," in Empirical Generalizations about Marketing Impact, Dominique M. Hanssens, ed., **Marketing Science Institute Relevant Knowledge Series** (09-600), (authors listed alphabetically).
6. Gopalakrishna, Srinath, Shrihari Sridhar, Gail Buffington and Gary L. Lilien (2009), "Trade show Effectiveness," in Empirical Generalizations about Marketing Impact, Dominique M. Hanssens, ed., **Marketing Science Institute Relevant Knowledge Series** (09-600), Cambridge, MA.
7. Sonke Albers, Murali K. Mantrala and Shrihari Sridhar (2008) "A Meta-analysis of Personal Selling Elasticities," **Marketing Science Institute Report**, (08-100).

#### COMMENTARIES AND OPINIONS

1. Mittal, Vikas and Shrihari Sridhar (2021), "[Don't Be A Firefighter—Be A Strategy Leader](#)," *Chief Executive* (April).
2. Sridhar, Shrihari and Roger Best (2021), "[Customer Satisfaction: An Organizing Framework for Strategy](#)," *Impact at JMR*, (March).
3. Mittal, Vikas and Shrihari Sridhar (2020), "[Houston companies will win the COVID-19 battle: Here's why](#)," *Houston Chronicle*, April 10.
4. Mittal, Vikas and Shrihari Sridhar (2020), "[Oil and gas companies are dead last in trust update](#)," *Houston Chronicle*, February 24.
5. Mittal, Vikas, and Shrihari Sridhar (2020), "[Why Boeing will Soar Again](#)," *Aviation Week*, February 2020.
6. Mittal, Vikas, and Shrihari Sridhar (2019), "Bust the engineering trap: A better way for oil field service companies to retool their strategies," *World Oil*, December 2019.
7. Mittal, Vikas, and Shrihari Sridhar (2019), "[Cost-cutting won't save the oil and gas industry. Customer focus will](#)," *Houston Chronicle*, October 22.
8. Mittal, Vikas, and Shrihari Sridhar (2019) "[Here's why oil and gas company mergers usually fail](#)", *Houston Business Journal*, October 18.
9. Mittal, Vikas, and Shrihari Sridhar (2019) "[Energy companies are losing the trust battle: Here's how to win it](#)" *Houston Chronicle*, February 19.

10. Mittal, Vikas, Shrihari Sridhar, Ashwin Malshe, and Kyuhong Han (2018) "[Why Houston Energy Companies should Focus on Customer Satisfaction over Tech](#)", *Houston Business Journal*, April 27.
11. Mittal, Vikas, and Shrihari Sridhar (2018) "[The Urgent Matter of School Safety](#)" *Houston Chronicle*, February 18.
12. Mittal, Vikas, and Shrihari Sridhar (2016) "[What will happen if Houston-based companies got Yahoo-ed?](#)" *Houston Chronicle*, December 23. (appeared in print and online edition)

## **RESEARCH GRANTS**

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

## **INVITED RESEARCH SEMINARS**

1. University of Washington, February 2026.
2. University of Texas, San Antonio, May 2025.
3. University of Wisconsin, Madison, May 2024.
4. Dartmouth College, September 2023.
5. Syracuse University, September 2023.
6. Michigan State University, April 2023.
7. Rutgers University, April 2023.

8. American University, April 2023.
9. University of Texas- Austin, December 2022.
10. University of Kansas, September 2022.
11. City University of Hong Kong, July 2022.
12. University of Iowa, May 2022.
13. North Carolina State University, March 2022.
14. University of Denver, February 2022.
15. Texas Christian University, December 2021.
16. Florida State University, March 2021.
17. University of Missouri, March 2021.
18. Arizona State University, April 2021.
19. University of Washington, March 2021.
20. University of Texas Arlington, October 2019.
21. University of Houston, April 2019.
22. University of South Carolina, April 2019.
23. London Business School, July 2018.
24. University of Washington, February 2017.
25. Temple University, March 2016.
26. Texas A&M University, September 2015.
27. University of North Carolina, April 2015.
28. University of Pittsburgh, November 2014.
29. Iowa State University, 2013.
30. University of Missouri, 2011.
31. University of Michigan, 2010.
32. Pennsylvania State University, 2010.
33. Case Western Reserve University, 2010.
34. University of Washington, 2010.
35. Northwestern University, 2010.
36. University of California- Davis, 2008.
37. University of Houston, 2008.
38. University of Iowa, 2008.
39. Case Western Reserve University, 2008.
40. Northwestern University, 2008.
41. Indian School of Business, 2008.
42. University of Maryland, 2008.
43. Michigan State University, 2008.
44. University of Georgia, 2008.

#### **INVITED PRESENTATIONS AT CONSORTIA, AND WORKSHOPS (SELECTED)**

1. Keynote Speaker, 54th Haring Symposium, Kelley School of Business, *Indiana University*, April 2024.
2. Invited Speaker, Marketing Innovation Address, Indian Institute of Management, December 2023.
3. Invited Panelist, Winter AMA 2023 Conference, "*Navigating the Review Process*," February 2023.
4. Senior Faculty Fellow, ISMS Early-Career Scholars Camp, 2022
5. Texas Higher Education Board, June 2022.
6. AMA Sheth Foundation Doctoral Consortium Faculty, 2021, "*Doing Impactful Research*".
7. Winter AMA 2020 Conference, "*Radically Innovative Research with Relevance for CRM*," February 2020.

8. ISBM Student Camp Presentation, 2018, 2014 & 2012, *“Early Career Strategy”*.
9. ISBM Meeting *“Customer Engagement as a Differential”*, August 2018
10. Houston Strategy Forum, May 2018
11. Keynote Speaker, Thought Leaders in Marketing Strategy, UIBE, Beijing, June 2017.
12. Theory and Practice of Marketing Conference, June 2015.
13. Organizational Frontlines Research Symposium, April 2015.
14. Summer AMA, 2013, *“Starting Your Career Strong: Advice from MSI Young Scholars”*.
15. Marketing Science Institute *Young Scholar Conference*, 2013.
16. Marketing Science Emerging Markets Conference, 2012, University of Pennsylvania.
17. AMA Sheth Foundation Doctoral Consortium Faculty, 2012, *“Managing the Early Years”*.
18. AMA Sheth Foundation Doctoral Consortium Faculty, 2012, *“The Research Process”*
19. Relationship Marketing Special Session, AMA Summer Conference 2010.
20. AMA Sheth Foundation Doctoral Consortium Faculty, 2010, *“Managing the Early Years”*.
21. Marketing Science Institute Conference on Academic-Practitioner Collaboration, February 2010.

## TEACHING PROGRAM

### INSTRUCTOR EVALUATIONS: TEXAS A&M UNIVERSITY

Term	Course	Rating
Spring 2025	Marketing Engineering (MS- Analytics)	4.9/5
Spring 2025	Marketing Management (PMBA Core)	5/5
Fall 2024	Marketing Management (FTMBA Core)	4.9/5
Spring 2024	Marketing Engineering (MS- Analytics)	5/5
Spring 2024	Marketing Management (PMBA Core)	4.7/5
Fall 2023	Marketing Management (FTMBA Core)	4.8/5
Spring 2023	Marketing Engineering (MS- Analytics)	4.8/5
Spring 2023	Marketing Management (PMBA Core)	4.7/5
Fall 2022	Marketing Management (FTMBA Core)	4.8/5
Spring 2022	Marketing Strategy (PhD Seminar)	5/5
Spring 2022	Marketing Engineering (MS- Analytics)	4.9/5
Spring 2022	Marketing Management (PMBA Core)	4.9/5
Fall 2021	Marketing Management (FTMBA Core)	4.9/5
Fall 2021	Marketing Management (FTMBA Core)	4.8/5
Spring 2021	Marketing Engineering (MS- Analytics)	5/5
Spring 2021	Marketing Management (PMBA Core)	4.7/5
Fall 2020	Marketing Management (FTMBA Core)*	4.8/5
Fall 2020	Marketing Management (FTMBA Core)*	4.7/5
Spring 2020	Marketing Engineering (MS- Analytics)	4.95/5
Spring 2020	Marketing Management (PMBA Core)	4.7/5
Spring 2020	Marketing Strategy (PhD Seminar)	5/5
Fall 2019	Marketing Management (FTMBA Core)	4.7/5
Fall 2019	Marketing Management (FTMBA Core)	4.7/5
Spring 2019	Marketing Engineering (MS- Analytics)	4.8/5
Fall 2018	Marketing Analytics (FTMBA)	4.95/5
Fall 2018	Marketing Management (FTMBA Core)	4.9/5
Fall 2018	Marketing Management (FTMBA Core)	4.8/5
Spring 2018	Marketing Engineering (MS- Analytics)	4.9/5

<b>Term</b>	<b>Course</b>	<b>Rating</b>
Fall 2017	Marketing Analytics (FTMBA)	5/5
Fall 2017	Marketing Analytics (MS)	4.9/5
Fall 2017	Marketing Analytics Consulting (MS)	5/5
Spring 2017	Marketing Engineering (MS- Analytics)	4.9/5
Fall 2016	Marketing Analytics (MS)	4.97/5
Fall 2016	Marketing Analytics (BBA)	5/5
Fall 2016	Marketing Analytics (BBA)	4.97/5

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

#### **INSTRUCTOR EVALUATIONS: PENNSYLVANIA STATE UNIVERSITY**

<b>Term</b>	<b>Course</b>	<b>Rating</b>
Spring 2016	Marketing Management (PhD)	7/7
Fall 2015	Marketing Management (Executive MBA)	6.7/7
Fall 2015	Marketing Management (MBA Core)	6.8/7
Fall 2015	Marketing Management (MBA Core)	6.5/7
Spring 2015	Marketing Strategy (Undergraduate)	7/7
Spring 2015	Marketing Strategy (Undergraduate)	7/7
Spring 2015	Marketing Strategy (Undergraduate)	7/7
Spring 2014	Marketing Strategy (Undergraduate)	7/7
Spring 2014	Marketing Strategy (Undergraduate)	6.77/7
Spring 2013	Marketing Strategy (Undergraduate)	6.93/7
Spring 2013	Marketing Strategy (Undergraduate)	6.90/7
Spring 2012	Marketing Strategy (Undergraduate)	6.95/7
Spring 2012	Marketing Strategy (Undergraduate)	6.95/7
Spring 2014	Scientific Marketing Analysis and Implementation (MBA)	6.48/7
Spring 2013	Scientific Marketing Analysis and Implementation (MBA)	6.37/7
Spring 2012	Scientific Marketing Analysis and Implementation (MBA)	6.63/7

#### **INSTRUCTOR EVALUATIONS: MICHIGAN STATE UNIVERSITY**

<b>Term</b>	<b>Course</b>	<b>Rating (1 is best)</b>
Spring 2010	Marketing Strategy (Undergraduate)	1.10/5
Spring 2010	Marketing Strategy (Undergraduate)	1.30/5
Spring 2011	Pricing (MBA)	1.50/5
Spring 2011	Marketing Models (PhD)	1.10/5

#### **SERVICE**

#### **DISSERTATION CHAIR/CO-CHAIR**

1. Muzeeb Shaik (Ph.D. Marketing) Texas A&M University 2022; Co-chair with Vikas Mittal; Placement – Indiana University.

2. Narendra Bosukonda (Ph.D. Marketing) Texas A&M University 2023; Co-chair with Vikas Mittal ongoing; Placement – University of Texas at El Paso.
3. Yixing Chen (Ph.D. Marketing) Texas A&M University 2020, Co-chair with Vikas Mittal; Placement – University of Notre Dame.
4. Manpreet Gill (Ph.D. Marketing) Pennsylvania State University 2017; Co-chair with Rajdeep Grewal; Placement – University of South Carolina.
5. Huanhuan Shi (Ph.D. Marketing) Pennsylvania State University 2016; Co-chair with Rajdeep Grewal; Placement – University of Nebraska.

#### **DISSERTATION COMMITTEE**

1. Bita Hajihashemi (Ph.D. Marketing) University of Washington 2023; Placement – Oklahoma State University.
2. Taehoon Im (Ph.D. Marketing) Rice University 2021, Placement – Sam Houston University.
3. Khimendra Singh (Ph.D. Marketing) University of North Carolina- Chapel Hill 2021, Placement- Indiana University (Visiting Assistant Professor).
4. Kyuhong Han (Ph.D. Marketing) Rice University 2019; Placement- University of North Carolina- Chapel Hill.
5. Guneet Nagpal (Ph.D. Marketing) University of North Carolina- Chapel Hill 2019; Placement – University of Western Ontario.
6. Christian Hughes (Ph.D. Marketing) University of Pittsburgh 2019; Placement – University of Notre Dame.
7. Kihyun Hannah Kim (PhD Marketing), Georgia State University 2016; Placement – Rutgers.
8. Aditya Gupta (Ph.D. Marketing) Pennsylvania State University 2015; Placement – Iowa State University.
9. Rong Luo (PhD Economics) Pennsylvania State University 2015; Placement – University of Georgia.
10. Charles Kang (PhD Marketing) Pennsylvania State University 2014; Placement – Tulane University.
11. Josh Beck (PhD Marketing) Univ. of Washington, 2014; Placement – University of Oregon.
12. Adithya Pattabhiramaiah (PhD Marketing) Univ. of Michigan, 2014; Placement – Georgia Tech.

#### **TEXAS A&M UNIVERSITY**

<b>Year</b>	<b>Committee</b>
2022	Marketing Strategy Consortium Co-Chair
2020-now	WRDS Faculty Representative
2019-20	Department Strategic Planning Committee
2019-20	Department Head Recruiting Committee
2019-22	Department Representative, College P&T Committee
2018-now	Research Director, Sales Leadership Institute
2018-19	MS Analytics Program Review Committee
2018-19	Faculty Recruiting Committee
2017-2018	Department Head Recruiting Committee
2017-now	MS Analytics Capstone Faculty Advisor
2016-17	Faculty Recruiting Committee
2016-now	Executive MBA Capstone Faculty Advisor
2016-18	MS Marketing Task Force
2017-2018	Faculty Advisor, Aggie Analytics Club

#### **PENNSYLVANIA STATE UNIVERSITY**

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

#### **MICHIGAN STATE UNIVERSITY**

<b>Year</b>	<b>Committee</b>
2010-11	Undergraduate Programs Committee
2009-11	Indian Students Association Faculty Advisor

#### **PROFESSIONAL SERVICE**

##### **EDITOR-IN-CHIEF**

*Journal of Marketing*, 2022-2025.

##### **ASSOCIATE/AREA EDITOR**

*Journal of Marketing*, 2018-2022, 2025-present.

*Journal of Marketing Research*, 2017-2022, 2025- present.

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

*International Journal of Research in Marketing*, 2019-2023.

##### **EDITORIAL REVIEW BOARD**

*Journal of Retailing*, 2014- present,

*Customer Needs and Solutions*, 2013- present.

*Management and Business Review*, 2018- present.

##### **ADVISORY BOARD**

*Journal of Marketing*, 2025-.

*Management and Business Review*, 2024-.

##### **OTHER REFEREE SERVICE**

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

##### **SERVICE/LEADERSHIP FOR AMERICAN MARKETING ASSOCIATION**

Board of Directors (2025-2028)

*Journal of Marketing* Transparency Committee, 2021.

American Marketing Association, Academic Council, 2021-2024

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

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

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

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

##### **CONFERENCE PROGRAM COMMITTEE**

Marketing Dynamics Conference (2016, 2017)

#### **REVIEW SERVICE FOR AWARDS OR GRANTS**

Journal of Marketing Sheth Award Committee Member, 2021

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

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

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

MSI Clayton Doctoral Award Competition, 2012, 2014.

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

Shankar-Spiegel Dissertation Award

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

AMS Mary Kay Doctoral Dissertation Competition, 2012.

#### **MEMBER**

INFORMS (Institute of Operations Research and Management Science)

American Marketing Association

#### **EXPERT WITNESS SERVICE**

- **Trademark.** The Marbury Law Group, PLLC. Cesiumastro Inc. v. Cesium GS Inc., 1:22-CV-128. (Report Assistance)
- **Defamation Case.** Brito, PLLC. (Report)

#### **EXTERNAL REVIEWER FOR PROMOTION AND TENURE**

Arizona State University

Baruch University

Bocconi University

Colorado State University

Cleveland State University

Dartmouth College

Florida State University

Georgia State University

Grand Valley State University

Iowa State University

Indian School of Business

Indiana University

INSEAD

Louisiana State University

North Carolina State University

Oklahoma State University

Portland State University

Syracuse University

Texas Christian University

Texas Tech University

University of Connecticut

University of Georgia

University of Hong Kong (HKU)  
University of Houston  
University of Iowa  
University of Kentucky  
University of Manitoba  
University of Miami- Ohio  
University of Nebraska  
University of North Carolina- Chapel Hill  
University of Notre Dame  
University of South Carolina  
University of Texas – San Antonio  
University of Virginia – Darden  
University of Virginia – McIntire  
University of Western Ontario  
Virginia-Tech University  
Wake Forest University.