

Dr. Rajan Varadarajan

Resume (February 2024)

University Distinguished Professor, Regents Professor, and Brandon C. Coleman, Jr. '78 Endowed
Chair in Marketing
Texas A&M University
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EDUCATION

B.Sc. (Bachelor of Science), Bangalore University, India. 1968

B.E. (Bachelor of Engineering), Indian Institute of Science, Bangalore. 1971

M. Tech. (Master of Technology), Industrial Management, Indian Institute of Technology, Madras.
1973

Ph. D. Business Administration (Major: Marketing), University of Massachusetts, Amherst. 1979

PROFESSIONAL AFFILIATIONS

American Marketing Association

Academy of Marketing Science

PRIMARY TEACHING AND RESEARCH INTERESTS

Marketing Strategy, Innovation, and Sustainability

ACADEMIC EMPLOYMENT

University Distinguished Professor and Distinguished Professor of Marketing, Texas A&M
University (September 2001 to present)

Professor of Marketing, Texas A&M University (September 1990 to August 2001)

Associate Professor of Marketing, Texas A&M University (September 1986 to August 1990)

Assistant Professor of Marketing, Texas A&M University (June 1981 to August 1986)

Assistant Professor of Marketing, State University of New York, Albany (September 1978 to May
1981)

Lecturer in Marketing, Indian Institute of Technology, Madras, India (October 1974 to August 1976)

ENDOWED CHAIR AND PROFESSORSHIP APPOINTMENTS

Brandon C. Coleman, Jr. '78 Endowed Chair in Marketing (2022 to present)

Regents Professor, Texas A&M University (2014 to present)

Ford Chair in Marketing and E-Commerce, Texas A&M University (2001 to 2022)

Guest Professor of Business Administration, Texas A&M University (1996 to 2000)

Foley's Professor of Retailing and Marketing, Texas A&M University (1991 to 1996)

VISITING PROFESSOR APPOINTMENTS

Shaw Foundation Chair Visiting Professor, Nanyang Business School, Nanyang Technological University, Singapore (July-August 1996)

Honorary Visiting Professor, City University of Hong Kong (May-June 1997)

Distinguished Visiting Scholar in Residence, Mudra Institute of Communications and Advertising (MICA), Ahmedabad, India (January 9 to 13, 2017)

ADMINISTRATIVE APPOINTMENTS: TEXAS A&M UNIVERSITY

Department Head: August 1996 to June 2006, September 2010 to May 2014

Interim Department Head: July 2009 to August 2010

Associate Dean for Research & Doctoral Programs, Mays Business School: July 2007 to June 2008

Coordinator -- Ph.D. Program in Marketing: September 1989 to August 1994

SELECTED PROFESSIONAL ACTIVITIES

Editor: *Journal of Marketing* (July 1993 to June 1996)

Editor: *Journal of the Academy of Marketing Science* (June 2000 to May 2003)

Associate Editor: *Journal of Marketing Research* (August 2006 to August 2007)

Guest Editor / Consulting Editor: *Journal of Marketing* (July 2002 to June 2008)

President: American Marketing Association Marketing Strategy Special Interest Group (1998 to 2000)

Vice President for Publications: American Marketing Association (July 2014 to June 2017)

Vice President for Publications: Academy of Marketing Science (June 2004 to May 2007)

Member, Board of Governors: Academy of Marketing Science (June 1998 to May 2004)

Doctoral Consortium Co-chair: 39th Annual American Marketing Association – Sheth Foundation Doctoral Consortium (June 2004, Texas A&M University, College Station, TX)

Faculty Consortium Co-chair: American Marketing Association Faculty Consortium on E-Commerce (July 2001, Texas A&M University, College Station, TX)

Conference Program Co-chair: American Marketing Association Marketing Educators’ Annual National Winter Conference (February 1993, Newport Beach, CA)

Conference Program Co-chair: Academy of Marketing Science Marketing Educators’ Annual National Conference (May 1998, Norfolk, VA)

Doctoral Dissertation Competition Co-chair: American Marketing Association-Sheth Foundation 1997 Doctoral Dissertation Competition

Consortium Faculty: American Marketing Association - Sheth Foundation Doctoral Consortium
1992: Michigan State University 1993: University of Illinois 1994: Santa Clara University
1995: University of Pennsylvania 1998: University of Georgia 2001: University of Miami
2002: Emory University 2003: University of Minnesota 2005: University of Connecticut
2007: Arizona State University 2008: University of Missouri 2009: Georgia State University
2010: Texas Christian University 2011: Oklahoma State University 2017: University of Iowa
2018: University of Leeds

Consortium Faculty: Academy of Indian Marketing - American Marketing Association - Sheth Foundation Doctoral Consortium
2017: Welinkar Institute of Management Development and Research, Mumbai, India
2018: Welinkar Institute of Management Development and Research, Bangalore, India
2019: Mudra Institute of Communications and Advertising (MICA), Ahmedabad, India
2021: Jagdish Sheth School of Management (JAGSOM), Bangalore, India
2022: Jagdish Sheth School of Management (JAGSOM), Bangalore, India
2023: Jagdish Sheth School of Management (JAGSOM), Bangalore, India

Consortium Faculty: Marketing Strategy Doctoral Consortium
2019: Indiana University 2021: University of Texas at Austin
2022: Texas A&M University

Consortium Faculty: Society for Marketing Advances Marketing Doctoral Consortium
2010: Atlanta, GA 2015: San Antonio, TX

Consortium Faculty: American Marketing Association Faculty Consortium
1996: Arizona State University (Keynote Address) 1998: Michigan State University

PhD Project Faculty: PhD Project Marketing Doctoral Students Association Annual Conference
2001: Washington, D.C. 2002: San Diego, CA 2003: Chicago, IL
2004: Boston, MA 2005: San Francisco, CA 2006: Chicago, IL

HONORS AND AWARDS

1. American Marketing Association Distinguished Marketing Educator Award (February 2015)
2. Academy of Marketing Science Distinguished Marketing Educator Award (May 2003)
3. University of Massachusetts (Amherst) Graduate School Centennial Celebration Distinguished Alumnus Award (April 2008)
4. Indian Institute of Technology (Madras) Distinguished Alumnus Award (2022)
5. Texas A&M University Mays Business School Lifetime Achievement Award for Research and Scholarship (March 2016)
6. American Marketing Association Paul D. Converse Award for Outstanding Contributions to Marketing Scholarship (Selection and Award Presentation Event Coordinated by Department of Marketing, University of Illinois, Urbana-Champaign, April 2008)
7. American Marketing Association Vijay Mahajan Award for Lifetime Contributions to Marketing Strategy (Awarded by AMA Marketing Strategy Special Interest Group, August 2003)
8. Fellow -- American Marketing Association (February 2015)
9. Distinguished Fellow -- Academy of Marketing Science (May 2002)
10. Academy of Marketing Science Harold W. Berkman Distinguished Service Award (Dec. 2020)
11. Texas A&M University Faculty Distinguished Achievement Award in Research (May 1994)
12. Texas A&M University Mays Business School Outstanding Research Award (Dec. 2004)
13. Texas A&M University Mays Business School Outstanding Research Award (Sept. 1990)
14. Texas A&M University Mays Business School Outstanding Research Award (Sept. 1985)
15. Texas A&M University Mays Business School Service Excellence Award (Dec. 2017)
16. Journal of the Academy of Marketing Science Outstanding Reviewer Award (2003-06)
17. Journal of the Academy of Marketing Science Outstanding Ad hoc Reviewer Award (1990-93)
18. Finalist, Academy of Marketing Science Doctoral Dissertation Competition (May 1979)
19. Consortium Fellow, American Marketing Association Doctoral Consortium (August 1978)

Best Paper Awards

1. *Best Paper Award -- Journal of Marketing (Harold H. Maynard Award)*
Varadarajan, Rajan, Satish Jayachandran and J. Chris White (2001), "Strategic Interdependence in Organizations: Deconglomeration and Marketing Strategy," *Journal of Marketing*, 65 (January), 15-28.
2. *Best Paper Award -- AMA Services Marketing Special Interest Group's Award for Best Paper on a Services Related Topic Published in a Refereed Journal in 1993*
Bharadwaj, Sundar G., Rajan Varadarajan, and John Fahy (1993), "Sustainable Competitive Advantage in Service Industries: A Conceptual Model and Research Propositions," *Journal of Marketing*, 57 (October), 83-99.
3. *Best Paper Award -- Journal of the Academy of Marketing Science (Sheth Foundation Award)*
Varadarajan, Rajan, Manjit Yadav, and Venkatesh Shankar (2008), "First-Mover Advantage in an Internet-enabled Market Environment: Conceptual Framework and Propositions," *Journal of the Academy of Marketing Science*, 36 (Fall), 293-308.
4. *Best Paper Award -- Journal of the Academy of Marketing Science (Sheth Foundation Award)*
Varadarajan, Rajan (2010), "Strategic Marketing and Marketing Strategy: Conceptual Domain, Definition, Fundamental Issues and Foundational Premises," *Journal of the Academy of Marketing Science*, 38 (April), 119-140.
5. *Best Paper Award -- Journal of the Academy of Marketing Science (Sheth Foundation Award)*
Varadarajan, Rajan (2017), "Innovating for Sustainability: A Framework for Sustainable Innovations and a Model of Sustainable Innovations Orientation," *Journal of the Academy of Marketing Science*, 45 (January), 14-36.
6. *Best Paper Award -- Honorable Mention, Journal of Retailing (William R. Davidson Award)*
Yadav, Manjit and Rajan Varadarajan (2005), "Understanding Product Migration to the Electronic Marketplace: A Conceptual Framework," *Journal of Retailing*, 81 (2), 125-140.
7. *Best Paper Award -- Honorable Mention, Journal of Retailing (William R. Davidson Award)*
Gupta, Pranjal, Manjit Yadav and Rajan Varadarajan (2009), "How Task-Facilitative Interactive Tools Foster Buyers' Trust in Online Retailers: A Process View of Trust Development in the Electronic Marketplace," *Journal of Retailing*, 85 (June), 159-176.
8. *Best Paper Award – Finalist, 2015 INFORMS Society for Marketing Science (ISMS) Long-term Impact Award.* Finalists chosen from about 600 papers published during the last 10 years in *Marketing Science* and *Management Science*.
Kalaiganam, Kartik, Venkatesh Shankar and Rajan Varadarajan (2007), "Asymmetric New Product Development Alliances: Win-Win or Win-Lose Partnerships?" *Management Science*, 53 (March), 357-374.
9. *Best Paper Award - 2011 Review of Marketing Research Naresh K. Malhotra Award for Long-term Contribution from among articles published in Volumes 1 to 7*
Bharadwaj, Sundar G. and Rajan Varadarajan (2005), "Toward an Integrated Model of Business Performance," in N. K. Malhotra (Ed.) *Review of Marketing Research*, Volume 1 (Armonk, NY: M. E. Sharpe), 207-243).

10. *Best Paper Award -- Best Overall Conference Paper & Best Paper in Marketing Strategy and Marketing Management Track -- AMA Marketing Educators' 2013 Summer Conference*
Otto, Ashley, David Szymanski and Rajan Varadarajan (2013), "Satisfaction-Based Strategies for Improved Business Performance: A Meta-Analysis of the Empirical Evidence." *2013 American Marketing Association Marketing Educators' Summer Conference* (August 9-11, 2013, Boston, MA).

One of three papers presented at the conference selected for discussion in special session titled, "Highlights of AMA 2013 Summer Educators Conference," at the 2013 Annual Conference of China Marketing Science at Tsinghua University (August 17-18, 2013, Beijing, China).

11. *Best Paper Award -- Best Overall Conference Paper & Best Paper in Marketing Strategy Track -- AMA Marketing Educators' 2000 Winter Conference*
Jayachandran, Satish and Rajan Varadarajan (2000), "Does Success Breed Complacency: The Impact of Past Performance on the Competitive Responsiveness of Organizations," *2000 American Marketing Association Marketing Educators' Winter Conference* (February 2000, San Antonio, TX).

12. *Best Paper Award -- Best Overall Conference Paper -- Academy of Marketing Science 1992 Annual Conference*
Bharadwaj, Sundar G., Rajan Varadarajan, and John Fahy (1992), "Sustainable Competitive Advantage in Service Industries: A Conceptual Model and Propositions," *1992 Academy of Marketing Science Annual Conference* (April 1992, San Diego, CA).

13. *Best Paper Award -- Best Paper in E-Commerce and Technology Track, AMA Marketing Educators' 2004 Summer Conference*
Kalaignanam, Kartik and Rajan Varadarajan (2004), "Outsourcing of Customer Relationship Management: Antecedents and Consequences," *2004 American Marketing Association Marketing Educators' Annual Summer Conference* (August 2004).

14. *Best Paper Award -- Foundation for Administrative Research -- Planning Forum Best Paper Award (Second Prize)*
Varadarajan, Rajan (1998), "Pathways to Corporate Excellence," Annual Competition for Best Papers in Corporate and Organizational Planning (August 1988)

Legends in Strategic Marketing: Rajan Varadarajan -- A Compilation of Selected Articles and Book Chapters (Sage Publications Inc., 2018)

In 2018, Sage Publications Inc. published a five-volume set titled, "*Legends in Strategic Marketing: Rajan Varadarajan*." The volumes include 106 of my publications (sole authored and co-authored journal articles, book chapters, and editorial essays), 25 commentaries on my works by distinguished marketing scholars, and interviews by the series editor (Dr. Jagdish N. Sheth) and the editors of each of the following volumes.

Volume 1: Strategic Marketing and Strategic Management (Editor: Sundar Bharadwaj)

Volume 2: Strategic Marketing and Innovation, (Editor: Tomas Hult)

Volume 3: Strategy and Performance (Editor: Srihari Sridhar)

Volume 4: Inter-organizational Cooperation and Interactive Marketing (Editor: Peggy Cunningham)

Volume 5: Environmental Sustainability, Innovations for Emerging Markets and Marketing in Emerging Markets (Editor: Mona Sinha)

Research Productivity Related Citations

1. *Stanford University Ranking of World's Top 2% Scientists*: Ranked in the world's top 2% of scholars in a report by Stanford University and Elsevier BV based on an analysis of the citations of almost 7 million scholars worldwide (2021).
<https://mays.tamu.edu/news/2022/01/29/mays-business-school-faculty-rank-in-the-top-2-of-scholars-worldwide/>
2. *Research.com Ranking of World's Top 1000 Scientists in the Field of Business and Management*: Ranked #985 in the world ranking and #443 in the United States ranking (2022).
research.com/scientists-rankings/business-and-management
3. *Cited as having published the most number of articles (14) in the Journal of Marketing* during the 25-year period, 1980-2004 [Source: Schmidt, J. (2006), "An Exploration of the *Journal of Marketing* Over the Past Quarter Century." Working Paper, University of Oklahoma].
4. *Cited as leading contributor to strategic marketing literature between 1986 and 2005* [Source: Vassinen, A. (2006), "The Concept of Strategic Marketing in Marketing Discourse: A Bibliometric Study." Unpublished Masters Thesis, Helsinki University of Technology. A bibliometric analysis of 423 articles related to strategic marketing, published in 37 journals between 1986 and 2005].
5. Cited as among the ten most published authors in the *Journal of Marketing* and the *Journal of the Academy of Marketing Science* during the 25-year period 1997 to 2002 [West, Douglas, John B. Ford, Vincent P. Magnini, Michael S. LaTour, and Michael J. Polonsky (2008), "A Backward Glance of Who and What Marketing Scholars Have Been Researching, 1977-2002."]
6. Ranked 24th out of 922 scholars who had published in the *Journal of Marketing*, *Journal of Marketing Research* and *Journal of Advertising Research* during the period 1990 through 1996 on the basis of average annual citations (*Proceedings of the 2003 American Marketing Association Marketing Educators' Summer Conference*, pp. 198 - 203).
7. Ranked 21st in a list of most productive marketing faculty during the period 1991-1998: Number of articles published in the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Marketing Science*, *Journal of the Academy of Marketing Science*, and *Journal of Retailing* (*Journal of Marketing Education*, Vol. 22, Aug. 2000, 99-107).
8. Cited as among the most published marketing faculty in the *Journal of Business Research* during the period 1985 to 1999 (*Journal of Business Research*, Sept. 2000, pp. 303 - 314).

9. Cited as among the most productive marketing faculty during the period 1990 to 1996 based on number of publications in the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, and *Journal of Retailing* (*Proceedings of the 1997 American Marketing Association Marketing Educators' Summer Conference*, pp. 191-198).
10. Cited as among the most frequent contributors to the *Journal of the Academy of Marketing Science* during the period 1973 to 1995 (*Journal of the Academy of Marketing Science*, Fall 1996, pp. 291- 298)
11. Cited as among the most productive marketing faculty during the period 1989 to 1993 (*Proceedings of the 1995 AMA Marketing Educators' Winter Conference*, pp. 417- 424).
12. Article on first-mover advantage (Kerin, Varadarajan and Peterson, *Journal of Marketing*, October 1992) listed as one of "30 Most Frequently Assigned Articles in Marketing Doctoral Seminar Syllabi" and as one of "10 Most Frequently Assigned Articles in Marketing Strategy Doctoral Seminar Syllabi" (*Journal of Academy of Marketing Science*, Summer 2005, 313-329).

Doctoral Dissertation Supervision

Student Name and Major	Year of Graduation
1. Chair, Anil Menon (Marketing)	1989
2. Chair, Abdul K. Shaikh (Marketing)	1989
3. Chair, Paulette Dubofsky (Marketing)	1993
4. Chair, Sundar G. Bharadwaj (Marketing)	1993
5. Co-chair, Jacquelyn M. Warwick (Marketing)	1993
6. Co-chair, Lisa C. Troy (Marketing)	1997
7. Chair, Jon Christopher White (Marketing)	1998
8. Chair, Satish Jayachandran (Marketing)	1999
9. Co-chair, Lucille Pointer (Marketing)	2000
10. Chair, Pranjal Gupta (Marketing)	2002
11. Chair, Carmina Cavazos (Marketing, Monterey Tech. Mexico)	2004
12. Co-chair, Leona Tam (Marketing)	2005
13. Co-chair, Kartik Kalaignanam (Marketing)	2007
14. Chair, Paul Dwyer (Marketing)	2008
15. Co-chair, Sujan Dan (Marketing)	2008
16. Co-chair, Mona Srivastava (Marketing)	2008
17. Co-chair, Gautham Vadakkepatt (Marketing)	2010
18. Member, Jeffrey K. Sager (Marketing)	1986
19. Member, Terence A. Clark (Marketing)	1987
20. Member, Daryl O. McKee (Marketing)	1987
21. Member, Robert C. Hill (Management)	1988
22. Member, Daniel Rajaratnam (Marketing)	1989
23. Member, James O. Fiet (Management)	1981
24. Member, Charles Tomkovick (Marketing)	1992
25. Member, Sheila I. Cocke (Marketing)	1993
26. External Advisor, John Fahy (Marketing, University of Dublin)	1998
27. Member, Pushkala Raman (Marketing)	2000
28. Member, David H. Henard (Marketing)	2000
29. Member, Michael Kroff (Marketing)	2006

30.	Member, Tarun Kushwaha (Marketing)	2007
31.	Member, Ying Zhu (Marketing)	2011
32.	Member, Zixia Cao (Marketing)	2012
33.	Member, Woo Jin Choi (Marketing)	2012
34.	Member, Michael Lowe (Marketing)	2015
35.	Member, Nicole Hanson (Marketing)	2015
36.	Member, Nooshin Lofti (Marketing)	2016
37.	Member, Matthew Josefy (Management)	2016
38.	Member, Eunho Park (Marketing)	2018
39.	Member, Larisa Ertekin (Marketing)	2019
40.	Member, Jingyu Li (Management)	2019
41.	Priya Rangaswamy (Marketing)	2023

Doctoral Committees Chaired / Co-chaired: External Recognition – Honors and Awards

1. Sundar Bharadwaj. Honorable Mention -- 1994 American Marketing Association Doctoral Dissertation Competition
2. Chris White. Winner -- 1997 Marketing Science Institute Dissertation Proposal Competition
3. Chris White. Winner -- 1999 Academy of Marketing Science Dissertation Competition
4. Satish Jayachandran. Honorable Mention -- 1997-1998 George S. Day - *Journal of Market Focused Management* Doctoral Dissertation Proposal Competition
5. Kartik Kalaiganam. Winner – 2006 Product Development Management Association (PDMA) Dissertation Competition
6. Paul Dwyer. Winner – 2007 Emory Marketing Institute (Goizueta Business School, Emory University) Doctoral Dissertation Competition
7. Sujan Dan. Winner -- 2007 ISBM (Institute for Study of Business-to-Business Markets at Penn State University) Business Marketing Doctoral Support Award Competition
8. Sujan Dan. Winner – 2007 Product Development Management Association (PDMA) Dissertation Competition
9. Mona Srivastava. Finalist – 2007 Excellence in Ethics Dissertation Proposal Competition
10. Gautham Vadakkepatt. Finalist -- 2009 ISBM (Institute for Study of Business-to-Business Markets at Penn State University) Business Marketing Doctoral Support Award Competition

Teaching: Courses Taught at Texas A&M University

Currently Teaching: MKTG 671: Innovation and Marketing Strategy (Graduate). MKTG 442: Innovation and Product Management (Undergraduate).

Previously Taught: PMKTG 682: Doctoral Seminar in Strategic Marketing. MKTG 675: Marketing Strategy (Graduate). MKTG 613: Marketing Management (Graduate). MKTG 448: Marketing Strategy

(Undergraduate). MKTG 323: Marketing Research (Undergraduate). MKTG 321: Principles of Marketing (Undergraduate).

RESEARCH AND PUBLICATIONS

Publications in Journals

1. Varadarajan, Rajan (1978), "Intensive Growth Strategies," *Business*, 28(November - December), 4-11.
Lead Article
2. Varadarajan, Rajan and William R. Dillon (1981), "Competitive Position Effects and Market Share: An Exploratory Investigation," *Journal of Business Research*, 9(March), 49-64.
3. Varadarajan, Rajan and William R. Dillon (1982), "Intensive Growth Strategies: A Closer Examination," *Journal of Business Research*, 10(December), 503-522.
4. Varadarajan, Rajan (1983), "Intensive Growth Strategies: An Extended Classification," *California Management Review*, XXV(Spring), 118-132
5. Varadarajan, Rajan (1983), "The Sustainable Growth Model: A Tool for Evaluating the Financial Feasibility of Market Share Strategies," *Strategic Management Journal*, 4(Oct. - Dec.), 353-367.
6. Varadarajan, Rajan and Leonard L. Berry (1983), "Strategies for Growth in Banking: An Exposition," *International Journal of Bank Marketing*, 1(1), 15-25.
7. Varadarajan, Rajan (1984), "Product-market Growth Considerations: A Microanalytic Perspective," *Akron Business and Economic Review*, 15(Spring), 12-19.
8. Varadarajan, Rajan, Peter S. Rose and James W. Kolari (1983), "Marketing of NOW Accounts: A Strategic Perspective," *Journal of Retail Banking*, 5(Summer), 45-57.
9. Varadarajan, Rajan and Charles M. Futrell (1984), "Factors Influencing Executives' Perceptions of Smallest Meaningful Pay Increases," *Industrial Relations*, 23(Spring), 278-286.
10. Varadarajan, Rajan (1984), "Consumer Responses to Small Business Coupon Promotions," *American Journal of Small Business*, 9(Fall), 17-26.
11. Varadarajan, Rajan (1984), "Marketing in Developing Countries: The New Frontier," *Long Range Planning*, 17(December), 118-126.
12. Varadarajan, Rajan (1985), "Vaulting Trade Barriers: The Japanese Approach," *Long Range Planning*, 18(February), 73-79.
13. Varadarajan, Rajan (1985), "Product Effort and Promotion Effort Hypotheses: An Empirical Investigation," *Journal of the Academy of Marketing Science*, 13(Winter), 47-61.
14. Parasuraman, A. and Rajan Varadarajan (1985), "More on Marketing Strategy and Differential Advantage," *Journal of Marketing*, 49(Spring), 124-128.

15. Varadarajan, Rajan (1985), "A Two-Factor Classification of Competitive Strategy Variables," *Strategic Management Journal*, 6(October-December), 357-375.
16. Futrell, Charles M. and Rajan Varadarajan (1985), "Marketing Executives' Perceptions of Equitable Salary Increases," *Industrial Marketing Management*, 14(February), 59-67.
17. Varadarajan, Rajan (1985), "The Sales Promotion Planning Process in Small Retail Businesses: An Exploratory Review," *American Journal of Small Business*, 9(Spring), 23-33.
18. Varadarajan, Rajan (1985), "Coupon Fraud: A \$500 Million Dilemma," *Business*, 35(July-September), 23-29.
19. Varadarajan, Rajan (1985), "Joint Sales Promotion: An Emerging Marketing Tool," *Business Horizons*, 28(September - October), 43-49.
20. Varadarajan, Rajan (1986), "Marketing Strategies in Action," *Business*, 36(Jan.- March), 11-23.
21. Varadarajan, Rajan (1986), "Double Couponing: The Prisoner's Dilemma Problem in Food Retailing," *Business Forum*, 11(Winter), 4-7.
Lead Article
22. Varadarajan, Rajan and Daniel Rajaratnam (1986), "Symbiotic Marketing Revisited," *Journal of Marketing*, 50(January), 7-17.
Lead Article
23. Varadarajan, Rajan (1986), "Horizontal Cooperative Sales Promotion: A Framework for Classification and Additional Perspectives," *Journal of Marketing*, 50(April), 61-73.
24. Varadarajan, Rajan (1986), "Product Diversity and Firm Performance: An Empirical Inquiry," *Journal of Marketing*, 50(July), 43-57.
25. Kolari, James W., Peter S. Rose and Rajan Varadarajan (1986), "NOW-account Strategies of Depository Institutions: A Recent Survey of Goals, Pricing Policies, Costs and Returns in New England," *Journal of Business Research*, 14(October), 441-457.
26. Varadarajan, Rajan (1986), "Horizontal Cooperative Sales Promotion: An Idea Whose Time Has Come," *Journal of Consumer Marketing*, 3(Winter), 15-33.
27. McKee, Daryl O., Rajan Varadarajan and J. Vassar (1986), "The Marketing Planning Orientation of Hospitals: An Empirical Study," *Journal of Health Care Marketing*, 6(December), 50-60.
28. Varadarajan, Rajan and Mark W. Johnston (1987), "The Corporate Priorities of New CEOs: Implications for Marketers," *Akron Business and Economic Review*, 18(Winter), 57-68.
29. Varadarajan, Rajan and A. Parasuraman (1987), "The Future of Strategic Market Planning: A Survey of U. S. Firms," *Business*, 37(April - June), 21-29.

30. Varadarajan, Rajan and Vasudevan Ramanujam (1987), "Diversification and Performance: A Reexamination Using a New Two-Dimensional Conceptualization of Diversity in Firms," *Academy of Management Journal*, 30(June), 380-393.
31. Dubofsky, Paulette and Rajan Varadarajan (1987), "Diversification and Measures of Performance: Additional Empirical Evidence," *Academy of Management Journal*, 30(September), 597-607.
32. Johnston, Mark W., Rajan Varadarajan, Charles M. Futrell and Jeffrey K. Sager (1987), "The Relationship between Organizational Commitment, Job Satisfaction and Turnover among New Salespeople," *Journal of Personal Selling and Sales Management*, 7(November), 29-38.
33. Sager, Jeffrey K., Rajan Varadarajan and Charles M. Futrell (1988), "Understanding Salesperson Turnover: A Partial Evaluation of Mobley's Turnover Process Model," *Journal of Personal Selling and Sales Management*, 8(May), 20-35.
34. Varadarajan, Rajan and Anil Menon (1988) "Cause-Related Marketing: A Co-alignment of Marketing Strategy and Corporate Philanthropy," *Journal of Marketing*, 52(July), 58-74.
35. Parasuraman, A. and Rajan Varadarajan (1988), "Robustness of Ordinal Measures of Competitive Strategy Variables Employed in Strategy Research: A PIMS Data Based Exposition," *Journal of Business Research*, 17 (August), 101-113.
36. Zeithaml, Valerie, Rajan Varadarajan and Carl Zeithaml (1988), "The Contingency Approach: Its Foundations and Relevance to Theory Building and Research in Marketing," *European Journal of Marketing*, 22(7), 37-63.
37. Parasuraman, A. and Rajan Varadarajan (1988), "Future Strategic Emphases in Service vs. Goods Businesses," *Journal of Services Marketing*, 2(Fall), 57-66.
38. McKee, Daryl O., Rajan Varadarajan and William M. Pride (1989), "Strategic Adaptability and Market Performance: A Market-Contingent Perspective," *Journal of Marketing*, 53(July), 21-35.
39. Ramanujam, Vasudevan, and Rajan Varadarajan (1989), "Research on Corporate Diversification: A Synthesis," *Strategic Management Journal*, 10(Nov. – Dec.), 523-551.

Reprinted in, "Corporate Strategy," Jeffrey A. Krug (Ed.), SAGE Publications Ltd., 2001. (Volume 2, p. 34-70).
40. Sager, Jeffrey K., Charles M. Futrell and Rajan Varadarajan (1989), "Exploring Salesperson Turnover: A Causal Model," *Journal of Business Research*, 18(June), 303-326.
41. Varadarajan, Rajan (1990), "Product Portfolio Analysis and Market Share Objectives: An Exposition of Certain Underlying Relationships," *Journal of the Academy of Marketing Science*, 18 (Winter), 17-29.
42. Sager, Jeffrey, K. and Rajan Varadarajan (1990), "The Fine Art of Performance Appraisal," *Akron Business and Economic Review*, 21(Spring), 38-50.

43. McKee, Daryl O., Rajan Varadarajan and J. Vassar (1990), "A Taxonomy of Marketing Planning Styles," *Journal of the Academy of Marketing Science*, 18(Spring), 131-141.
44. Conant, Jeffrey S., Mike P. Mokwa and Rajan Varadarajan (1990), "Strategic Types, Distinctive Marketing Competencies, and Organizational Performance: A Multiple Measures-Based Study," *Strategic Management Journal*, 11(September), 365-383.
45. Varadarajan, Rajan and Vasudevan Ramanujam (1990), "The Corporate Performance Conundrum: A Synthesis of Contemporary Views and an Extension," *Journal of Management Studies*, 27(September), 463-483.
46. Varadarajan, Rajan and P.N. Thirunarayana (1990), "Consumers Attitudes towards Marketing Practices, Consumerism and Government Regulations: Cross-National Perspectives," *European Journal of Marketing*, 24(6), 6-23.
Lead Article
47. Varadarajan, Rajan, Sundar G. Bharadwaj and P. N. Thirunarayana (1991), "Attitudes towards Marketing Practices, Consumerism and Government Regulations: A Study of Managers and Consumers in an Industrializing Country," *Journal of International Consumer Marketing*, 4(1), 121-157.
48. Bharadwaj, Sundar G., P. N. Thirunarayana and Rajan Varadarajan (1991), "Attitudes toward Marketing Practices, Consumerism and Government Regulation: An Exploratory Survey of Consumers in India," *Vikalpa: The Journal for Decision-Makers*, 16(January-March), 15-28.
49. Varadarajan, Rajan (1991), "Perspectives on Corporate Excellence in Retailing," *Journal of Marketing Channels*, 1(2), 29-52.
50. Varadarajan, Rajan, Terry Clark and William M. Pride (1992), "Controlling the Uncontrollable: Managing your Marketing Environment," *Sloan Management Review*, 33(Winter), 39-47.
51. McKee, Daryl O., Jeffrey S. Conant, Rajan Varadarajan, and Mike P. Mokwa (1992), "Success Producer and Failure Preventer Marketing Skills: A Social Learning Theory Interpretation," *Journal of the Academy of Marketing Science*, 20(Winter), 17-26.
52. Kerin, Roger A., Rajan Varadarajan and Robert A. Peterson (1992), "First-Mover Advantage: A Synthesis, Conceptual Framework and Research Propositions," *Journal of Marketing*, 56(October), 33-52. (Reprinted: *IEEE Transactions: Engineering Management Review*, Winter 1993).
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54. Varadarajan, Rajan (1992), "Marketing's Contribution to Strategy: The View from a Different Looking Glass," *Journal of the Academy of Marketing Science*, 20 (Fall), 335-343.
Invited Commentary
55. Szymanski, David M., Sundar G. Bharadwaj and Rajan Varadarajan (1993), "An Analysis of the

Market Share-Profitability Relationship," *Journal of Marketing*, 57 (July), 1-18.

Lead Article

56. Szymanski, David M., Sundar G. Bharadwaj and Rajan Varadarajan (1993), "Standardization vs. Adaptation of International Marketing Strategy: An Empirical Investigation," *Journal of Marketing*, 57(October), 1-17.

Lead Article

57. Bharadwaj, Sundar G., Rajan Varadarajan and John Fahy (1993), "Sustainable Competitive Advantage in Service Industries: A Conceptual Model and Research Propositions," *Journal of Marketing*, 57(October), 83-99.

Best Paper Award: American Marketing Association Services Marketing Special Interest Group (AMA SERVSIG) award for the best paper on a services related topic published during 1993 in a leading refereed journal.

58. Clark, Terry, Rajan Varadarajan and William M. Pride (1994), "Environmental Management: The Construct and Research Propositions," *Journal of Business Research*, 29(January), 23-38.

59. Varadarajan, Rajan, Sundar G. Bharadwaj and P. N. Thirunarayana (1994), "Executives' Attitudes towards Consumerism and Marketing: An Exploration of Theoretical and Empirical Linkages in an Industrializing Country," *Journal of Business Research*, 29(February), 83-100.

Lead Article

60. Varadarajan, Rajan and Terry Clark (1994), "Delineating the Scope of Corporate, Business and Marketing Strategy," *Journal of Business Research*, 31(October-November), 93-105.

Invited article for special issue on Strategy Evaluation Research.

Lead Article

61. Varadarajan, Rajan and Margaret H. Cunningham (1995), "Strategic Alliances: A Synthesis of Conceptual Foundations," *Journal of the Academy of Marketing Science*, 23(Fall), 282-296.

Invited article for special issue on Relationship Marketing

ANBAR Citation of Excellence

Reprinted in, "Handbook of Relationship Marketing," J. Sheth and A. Parvatiyar (Eds.), SAGE Publications, 1999, 271-302.

62. Varadarajan, Rajan (1999), "Strategy Content and Process Perspectives Revisited," *Journal of the Academy of Marketing Science*, 27(Winter), 87-99.

Invited Commentary

63. Varadarajan, Rajan and Satish Jayachandran (1999), "Marketing Strategy: An Assessment of the State of the Field and Outlook," *Journal of the Academy of Marketing Science*, 27(Spring), 120-143.

Invited article for special issue on the Past, Present and Future of Marketing.

Lead Article

64. Jayachandran, Satish, Javier Gimeno and Rajan Varadarajan (1999), "Theory of Multi-Market Competition: A Synthesis and Implications for Marketing Strategy," *Journal of Marketing*, 63(July), 49-66.

65. Varadarajan, Rajan, Satish Jayachandran, and J. Chris White (2001), "Strategic Interdependence in Organizations: Deconglomeration and Marketing Strategy," *Journal of Marketing*, 65(1), 15-28.
Best Paper Award: 2001 Harold H. Maynard Award – Journal of Marketing Best Paper Award for Significant Contribution to Marketing Theory and Thought.
66. Troy, Lisa C., David M. Szymanski and Rajan Varadarajan (2001), "Generating New Product Ideas: An Initial Investigation of the Role of Market Information and Organizational Characteristics," *Journal of the Academy of Marketing Science*, 29(Winter), 89-101.
67. Varadarajan, Rajan and Manjit S. Yadav (2002), "Marketing Strategy and the Internet: An Organizing Framework," *Journal of the Academy of Marketing Science*, 30 (Fall), 296-312.
Invited article published in the Academy of Marketing Science – Marketing Science Institute cosponsored JAMS 30th Anniversary special issue on Marketing to and Serving Customers through the Internet.
Lead Article
- Reprinted in, "Marketing Theory," P. Maclaran, M. Saren and M. Tadajewski (Eds.), SAGE Publications, 2007.
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69. Bharadwaj, Sundar G. and Rajan Varadarajan (2004), "Toward an Integrated Model of Business Performance," in N. K. Malhotra (Ed.) *Review of Marketing Research*, Volume 1 (Armonk, NY: M. E. Sharpe), 207-243.
Invited Article for the Inaugural Volume
- Best Paper Award: Naresh K. Malhotra Best Paper Award for an article judged as making the greatest long-term contribution (from among the articles published in Volumes 1 to 7 of the Review of Marketing Research).*
70. Yadav, Manjit S. and Rajan Varadarajan (2005), "Understanding Product Migration to the Electronic Marketplace: A Conceptual Framework," *Journal of Retailing*, 81(2), 125-140
Honorable Mention: Journal of Retailing Davidson Best Paper Award Competition
71. Yadav, Manjit S. and Rajan Varadarajan (2005), "Interactivity in the Electronic Marketplace: An Exposition of the Concept and Implications for Research," *Journal of the Academy of Marketing Science*, 33(Fall), 585-603.
72. Varadarajan, Rajan, Mark P. DeFanti and Paul S. Busch, (2006) "Brand Portfolio, Corporate Image, and Reputation: Managing Brand Deletions," *Journal of the Academy of Marketing Science*, 34(Spring), 195-205.
Invited article for special issue on Corporate Branding, Identity, and Customer Response.
73. Jayachandran, Satish and Rajan Varadarajan (2006), "Does Success Diminish Competitive Responsiveness? Reconciling Conflicting Perspectives," *Journal of the Academy of Marketing*

Science, 34(Summer), 284-294.

Lead Article

74. Bohling, Timothy, Douglas Bowman, Steve LaValle, Vikas Mittal, Das Narayandas, Girish Ramani and Rajan Varadarajan (2006), "CRM Implementation: Effectiveness Issues and Insights," *Journal of Service Research*, 9 (November), 184-194.

Invited article for special issue on Managing Customers for Value.

75. Kalaignanam, Kartik, Venkatesh Shankar and Rajan Varadarajan (2007), "Asymmetric New Product Development Alliances: Win-Win or Win-Lose Partnerships?" *Management Science*, 53(March), 357-374.

Reprinted in: *New Products and Services Development, Volume III: Organizing to Innovate – Adapting the Firm to Innovate*, Hubert Gatignon (Ed.), SAGE Publications, 2010).

Lead Article

Finalist: INFORMS Society for Marketing Science (ISMS) Long-term Impact Award. Finalists chosen from about 600 papers published during the last 10 years in Marketing Science and Management Science.

76. Kalaignanam, Kartik, Tarun Kushwaha and Rajan Varadarajan (2008), "Marketing Operations Efficiency and the Internet: An Organizing Framework," *Journal of Business Research*, 61(April), 300-308.

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Lead Article

Best Paper Award: Sheth Foundation Award for Best Paper Published in Volume 36 of the Journal of the Academy of Marketing Science.

78. Varadarajan, Rajan (2009), "Fortune at the Bottom of the Innovation Pyramid: The Strategic Logic of Incremental Innovations," *Business Horizons*, 52(January-February), 21-29.

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

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

Honorable Mention: Journal of Retailing Davidson Best Paper Award Competition

81. Varadarajan, Rajan (2009), "Outsourcing: Think More Expansively," *Journal of Business Research*, 62(November), 1165-1172.

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

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83. Varadarajan, Rajan (2010), "Strategic Marketing and Marketing Strategy: Conceptual Domain, Definition, Fundamental Issues and Foundational Premises," *Journal of the Academy of Marketing Science*, 38(April), 119-140. <https://doi.org/10.1007/s11747-009-0176-7>
Lead Article

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84. Reinartz, Werner, Benedict Dellaert, Manfred Krafft, V. Kumar and Rajan Varadarajan (2011), "Retailing Innovations in a Globalizing Retail Market Environment," *Journal of Retailing*, 87 (July, Supplement 1), S53-S66.

Special Issue: Innovations in Retailing

Invited article

85. Varadarajan, Rajan (2011), "Marketing Strategy: Discerning the Relative Effects of Product and Firm Characteristics," *AMS Review*, 1(1), 32-43.

Invited article for inaugural issue of the journal.

86. Kalaignanam, Kartik and Rajan Varadarajan (2012), "Offshore Outsourcing of Customer Relationship Management: Conceptual Model and Propositions," *Journal of the Academy of Marketing Science*, 40(2), 347-363.

87. Cavazos, Carmina and Rajan Varadarajan (2012), "Manager's Intentions towards Entering into Strategic Marketing Alliances: An Empirical Investigation," *Journal of Strategic Marketing*, 20(7), 571-588.

88. Varadarajan, Rajan (2014), "Toward Sustainability: Public Policy, Global Social Innovations for Base-of-the-Pyramid Markets, and Demarketing for a Better World," *Journal of International Marketing*, 22(2), 1-20.

Lead Article

89. Varadarajan, Rajan (2015), "Strategic Marketing, Marketing Strategy and Market Strategy," *AMS Review*, 5(3-4), 78-90.

<https://doi.org/10.1007/s13162-015-0073-9>

Invited Commentary

90. Varadarajan, Rajan (2016), "Sustainability and Marketing: Concurrent Pursuit of Smaller Environmental Footprint and a Larger Market Footprint," in N. K. Malhotra (Ed.) *Review of Marketing Research*, Volume 13, 1-27.

Lead Article. Invited Article

91. Varadarajan, Rajan (2017), "Musings on Interesting and Impactful Theory and Research," *Journal of the Academy of Marketing Science*, 45(January), 10-13.

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Invited Commentary

92. Varadarajan, Rajan (2017), "Innovating for Sustainability: A Framework for Sustainable Innovations and a Model of Sustainable Innovations Orientation," *Journal of the Academy of Marketing Science*, 45(January), 14-36.

Lead Article

Best Paper Award: Sheth Foundation Award for Best Paper Published in Volume 45 of the Journal of the Academy of Marketing Science.

93. Varadarajan, Rajan (2017), "Research on Market Orientation: Lessons Shared and Issues Discussed in a Doctoral Seminar" *AMS Review*, 7(June), 26-35.

<https://doi.org/10.1007/s13162-017-0094-7>

Invited Commentary

94. Varadarajan, Rajan and Rupali S. Kaul (2018), "Doing Well by Doing Good Innovations: Alleviation of Social Problems in Emerging Markets through Corporate Social Innovations," *Journal of Business Research*, 86(May), 225-233.

Special Issue: Challenges and Opportunities for Marketers in the Emerging Markets

Invited Article

95. Varadarajan, Rajan (2018), "Advances in Strategic Marketing and the Advancement of the Marketing Discipline: The Promise of Theory," *Journal of Marketing Management*, 34(1-2), 71-85.

Invited Commentary

96. Varadarajan, Rajan (2018), "Innovation, Innovation Strategy and Strategic Innovation," in N. K. Malhotra (Series Ed.). Rajan Varadarajan and Satish Jayachandran (Volume Eds.). *Review of Marketing Research*, Volume 15, 143-166.

Courtesy reviewed contribution to the volume in capacity as Guest Co-editor.

97. Varadarajan, Rajan (2018), "A Commentary on 'Transformative Marketing: The Next 20 Years,'" *Journal of Marketing*, 82(July), 15-18.

Invited Commentary

98. Varadarajan, Rajan (2019), "Theoretical Underpinnings of Research in Strategic Marketing: A Commentary," *Journal of Academy of Marketing Science*, 47(1), 30-36.

Invited Commentary

99. Otto, Ashley, S., David M. Szymanski and Rajan Varadarajan (2020), "Customer Satisfaction and Firm Performance: Insights from Over a Quarter Century of Empirical Research," *Journal of the Academy of Marketing Science*, 48(3), 543-564.

Special Issue: Generalizations in Marketing: Systematic Reviews and Meta-Analyses
Finalist: 2020 JAMS Sheth Foundation Best Paper Award

100. Varadarajan, Rajan (2020), "Advancing Theory in Marketing: Insights from Conversations in Other Disciplines," *AMS Review*, 10(1), 73-84.

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Special Issue: Advancing Conceptual, Theoretical Articles in Marketing: Importance, Writing, and Reviewing

101. Varadarajan, Rajan (2020), "Market Exchanges, Negative Externalities and Sustainability," *Journal of Macromarketing*, 40(3), 309-318.

<https://doi.org/10.1177/0276146720928418>

Special Issue: Exchange, Technology, Externalities, and Institutions: Extending Robert F. Lusch's "Big Picture" Thinking

Invited Article

102. Varadarajan, Rajan (2020), "Customer Information Resources Advantage, Marketing Strategy and Business Performance: A Market Resources Based View," *Industrial Marketing Management*, 89(August), 89-97.

Special Issue: Theory and Practice of Outside-in Marketing

Invited Article

103. Varadarajan, Rajan, "Relevance, Rigor and Impact of Scholarly Research in Marketing, State of the Discipline and Outlook," *AMS Review*, 10(3), 199-205.

<https://doi.org/10.1007/s13162-020-00180-x>

Invited Commentary

104. Vadakkepatt, Gautham, G., 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 the Academy of Marketing Science*, 49(6), 1088-1108.

105. Varadarajan, Rajan, Roman B. Welden, S. Arunachalam, Michael Haenlein, and Shaphali Gupta, (2022), "Digital Product Innovations for the Greater Good and Digital

Marketing Innovations in Communications and Channels: Evolution, Emerging Issues, and Future Research Directions,” *International Journal of Research in Marketing*, 39(2), 482-501.

Special Issue: Global Marketing Strategy

106. Varadarajan, Rajan (2022), “A General Theory of Marketing: Conceivable, Elusive, or Illusive,” *AMS Review*, 12(3-4), 177-183.

Invited Commentary

107. Varadarajan, Rajan (2023), “Resource Advantage Theory, Resource Based Theory, and Theory of Multimarket Competition: Does Multimarket Rivalry Restrain Firms from Leveraging Resource Advantages?” *Journal of Business Research*, 160(May).

Special Issue: Building on the Foundations of Shelby D. Hunt’s Contributions to Marketing Strategy and Marketing Management Research

108. Varadarajan, Rajan (2023), “Mitigating the Definitional Quagmire in Innovation Research: An Inclusive Definition of Innovation as a Template for Uniformly Defining Innovation Types,” *Journal of Product Innovation Management* (forthcoming).

Catalyst Article

109. Varadarajan, Rajan (2023), “Resource Advantage Theory, Resource Based Theory and Market Based Resources Advantage: Effect of Marketing Performance on Customer Information Assets Stock and Information Analysis Capabilities,” *Journal of Marketing Management* (forthcoming).

Special Section: Building on the Foundations of Shelby D. Hunt’s Research

Book Chapters: Publications in Books

1. Varadarajan, Rajan (1983), "Marketing and Indian Economic Development," in J. S. Uppal (Ed.) *India's Economic Problems: An Analytical Approach* (New Delhi: Tata-McGraw Hill), 255-279. *Invited Article*
2. Varadarajan, Rajan (1984), "Symbiosis in Sales Promotion," in K. E. Jocz (Ed.) *Research on Sales Promotion: Collected Readings* (Cambridge, MA: Marketing Science Institute), 106-23.
3. Varadarajan, Rajan (1985), "Implementing Marketing Strategy," in W. D. Guth (Ed.) *Handbook of Business Strategy: 1985/1986 Yearbook* (New York: Warren, Gorham & Lamont. Inc.), 13-1 to 13-17.
4. Mahajan, Vijay, Rajan Varadarajan and Roger A. Kerin (1987), "Metamorphosis in Strategic Market Planning," in Gary L. Frazier and Jagdish N. Sheth (Eds.) *Contemporary Views on Marketing Practice* (Lexington, Mass.: Lexington Books), 67-110. *Invited Article*

5. Varadarajan, Rajan and Vasudevan Ramanujam (1989), "Strategic and Organizational Sources of Superior Corporate Performance," in H.E. Glass (Ed.) *Handbook of Business Strategy: 1989/1990 Yearbook* (New York: Warren, Gorham & Lamont, Inc.), 17.1-17.16.
6. Varadarajan, Rajan (1995), "Enviropreneurial Marketing," in J. Heilbrunn (Ed.) *AMA Marketing Encyclopedia: Issues and Trends Shaping the Future* (Chicago: NTC Business Books), 17-24.
Invited Article
7. Varadarajan, Rajan and Manjit S. Yadav (2003), "Competitive Strategy in a Global Electronic Marketplace: Extant Strategy Perspectives Revisited," in Subhash C. Jain (Ed.) *Handbook of Research in International Marketing* (Northampton, MA: Edward Elgar Publishing), 313-335.
Invited Article
8. Kalaignanam, Kartik and Rajan Varadarajan (2006), "Customers as Co-producers: Implications for Marketing Strategy Effectiveness and Marketing Operations Efficiency," in Robert F. Lusch and Stephen L. Vargo (Eds.), *The Service-Dominant Logic of Marketing* (Armonk, NY: M. E. Sharpe), 166-179.
Invited Article
9. Varadarajan, Rajan (2006), "Musings on the Need for Reform in Marketing," in Jagdish N. Sheth and Rajendra Sisodia (Eds.), *Does Marketing Need Reform?* (Armonk, NY: M. E. Sharpe), 270-281.
Invited Article
10. Varadarajan, Rajan (2011), "Marketing Strategy," in *Wiley International Encyclopedia of Marketing. Volume 1 -- Marketing Strategy*. J. N. Sheth and N. K. Malhotra (Series Eds.). R.A. Kerin and R.A. Peterson (Volume Eds.) (Hoboken, NJ: John Wiley & Sons), 156-166.
Invited Article
11. Varadarajan, Rajan (2011), "Competitive Marketing Strategy and Marketing Management: A Commentary on the Contributions of Shelby Hunt to Marketing Scholarship," in *Legends in Marketing: Shelby D. Hunt*. Jagdish N. Sheth (Series Ed.) Volume 7: *Marketing Management and Strategy*. Rajan Varadarajan (Volume Ed.) (New Delhi: SAGE Publications, India), xxi-xxviii.
12. Varadarajan, Rajan (2012), "Emergence of Specialized Streams of Inquiry in Marketing and the Evolving Marketing Nomenclature: Some Reflections on Phil Kotler's Contributions to Marketing Literature," in *Legends in Marketing: Philip Kotler*. Jagdish N. Sheth (Series Ed.) -- Volume 1: *Marketing Theory and Orientations*. Ravi S. Achrol (Volume Ed.) (New Delhi: SAGE Publications, India), 320-329.
Invited Commentary
13. Varadarajan, Rajan (2012), "Managing Brand, Product and Business Deletions and Managing the Market Environment: Phil Kotler, a Thought Leader Ahead of His Times," in *Legends in Marketing: Philip Kotler*. Jagdish N. Sheth (Series Ed.) -- Volume 3: *Creating and Managing the Product Mix*. Venkatesh Shankar (Volume Ed.) (New Delhi: SAGE Publications, India), 113-119.
Invited Commentary

14. Varadarajan, Rajan, (2012), “Strategic Marketing and Marketing Strategy,” in *Handbook of Marketing Strategy*, Venkatesh Shankar and Gregory S. Carpenter, Eds. (Northampton, MA: Edward-Elgar Publishing, MA), 9-27.
Invited Article

15. Varadarajan, Rajan, (2012), “B2B Relationship Underpinnings of Outsourcing,” in *Handbook of Business-to-Business Marketing*, Gary Lilien and Rajdeep Grewal, Eds. (Northampton, MA: Edward-Elgar Publishing, MA), 400-414.
Invited Book Chapter

16. Varadarajan, Rajan, (2012), “Conjectures on Innovation Drivers in an Emerging Market: India,” in *Handbook of Research in International Marketing, Second Edition*, Subhash C. Jain and David A. Griffith, Eds. (Northampton, MA: Edward-Elgar Publishing, MA), 117-134.
Invited Article

17. Varadarajan, Rajan, Manjit Yadav, and Venkatesh Shankar (2013), “First-Mover Advantage in the Internet-enabled Market Environment,” *Handbook of Strategic e-Businesses Management*, Francisco J. Martinez-Lopez (Ed.), Springer Publications, 157-186.
Invited Article (Adapted from Varadarajan, Yadav and Shankar, 2008)

18. Varadarajan, Rajan (2016), “Contributions of George Day to Marketing Scholarship, Education and Practice: A Commentary,” in *Legends in Marketing: George S. Day*. Jagdish N. Sheth (Series Ed.) -- Volume 5: *Strategic Management*. Paul J. H. Schoemaker (Volume Ed.), New Delhi: SAGE Publications, India.
Invited Commentary

19. Varadarajan, Rajan (2019), “Environmental Sustainability Innovations, Sustainability Stakeholders and the Triple Bottom Line,” in *Handbook of Advances in Marketing in an Era of Disruptions: Essays in Honor of Jagdish N. Sheth*. Atul Parvatiyar and Rajendra Sisodia (Eds.), New Delhi: SAGE Publications, India, 79-92.
Invited Article

20. Varadarajan, Rajan, J. Chris White, and Satish Jayachandran (2019), “Growing by Divesting: A Multi-Theory Perspective on the Divestiture Behaviors of Conglomerate Diversified Firms,” in *Future-Focused Strategic Marketing*. R. Echambadi and B. J. Mariadoss (Eds.), Hauppauge, NY: Nova Publishers, 160-195.
Invited Article (Adapted from Varadarajan, Jayachandran and White, 2001)

21. Varadarajan, Rajan (2021), “Foundations of Strategic Marketing,” in *Routledge Companion to Strategic Marketing*. Bodo Schlegelmilch and Russ Winer (Eds.), 3-19.
Invited Book Chapter (Adapted from Varadarajan 2010, 2015)

22. Varadarajan, Rajan, (2022), “Business-to-Business Relationship Foundations of Outsourcing: Evolution and Outlook,” in *Handbook of Business-to-Business Marketing*, Gary Lilien, Stefan Wuyts and J. Andrew Petersen, Eds. (Northampton, MA: Edward-Elgar Publishing, MA), 393-407.
Print ISBN: 9781800376861 eISBN: 9781800376878
DOI: <https://doi.org/10.4337/9781800376878>
Invited Book Chapter (Revision and extension of 2012 Book Chapter).

23. Varadarajan, Rajan, (2023), "Sustainable Innovations and Sustainable Product Innovations: Definitions, Potential Avenues, and Outlook," in *PDMA Handbook on Innovation and New Product Development*, 4th Edition, Ludwig Bstieler and Charles Noble, Eds. John Wiley & Sons, 59-80.
Invited Book Chapter

Editorial Essays on Research and Publishing

1. Varadarajan, Rajan (1996), "From the Editor: Reflections on Research and Publishing," *Journal of Marketing*, 60(October), 3-6.
2. Varadarajan, Rajan (2003), "From the Editor: Musings on Relevance and Rigor of Scholarly Research in Marketing," *Journal of the Academy of Marketing Science*, 31(Fall), 368-376.

Personal Reflections Essay

Varadarajan, Rajan (2010), "Programmatic, Programmatically Non-programmatic and Beyond: Reflections on the Role of Collaboration, Serendipity and Strategic Windows in My Research Pursuits," *17th Paul D. Converse Symposium Proceedings* (Chicago, IL: American Marketing Association), 79-93.

Reprinted: Varadarajan, Rajan (2010), "Programmatic, Programmatically Non-programmatic and Beyond: Reflections on the Role of Collaboration, Serendipity and Strategic Windows in My Research Pursuits," *Journal of Strategic Marketing*, 18(April), 87-100.

Tribute Articles

1. Varadarajan, Rajan (2019), "Dr. Jagdish N. Sheth: A Servant Leader Scholar, Helpful Scholar, Energetic Scholar, Teacher Scholar, and Humble Scholar," in *Handbook of Advances in Marketing in an Era of Disruptions: Essays in Honor of Jagdish N. Sheth*. Atul Parvatiyar and Rajendra Sisodia (Eds.), New Delhi: SAGE Publications, India, 618-622.
Invited Article
2. Varadarajan, Rajan (2021), "Dr. Shelby D. Hunt: A World-Renowned Marketing Scholar, Marketing Legend, Thought Leader, Mentor, and More," *Journal of Global Scholars of Marketing Science*, 31 (2), 142-150.
doi: 10.1080/21639159.2020.1785913
Tribute Special Issue on Shelby D. Hunt's Contributions to the Marketing Discipline
Invited Article

Book Review

Varadarajan, Rajan (1989), Review of, "The PIMS Principles: Linking Strategy to Performance," by R. D. Buzzell and B.T. Gale (1987)," *Journal of Marketing*, 53(April), 126-129.

Textbook

Kerin, Roger A., Vijay Mahajan and Rajan Varadarajan (1990). *Contemporary Perspectives on Strategic Market Planning*. Boston, MA: Allyn and Bacon Inc.

Publications in Business Press and Newsletters

1. Varadarajan, Rajan (2007), "Innovation: Think Small," *Wall Street Journal*, March 3-4, p. R6, R8 (Business Insight Section).
2. Varadarajan, Rajan, and Anil Menon (1986), "Cause-Related Marketing: Corporate Philanthropy's New Dimension," *Business India*, October 20, pp. 97-98.
3. Varadarajan, Rajan (1984), "Issue of Efficient Coupon Handling and Processing Pits Manufacturers against Retailers, Coupon Clearinghouses," *Marketing News*, Vol. 18, No. 2, September 28, p.13.
4. Varadarajan, Rajan (1989), "Pathways to Corporate Excellence in Retailing," Texas A&M University Center for Retailing Studies *Retailing Issues Letter*, Volume 2, Number 1, February.

Marketing Science Institute Working Paper Series

1. Varadarajan, Rajan, Manjit Yadav, and Venkatesh Shankar (2005), "First-Mover Advantage on the Internet: Real or Virtual?" *Marketing Science Institute Working Paper Series*, 05-001, 3-25.
2. Kalaignanam, Kartik, Venkatesh Shankar and Rajan Varadarajan (2006), "Asymmetric New Product Development Alliance: Are the Gains Symmetric across the Partners?" *Marketing Science Institute Working Paper Series*, 06-003.
3. Varadarajan, Rajan (2009), "Strategic Marketing and Marketing Strategy: Conceptual Domain, Definition, Fundamental Issues and Foundational Premises," *Marketing Science Institute Working Paper Series*, 09-214.
4. Vadakkepatt, Gautham, Venkatesh Shankar and Rajan Varadarajan (2010), "Survival of Manufacturing Firms in *Fortune* 500: The Roles of Marketing Capital and R&D Capital," *Marketing Science Institute Working Paper Series*, 10-110.

Keynote Addresses, Distinguished Lectures, Public Lectures, Invited Presentations at Conference Plenary Sessions, Etc.

1. *Luncheon Address*, Consortium on International Marketing Research, Michigan State University (East Lansing, Michigan. June 1993).
2. *Keynote Address*, Conference on Strategy Evaluation Research, Cosponsored by American Marketing Association, University of Quebec & Tulane University (Val Morin, Canada. Oct. 1993).
3. *Invited Presentation*, Georgia Universities' Ideas Forum (Emory University, Atlanta. Nov. 1993).
4. *Keynote Address*, Conference on Joint Ventures in East Asia, Cosponsored by DePaul University, Chicago and University of Thai Chamber of Commerce (Bangkok, Thailand. December 1993).

5. *Invited Presentation at Plenary Session* on Evolution and Revolution in Marketing, 1994 American Marketing Association Marketing Educators' Winter Conference (St. Petersburg, FL. Feb. 1994).
6. *Luncheon Address*, Conference on Building Global Strategic Alliances, Cosponsored by the International Trade Association of Greater Chicago, DePaul University and Illinois State Department of Commerce and Community Affairs (Chicago, IL. May 1994).
7. *Keynote Address*, 1995 Symposium on Patronage Behavior and Retail Strategy, Louisiana State University (Baton Rouge, LA. May 1995).
8. *Keynote Speaker*, "Globalization and the Market Economy: Strategic and Adaptive Corporate Responses to the Challenge of Change," Second International Conference on Globalization and the Market Economy: The Challenge of Change (New Delhi, India. December 1995).
9. *Keynote Address*, 26th Annual Albert Haring Symposium for Doctoral Research in Marketing, School of Business, Indiana University (Bloomington, IN. March 1996).
10. *Invited Address*, University of Connecticut Business Round Table, "Strategic Alliances for Competitive Advantage." (Storrs, CT. April 1996).
11. *Keynote Speaker*, "Strategic Marketing: Evolution and State of the Field," 1996 American Marketing Association Faculty Consortium on Strategic Marketing (Phoenix, AZ. June 1996).
12. *City University of Hong Kong Public Lecture*, "Managerial Innovations and Corporate Upheavals." (Hong Kong. May 1997).
13. *Academy for Management Excellence Invitation Lecture*, "Managerial Innovations and Corporate Upheavals." (Madras, India. June 1997).
14. *Invited Presentation at Plenary Session* of International Conference on One World, One Market – Vision 20/20, "One World, One Market, One Strategy - Vision 20/20 or Blurred Vision." (New Delhi, India. December 1998).
15. *Invited Presentation at Plenary Session* on E-Commerce, 2000 American Marketing Association Marketing Educators' Winter Conference (San Antonio, TX. February 2000).
16. *Keynote Address*, "Competing in the Electronic Market Environment: Marketing Strategy Drivers and Outcomes." International Conference on Globalization of Business and Markets: Strategies for the 21st Century. Management Development Institute (Gurgaon, India. Dec. 2001).
17. *Public Lecture*, "Competing in an Electronic Market Environment." Madras Management Association (Madras, India. December 2001).
18. *Invited Presentation*, 8th Annual Sheth Foundation Winter Marketing Camp, "Marketing Strategy and the Internet: An Organizing Framework," Katz Graduate School of Business, University of Pittsburgh (Seven Springs Mountain Resort, PA. February 2002).

19. *Invited Presentation, 32nd Annual Albert Haring Symposium for Doctoral Research in Marketing*, School of Business, Indiana University (Bloomington, IN. March 2002).
20. *Invited Presentation, Marketing Research Day Organized and Hosted by Vrije Universteit Amsterdam: "Market Pioneering Advantage in the Physical versus the Electronic Marketplace."* (Amsterdam, Netherlands. March 19, 2004).
21. *Keynote Address at the 2005 Association for Global Business Advancement International Conference*, "From Indus Valley to Deccan Plateau and Beyond: A Perspective on Outsourcing." (New Delhi, India. January 2005).
22. *San-Ei Gen Distinguished Lecture --University of Edinburgh Management School*, "Comparative Advantage, Competitive Imperative, or Corporate Outrage: A Perspective on Outsourcing," (Edinburgh, U.K. March 2005).
23. *Marketing Strategy Workshop Leader: Haring-Sheth Workshop, 36th Annual Albert Haring Symposium*, Kelley School of Business, Indiana University (Bloomington, IN. March 2006).
24. *Keynote Address, Internationalizing Doctoral Education in Business: A Ph. D. Conference*, Center for International Business Education and Research (CIBER), University of Connecticut (Storrs, CT. July 2006).
25. *Honored Guest Address, 2006 PhD Project Marketing Doctoral Student Association Conference* (Chicago, IL. August 2006).
26. *Plenary Session – Keynote Address: "Global Marketing Strategy: The View through a Different Looking Glass,"* Paper presented at the Fifth International Conference on "Global Arena – Challenge of the Morrow," Global Business and Marketing Association (December 28-30,2006, New Delhi, India).
27. *Keynote Address -- 2007 Annual Conference of the Association of University Professors of Business Administration in Germany, Austria and Switzerland*, "Musings on Relevance and Rigor of Scholarly Research in Business Disciplines." (May 31, 2007, Paderborn, Germany).
28. *Invited Presentation at Plenary Session of the 2007 Product Development Management Association (India Chapter) Conference*, "Indovations and Indovators: Musings on Innovation Orientations in the Indian Market Environment." (With M. J. Xavier, December 17 to 19, 2007, Bangalore, India).
29. *Invited Presentation by Distinguished Alumni at Colloquia Celebrating the 100th Anniversary of the Graduate School*, University of Massachusetts, Amherst, "Global Outsourcing of Goods and Services: Business Decisions in the Face of Public Denouncements and Disapprovals" (April 9, 2008, Amherst, MA).
30. *Invited Presentation at Plenary Session of the 37th European Marketing Academy (EMAC) Conference*, "Marketing Landscapes: A Pause for Thought" (May 27 to 30, 2008, Brighton, U.K.).

31. *Keynote Presentation at the 2009 Consortium for International Marketing Research (CIMAR)– International University for Business and Economics, Beijing (UIBE) Joint Conference*, “Musings on the Half-Life of Knowledge of Certain Research Streams in International Business and International Marketing.” (October 16-17, 2009, Beijing, China).
32. *Invited Presentation at Plenary Session of the 35th Annual Macromarketing Conference*, “Research at the Nexus of Marketing Strategy and Macromarketing.” (June 9 to 12, 2010, Laramie, WY).
33. *Invited Presentation at Plenary Session of the 2010 Academy of Indian Marketing International Conference*, “Rethinking Marketing Strategy: Institutionalizing Sustainability Oriented Marketing Behaviors in Organizations.” (December 16 to 18, 2010, New Delhi, India).
34. *Keynote Address, 2010 Great Lakes Institute of Management-North American Society for Marketing Education in India Conference*, “Musings on the Half-life of Knowledge: A Commentary on Emerging Markets Focused Research in Marketing.” (December 23-24, 2010. Great Lakes Institute of Management, Chennai, India).
35. *Eminent Guest Speaker, International Conference on "Emerging Issues in Marketing Theory and Practice: Challenges and Prospects" [MARCON]*, “Rethinking Marketing Strategy: Institutionalizing Sustainability Oriented Marketing Behaviors in Organizations.” (December 27-29, 2010, Indian Institute of Management, Calcutta)
36. *Keynote Speaker, “The Green Business: A Sustainability Perspective,”* 10th Annual Conference of the Association for Global Business Advances (June 15-17, 2013, Bangkok, Thailand).
37. *Keynote Address*, “Innovating for Sustainability and Demarketing for Sustainability,” Annual Conference of ANPAD (Associacao Nacional De Pos-Graduacao E Pesquisa Em Administracao) -- National Association of Graduate Programs in Business Administration, Marketing and Strategy Divisions, Brazil (September 13-16, 2015, Belo Horizonte, Brazil)
38. *Inaugural Address*, “Innovating for Sustainability and Demarketing for Sustainability,” 3rd Pan-IIM World Management Conference (December 16-18, 2015, Indian Institute of Management, Indore)
39. *Keynote Address: Conference Inaugural Session*, “Doing Well by Doing Good Innovations: Opportunities and Challenges in Emerging Markets,” 2017 Annual Conference of Emerging Markets Conference Board (January 5-7, 2017, Indian Institute of Management Lucknow Noida Campus, Noida, India)
40. *Keynote Address: Conference Inaugural Session*, “STAR – Service, Teaching, Administration and Research: Musings on the Foundational Pillars of a Career in the Academia,” MICA’s International Communication Management Conference: Pre-Conference Young Scholar’s Research Colloquium (January 9, 2017, MICA: The School of Ideas, Ahmedabad, India)
41. *Keynote Address*, “STAR – Service, Teaching, Administration and Research: Musings on the Foundational Pillars of a Career in the Academia,” Indian Institute of Management Kozhikode Doctoral Symposium (December 10, 2020. *Virtual Symposium*)

42. Keynote Address, "Innovating for Environmental Sustainability: From Low Hanging Fruits to Moonshot Innovations," Virtual International Conference on Communication Quotient, Symbiosis School of Media and Communication, Bangalore, India, January 21, 2022. (*Virtual Presentation*)
43. Plenary Session, "Innovations for the Greater Good: Economically Viable, Environmentally Sustainable, and Socially Impactful Innovations," International Confluence Conference on Startups and Innovation, Indian Institute of Technology, Madras, India, December 13-15, 2023 (Morning Plenary Session. December 14, 2023).

Papers Presented at National and International Conferences and Other Forums

1. Varadarajan, Rajan (1979), "A Micro-Analytic Model of Intensive Growth Strategies," in J. H. Hair et al., (Eds.) *Proceedings of the Tenth Annual National Decision Sciences Institute Conference*, New Orleans, November 1979, 284.
2. Varadarajan, Rajan (1980), "Models of Intensive Growth Strategies: An Exploratory Study," paper presented at the *TIMS/ORSA Joint National Meeting*, Washington, D. C., May 1980.
3. Varadarajan, Rajan (1981), "Intensive Growth Strategies: An Extended Classification," in K. Bernhardt et al., (Eds.) *1981 AMA Educators' Conference Proceedings*, August 1981, 89-92.
4. Varadarajan, Rajan (1982), "Market Share Strategy Implications of the Concept of Sustainable Growth," in B.J. Walker et al., (Eds.) *1982 AMA Educators' Conference Proceedings*, August 1982, 274-278.
5. Varadarajan, Rajan and Charles M. Futrell (1982), "Marketing Executives' Perceptions of the Relative Importance of Salary Increase Determinants: An Exploratory Investigation," in B.J. Walker et al., (Eds.) *1982 AMA Educators' Conference Proceeding*, August 1982, 304-308.
6. Varadarajan, Rajan (1983), "Inter-Company Cooperative Sales Promotion: An Overview," paper presented at the *Marketing Science Institute Workshop on Integrating Sales Promotion into Marketing Strategy*, Babson College, Wellesley, Massachusetts, May 1983.
7. Varadarajan, Rajan (1983), "Content of Effective Organizational Strategies: An Analysis of Dun's Review Reports on Best-Managed Companies," in P. E. Murphy et al., (Eds.) *1983 AMA Educators' Conference Proceedings*, August 1983, 316-319.
8. Varadarajan, Rajan (1983), "Product Portfolio Analysis: An Exploration of Certain Intermediate Relationships," in V. T. Dock (Ed.) *Proceedings of the Fourteenth Annual National Decision Sciences Institute Conference*, San Antonio, November 1983, 441-444.
9. Varadarajan, Rajan, Peter S. Rose and James W. Kolari (1983), "Marketing of NOW Accounts: Some Preliminary Findings and Implications for Marketing Strategy Formulation," in V. T. Dock (Ed.) *Proceedings of the Fourteenth Annual National Decision Sciences Institute Conference*, San Antonio, November 1983, 345-348.
10. Shaikh, A. Karim and Rajan Varadarajan (1984), "Measuring Firm Diversity: A Review and Synthesis," in R.W. Belk et al., (Eds.) *1984 AMA Educators' Conference Proceedings*, August

1984, 185-189.

11. Varadarajan, Rajan and Mark Johnston (1985), "The Corporate Priorities of the New CEOs of the Eighties: Implications for Marketers," in R. F. Lusch et al., (Eds.) *1985 AMA Educators' Conference Proceedings*, August 1985, 282 (Presented by co-author).
12. Varadarajan, Rajan and John S. Fraedrich (1985), "Firm Diversity and Performance: An Empirical Investigation," paper presented at the *45th Annual Meeting of the Academy of Management*, San Diego, August 1985.
13. Varadarajan, Rajan and A. Parasuraman (1985), "Anticipated Changes in Strategic Market Plans: A Survey of U. S Firms," in J. F. Rinquist (Ed.) *Proceedings of the Sixteenth Annual National Decision Sciences Institute Conference*, Las Vegas, November 1985, 582-584.
14. Sager, Jeffrey K., Rajan Varadarajan and Charles M. Futrell (1985), "An Assessment of Instrument Sensitivity in Salesperson Performance Measurement," in J. F. Rinquist (Ed.) *Proceedings of 16th Annual National Decision Sciences Institute Conference*, Las Vegas, November 1985, 594-596 (Presented by co-author).
15. Varadarajan, Rajan (1986), "Consumers' Behavioral Responses to Coupon Price Promotions: An Empirical Inquiry," in T. A. Shimp et al., (Eds.) *1986 AMA Educators' Conference Proceedings*, August 1986, 211.
16. McKee, Daryl O., Rajan Varadarajan and J. Vassar (1986), "Planning Style and Competition: An Exploratory Study among Hospitals," in T. A. Shimp et al., (Eds.) *1986 AMA Educators' Conference Proceedings*, August 1986, 256 (Presented by co-author).
17. Varadarajan, Rajan (1987), "Traits of Corporate Excellence: Cross-National Perspectives," paper presented at the *American Marketing Association International Marketing Conference*, New Delhi, January 1987.
18. Varadarajan, Rajan and Anil Menon (1987), "Cause-Related Marketing: An Evolving Strategic Marketing Tool," in M. R. Solomon et al., (Eds.) *1987 AMA Educators' Conference Proceedings*, August 1987, 172.
19. Sager, Jeffrey K., Charles M. Futrell, Rajan Varadarajan and A. Parasuraman (1987), "A Causal Model of Salesperson Turnover," in M. R. Solomon et al., (Eds.) *1987 AMA Educators' Conference Proceedings*, August 1987, 101 (Presented by co-author).
20. McKee, Daryl O., Rajan Varadarajan and William M. Pride (1988), "Market Volatility as a Moderator of Strategic Performance: Balancing the Need for Marketing Efficiency and Adaptive Capacity in Dynamic Environments," in G. Frazier et al., (Eds.) *1988 AMA Educators' Conference Proceedings*, August 1988, 39 (Presented by co-author).
21. Varadarajan, Rajan (1989), "Perspective on Corporate Excellence in Retailing," in W.R. Darden (Ed.) *Proceedings of Symposium on Patronage Behavior and Retail Strategy: The Cutting Edge*. Baton Rouge, La., May 1989, 251-267.
22. Menon, Anil, and Rajan Varadarajan (1989), "A Model of Organizational and Informational

- Factors Affecting Utilization of Marketing Knowledge in Firms," in P. Bloom et al., (Eds.) *1989 AMA Educators' Conference Proceedings*, August 1989, 94 (Presented by co-author).
23. Varadarajan, Rajan, P. N. Thirunarayana and Sundar G. Bharadwaj (1991), "Attitudes toward Marketing Practices, Consumerism and Government Regulations: A Comparative Study of Marketing and Non-Marketing Executives in an Industrializing Country," in S. MacKenzie et al., (Eds.) *1991 AMA Educators' Conference Proceedings*, February 1991.
 24. Leigh, James H. and Rajan Varadarajan (1991), "Consumers' Behavioral Responses to Alternative Coupon Price Promotions: A Field Study in a Fast Food Retailing Context," in W.R. Darden et al., (Eds.) *Proceedings of Symposium on Patronage and Retail Strategy: The Cutting Edge II*. Louisiana State University, Baton Rouge, LA, May 1991.
 25. Varadarajan, Rajan and Terry Clark (1991), "The Strategy Conundrum and the Marketing Function," in F. R. Dwyer et al. (Eds.) *1991 AMA Educators' Conference Proceeding*, Aug. 1991, 117-18.
 26. Cunningham, Margaret, H. and Rajan Varadarajan (1991), "The Role of Marketing in International Strategic Alliances," in F. R. Dwyer et al., (Eds.) *1991 AMA Educators' Conference Proceedings*, August 1991, 64-65 (Presented by co-author).
 27. Szymanski, David M., Sundar G. Bharadwaj and Rajan Varadarajan (1991), "The Relationship between Market Share and Profitability: A Meta-Analysis of PIMS Based Findings," in F. R. Dwyer et al., (Eds.) *1991 AMA Educators' Conference Proceedings*, August 1991, 373-375 (Presented by co-author).
 28. Varadarajan, Rajan and M. H. Cunningham (1992), "Strategic Alliances for Global Competitiveness." *International Conference on Global Competitiveness: Strategies for the '90s*. Co-sponsored by the Academy of Marketing Science and Univ. of Delhi (New Delhi, India. January 1992).
 29. Varadarajan, Rajan (1992), *Invited Presentation*, Texas Universities' Marketing Faculty Research Colloquium, Texas Christian University (Fort Worth, TX. March 1992).
 30. Bharadwaj, Sundar G., John Fahy and Rajan Varadarajan (1992), "Sustainable Competitive Advantage in Service Industries: A Conceptual Model and Propositions." In V. L. Crittenden (Ed.) *Proceedings of the Annual Conference of the Academy of Marketing Science*, San Diego, April 1992, 441-443 (Presented by co-author).
- Best Overall Conference Paper Award -- Academy of Marketing Science 1992 Annual Conference*
31. Varadarajan, Rajan (1992), "Marketing Strategy Implementation: Processual and Organizational Contexts for Strategy Delivery," American Marketing Association Marketing Educators' Annual National Summer Conference (August 1992, Chicago, IL).
 32. Szymanski, David M., Sundar G. Bharadwaj and Rajan Varadarajan (1992), "A Cross-National Comparison of the Determinants of Business Performance: Implications for Global Versus Multi-Domestic Strategies," in R. Leone et al., (Eds.) *1992 AMA Educators'*

- Conference Proceedings*, August 1992, 309 (Presented by co-author).
33. Szymanski, David M., Sundar G. Bharadwaj and Rajan Varadarajan (1992), "Do the Determinants of Business Performance Generalize Across Western Markets? Implications for Multinational Strategies," *Academy of International Business Annual Meeting* (Brussels, Belgium. November 1992) (Presented by co-author).
 34. Varadarajan, Rajan (1994), *Invited Presentation*, Texas Universities' Marketing Faculty Research Colloquium, Rice University (Houston, TX. April 1994).
 35. Varadarajan, Rajan (1995), *Invited Presentation at Special Session* on Marketing Thought, 1995 American Marketing Association Marketing Educators' Winter Conference (San Diego, CA. February 1995).
 36. Varadarajan, Rajan (1995), *Invited Presentation at Special Session* on New Directions in Marketing Strategy, 1995 American Marketing Association Marketing Educators' Winter Conference (San Diego, CA. February 1995).
 37. Varadarajan, Rajan (1995), *Invited Presentation at Special Session* on Preparing Marketing Doctoral Students for the 21st Century, 1995 American Marketing Association Marketing Educators' Summer Conference (Washington, DC. August 1995).
 38. Varadarajan, Rajan (1995), *Invited Presentation at Special Session*, American Society for Competitiveness: Conference on U. S. Competitiveness in the Global Marketplace (Dallas, TX. October 1995).
 39. Varadarajan, Rajan (1996), *Invited Presentation*, Texas Universities' Marketing Faculty Research Colloquium, Baylor University (Waco, TX. April 1996).
 40. Varadarajan, Rajan (1997), *Invited Presentation at Special Session*, "Reflections of Former JM and JMR Editors," 1997 American Marketing Association Marketing Educators' Winter Conference (St. Petersburg, FL. February 1997).
 41. Troy, Lisa, David M. Szymanski and Rajan Varadarajan (1997), "Amount of Market Information and the Number of New Product Ideas Generated," in W. M. Pride et al., (Eds.) *1997 AMA Educators' Conference Proceedings*, August 1997, 110 (Presented by co-author).
 42. Varadarajan, Rajan, Satish Jayachandran and J. Chris White (1998), "Growing by Shrinking: The Logic of Deconglomeration," *Marketing Science Institute – Journal of Marketing Conference on Fundamental Issues in Marketing* (Cambridge, MA. June 1998).
 43. Varadarajan, Rajan (1999), *Invited Presentation at Special Session* on Strategic Alliances, "Competitive Forces and Industry Profitability: The Moderating Effect of Cooperative Forces," 1999 American Marketing Association Marketing Educators' Winter Conference (St. Petersburg, FL. February 1999).
 44. Varadarajan, Rajan (1999), *Invited Presentation at Special Session* on Issues and Innovations in Teaching Marketing Strategy, 1999 American Marketing Association Marketing Educators' Summer Conference (San Francisco, CA. August 1999).

45. Jayachandran, Satish and Rajan Varadarajan (2000), "Does Success Breed Complacency? The Impact of Past Performance on the Competitive Responsiveness of Organizations," in J. P. Workman et al., (Eds.) *2000 AMA Educators' Conference Proceedings*, February 2000

Best Overall Conference Paper Award & Best Paper Award in Marketing Strategy Track – 2000 American Marketing Association Marketing Educators' Annual Winter Conference.
46. Varadarajan, Rajan (2000), "Competing in the Electronic Marketplace," *Millennium Series Special Session, 2000 Society for Marketing Advances Conference* (Orlando, FL. November 2000).
47. Varadarajan, Rajan (2000), "Scholarly Research in International Business: Striving for Relevance and Rigor." *2000 Academy of International Business Conference* (Phoenix, AZ, November 2000).
48. Varadarajan, Rajan (2000), *Invited Presentation*, "Competing in the Electronic Marketplace," *International Conference on Electronic Commerce: ETEC 2000 – Emerging Trends in E-Commerce* (Kuala Lumpur, Malaysia. November 2000).
49. Varadarajan, Rajan (2001), *Invited Presentation at Special Session on Critical Issues in E-Retailing Research*, "2001 American Marketing Association Marketing Educators' Winter Conference" (Scottsdale, AZ. February 2001).
50. Varadarajan, Rajan (2001), *Invited Presentation at Special Session*, "International Business and E-Commerce: Issues and Changing Perspectives." *2001 Conference of the Academy of International Business U.S. Southwest Chapter* (New Orleans, LA. March 2001).
51. Varadarajan, Rajan (2001), *Invited Presentation*, "Competing in the Electronic Marketplace: Perspectives on Market Pioneering Advantage Revisited." *2001 Texas' Universities Marketing Faculty Research Colloquium at the University of North Texas* (Denton, TX. April 2001).
52. Varadarajan, Rajan (2001), *Invited Presentation*, "Global Competitive Strategy in a Computer Mediated Interactive Environment," *Conference on the State of the Art of Research in International Marketing*. Sponsored by the CIBERs at UCLA, Univ. of Connecticut, Univ. of Memphis, Michigan State Univ., and Univ. of Wisconsin and the Global Marketing SIG of AMA (Univ. of Connecticut Storrs, CT. October 2001).
53. Varadarajan, Rajan and Manjit S. Yadav (2001), "Marketing Strategy in a Computer-Mediated Interactive Environment: A Conceptual Framework". *Marketing Science Institute – Academy of Marketing Science Conference on Marketing to and Serving Customers through the Internet* (Boca Raton, FL. December 2001).
54. Yadav, Manjit S., and Rajan Varadarajan (2001), "Marketing Strategy in a Computer-Mediated Interactive Environment: A Conceptual Framework." *International Conference on Globalization of Business and Markets: Strategies for the 21st Century* (Management Development Institute, Gurgaon, India. December 2001).

55. Varadarajan, Rajan (2002), *Invited Presentation at Special Session on Issues in E-Commerce Research*, 2002 American Marketing Association Marketing Educators' Winter Conference (Austin, TX. February 2002).
 56. Kushwaha, Tarun and Rajan Varadarajan (2002), "Characteristics of Information Technology Products and Markets: Implications for Competitive Marketing Strategy." *International Conference on Marketing of Technology Oriented Products and Services in a Global Environment* (Bangalore, India. December 2002).
 57. Varadarajan, Rajan (2002), *Invited Presentation -- Panel Session*, "Marketing of Technology Products and Services: Research Agenda and Directions." *International Conference on Marketing of Technology Oriented Products and Services in a Global Environment* (Bangalore, India. December 2002).
 58. Varadarajan, Rajan (2002), *Invited Presentation at Special Session on Strategies for Early Career Management*, 2002 American Marketing Association Marketing Educators' Winter Conference (Orlando, FL. February 2003).
 59. Varadarajan, Rajan (2003), *Invited Presentation at Special Session: "Globalization: Issues and Trends."* 2003 Conference of the Academy of International Business U.S. Southwest Chapter (Houston. March 2003).
 60. Varadarajan, Rajan (2003), *Invited Presentation at Special Session on Role of Service in an Academic's Career*, 2003 American Marketing Association Marketing Educators' Summer Conference (Chicago, IL. August 2003).
 61. Kalaiganam, Kartik and Rajan Varadarajan (2003), "Marketing Operations Efficiency and the Internet," in R. B. Money et al., (Eds.) *2003 AMA Educators' Conference Proceedings*, August 2003 (Presented by co-author).
 62. Kushwaha, Tarun and Rajan Varadarajan (2004), "The Connectivity Characteristic of Information Products: Implications for Marketing Strategy," in K. L. Bernhardt et al., (Eds.) *2004 AMA Educators' Conference Proceedings*, August 2004 (Presented by co-author).
 63. Kalaiganam, Kartik and Rajan Varadarajan (2004), "Outsourcing of Customer Relationship Management: Antecedents and Consequences," in K. L. Bernhardt et al., (Eds.) *2004 AMA Educators' Conference Proceedings*, August 2004 (Presented by co-author).
- Best Paper Award -- E-Commerce and Technology Track. 2004 American Marketing Association Marketing Educators' Annual National Summer Conference*
64. Varadarajan, Rajan (2004), *Invited Presentation, Conference on Does Marketing Need Reform*, "Is Marketing in Need of Reform? Musings of an Ex Journal Editor and Marketing Strategy Researcher," (Boston, MA. August 2004).
 65. Varadarajan, Rajan (2004), *Invited Presentation at 2004 Academy of Marketing Science Conference on Cultural Perspectives in Marketing*, "Business Schools Worldwide: Learning from Each Other," (Puebla, Mexico. September 2004).

66. Dan, Sujan and Rajan Varadarajan (2004), "Network Innovativeness, Size and Customer Utility: Role of Environmental Uncertainty and Alliance Characteristics." *Paper Presented at International Conference on Innovation* (Bangalore, India. December 2004).
67. Varadarajan, Rajan (2005), *Invited Presentation at Special Session* on the Strategic Value of New Product Introductions, "Innovativeness and Speed to Market in Network Markets: The Role of Strategic Alliances," (with Sujan Dan and Venky Shankar). 2005 American Marketing Association Marketing Educators' Winter Conference (San Antonio, TX. February 2005).
68. Kalaignanam, Kartik, Rajan Varadarajan and Venky Shankar (2005), "Valuing Asymmetrical New Product Development Alliances," *Marketing Science Conference* (June 2005, Atlanta, GA) (Presented by co-author).
69. Kartik Kalaignanam and Rajan Varadarajan (2005), *Invited Presentation at Special Session* on Outsourcing and Offshoring of CRM Activities, "Managing the CRM Outsourcing Decision: An Integrative Framework," 2005 American Marketing Association Marketing Educators' Summer Conference (San Francisco, CA. July 2005) (Presented by co-author).
70. Varadarajan, Rajan (2005), *Invited Presentation at Special Session* on Marketing Strategy: Present and Future, "Marketing Strategy: Fundamental Issues and Foundational Premises," 2005 American Marketing Association Marketing Educators' Summer Conference (San Francisco, CA. July 2005).
71. Varadarajan, Rajan (2006), "Global Outsourcing of Services: Comparative Advantage, Competitive Advantage and Competitive Imperative Underpinnings." *Paper Presented at International Conference on Global Competitiveness through Outsourcing* (Bangalore, India. July 2006).
72. Varadarajan, Rajan (2006), *Invited Presentation at Special Session* on Benchmarking Emerging Issues in Marketing Strategy and Marketing Management, 2006 American Marketing Association Marketing Educators' Summer Conference (Chicago, IL. August 2006).
73. Varadarajan, Rajan (2006), "The Strategic Logic of Incremental Innovations." *Paper presented at International Conference on Innovation & New Product Development, PDMA – Product Development Management Association* (Chennai, India. December 19-21, 2006).
74. Varadarajan, Rajan (2007), *Invited Presentation at 2007 AMA Marketing Strategy Special Interest Group Pre-Conference Workshop* on Emerging Directions in Marketing Strategy Research, "Marketing Strategy: Definition, Domain, Fundamental Issues and Principles." (Washington, DC. August 2007).
75. Dwyer, Paul and Rajan Varadarajan (2007), *Invited Presentation at Special Session Cosponsored by Doctoral Students and Consumer Behavior Strategy Special Interest Groups* titled, "Consumer Behavior, Meet Technology: New Insights from Doctoral Students and Dissertation Chairs, 2007 American Marketing Association Marketing Educators' Summer Conference (Washington, DC. August 2007).
76. Vadakkepatt, Gautham, Venkatesh Shankar and Rajan Varadarajan (2009), "The Relative

- Impact of Marketing versus R&D Efforts on the Top-Line Growth of Leading Large Firms,” *Marketing Science Conference* (June 2009, Ann Arbor, Michigan) (Presented by co-author).
77. Dan, Sujana, Alina Sorescu and Rajan Varadarajan (2009), “The Role of Alliance, Alliance Partner and Format Characteristics on the Market Acceptance of Formats,” *Marketing Science Conference* (June 2009, Ann Arbor, Michigan) (Presented by co-author).
78. Varadarajan, Rajan (2010), *Invited Presentation at Special Session on (Re) Designing Marketing Curriculum and Education for the Changing World*, “Musings on Designing/Redesigning the Doctoral Program in Marketing for a Changing World,” *2010 American Marketing Association Marketing Educators’ Winter Conference* (New Orleans, LA. February 2010).
79. Dan, Sujana, Alina Sorescu and Rajan Varadarajan (2010), *Invited Presentation at Special Session*, “How New Technologies Become Standards: An Empirical Examination of the Role of Technology Promoting Multi-Firm Alliances,” *2010 American Marketing Association Marketing Educators’ Winter Conference* (New Orleans, LA. February 2010) (Presented by co-author).
80. Varadarajan, Rajan (2010), *Invited Presentation at Special Session on Telling, Telling Stories: Crafting Impactful Marketing Theory*,” *2010 Academy of Marketing Science Conference* (May 26 to 29, 2010, Portland, OR).
81. Varadarajan, Rajan and M. J. Xavier (2010), *Invited Paper Presented at the International Marketing Theory Conference: CIBER Seminar*, “Innovation Drivers and Orientations in Emerging Markets: Conjectures on the Innovation Orientations of Indian Organizations,” (June 17 to 19, 2010, University of Connecticut, Storrs, CT).
82. Varadarajan, Rajan (2010), *Invited Presentation at Special Session*, “Ideas that Matter: A Dialog on Enhancing Theory Development in Marketing,” *2010 American Marketing Association Marketing Educators’ Summer Conference Pre-Conference Program* (August 13, 2010, Boston, MA).
83. Varadarajan, Rajan (2010), *Invited Presentation*: “The Many Phases and Faces of Innovation In India,” *2010 Marketing Science Institute-Indian School of Business Conference on Marketing in Emerging Markets: The Indian Experience* (December 8-10, 2010, Indian School of Business, Hyderabad, India).
84. *Invited Presentation at Special Session*: “From Subsistence Marketplaces to Sustainable Marketplaces: Implications for Research in Marketing on Subsistence Marketplaces,” at Special Session, “*From Subsistence Marketplaces to Sustainable Marketplaces: The Role of Marketing.*” *2011 American Marketing Association Marketing Educators’ Winter Conference* (Austin, TX. February 2011).
85. Vadakkepatt, Gautham, Venkatesh Shankar and Rajan Varadarajan (2011), *Invited Presentation at Special Session on Innovation Strategy*, “An Empirical Analysis of the Effects of Advertising Capital and R&D Capital on Sales Growth, Profit Growth, and Market Value Growth.” *2011 American Marketing Association Marketing Educators’ Winter Conference* (Austin, TX. February 2011). (Presented by co-author).

86. Varadarajan, Rajan (2011), "Strategic Marketing and Marketing Strategy 3.0: Foundational Issues and Research Priorities," 2011 AMA Marketing Educators' Annual National Winter Conference (Austin, TX. February 2011)
87. Varadarajan, Rajan (2011), *Invited Presentation at Special Session on Telling, Telling Stories: Crafting Impactful Marketing Theory*, 2011 *Academy of Marketing Science Conference* (May 24 to 27, 2011, Coral Gables, FL).
88. Varadarajan, Rajan (2011), *Invited Presentation, Academy of Marketing Science 40th Anniversary Commemorative Special Session*, "Learning from Former Editors of the Journal of Academy of Marketing Science," 2011 *Academy of Marketing Science Conference* (May 24 to 27, 2011, Coral Gables, FL).
89. Varadarajan, Rajan (2011), *Panel Session, Academy of Marketing Science 40th Anniversary Commemorative Special Session*, "Question and Answer Session with Marketing Gurus," 2011 *Academy of Marketing Science Conference* (May 24 to 27, 2011, Coral Gables, FL).
90. Varadarajan, Rajan (2011), "The Sustainability Imperative and the Marketing Mandate: Concurrent Pursuit of a Smaller Environmental Footprint and a Larger Market Footprint," 2011 *American Marketing Association Marketing Educators' Summer Conference* (San Francisco, CA, August 2011).
91. Varadarajan, Rajan (2013), *Invited Presentation at Special Session: "Genesis of a Journal Article Deemed as Making Significant Contribution to Marketing Theory and Thought."* Special Session, "Learning from Award-Winning Theory Articles: A Conversation with Authors." 2013 *American Marketing Association Marketing Educators' Winter Conference* (February 15-17, 2013, Las Vegas, NV).
92. Varadarajan, Rajan (2013), *Invited Presentation, Marketing Research Camp, Leeds University Business School, June.*
93. Varadarajan, Rajan (2013), *Workshop on Research and Publishing, 10th Annual Conference of the Association for Global Business Advances* (June 15-17, 2013, Bangkok, Thailand).
94. Otto, Ashley, David Szymanski and Rajan Varadarajan (2013), "Satisfaction-Based Strategies for Improved Business Performance: A Meta-Analysis of the Empirical Evidence." 2013 *American Marketing Association Marketing Educators' Summer Conference* (August 9-11, 2013, Boston, MA). (Presented by co-author).

Best Overall Conference Paper Award & Best Paper Award in Marketing Strategy and Marketing Management Track -- 2013 American Marketing Association Marketing Educators' Summer Conference.

One of three papers presented at conference selected for discussion in special session titled, "Highlights of AMA 2013 Summer Educators Conference," at the 2013 Annual Conference of China Marketing Science at Tsinghua University (August 17-18, 2013, Beijing, China).
95. Varadarajan, Rajan (2015), *Invited Presentation at Special Session, "From Ideas to Impactful*

Marketing Theory: Issues and Approaches.” AMS Review Theory Forum at the 2015 Academy of Marketing Science Annual Conference (May 12-14, 2015, Denver, CO)

96. Varadarajan, Rajan (2015), “Sustainability, Public Policy and Demarketing: Product-Market Opportunities for Consumption Elimination, Consumption Reduction and Consumption Redirection,” *Symposium on Advancing Sustainability Research and Education* (Indian Institute of Management, Bangalore. January 5-7, 2015).
97. Varadarajan, Rajan (2015), Workshop on Crafting Manuscripts for Publishing in Scholarly Journals in Business Disciplines, IMR Doctoral Conference 2015 (December 22-23, 2015, Indian Institute of Management, Bangalore).
98. Varadarajan, Rajan (2016), *Invited Presentation at Special Session*, “Contributions of Scholarly Research in Strategic Marketing to the Knowledge Needs of Marketing Managers,” 2016 American Marketing Association Marketing Educators’ Winter Conference (Feb. 26-28, 2016. Las Vegas, NV).
99. Varadarajan, Rajan (2016), *Invited Presentation at PhD Student and Early-Career Workshop on Macromarketing and Sustainability*, “Sustainability, Public Policy and Macromarketing,” University of Wyoming (August 2-3, 2016, 2016. Laramie, WY).
100. Varadarajan, Rajan (2016), *Invited Presentation at PhD Student and Early-Career Workshop on Macromarketing and Sustainability*, “The ARTS (Administration, Research, Teaching and Service) of an Academic Career in Marketing: Some Guideposts,” University of Wyoming (August 2-3, 2016, 2016. Laramie, WY).
101. Varadarajan, Rajan (2016), *Invited Presentation at Special Session*, “Pathways to Relevance: Paradigms and C-Suite Significance for the Modern CMO,” 2016 American Marketing Association Marketing Educators’ Summer Conference (August 5-7, 2016. Atlanta, GA).
102. Varadarajan, Rajan (2017), “Gender Differences in Sustainability Related Attitudes and Behaviors: A Review of Research and Extension,” 4th International Communication Management Conference (ICMC) on “People, Planet, and Profit: Synergistic Leadership for Social and Communication Innovations” (MICA, Ahmedabad, India. January 10-12, 2017).
103. Varadarajan, Rajan (2017), *Invited Presentation at Special Session*, “Researching Stakeholders’ Relationship for a Better World,” 2017 American Marketing Association Marketing Educators’ Winter Conference (Feb. 17-19, 2017. Orlando, FL).
104. Varadarajan, Rajan (2017), *Invited Presentation at Special Pre-Conference Session*, “Sustainability and Marketing Strategy.” Pre-Conference on Researching for a Better Society Co-sponsored by AMA Doctoral Students SIG, AMA Marketing & Society SIG and *Journal of Macromarketing*, 2017 American Marketing Association Marketing Educators’ Summer Conference (Aug. 4-6, 2017. San Francisco, CA).
105. Varadarajan, Rajan (2019), “Competitive Strategy in a Digital Market Environment: Some Extant Concepts, Frameworks, Models, Principles and Theories Revisited,” *Journal of the Academy of Marketing Science Thought Leadership Conference on Digital Innovations*

and Strategy in a Digital Market Environment (Bocconi University, June 10-12, 2019).

106. Varadarajan, Rajan (2020), *Invited Presentation at Special Session, "IAMA Model of Eco-Conscious Consumers and Sustainable Innovations Adopters,"* 2020 American Marketing Association Marketing Educators' Winter Conference (Feb. 14-16, 2020. San Diego, CA).
107. Arunachalam, S., Shaphali Gupta, Michael Haenlein, Rajan Varadarajan, and Roman Welden (2020), "Digital Technologies-Based Product and Marketing Innovations: An Assessment of the Current State and Outlook." IJRM-ISB 2020 Thought Leadership Conference on Global Marketing Strategy (*Virtual Conference* Hosted by Indian School of Business, Hyderabad. August 10, 12, 14 and 17, 2020).
108. Varadarajan, Rajan (2021), "Research in Strategic Marketing: A Retrospective and a Prospective," *International Journal of Research in Marketing (IJRM)* Sponsored Special Session --Contemporary Marketing Strategy Research: New Perspectives for the Digital Economy. European Marketing Academy (EMAC) Annual Conference (*Virtual Conference*). May 26, 2021.
109. Varadarajan, Rajan (2021), "Research in Strategic Marketing: Perspectives on Fundamental Issues and Contemporary Issues," AIM-AMA Sheth Foundation Doctoral Consortium, Jagdish Sheth School of Management, Bangalore, India (*Virtual Doctoral Consortium*), June 27, 2021.
110. Varadarajan, Rajan (2021), "Outsourcing in Business-to-Business Markets: Evolution and Outlook," Institute for Study of Business Markets (ISBM) Conference (*Virtual Conference*). August 13, 2021.
111. Varadarajan, Rajan (2021), "Business Purpose, Innovation and Strategic Marketing: Perspectives," MICA School of Business (Ahmedabad, India) Webinar Series, November 12, 2021.
112. Varadarajan, Rajan (2021), "Strategic Marketing, Marketing Strategy and Market Strategy: An Overview," GLIM-NASMEI Marketing Strategy Workshop (*Virtual Workshop*), December 18, 2021.
113. Varadarajan, Rajan (2022), "Innovating for Environmental Sustainability: From Low Hanging Fruits to Moonshot Innovations," KCT Business School Research Forum, Coimbatore, India, March 28, 2022. (*Virtual Presentation*)

Invited Presentations at Universities

1. Arizona State University
2. Colorado State University
3. Emory University
4. Florida State University
5. Georgia Institute of Technology
6. Michigan State University
7. Ohio State University
8. Southern Illinois University, Carbondale

9. Southern Methodist University
10. Texas Tech University
11. University of Alabama, Birmingham
12. University of Alabama, Tuscaloosa
13. University of Central Florida
14. University of Connecticut
15. University of Denver
16. University of Houston
17. University of Illinois, Urbana-Champaign
18. University of Massachusetts, Amherst
19. University of Massachusetts, Dartmouth
20. University of Minnesota, Minneapolis
21. University of Mississippi, Oxford
22. University of North Texas
23. University of Pittsburgh
24. University of Southern California
25. University of Tennessee, Knoxville
26. University of Texas, Austin
27. University of Texas, San Antonio
28. University of Wisconsin, Madison
29. Washington State University, Pullman

30. City University of Hong Kong, Hong Kong
31. Johannes-Gutenberg University of Mainz Germany
32. Indian Institute of Management, Bangalore
33. Indian Institute of Science, Bangalore
34. Indian Institute of Technology (IIT), Madras
35. Instituto Panamericano De Alta Direccion De Empresa (IPADE), Mexico City, Mexico
36. Leeds University, Leeds, UK
37. Mudra Institute of Communication and Advertising (MICA), Ahmedabad, India
38. Narsee Monjee Institute of Management and Higher Studies, University, Mumbai, India
39. Nanyang Technological University, Singapore
40. Peking University, Beijing
41. Queen's University, Canada
42. SASIN -- Chulalongkorn University, Bangkok, Thailand
43. SDM Institute for Management Development, Mysore, India
44. Universidad De Las Americas (UDLA), Puebla, Mexico
45. Universiti Pertanian Malayasia, Serdang, Malaysia
46. University of Edinburgh, U.K.
47. University of Paderborn, Germany
48. University of Vienna, Austria
49. Vienna University of Economics and Business Administration, Austria
50. Vrije Universiteit Amsterdam (Free University of Amsterdam), Netherlands **SELECTED**

SERVICE AND PROFESSIONAL ACTIVITIES

POSITIONS HELD IN PROFESSIONAL SOCIETIES

President: American Marketing Association Marketing Strategy Special Interest Group (July 1998 to June 2000)

Board of Governors: Academy of Marketing Science (June 1998 to May 2004)

Vice President for Publications: Academy of Marketing Science (June 2004 to May 2007)

Vice President for Publications: American Marketing Association (July 2014 to June 2017)

Member, AMA Journals -- Publications Policy Committee (July 2017 to June 2020)

EDITORIAL AND REVIEWING ACTIVITIES

Editor: *Journal of Marketing* (July 1993 to June 1996)

Editor: *Journal of the Academy of Marketing Science* (June 2000 to May 2003)

Guest Editor / Consulting Editor: *Journal of Marketing* (July 2002 to June 2008)

Associate Editor: *Journal of Marketing Research* (August 2006 to August 2007)

Guest Editor (With Satish Jayachandran): Special Issue of *Review of Marketing Research* on Marketing Strategy and Innovation (Volume 15. 2018)

Guest Editor (With Daryl McKee): Special Issue of *Journal of Business Research* on Competitive Advantage (June 1995)

Editor (With Anil Menon): *Enhancing Knowledge Development in Marketing: Insights from the 1989 American Marketing Association Summer Marketing Educators' Conference* (Chicago, Illinois: American Marketing Association), 1993

Proceedings Editor (With Bernie Jaworski): *Enhancing Knowledge Development in Marketing: Proceedings of the 1993 AMA Winter Marketing Educators' Conference* (Chicago, Illinois: American Marketing Association), 1993

Proceedings Editor: *The Marketing Concept: Perspectives and Viewpoints*. Proceedings of AMA Co-sponsored Workshop (College Station, Texas: Texas A&M University), 1983

Volume Editor: *Legends in Marketing – Shelby Hunt*. Volume 7: *Marketing Management and Strategy* (2011) (New Delhi, SAGE Publications, India).

Editorial Review Boards (Current)

Journal of the Academy of Marketing Science

Journal of International Marketing

Journal of Marketing Management

Journal of Strategic Marketing
Journal of Business Research
AMS Review (Academy of Marketing Science Review)
IIMB Review (Indian Institute of Management Bangalore Review)

Editorial Review Boards (Past)

Journal of Marketing (1985 to 2018)
Journal of Marketing Research
Journal of Interactive Marketing

ORGANIZATION AND PARTICIPATION: CONFERENCES, CONSORTIA & WORKSHOPS

1. **Conference Program Co-chair:** Academy of Marketing Science Marketing Educators' Annual National Conference (May 1998, Norfolk, VA).
2. **Conference Program Co-chair:** American Marketing Association Marketing Educators' Annual National Winter Conference (February 1993, Newport Beach, CA).
3. **Doctoral Consortium Co-chair:** American Marketing Association – Sheth Foundation Doctoral Consortium (June 2004, Texas A&M University, College Station, TX).
4. **Faculty Consortium Co-chair:** American Marketing Association Faculty Consortium on Electronic Commerce (July 2001, Texas A&M University, College Station, TX).
5. **Pre-conference Program Chair and Organizer:** “One-day Pre-conference Program on Electronic Commerce,” American Marketing Association Marketing Educators' Annual National Winter Conference (February 2000, San Antonio, TX).
6. **Dissertation Competition Co-chair:** American Marketing Association Doctoral Dissertation Competition (1996-1997).
7. **Doctoral Consortium Faculty:** American Marketing Association – Sheth Foundation Doctoral Consortium (1992: Michigan State University. 1993: University of Illinois. 1994: Santa Clara University. 1995: University of Pennsylvania. 1998: University of Georgia. 2001: University of Miami. 2002: Emory University. 2003: University of Minnesota. 2005: University of Connecticut. 2007: Arizona State University. 2008: University of Missouri. 2009: Georgia State University. 2010: Texas Christian University. 2011: Oklahoma State University. 2017: University of Iowa. 2018: University of Leeds).
8. **Faculty Consortium Speaker:** American Marketing Association Faculty Consortium (June 1996 - Arizona State University; July 1998 - Michigan State University).
9. **Ph.D. Project Marketing Doctoral Students Association Annual Conference – Faculty Participant** (Washington DC. August 2001. San Diego, CA. August 2002. Chicago, IL. August 2003. Boston, MA. August 2004. San Francisco, CA. July 2005. Chicago, IL. August 2006).
10. **Doctoral Symposium Faculty:** Southwest Federation of Administrative Disciplines (March 1994-Dallas, TX. March 1995-Houston, TX).
11. **Doctoral Consortium Faculty:** Society for Marketing Advances (October 2010, Atlanta, GA).

12. **Program Chair and Organizer:** Texas Universities Marketing Faculty Research Colloquium (Texas A&M University, College Station, TX. April 1991).
13. **Program Co-chair and Organizer:** Texas Universities Marketing Faculty Research Colloquium (Texas A&M University, College Station, TX. April 2003).
14. **Conference Track Chair:** Marketing Planning & Strategy Track, American Marketing Association Marketing Educators' Annual National Summer Conference (Aug.1990, Washington, DC).
15. **Conference Track Chair:** Marketing Management and Strategy Track, 1987 Southwestern Marketing Association's Annual Conference (March 1987, Houston, TX).
16. **Special Session Co-chair and Organizer:** "The Role of Marketing in Strategy Formulation at the Corporate, Business Unit and Functional Levels," American Marketing Association Marketing Educators' Annual National Winter Conference (February 1987, San Antonio, TX).
17. **Special Session Chair and Presenter:** "Marketing Strategy Implementation: Processual and Organizational Contexts for Strategy Delivery," American Marketing Association Marketing Educators' Annual National Summer Conference (August 1992, Chicago, IL).
18. **Plenary Session Chair:** "Perspectives on Relationship Marketing," American Marketing Association Marketing Educators' Annual National Summer Conference (Aug. 1993, Boston, MA).
19. **Special Session Chair and Organizer:** "The Interactive Future: Competition and Collaboration between Marketing and Information Technology," American Marketing Association Marketing Educators' Annual National Summer Conference (August 1997, Chicago, IL).
20. **Special Session Chair and Organizer:** "Restructuring Marketing Education for the 21st Century," American Marketing Association Marketing Educators' Annual National Summer Conference (August 1997, Chicago, IL).
21. **Plenary Session Chair and Organizer:** Academy of Marketing Science Marketing Educators' Annual National Conference (May 1998, Norfolk, VA).
22. **Plenary Session Chair and Organizer:** "Fundamental Issues and Directions for Marketing," Academy of Marketing Science Marketing Educators' Annual National Conference (May 1999, Miami, FL).
23. **Special Session Chair and Organizer:** "Markets, Market Orientation and Marketing Capabilities," Academy of Marketing Science Marketing Educators' Annual National Conference (May 1999, Miami, FL).
24. **Participant --1999 Study Tour of Japan.** Jointly sponsored by the AACSB and the Japan Institute for Social and Economic Affairs (June 1999).
25. **Special Session Organizer, Chair and Presenter:** "Competing in the Electronic Marketplace," *Millennium Series Special Session, 2000 Society for Marketing Advances Conference* (Orlando, FL).

November 2000).

26. **Special Session Organizer, Chair and Presenter:** “Scholarly Research in International Business: Striving for Relevance and Rigor.” 2000 *Academy of International Business Conference* (Phoenix, AZ, November 2000).
27. **Special Session Co-Chair:** “E-Commerce Themes, Challenges and Perspectives: Highlights of the 2001 AMA Faculty Consortium on E-Commerce.” 2001 *American Marketing Association Marketing Educators’ National Summer Conference* (Washington, DC August 2001).
28. **Special Sessions Organizer:** Series of Three Special Sessions on Doctoral Dissertation Research in E-Commerce, American Marketing Association Marketing Educators’ Annual National Winter Conference (February 2002, Austin, TX).
29. **Special Sessions Organizer and Chair:** “Crafting Manuscripts for Journals: Some Guideposts from Outstanding Reviewer Award Recipients.”
 - 2003 Academy of Marketing Science Annual Conference (May 2003, Washington, DC)
 - 2003 American Marketing Association Marketing Educators’ Annual National Summer Conference (August 2003, Chicago, IL)
 - 2003 Ph.D. Project Marketing Doctoral Students Association Annual Conference (August 2003, Chicago, IL).
30. **Special Sessions Organizer and Chair:** “Navigating the Manuscript Review Process: Guideposts from Journal Editors.”
 - 2005 American Marketing Association Marketing Educators’ Annual National Winter Conference (February 2005, San Antonio, TX)
 - 2005 Academy of Marketing Science Annual Conference (May 2005, Tampa, FL)
 - 2006 Academy of Marketing Science Annual Conference (May 2006, San Antonio, TX).
31. **Blue Ribbon Panel:** Selection of Paper for 2005 AMA Marketing Educators’ Annual National Winter Conference Best Paper Award
32. **Blue Ribbon Panel:** Selection of Paper for 2005 AMA Marketing Educators’ Annual National Summer Conference Best Paper Award
33. **Blue Ribbon Panel:** Selection of Paper for 2005 Product Development Management Association’s Annual National Summer Conference Best Paper Award
34. **Special Sessions Organizer, Chair and Presenter:** “Strategic Marketing and Marketing Strategy 3.0: Foundational Issues and Research Priorities,” 2011 AMA Marketing Educators’ Annual National Winter Conference (Austin, TX. February 2011)
35. **Special Session Organizer and Chair:** “Marketing Science Institute 50th Anniversary Commemorative Special Session,” 2011 Academy of Marketing Science Annual Conference (May 2011, Coral Gables, FL).
36. **Special Sessions Organizer, Chair and Presenter:** “The Sustainability Imperative and Marketing,” 2011 AMA Marketing Educators’ Annual National Summer Conference (San Francisco, CA. August 2011)

37. **Member, Search Committee:** For Editor-in-Chief of the *Journal of Marketing* (2013)
38. **Chair, Selection Committee:** Research Excellence Award – PhD Project Marketing Student Doctoral Association (2016)
39. **Moderator: Plenary Session,** “Economic, Environmental and Social Sustainability: A Panel Session on Opportunities and Challenges in Emerging Markets,” 2017 Annual Conference of Emerging Markets Conference Board (January 5-7, 2017, Indian Institute of Management Lucknow Noida Campus, Noida, India)
40. **Chair, Selection Committee:** Research Excellence Award – PhD Project Marketing Student Doctoral Association (2017)
41. **Chair, Selection Committee:** Sheth Foundation - *Journal of Marketing* Best Paper Award for Long-term Contributions to the Field of Marketing (2017)
42. **Special Session Organizer and Chair:** Invited presentations by winners of the 2016 Berry-AMA Book Prize Award. 2017 AMA Marketing Educators’ Annual National Summer Conference (San Francisco, CA. August 2017)
43. **Chair, Selection Committee:** Hunt-Maynard *Journal of Marketing* Best Paper Award for Contribution to Theory (2018)

Texas A&M University

- Member, Texas A&M University Institute for Advanced Study (TIAS) Advisory Board (2011-2012; 2013 to 2016; 2022-2023)
- Member, Texas A&M University and TAMU Women Former Students Network Eminent Scholar Award Selection Committee (2012-2013)
- Member, Academic Master Plan Steering Committee: Research Roadmap Committee (2008-09)
- Member, Faculty Advisory Committee – Office of Vice President for Research (2008-2009)
- Member, The Research Valley Innovation Center Advisory Council (Feb. 2008 to Dec. 2008)
- Member, University Research Council (2007-2008)
- Member, Texas A&M University Faculty Distinguished Achievement Award for Research Selection Committee (1995, 2006, 2008)
- Member, Bush Excellence in International Research Award Selection Committee (2002)
- Chair, Bush Excellence in Public Service Award Selection Committee (2005)

Mays Business School, Texas A&M University

- Member, Mays Innovation Research Center Review Committee (2022)

- Member, Mays Business School Center for Executive Development Review Committee (2020-2021)
- Member, Mays Innovation Research Center Review Committee (2019-2020)
- Member, Mays Research Council (Sept. 2016 to Aug. 2020; Sept. 2008 to Aug. 2009)
- Member, Mays Business School Executive Committee (1996-2006; 2007-2008; 2009 to 2014)
- Member, Promotion and Tenure Committee (1992-1994; 2008-2009)
- Member, Center for International Business Studies Faculty Advisory Council (2001 to 2014)
- Member, Center for International Business Studies Business Policy Committee (2008 to 2014)
- Member, Ph.D. Graduate Instruction Committee (1989-1994)
- Member, Computer Resources Development Committee (1981-1989)
- Member, Faculty Advisory Committee (1983-1986)
- Member, Faculty Task Force for Establishing Center for Entrepreneurship and New Ventures Management (1986-88)
- Member, Faculty Task Force for Establishing Graduate School of Business (1987-88)
- Member, Department of Finance Department Head Search Committee (20--)
- Member, Department of Information and Operations Management Department Head Search Committee (20--)

Department of Marketing, Texas A&M University

- Chair, Department Head Search Committee (2017)
- Member, Ph.D. Program Council (2006 to 2021)
- Coordinator, Ph.D. Program in Marketing (Sept. 1989-Aug. 1994)
- Coordinator, Marketing Department Research Colloquium and Visiting Scholar Lecture Series (Sept. 1989-Aug.1994)
- Coordinator, Center for Retailing Studies Research Program (1991-1996)
- Chair, Ph.D. Program Review Committee (1987-1989)
- Member, Center for Retailing Studies Faculty Advisory Committee (1984-1999)