

## **RAJESH K. CHANDY**

### **ADDRESS**

London Business School  
Regent's Park  
London NW1 4SA  
United Kingdom

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Fax: +44 20 7000 8601  
e-mail: [rchandy@london.edu](mailto:rchandy@london.edu)

### **ACADEMIC POSITIONS**

Tony and Maureen Wheeler Chair in Entrepreneurship, London Business School, 2009-present.

Full Professor, London Business School, 2008-present.

Subject Area Chair, Marketing Subject Area, London Business School, 2016-2019.

Academic Director, Wheeler Institute for Business and Development, London Business School, 2016-present.

Academic Director, Deloitte Institute for Innovation and Entrepreneurship, London Business School, 2009-2016.

James D. Watkins Chair in Marketing, Carlson School of Management, University of Minnesota, 2007-2009.

Full Professor, Carlson School of Management, University of Minnesota, 2007-2009.

Co-Director, Institute for Research in Marketing, Carlson School of Management, University of Minnesota, 2007-2008.

Carlson School Professor of Marketing, Carlson School of Management, University of Minnesota, 2005-2007.

Associate Professor with tenure, Carlson School of Management, University of Minnesota, 2004-2007.

Visiting Professor, SDA Bocconi School of Management, Bocconi University (Italy), 2006, 2007, 2008.

Assistant Professor, Carlson School of Management, University of Minnesota, 2000-2004.

Assistant Professor, College of Business Administration, University of Houston, 1997-2000.

Visiting Assistant Professor, Anderson Graduate School of Management, University of California, Los Angeles, 1996-1997.

### **INVITED OR ELECTED MEMBERSHIPS**

Fellow of the British Academy, 2018-present.

Member, Advisory Board, Global Innovation Forum, 2009-2012.

Member, US Secretary of Commerce Advisory Committee on Measuring Innovation in the 21<sup>st</sup> Century Economy, 2006-2008.

Member, American Marketing Association Academic Council, 2006-2009.

Member, American Marketing Association Knowledge Development Coalition, 2005-2009.

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**HONORS AND AWARDS: TEACHING**

Carlson School of Management Award for Excellence in Teaching, 2003-2004.

Outstanding Faculty Dedication Award (2003-2004), voted by Carlson School full-time MBA Class of 2004.

Outstanding Professor of the Year (2002-2003), voted by Carlson School full-time MBA students.

**HONORS AND AWARDS: RESEARCH**

Winner, 2022 Excellence in Global Marketing Research Award for significant contributions to the literature on global marketing.

Finalist, 2020 Sheth Foundation/*Journal of Marketing* Award for the article published in *the Journal of Marketing* that has made long-term contributions to the field of marketing

Winner, 2019 Frank M. Bass award for the best marketing paper derived from a Ph.D. thesis and published in *Marketing Science* or *Management Science* (for Stephen Anderson's PhD research).

Winner, 2018 Mahajan Award for Lifetime Contributions to Marketing Strategy Research.

Winner, 2018 Gerald E. Hills Award for the Best Paper on Entrepreneurial Marketing.

Winner, 2018 Albert Page Best Professional Award from the *Journal of Product Innovation Management*.

Winner, 2015-16 Gary Lilien Practice Prize from the INFORMS Society for Marketing Science for outstanding implementation of marketing science concepts and methods.

Finalist, 2015 MSI Paul Root award for the *Journal of Marketing* article that makes the most significant contribution to the advancement of the practice of marketing

Finalist, 2015 Paul Green award for the *Journal of Marketing Research* article that contributes best to the practice of marketing research and research in marketing.

Runner-up, 2009 Harold H. Maynard award for the *Journal of Marketing* article that provides the most significant contribution to marketing theory and thought.

Winner, AMA TechSIG Award for the Best Article on Technology or Innovation, 2008

Runner-up, AMA TechSIG Award for the Best Article on Technology or Innovation, 2007

Carlson School of Management Award for Excellence in Research, 2005-2006.

Finalist, ISBM Academic-Practitioner Challenge research proposal competition, 2006.

Winner, American Marketing Association Award for Early Career Contributions to Marketing Strategy Research, 2005.

Semi-finalist, INFORMS Daniel H. Wagner Prize for Excellence in Operations Research Practice, 2005.

Winner, AMA TechSIG Award for the Best Article on Technology or Innovation, 2004

Semi-finalist, INFORMS Franz Edelman Award for Achievement in Operations Research and the Management Sciences, 2004.

Finalist, INFORMS Practice Prize for outstanding implementation of marketing science concepts and methods, 2004.

Finalist, American Marketing Association Award for Early Career Contributions to Marketing Strategy Research, 2003.

Finalist, 2003 William O'Dell Award for the *Journal of Marketing Research* article that provides the most significant long-term contribution to marketing theory, and/or methodology, and/or practice.

Winner, 2000 Harold H. Maynard award for the *Journal of Marketing* article that provides the most significant contribution to marketing theory and thought.

Finalist, 2000 Paul Green award for the *Journal of Marketing Research* article that contributes best to the practice of marketing research and research in marketing.

Melcher Faculty Research Fellow, University of Houston, 1999-2000.

Winner, 1998 Mary Kay Award for the best marketing dissertation, awarded by the Academy of Marketing Science.

Winner, 1995 Alden G. Clayton Award, from the Marketing Science Institute, Cambridge, MA, for the best dissertation proposal in marketing.

Winner, 1995 ISBM Doctoral Dissertation Award, from the Institute for Study of Business Markets, Pennsylvania State University, for the best dissertation proposal on business markets.

First Prize, USC International Business Education and Research dissertation proposal competition, 1995.

#### **HONORS AND AWARDS: GENERAL**

Charles Goode Oration, Melbourne Business School, 2018

Faculty Fellow, American Marketing Association-Sheth Doctoral Consortium, 1999, 2002, 2003, 2004, 2005, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2021, 2022.

Faculty Fellow, INFORMS Society for Marketing Science Doctoral Consortium, 2013, 2015.

Shaw Foundation Lecture, Singapore Management University, 2012

Invited participant, World Economic Forum, Davos, 2011, 2017

Keynote speaker, Marketing Dynamics Conference, Jaipur, 2011.

Invited speaker, Commonwealth Business Forum at the Commonwealth Heads of Government Meeting, Trinidad & Tobago, 2009.

Faculty Fellow, Doctoral Internationalization Consortium, University of Texas at Austin, 2009.

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Keynote speaker on “Innovations in Marketing,” Koc University, Istanbul, 2008.

Carlson School of Management Award for Excellence in Service Contributions, 2007-2008.

Carlson School of Management “Media Star” Award for highest number of media mentions, 2007-2008.

Invitee, Ditchley Foundation conference on “Innovation: The Driving Force in Business?” 2008.

Faculty Fellow, European Marketing Academy Doctoral Colloquium, 2008.

Member, US Delegation, China-United States conference on Building an Innovative Society, organized by US Dept. of Commerce, the US Dept. of State, and the Chinese Ministries of Science and Technology and Commerce, and the National Development and Reform Commission of China, 2007.

Keynote speaker, Washington DC Marketing Colloquium, George Mason University, 2007.

Faculty Fellow, INFORMS Society for Marketing Science Doctoral Consortium, 2003, 2004.

Hightower Distinguished Lecturer in Marketing, Goizueta Business School, Emory University, 2004.

Member, New Products/Innovation Steering Group, MSI Research Generation Workshop, 2004.

Invitee, MSI Young Scholar Program for the “20 scholars identified as the potential leaders of the next generation of marketing academics,” 2003.

Invited speaker, Distinguished Visiting Scholar Series, University of Missouri, 2003.

Outstanding Reviewer Award, *Journal of the Academy of Marketing Science*, 1999-2003.

Invited speaker, Distinguished Scholars Series, University of Central Florida, 2000.

Faculty Fellow, Southwest Federation of Administrative Disciplines Doctoral Consortium, 1999.

Invited speaker, Distinguished Visiting Scholar Series, Texas A&M University, 1999.

Fellow, AMA Doctoral Consortium, University of Pennsylvania, 1995.

Fellow, Southwest Doctoral Consortium, University of Houston, 1996.

Fellow, Doctoral Internationalization Consortium, University of Texas at Austin, 1995.

USC Marshall School of Business Doctoral Fellowship, 1992-1996.

University of Oklahoma Burnett Scholarship, 1992.

University of Oklahoma Graduate Fee Waiver Scholarship 1991-1992.

University of Oklahoma Dean’s Honor Roll 1990-1991.

Outstanding Student Award, Institute for Electrical and Electronics Engineers, 1989

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## EDUCATION

**Doctor of Philosophy**, Business Administration, December 1996  
University of Southern California

**Master of Business Administration**

Michael Price College of Business Administration, University of Oklahoma, May 1993

**Bachelor of Engineering**, Electronics and Communication Engineering, June 1990  
Madurai Kamaraj University, India

## JOURNAL PUBLICATIONS

Wies, Simone, Christine Moorman, and Rajesh Chandy (2022), "Innovation Imprinting: Why Some Firms Beat the Post-IPO Innovation Slump," *Journal of Marketing*, forthcoming.

Hassan, Magda, Jaideep Prabhu, Rajesh Chandy, and Om Narasimhan (2022), "When Bulldozers Loom: Informal Property Rights and Marketing Practice Innovation Among Emerging Market Micro-Entrepreneurs," *Marketing Science*, forthcoming.

Viswanathan, Madhu, Prokriti Mukherji, Om Narasimhan, and Rajesh Chandy (2021), "The Performance Impact of Core Component Outsourcing: Insights From the LCD TV Industry," *Journal of Marketing Research*.

Chandy, Rajesh, Gita Venkataramani Johar, Christine Moorman, and John Roberts (2021), "Better Marketing for a Better World," *Journal of Marketing*, May.

Hughes, Nick and Rajesh Chandy (2021), "Trajectories and Twists: Perspectives on Marketing Agility from Emerging Markets," *Journal of Marketing*, (January), 59-63.

Anderson, Stephen, Rajesh Chandy, and Bilal Zia (2018), "Pathways to Profits: The Impact of Business Skills on Business Performance," *Management Science*.

- 2019 Frank M. Bass award for the best marketing paper derived from a Ph.D. thesis and published in *Marketing Science* or *Management Science*.

Chandy, Rajesh, Magda Hassan, and Prokriti Mukherji (2017), "Big Data for Good: Insights from Emerging Markets," *Journal of Product Innovation Management*.

- Winner, 2018 Gerald E. Hills Award for the Best Paper on Entrepreneurial Marketing.

Chandy, Rajesh and Om Narasimhan (2015), "Millions of Opportunities: An Agenda for Research in Emerging Markets," *Customer Needs and Solutions*, 2, 251-263.

Banerjee, Sourindra, Jaideep Prabhu, and Rajesh Chandy (2015), "Indirect Learning: How Emerging Market Firms Grow in Developed Markets," *Journal of Marketing*, January.

- Winner, 2022 Excellence in Global Marketing Research Award for significant contributions to the literature on global marketing.
- Finalist, 2015 MSI Paul Root Award for the *Journal of Marketing* article that makes the most significant contribution to the advancement of the practice of marketing

Tavassoli, Nader, Alina Sorescu, and Rajesh Chandy (2014), "Employee-Based Brand Equity: Why Firms With Strong Brands Pay Their Executives Less," *Journal of Marketing Research*, December.

- Finalist, 2015 Paul Green award for the *Journal of Marketing Research* article that contributes best to the practice of marketing research and research in marketing.

Griffin, Abbie, Brett W. Josephson, Gary Lilien, Fred Wiersema, Barry Bayus, Rajesh Chandy, Ely Dahan, Steve Gaskin, Ajay Kohli, Christopher Miller, Ralph Oliva, and Jelena Spanjol (2013), "Marketing's Roles in Innovation in Business-to-Business Firms: Status, Issues, and Research Agenda," *Marketing Letters*, 24 (4), 323-337.

Mukherji, Prokriti, Alina Sorescu, Jaideep Prabhu, and Rajesh Chandy (2011), "Behemoths at the Gate: How Incumbents Take on Acquisitive Entrants (And Why Some Do Better Than Others)," *Journal of Marketing*, September.

Boyd, Eric, Rajesh Chandy, and Marcus Cunha Jr. (2010), "When Do Chief Marketing Officers Impact Firm Value? A Customer Power Explanation," *Journal of Marketing Research*, November.

Hoyer, Wayne, Rajesh Chandy, Matilda Dorotic, Manfred Krafft, Siddharth S. Singh (2010), "Consumer Co-creation in New Product Development," *Journal of Service Research*, August.

Gerard Tellis, Jaideep Prabhu, and Rajesh Chandy (2009), "Radical Innovation in Firms Across Nations: The Pre-eminence of Corporate Culture," *Journal of Marketing*, January.

- Lead article
- Runner-up, 2009 Harold H. Maynard award for the *Journal of Marketing* article that provides the most significant contribution to marketing theory and thought.

Raghunath Rao, Rajesh Chandy, and Jaideep Prabhu (2008), "The Fruits of Legitimacy: Why Some New Ventures Gain More From Innovation Than Others Do," *Journal of Marketing*, July.

- Winner, Gerald E. Hills Award for the Best Paper on Entrepreneurial Marketing

Aboulnasr, Khaled, Om Narasimhan, Ed Blair, and Rajesh Chandy (2008), "Competitive Response to Radical Innovations," *Journal of Marketing*, (May).

Yadav, Manjit, Jaideep Prabhu, and Rajesh Chandy (2007), "Managing the Future: CEO Attention and Innovation Outcomes," *Journal of Marketing*, (October).

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

Chandy, Rajesh, Om Narasimhan, Brigitte Hopstaken, and Jaideep Prabhu (2006), "From Invention to Innovation: Conversion Ability in Product Development," *Journal of Marketing Research* (August).

- Winner, AMA TechSIG Award for the Best Article on Technology or Innovation, 2008

Tellis, Gerard, Rajesh Chandy, Deborah MacInnis, and Pattana Thaivanich (2005), "Modeling the Effects of Television Advertising: Which Ad Works, When, Where, How Long, and Why?" *Marketing Science* (Summer).

Prabhu, Jaideep, Rajesh Chandy, and Mark Ellis (2005), "The Impact of Acquisitions on Innovation: Poison Pill, Placebo, or Tonic?" *Journal of Marketing*, 68 (January).

- Honorable Mention, Winner, AMA TechSIG Award for the Best Article on Technology or Innovation, 2007

Chandy, Rajesh (2003), "Research as Innovation: Rewards, Perils, and Guideposts for Research and Reviews in Marketing," *Journal of the Academy of Marketing Science*, 31 (Summer), 351-55.

Sorescu, Alina, Rajesh Chandy, and Jaideep Prabhu (2003), "Sources and Financial Consequences of Radical Innovation: Insights from Pharmaceuticals," *Journal of Marketing*, 66 (October), 82-102

- Alina Sorescu received the following awards for this research:
  - 2003 John A. Howard Award from the American Marketing Association for the best dissertation in marketing
  - 2003 Mary Kay Award from the Academy of Marketing Science for the best dissertation in marketing

Chandy, Rajesh, Jaideep Prabhu, and Kersi Antia (2003), "What Will the Future Bring? Technology Expectations, Dominance, and Radical Product Innovation," *Journal of Marketing*, 66 (July), 1-18.

- Lead article
- Winner, AMA TechSIG Award for the Best Article on Technology or Innovation, 2004
- Reprinted in Murray Millson and David Wilemon (2008), *Strategy of Managing Innovation and Technology*, Upper Saddle River, NJ : Pearson Prentice Hall.

Chandy, Rajesh, Gerard Tellis, Deborah MacInnis, and Pattana Thaivanich (2001), "What to Say When: Advertising Execution in Evolving Markets," *Journal of Marketing Research*, 38 (November), 399-414.

- Lead article
- Reprinted in Kitchen, Philip et al. (2005), *A Reader in Marketing Communications*, New York: Routledge.

Chandy, Rajesh and Gerard Tellis (2000), "The Incumbent's Curse? Incumbency, Size and Radical Product Innovation," *Journal of Marketing*, 64 (July), 1-17.

- Lead article, Co-Winner of the 2000 Harold Maynard Award

Tellis, Gerard, Rajesh Chandy, and Pattana Thaivanich (2000), "Which Ad Works, When, Where and How Often? Testing the Effects of Direct TV Advertising," *Journal of Marketing Research*, 37 (February).

- Finalist, 2000 Paul Green Award

Tellis, Gerard, Rajesh Chandy, and David Ackerman (1999), "In Search of Diversity: The Record of Major Marketing Journals," *Journal of Marketing Research*, 36 (February).

Chandy, Rajesh and Gerard Tellis (1998), "Organizing for Radical Product Innovation: The Overlooked Role of Willingness to Cannibalize," *Journal of Marketing Research*, 35 (November).

- Finalist, 2003 William O'Dell Award

## CASE STUDIES

Antia, Kersi, and Rajesh Chandy (2015), "Theranos Inc: Pivoting Consumer Healthcare."

Reddy, Srinivas and Rajesh Chandy (2013), "GVK-EMRI: Entrepreneurship and Innovation in Public-Private Partnerships."

Chandy, Rajesh, and Lisa Duke (2011), "Nick Hughes and M-Pesa."

## OTHER PUBLICATIONS

Chandy, Rajesh (2018), "Harnessing the Winds of Change," *London Business School Review*.

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- Chandy, Rajesh (2017), "So hire me: how diverse experiences increase professional value," *London Business School Review*.
- Chandy, Rajesh, and Kamalini Ramdas (2013), "The M In Future," *Business Strategy Review*, Spring.
- Chandy, Rajesh, and Kamalini Ramdas (2013), "From Zero to Ubiquity: The New Mobile Reality," *Business Strategy Review*, Spring.
- Chandy, Rajesh, and Om Narasimhan (2011), "Butchers, Brewers, and Bakers Revisited: How Micro-Entrepreneurs Could Change the World," *Business Strategy Review*, Spring.
- Chandy, Rajesh, and Om Narasimhan (2011), "Inclusive Innovation," *Times of India Higher Education Supplement*.
- Chandy, Rajesh, and Jaideep Prabhu (2011), "Innovation Typologies," in *Wiley International Encyclopedia of Marketing*, Barry Bayus (ed.), John Wiley and Sons, forthcoming.
- Prabhu, Jaideep, and Rajesh Chandy (2011), "Research and Development," in *Wiley International Encyclopedia of Marketing*, Barry Bayus (ed.), John Wiley and Sons, forthcoming.
- Yadav, Manjit, Jaideep Prabhu, and Rajesh Chandy (2007), "Managing the Future: CEO Attention and Innovation Outcomes," Marketing Science Institute Report, Cambridge, MA: Marketing Science Institute.
- Chandy, Rajesh, Peter Golder, and Gerard Tellis (2004), "Historical Research in Marketing Strategy: Method, Myths, and Promise," in *Cools Tools for Assessing Marketing Strategy Performance*, Christine Moorman and Donald Lehmann (eds.), Boston, MA: Marketing Science Institute.
- Sorescu, Alina, Rajesh Chandy, and Jaideep Prabhu (2004), "Who Introduces More Radical Innovations, and Who Gains More From Them?" Marketing Science Institute Report No. 03-118, Cambridge, MA: Marketing Science Institute.
- Chandy, Rajesh, Jaideep Prabhu, and Kersi Antia (2003), "What Will the Future Bring? Technology Expectations, Dominance, and Radical Product Innovation," Marketing Science Institute Report No. 02-122, Cambridge, MA: Marketing Science Institute.
- Chandy, Rajesh, Gerard Tellis, Deborah MacInnis, and Pattana Thaivanich (2001), "What to Say When: Advertising Execution in Evolving Markets," Marketing Science Institute Report No. 01-103, Cambridge, MA: Marketing Science Institute.
- Chandy, Rajesh and Gerard Tellis (2000), "The Incumbent's Curse? Incumbency, Size, and Radical Product Innovation," Marketing Science Institute Report No. 00-100, Cambridge, MA: Marketing Science Institute.
- Tellis, Gerard, Rajesh Chandy, and Pattana Thaivanich (1999), "Decomposing the Effects of Direct TV Advertising: Which Ad Works, When, Where, and How Long?" Marketing Science Institute Report No. 99-118, Cambridge, MA: Marketing Science Institute.
- Chandy, Rajesh and Gerard Tellis (1998), "Organizing for Radical Product Innovation," Marketing Science Institute Report No. 98-102, Cambridge, MA: Marketing Science Institute.
- Chandy, Rajesh and Gerard Tellis (1997), "Organizing for Radical Product Innovation," ISBM Report 10-



1997, Institute for Study of Business Markets, Penn State University.

Chandy, Rajesh and Anne Stringfellow (1995), "Organizational Innovation for Effective New Product Development," Marketing Science Institute Report No. 95-120, Cambridge, MA: Marketing Science Institute.

## **INVITED PRESENTATIONS AT ACADEMIC OR GOVERNMENT INSTITUTIONS**

### **2021:**

Iowa State University  
George Mason University

### **2020:**

Nottingham Business School  
University of Central Florida  
Boston College  
York University  
University of Pittsburgh  
SP Jain Institute for Management Research and Indian Institute of Management Udaipur

### **2019:**

Johns Hopkins University  
Ben Gurion University

### **2018:**

Tilburg University  
Melbourne Business School  
INSEAD

### **2017:**

Georgia Tech University  
Aston University  
ESMT Berlin

### **2016:**

University of Norwich  
Leeds University  
Vienna University

### **2015:**

Korea Advanced Institute for Science and Technology  
Bocconi University  
KU Leuven  
Cambridge University  
Koc University

### **2014:**

Columbia University  
University of Arizona  
King's College London

### **2013:**

Bocconi University  
Singapore Management University  
Cambridge University

**2012:**

Yale School of Management  
Cambridge University  
Instituto Empresa, Madrid  
Bocconi University, Milan  
University of Groningen  
University of Bath

**2011:**

Manchester Business School  
Grande Ecole de Management, Grenoble  
ESSEC Paris  
Nanyang Technological University  
Universidad Pampeu Fabra, Barcelona  
University of Oklahoma  
University Utara Malaysia  
Madrid Marketing Camp, Universidad Autónoma de Madrid

**2010:**

SDA Bocconi School of Management, Bocconi University  
University of Amsterdam  
Oxford University, Center for the Study of African Economies  
Carlos III University, Madrid  
Cass Business School, City University

**2009:**

Cambridge University  
University of Texas, Austin  
Carlos III University, Madrid, Spain

**2008:**

Faculty of Economics and Business Administration, Free University of Amsterdam  
Koc University, Turkey  
Catholic University of Leuven, Belgium  
Sabanci University, Turkey  
Aston Business School, United Kingdom  
SDA Bocconi School of Management, Bocconi University  
Kauffman Foundation  
National Science Foundation  
Tanaka Business School, Imperial College London  
Yale School of Management  
Rensselaer Polytechnic Institute  
School of Business, University of Wisconsin  
Olin School of Business, Washington University  
Tuck School of Business, Dartmouth College  
School of Management, University of Illinois at Chicago

**2007:**

Faculty of Economics and Business Administration, Free University of Amsterdam  
Bauer College of Business, University of Houston  
SDA Bocconi School of Management, Bocconi University  
Kellogg School of Management, Northwestern University  
Darden School of Business, University of Virginia  
Stern School of Business, New York University  
School of Management, George Mason University (also listed under “Honors and Awards”)  
Department of Business Administration, Carlos III University, Madrid, Spain

**2006:**

SDA Bocconi School of Management, Bocconi University  
National Science Foundation  
London Business School, Summer & Fall  
David Eccles School of Business, University of Utah  
W.P. Carey School of Business, Arizona State University  
College of Business and Economics, Washington State University  
Marshall School of Business, University of Southern California

**2005:**

Faculty of Economics and Business, Tilburg University

**2004:**

McCombs School of Business, University of Texas at Austin  
Goizueta Business School, Emory University (also listed under “Honors and Awards”)  
Bauer College of Business, University of Houston  
School of Business, University of Washington  
Neeley School of Business, Texas Christian University  
Rotterdam School of Economics, Erasmus University  
Faculty of Economics and Business Administration, Maastricht University

**2003:**

Tuck School of Business, Dartmouth College  
College of Business Administration, University of Missouri (also listed under “Honors and Awards”)  
Katz School of Business, University of Pittsburgh  
Smeal College of Business, Pennsylvania State University  
Bauer College of Business, University of Houston

**2002:**

Terry College of Business, University of Georgia  
Fisher College of Business, Ohio State University  
Bauer College of Business, University of Houston

**2001:**

Fuqua School of Business, Duke University

**2000:**

College of Business, University of Central Florida (also listed under “Honors and Awards”)  
Bauer College of Business, University of Houston

**1999:**

Ivey School of Business, University of Western Ontario  
Mays College of Business, Texas A&M University (also listed under “Honors and Awards”)

Carlson School of Management, University of Minnesota

**1998:**

Marshall School of Business, University of Southern California

**1996:**

Harvard Business School, Harvard University

Institute for Management Development, Lausanne, Switzerland

College of Business Administration, University of Missouri-Columbia

College of Business, Texas Tech University

College of Business Administration, University of Houston

Anderson Graduate School of Management, University of California, Los Angeles

**TEACHING**

**London Business School**

*Innovating for Impact*, 2021, 2022

*Digital for Impact: Remote Consulting in Emerging Markets*: 2021, 2022

*Managing and Marketing Innovation* (MBA elective), 2009-2016.

*Entrepreneurship In Emerging Markets* (MBA elective), 2010-2017.

*Market Driving Strategies* (Executive Education), 2008-present.

○ Faculty Director: 2014-present

*Global Business Experiences: India* (MBA), 2013-present.

*Global Business Experiences: South Africa* (MBA), 2012-present.

**Carlson School of Management, University of Minnesota:**

*Technology Marketing* (MBA elective), Spring 2001, 2002, 2003, 2004, 2005, 2007.

*Marketing Management and Strategy* (Ph.D. Seminar), Spring 2002, 2004, 2006, 2008.

*Innovation Seminar* (Seminar for Executive MBA students from ESCP-EAP, Paris), Fall 2002,

Spring 2003, Fall 2003, Spring 2004, Fall 2004, Spring 2005, Fall 2005, Spring 2006.

*Global Executive MBA International Residency Program*, 2006, 2007.

*Technology Marketing and Management* (Warsaw Executive MBA elective), Spring 2003, 2004, 2005, 2006, 2007.

*New Product Development* (Executive Development Program), Spring 2005.

*Strategic Marketing Management* (Executive Development Program), Spring 2005, Fall 2005, Spring 2006.

**SDA Bocconi School of Management, Bocconi University:**

*Innovation Management* (Ph.D. Seminar), Fall 2006, Fall 2007, Fall 2008.

**College of Business Administration, University of Houston:**

*Innovation Management* (MBA elective), Summer 1999

*Ph. D. Research Practicum in Marketing*, Spring 1998

*Marketing Management* (core MBA marketing course), 1998-2000

**Anderson Graduate School of Management, University of California, Los Angeles:**

*Marketing Strategy and Planning* (capstone marketing elective) 1996-97.

**Marshall School of Business, University of Southern California:**

*Marketing Management* (core undergraduate marketing course), 1995, 1996.

**SELECTED EXECUTIVE EDUCATION AND CONSULTING CLIENTS:**

Dyson, Carrefour, Nordea, Rabobank, HSBC, Citibank, Novo Nordisk, Toshiba, St. Jude Medical, 3M, Philips, Commonwealth Microfinance Limited, American Medical Systems, Hutchinson Technology, Microsoft, Mundipharma, Rexam, Wrigley, GfK, Futuredodontics, Vodafone, Deutsche Telekom, Bertelsmann, Telenor, Clariant, Deloitte.

## **JOURNAL-RELATED SERVICE**

### **Member, Advisory Board:**

*Journal of Marketing*, 2018-present

### **Co-Editor:**

*Journal of Marketing* Special Issue on “Better Marketing for a Better World”  
*Management Science* Special Issue on “Business and Climate Change”

### **Associate Editor:**

*Management Science*, Entrepreneurship and Innovation Area (2008-2018)

### **Member, Editor Selection Committee**

*Journal of Marketing* (2007, 2013)

### **Editorial Review Board:**

*Marketing Science* (2016-2021)  
*Journal of Marketing* (2002-2005, 2008-2011, 2018-present)  
*Journal of Marketing Research* (2007-2009)  
*International Journal of Research in Marketing* (2006-present)  
*Journal of the Academy of Marketing Science* (1999-2006, 2011-present)  
*Marketing Letters* (2000-present)  
*IEEE Transactions on Engineering Management* (2004-2008)

### **Ad Hoc Reviewer:**

*Research Policy*  
*Marketing Science*  
*European Management Review*  
MIT Press  
John Wiley and Sons  
*International Journal of Research in Marketing*  
*Innovation and Management*  
*Industry and Innovation*  
*Journal of Business Research*  
*Journal of International Business Studies*  
*Organizational Research Methods*  
*International Journal of Service Industry Management*  
*AMA Winter Educators Conference*  
*AMA Summer Educators Conference*  
*Israel National Science Foundation*  
*Hong Kong Research Grants Commission*  
*Singapore Ministry of Education*  
*Social Sciences and Humanities Research Council of Canada*  
*Association for Consumer Research Conference*  
*European Marketing Academy Conference*

*World Marketing Congress*  
*Product Development Management Association Dissertation Award competition*  
*ISBM Dissertation Award Competition*  
*MSI Alden Clayton Dissertation Competition*  
*AMA John Howard Dissertation Competition*  
*Applied Stochastic Models in Business and Industry*

## **SCHOOL-LEVEL SERVICE**

### **London Business School:**

Member, Research Centre Review Committee, 2018-19  
Member, Academic Fundraising Priorities Committee, 2014-2016  
Member, Promotions Screening Committee, 2014-2015, 2020, 2021  
Chair, Research Ethics Committee, 2010-2014  
Faculty Director, *Market Driving Strategies* Executive Course, 2012-2021  
Member, Sub-Committee of Appointments Committee, 2011-2012  
Member, Tenure Review Committee, 2015  
Member, 5 year Review Committee for Full Professors, 2011  
Member, 3rd year Review Committee for Assistant Professors, 2010, 2012  
Member, Promotion Review Committee, 2009, 2016  
Member, Strategy and Entrepreneurship Area faculty recruiting committee, 2011-2013, 2016  
Member, Management Science and Operations area review committee, 2009-2010.  
Member, Organizational Behavior Area faculty recruiting committee, 2008-2009

### **University of Minnesota:**

Member, Board of Advisors, Institute for Research in Marketing, 2006-2009  
Member, Executing Education Faculty Advisory Committee, 2007-2008  
Member, MBA Core Review Committee, 2005-2006  
Member, Medical Industry Leadership Institute Taskforce, 2004  
Member, Diversity Taskforce, 2004  
Member, Director of International Programs Search Committee, 2004

### **University of Houston:**

Member, MBA Curriculum Committee, College of Business Administration, 1998-2000  
Member, Dean's Task Force to Evaluate the College of Business Administration Ph. D. program, 1999

## **DEPARTMENT-LEVEL SERVICE**

### **London Business School:**

Area Chair, Marketing Subject Area, 2016-2019  
Ph.D. Program Coordinator, 2008-2012

### **University of Minnesota:**

Ph.D. Program Coordinator, 2004-2007  
Chair, Faculty Recruitment Committee, 2002, 2003, 2004 (Spring), 2005, 2007  
Member, Faculty Recruitment Committee, 2000, 2001, 2004 (Fall), 2005 (Spring)  
Faculty Representative, Haring Symposium, Indiana University, 2004  
Coordinator, Marketing Department Research Seminar Series, 2001- 2004  
Member, Department Chair Selection Committee, 2003, 2004, 2005  
Coordinator, Research Using Students program, Summer 2001-Summer 2002  
Member, Marketing Department Ph.D. committee, Fall 2001-Fall 2002

**University of Houston:**

Chair, Ph.D. Curriculum Review Committee, 2000  
Coordinator, Marketing Department Research Seminar Series, Spring 1998- Spring 2000  
Faculty Coordinator, Southwest Doctoral Symposium, 1998, 1999, 2000  
Member, Ph.D. Methods Exam Committee, 1999  
Member, Ph.D. Advisory Committee, 1998-2000

**DOCTORAL DISSERTATION COMMITTEES**

**London Business School:**

Advisor: Iris Steenkamp  
Advisor: Thomas Zhang  
Advisor: Stephen Anderson

**Grenoble School of Management (France)**

External Member: Poonam Oberoi

**University of Western Ontario:**

External Member: Sudha Mani  
External Member: Bharat Sud

**University of Pittsburgh:**

External Member: Feisal Murshed

**University of Minnesota:**

Member: Maggie Meng (Carlson School of Management)  
Member: K. S. Unnikrishnan (Department of Economics)  
Member: Fabricio Nunes (Department of Applied Economics)

**Cambridge University (UK):**

External Examiner: Toby Norman  
External Examiner: Sourindra Banerjee  
External Examiner: Alex Bernhardt  
External Examiner: Chander Velu  
External Examiner: Jong-Ho Lee  
External Examiner: Erik Schlie

**University of Houston:**

Co-chair: Khaled Aboulnasr  
Co-chair: Alina Sorescu  
Member: Raj Echambadi  
Member: Werner Reinartz  
Member: Andrea Stanaland

**OTHER STUDENT COMMITTEES**

**University of Minnesota:**

Member, Doctoral Advising Committee: Naren Peddibhotla (Decision and Information Sciences Dept.)  
Member, Master's Thesis Committee: Brianna Rygg (College of Natural Sciences)

## **INDEPENDENT DIRECTOR, BOARD MEMBER**

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## **OTHER PROFESSIONAL SERVICE**

Consortium faculty, Marketing Strategy Consortium, 2021, 2022

Consortium faculty, Academy of Indian Marketing Doctoral Consortium, 2021, 2022

Program Committee, Yale China-India Conference, 2018

Keynote speaker, AMA Global Marketing SIG conference, 2018

Co-Chair, American Marketing Association Winter Educators Conference, 2017

Keynote speaker, Brazilian Academy of Management conference, 2016

Co-Chair, AMA-Sheth Doctoral Consortium, 2015

Keynote speaker, Lectio Inauguralis TIM Chair in Market Innovation, Bocconi University, 2013

Keynote speaker, Center for Leadership, Copenhagen, 2013

Member, Chair in Technology Marketing selection committee, Swiss Federal Institute for Technology (ZTH), Zurich, 2012.

Keynote speaker, Dutch Customer Performance Award Ceremony, Amsterdam, 2012.

Invited speaker, Special Session on Strategic Marketing and Marketing Strategy 3.0: Foundational Issues and Research Priorities, AMA Winter Academic Conference, 2011.

Invited speaker, Doctoral Student Special Interest Group Special Session on the Methods in Marketing Research, AMA Winter Academic Conference, 2011.

Co-chair, Product Development Management Association doctoral dissertation award, 2010.

Track chair, Innovation and Technology Track, AMA Winter Educators Conference, 2011.

Invited Panelist, 2011 Commonwealth Business Leaders Forum, London.



Invitee, ISMS Conference on Practice and Impact of Marketing Science, Cambridge, MA, January 2010.

Invited Speaker, Research Councils UK and Chinese National Academy of Sciences International Workshop on ICT and e-Knowledge for the Developing World, Shanghai, 2009.

Invitee, 3<sup>rd</sup> Thought Leadership Conference on Customer Management, Montabaur, Germany, September 2009.

Invited speaker, Doctoral Student Special Interest Group Special Session on the Academic Job Market, AMA Summer Academic Conference, 2009.

Invited speaker, Special Session on Mentoring Junior Faculty, AMA Summer Academic Conference, 2009.

Co-organizer, EU-US workshop on establishing an infrastructure for the scientific study of innovation, organizations, and globalization, Nurnberg, Germany. Co-sponsored by the US National Science Foundation's Science of Science Policy Program, 2009.

Invitee, AMA Evidence-Based Marketing conference, 2008.

Member, 2008 Organizing Committee, Institute for the Study of Business Markets Conference, San Diego.

Member, 2008 Conference Committee, Yale Center for Customer Insights Conference, Yale University

Invited participant, US Department of State "Ask America" program on innovation, 2008

Invited participant, 2007 IBM Global Innovation Outlook Conference, New York.

Invited panelist, 2007 Chicagoland Innovation Summit, Chicago.

Invited panelist, 2007 MED Week Conference on Innovation, US Department of Commerce Minority Business Development Agency, Washington DC.

Invited speaker, Making the Transition: A Workshop for Junior Faculty, 2007 AMA Summer Educators Conference, Washington DC.

Track Chair, Marketing Research, Technology, and Innovation Track, 2008 Winter Marketing Educators Conference.

Track Chair, International/Multinational Marketing Track, 2007 Academy of Marketing Science Conference.

Invited speaker, Making the Transition: A Workshop for Junior Faculty, 2006 AMA Winter Educators Conference, St. Petersburg, FL.

Track Chair, New Product and High Technology Track, 2005 Summer Marketing Educators Conference.

Invited speaker, Making the Transition: A Workshop for Junior Faculty, 2005 AMA Winter Educators Conference, San Antonio, TX.

Vice-President of Programs, American Marketing Association Technology and Innovation Special Interest Group, 2003-2005.

Conference Co-Chair, "Hot Thoughts on Innovation: Insights at the Intersection of Technology and Marketing," Boston, MA, August 2004.

Invited panelist, "Effective Strategies for Early Faculty Career Management," American Marketing Association *Winter Educators Conference*, Scottsdale, AZ, February 2004.

Invited panelist, AMA Doctoral Student Special Interest Group Mentors' Breakfast, Scottsdale, AZ, February 2004

Invited panelist, session on "Historical Method," MSI/AMA Conference on *Cool Tools for Assessing Marketing Strategy Performance*, Chicago, IL, August 2003

Invited panelist, session on "Innovation and New Product Development," *EURO/INFORMS Conference*, Istanbul, Turkey, July 2003.

Invited panelist, session on "New Frontiers in Innovation Research," American Marketing Association *Winter Educators Conference*, Orlando, FL, February 2003.

Invited panelist, session on "Managing Your Career; Getting Promoted," AMA-Sheth Doctoral Consortium, Emory University, July 2002.

Invited panelist, session on "Impediments and Enablers of Product Innovation: Status of Knowledge and Directions for Future Research," American Marketing Association *Summer Educators Conference*, Washington, D.C., August 2001.

Invited panelist, session on "Research and Publishing: The High Road to the Tenure Trail," 1998 Southwest Federation of Administrative Disciplines Doctoral Consortium, Houston, TX.