

RAJESH K. CHANDY

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London Business School
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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 21st Century Economy, 2006-2008.

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

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

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

Finalist, 2024 AMA/Marketing Science/H. Paul Root Award for the *Journal of Marketing* article that makes the most significant contribution to the advancement of the practice of marketing.

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

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, 2023, 24.

Faculty Fellow, Association for Consumer Research Doctoral Consortium, 2024.

Charles Goode Oration, Melbourne Business School, 2018

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, 2022

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.

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

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

Rajesh Chandy, Glen Dowell, Colin Mayer, Erica Plambeck, George Serafeim, Michael Toffel, L. Beril Toktay, and Elke Weberg (2023), "Introduction to the Special Section on Business and Climate Change," *Management Science*, December.

Shilpa Madan, Gita Venkataramani Johar, Jonah Berger, Pierre Chandon, Rajesh Chandy, Rebecca Hamilton, Leslie John, Aparna Labroo, Peggy J. Liu, John G. Lynch, Nina Mazar, Nicole Mead, Vikas Mittal, Christine Moorman, Michael I. Norton, John Roberts, Dilip Soman, Madhu Viswanathan and Katherine White (2023), "Reaching for Rigor and Relevance: Better Marketing Research for a Better World," *Marketing Letters*, 34(1), 1-12.

Wies, Simone, Christine Moorman, and Rajesh Chandy (2023), "Innovation Imprinting: Why Some Firms Beat the Post-IPO Innovation Slump," *Journal of Marketing*, 87(2), 232-252.

- Finalist, 2024 AMA/Marketing Science/H. Paul Root Award for the *Journal of Marketing* article that makes the most significant contribution to the advancement of the practice of marketing.

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*, 42(1), 137-165.

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*, 58(4), 801-826.

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*.

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

2024:

Boston University
IE University, Madrid
Bocconi University (scheduled)

2023:

IESE Barcelona
World Bank
IMT Ghaziabad
Universidad de los Andes, Chile

2022:

Oxford University

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, Futuredontics, 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, Governing Body, 2023-present
Member, One-Year MBA taskforce 2023-2024.
Member, Review Committee, Strategy and Entrepreneurship Subject Area, 2024
Member, Research Centre Review Committee, 2018-2019
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: Mithilesh Shah
Advisor: Juan Balbuena
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

INDEPENDENT DIRECTOR, BOARD MEMBER

Laurus Labs

ADVISORY BOARD MEMBER

DL Labs (Chair, Impact Advisory Committee)

eet.com

Moneyforward

AuthentiQ

Flip Bank

Mundipharma International

Medisetter

OTHER PROFESSIONAL SERVICE

Expert Advisor, World Bank, 2023-present

Consortium faculty, Marketing Strategy Consortium, 2021, 2022, 2023

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, 3rd 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.