

RAJASHRI (RAJI) SRINIVASAN

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Department of Marketing

Red McCombs School of Business

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EDUCATIONAL BACKGROUND

Ph.D. in Business Administration (Marketing) from Pennsylvania State University, University Park, PA.

MBA (Marketing): Indian Institute of Management, Ahmedabad, India.

MS in Physics, Madras Christian College, Madras, India.

BS in Physics, Women's Christian College, Madras, India.

LEADERSHIP EXPERIENCE

President, NASMEI, North American Society for Marketing Education in India: 2022-2025.

Secretary, INFORMS Society for Marketing Science, 2022-2025.

July 1 2018 – June 30, 2022: Inaugural Associate Dean for Diversity and Inclusion, Red McCombs School of Business, University of Texas at Austin, Austin, Texas.

ACADEMIC EXPERIENCE

August 2022-October 2022: Otto Mønsted Visiting Professor, Copenhagen Business, School, Copenhagen, Denmark.

Fall 2016 - Sam Barshop Centennial Professor in Marketing Administration, Red McCombs School of Business, The University of Texas at Austin, Austin, Texas.

Fall 2013 - Professor of Marketing, Red McCombs School of Business, The University of Texas at Austin and the Spurgeon Bell Centennial Fellow.

Fall 2007– Associate Professor of Marketing, Red McCombs School of Business, The University of Texas at Austin and the Spurgeon Bell Centennial Fellow.

Fall 2000 – Assistant Professor of Marketing, Red McCombs School of Business, The University of Texas at Austin.

RESEARCH INTERESTS

Organizational Innovation, Technology and Marketing, Marketing Metrics, Marketing Leadership, and Social Media; **Citation Count on Google Scholar: 5506**

<https://scholar.google.com/citations?hl=en&user=wAeIPkwAAAAJ>

Listed (rank 11) on the list of most research-productive scholars in premium American Marketing Association's list (2011-2021) published Jan 2021.

AWARDS AND HONORS

- Naresh K. Malhotra award for 2021 for the article that makes the greatest long-term contribution amongst those published in the *Review of Marketing Research*, for Design Orientation and New Product Performance, *Review of Marketing Research*, Volume 15.
- Poets and Quants Top 50 Undergraduate Business Professor (November 2018), one of two selected from the McCombs School of Business.
- Recipient of the Marketing Strategy SIG of the American Marketing Association's Varadarajan Award for Early Career Contributions to Marketing Strategy Research (Summer 2010). *Criteria: The award recognizes the contributions of a marketing faculty member who has completed ten or fewer years after receipt of his/her doctoral degree. The award recipient will be selected by committee comprised of leading research scholars in marketing strategy. The criteria for selection include: the overall impact on marketing strategy research and practice, research quality, research quantity, and research leadership.*
- Inaugural Recipient of the American Marketing Association's Erin Anderson Award for an Emerging Female Marketing Scholar and Mentor (Winter 2009). *Criteria: The award is given "to a female marketing professor who has made significant research contributions in terms of publications in leading journals, and working papers under review. The recipient will also be making teaching and service contributions to her department."*
- Marketing Science Institute's Young Scholar (2007). *Criteria: individuals who received their doctorate 4-7 years previously whose work suggests they are potential leaders of the "next generation" of marketing academics.*
- "Effects of Opening and Closing Stores of Chain Retailer Performance" (with Shrihari Sridhar, Sriram Narayanan, and Debika Sihi) (2013) won the *Journal of Retailing's* Davidson Best Paper Award.
- "The Effects of Diversity of Product-Market Portfolio on New Firm Exit" (with Gary L. Lilien and Arvind Rangaswamy) (2008) was a finalist for the *IJRM* Best Paper Award.
- "Advertising, Research and Development, and Systematic Risk of the Firm" (with Leigh McAlister, and MinChung Kim) (2007) was a finalist for the *Journal of Marketing's* 2007 Marketing Science Institute/H. Paul Root Award.
- "The Emergence of Dominant Designs" (with Gary L. Lilien and Arvind Rangaswamy) (2006), was a runner-up for the American Marketing Association's TECHSIG Award for the best paper in the *Journal of Marketing* (2006) on technology and innovation.
- Awarded the CBA Foundation Research Excellence Award for Assistant Professors by the Red McCombs School of Business in Spring 2006.
- "Turning Adversity into Advantage: Does Proactive Marketing during a Recession Pay off?" (with Gary L. Lilien and Arvind Rangaswamy) (2005) won the *IJRM* Best Paper Award.
- Awarded the Dean's Fellowship for Assistant Professor in Fall 2002 at the University of Texas at Austin.
- AMA Doctoral Consortium Fellow, University of Southern California (1999).
- Winner of the Pennsylvania State University's Institute for the Study of Business Markets Doctoral Support Award Competition in 1998.
- Received the Executive Program Scholarship from Pennsylvania State University for outstanding incoming student for 3 years starting 1995.

PUBLICATIONS

1. Shultz, Clifford, Janet Hook, Leonard Lee, Wai Yan Leong, Raji Srinivasan, Madhu Viswanathan, and Klaus Wertenboch (2022), JPP&M's Global Perspective and Impact: An Agenda for Research on Marketing and Public Policy, *Journal of Public Policy and Marketing*, 41 (1), 34-50.
2. Giannetti, Verdiana, and Raji Srinivasan (2022), "Corporate Lobbying and Product Recalls: An Investigation in the U.S. Medical Device Industry, *Journal of the Academy of Marketing Science*, 32 (4), 397-409.
3. Srinivasan, Raji, and Tushmit Hasan (2021), "Marketing Metrics for B2B Firms (Raji Srinivasan and Tushmit M. Hasan), chapter in ISBM B2B Handbook.
4. Srinivasan, Raji, and Gulen Sarial-Abi (2021), "Consumers' Responses to Brand Harm Crises Caused by Algorithm Errors," *Journal of Marketing*, 85(5), 74-91.
5. Gopal Das, Shailendra Jain, Durairaj Maheswaran, Rebecca Slotegraaf, and Raji Srinivasan (2021), "Impact of Pandemics for Customer and Marketing Outcomes," *Journal of the Academy of Marketing Science*, 49, 835-854.
**Article selected to be among the top 10 published in 2021 in the Journal.*
6. Giannetti, Verdiana, and Raji Srinivasan (2021), "The Cloud and its Silver Lining: Negative and Positive Spillovers from Automotive Recalls," *Marketing Letters*, 1-13.
7. Srinivasan, Raji (2021), "Catalyst commentary: Will Haste make Waste: A Counter-point to the Benefits of Accelerating Innovations, *Journal of Product Innovation Management*, 38(2), 242-244.
8. Nicholas, Crain, Robert Parrino, and Raji Srinivasan (2021), Uncertainty, Prospectus Content, and the Pricing of Initial Public Offerings, *Journal of Empirical Finance*, 64(2), 160-182.
9. Ramani, Nandini, and Raji Srinivasan (2019), "Effects of Liberalization on Incumbent Firms' Marketing Mix Responses and Performance: Evidence from a Quasi-Experiment," *Journal of Marketing*, 83 (5), 97-114.
10. Ordabayeva, Nailya, and Raji Srinivasan (2019), "The Effects of the Salience of the Sound of Food on Consumption" *Appetite*, 138, 260-268.
11. Srinivasan, Raji, and Nandini Ramani (2019), "With Power Comes Responsibility: How Powerful Marketing Departments Can Help Prevent Myopic Management," *Journal of Marketing*, 83(3), 108-125.
12. Srinivasan, Raji, and Gary L. Lilien (2018), "Innovation and New Product Performance," *Review of Marketing Research*, 15, 233-258.
13. Srinivasan, Raji, Girish Mallapragada, and Stefan Wuyts (2018), "Board Interlocks and New Product Introductions," *Journal of Marketing*, 82(1), 132-148.
14. Mallapragada, Girish, and Raji Srinivasan (2018), "Innovativeness as an Unintended Outcome of Franchising: Insights from Restaurant Chains" *Decision Sciences*, 48(6), pp.1164-1197.
15. Chandrasekaran, Deepa, Raji Srinivasan, and Debika Sihi. "Effects of offline ad content on online brand search: Insights from super bowl advertising." *Journal of the Academy of Marketing Science* 46.3 (2018): 403-430.

16. Becerril, Rafael, Chen Zhou, Raji Srinivasan, and Dan Seldin (2017), "Returns to Service Quality in Partnered Hybrid Offerings," *Journal of Marketing*, 81(5), 86-103.
17. Srinivasan, Raji, and Nandini Ramani (2017), "Social Media Platforms: An Innovation Research Agenda" invited book chapter in *Handbook of New Product Development Research*, edited by Peter Golder and Deb Mitra.
18. Leigh McAlister, Raji Srinivasan, Niket Jindal, and Albert A. Cannella (2016), "Advertising Effectiveness: The Moderating Effect of Firm Strategy," *Journal of Marketing Research*, 53 (2), 207-224.
19. Umashankar, Nita, Raji Srinivasan, and Jeffrey Robert Parker (2016), "Cross-buying After Product Failure Recovery? It Depends on How You Feel About it," *Journal of Marketing Theory & Practice*, 24, (1), 1–22.
20. Raji Srinivasan (2014), "Social Media and Online Networks," *Journal of Marketing*, Curated Online Article, by invitation.
21. Raji Srinivasan and Nita Umashankar (2014), "There's Something in a Name: Value Relevance of Congruent Ticker Symbols," 1, *Customer Needs and Solutions*, 241–252.
22. Sridhar, Shrihari, Sriram Narayanan, and Raji Srinivasan (2014), "Dynamic Relationships among R&D, Advertising, Inventory and Firm Performance," *Journal of the Academy of Marketing Science*, 42(3), 277-290. (equal contribution, random order of authors)
23. Nita Umashankar and Raji Srinivasan (2013), "Designing Social Interventions to Improve Newcomer Adjustment: Insights from the Indian Sex Worker Community," *Journal of Public Policy & Marketing*, 32 (2), 271-285.
**Article selected by American Marketing Association to be promoted in media. Extensively covered by media outlets.*
24. Deng, Xiaoyan and Raji Srinivasan (2013), "Does Transparent Packaging Increase (or Decrease) Food Consumption?" *Journal of Marketing*, 77(July), 104-117.
**Article selected by American Marketing Association to be promoted in media. Extensively covered by media outlets.*
25. Raji Srinivasan, Shrihari Sridhar, Sriram Narayanan, and Debika Sihi (2013), "Effects of Opening and Closing Stores of Chain Retailer Performance" *Journal of Retailing*, 89(2), 126-139.
**Insights from article written up in an article in strategy+business magazine of Booz & Company*
** Article covered in NPR in January 2015*
** Won the Davidson Best Paper Award in Journal of Retailing*
23. Shrihari Sridhar and Raji Srinivasan (2012), "Social Influence Effects in Online Product Ratings" *Journal of Marketing*, 76 (5), 70–88.
24. Srinivasan, Raji (2012), "Marketing Metrics for Business-to-Business Firms," book chapter in *Business-to-Business Handbook*, edited by Gary L. Lilien and Rajdeep S. Grewal and published by the Institute for the Study of Business Markets, Pennsylvania State University
25. Srinivasan, Raji and Debika Sihi (2012), "Marketing Information Disclosures: A Review and Research Agenda," book *Marketing Metrics*, edited by Shankar Ganesan.

26. Srinivasan, Raji, Gary L. Lilien, Arvind Rangaswamy, Gina M. Pingitore and Daniel M. Seldin (2012), "Total Product Design Concept: An Application to the US Automotive Industry," *Journal of Product Innovation Management*, 29(S1), 3-20.
27. Umashankar, Nita, Raji Srinivasan, and Dustin Hindman (2011), "Developing Customer Service Innovations for Service Employees: Insights from a High Technology Firm," *Journal of Service Research*, 14(May), 164-179.
28. Srinivasan, Raji, Gary L. Lilien, and Shrihari Sridhar (2011), "Should Firms Spend More on R&D and Advertising during Recessions?" *Journal of Marketing*, 79(May), 49-65.
29. Varadarajan, Rajan, Raji Srinivasan, Gautham Gopal Vadakkepatt, Manjit S. Yadav, Paul A. Pavlou, Sandeep Krishnamurthy, and Tom Krause (2010), "Interactive Technologies and Retailing Strategy: A Review, Conceptual Framework and Future Research Directions, in the special issue of *Journal of Interactive Marketing* on "Emerging Perspectives on Marketing in a Multimedia and Multichannel Retail Environment", 24(2), 96-110.
30. Bowman, Doug, Min Ding, Rajdeep Grewal, V. Kumar, Gary L. Lilien, Das Narayandas, Renana Peres, and Raji Srinivasan (2010), "Calculating, Creating, and Claiming Value in Business Markets: Status and Research Agenda," *Marketing Letters*, 21, 287-299.
31. Srinivasan, Raji, Gary L. Lilien and Arvind Rangaswamy (2008) "The Effects of Diversity of Product-Market Portfolio on New Firm Exit" *International Journal of Research in Marketing*, 25, 119-128.
* *Finalist for IJRM Best Paper for 2008*
32. Srinivasan, Raji (2008), "Sources, Characteristics and Effects of Emerging Technologies: Research Opportunities in Innovation," *Industrial Marketing Management*, Special issue on Marketing of High-Tech Products and Innovations, 37, 633-640. (by invitation).
33. Srinivasan, Raji, Pamela Haunschild, and Rajdeep Grewal (2007) "Vicarious Learning in New Product Introductions in the Early Years of a Converging Market" *Management Science*, 53(1), 16-28.
34. McAlister, Leigh, Raji Srinivasan, and MinChung Kim (2007), "Advertising, Research and Development, and Systematic Risk of the Firm," *Journal of Marketing*, 71 (1), 35-48.
* *Finalist for Journal of Marketing's 2007 Marketing Science Institute/H. Paul Root Award.*
35. Srinivasan, Raji, Gary L. Lilien and Arvind Rangaswamy (2006), "The Emergence of Dominant Designs" *Journal of Marketing*, 70(April), 1-17.
36. Srinivasan, Raji (2006), "Dual Distribution and Intangible Firm Value: Franchising in Restaurant Chains" *Journal of Marketing*, 70(July), 120-35.
37. Srinivasan, Raji, and Christine Moorman (2005), "Strategic Firm Commitments and Rewards for Customer Relationship Management in Online Retailing" *Journal of Marketing*, 69(October), 193-200.
38. Srinivasan, Raji, Gary L. Lilien and Arvind Rangaswamy (2005), "Turning Adversity into Advantage: Does Proactive Marketing during a Recession Pay off?" *International Journal of Research in Marketing*, 22 (June) 109-125.
* *IJRM Best Paper for 2005.*

39. Srinivasan, Raji, Gary L. Lilien, and Arvind Rangaswamy (2004), "First In, First Out? The Effects of Network Externalities on Pioneer Survival", *Journal of Marketing*, 68(January), 41-58.
40. Srinivasan, Raji and Sundar Bharadwaj (2004), "Event Studies in Marketing Strategy Research"—invited chapter in the book on "Assessing Marketing Strategy Performance" edited by Christine Moorman and Don Lehmann, published by the Marketing Science Institute in Summer 2004.
41. Srinivasan, Raji, Gary L. Lilien and Arvind Rangaswamy (2002), "Technological Opportunism and Radical Technology Adoption: An Application to E-business," *Journal of Marketing*, 66 (July), 47-60.
42. Mahajan, Vijay, Raji Srinivasan and Jerry Wind (2002), "The Dot.com Retail Failures of 2000: Were there any Winners?" *Journal of the Academy of Marketing Science*, 30(Special Issue), 474-486.

REVIEWING ACTIVITY

Associate Editor: Journal of the Academy of Marketing Science, Journal of Product Innovation Management and Journal of Public Policy and Marketing.

Editorial Board: Journal of Marketing (2008-), International Journal of Research in Marketing (2006-2014), Marketing Science, (2007-2008). Journal of Product Innovation Management (December 2012-), and Journal of Business Research (2015-).

Ad hoc Reviewer: Marketing Science, Journal of Marketing Research, Management Science, Journal of Marketing Research, Journal of Retailing, Journal of Service Research, and Decision Science, ISBM's Doctoral Dissertation Competition, AMA's Alden G. Clayton's Dissertation Competition, and European Marketing Association's Doctoral Dissertation Competitions.

Writing Letters for Promotion and Tenure

BI Norwegian School, Notre Dame University, Indiana University, Bocconi University, Case Western Reserve University, George Mason University, Texas A&M University, Ben-Gurion University of the Negev, University of South Carolina, Pennsylvania State University, University of Denver, University of California, Riverside,

RESEARCH PRESENTATIONS

By invitation

Marketing Science Institute's Fall 2018 Trustees Meeting: Research Presentation

BI Norwegian Business School, Oslo, Norway, May 2018

University of Stavanger, Stavanger, Norway, May 2018

Doctoral Colloquium Faculty, European Marketing Association, Glasgow, Scotland, May 2018,

Doctoral Colloquium Faculty, European Marketing Association, Gronningen University,

Gronningen, The Netherlands, May 2017

Consortium Faculty, at American Marketing Association's Doctoral Consortium at University of Iowa, June 2017.

Co-Chaired Research Camp along with North American Society of Marketing Educators of India (NASMEI) for Indian marketing scholars at the Indian Institute of Management, Indore, India.

Consortium Faculty, at American Marketing Association's Doctoral Consortium at Notre Dame University, June 2016.

Theory of Practice in Marketing Conference organized by Texas A&M University in Houston, TX in May 2016.

Israel Marketing Research Camp, December 2015

Temple University, Marketing Camp, November 2015

Bocconi University, Social Media Camp, October 2015
Consortium Faculty, at American Marketing Association's Doctoral Consortium at London Business School, July 2015.
Consortium Faculty, at American Marketing Association's Doctoral Consortium at Northwestern University, June 2014.
Bocconi University, Milan, Italy, November 2013 and November 2014.
Pennsylvania State University, State College, PA, 2013.
Tilburg University, Tilburg, The Netherlands, Phd Seminar, June 2013.
Erasmus University, Rotterdam, The Netherlands, June 2013.
Theory and Practice in Marketing at London Business School, London, May 2013
Koc University, Istanbul, Turkey, May 2012
Consortium Faculty, at American Marketing Association's Doctoral Consortium at University of Washington, Seattle, June 2012.
Marketing Science Emerging Markets Conference, Wharton School of Management, September 2012
Consortium Faculty, at American Marketing Association's Doctoral Consortium at Oklahoma State University, June 2011
Marketing Science Institute Immersion Conference, Boston, September 2011
Professional Meetings: American Marketing Association Sheth Doctoral Consortia: 2004 (Texas A&M), 2007 (Arizona State University), 2009 (Georgia State University), 2010 (Texas Christian University), 2011 (Oklahoma State University), 2012 (University of Washington). Inaugural Marketing Practice and Theory Conference, April 2011, Columbia University, and Marketing Science Institute Immersion Conference in Boston in September 2011.
Research Talks (a subset): University of Pittsburgh Research Camp, Arizona State University, Case Western Reserve University, Duke University, Koç University, Istanbul, Turkey Ohio State University, Pennsylvania State University, University of Arizona, University of Minnesota, University of North Carolina, University of Illinois at Urbana-Champaign and Tilburg University, Netherlands.

Others:

Presented researched and organized Special Sessions at American Marketing Association's Winter Marketing Educators Conference (2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013)

Marketing Science Conference (2001, 2005, 2007, 2009, 2010, 2011, 2015, 2016, 2017, 2022)

European Marketing Association Conference (2006)

Marketing Dynamics Conference (2010).

TEACHING EXPERIENCE

Professor: The University of Texas, Austin: 2013-.

Associate Professor: The University of Texas, Austin: 2007-2013.

Assistant Professor: The University of Texas, Austin: 2000-2007.

PHD Student: Pennsylvania State University, University Park, PA: 1995-2000.

Courses taught: (ratings available on request)

MBA Elective: Marketing for Non-Marketers: Spring 2017, Spring 2018

Masters in Marketing Elective: New Venture Marketing: Spring 2017, Spring 2018

MBA Elective: Marketing Metrics: Spring 2010-2016.

Capstone Marketing Policies: Spring 2009-2022.

MBA Core Marketing: Fall 2006, Fall 2007

Marketing and the Internet (undergraduate elective): Spring 2001-2002

Marketing High Tech Products and Services (undergraduate elective): Spring 2002-2006

Marketing High Tech Products and Services (MBA elective): Spring 2002, 2004-2006

Marketing Strategy Seminar (Ph D seminar): Spring 2001, 2003, 2005, 2009, 2011, 2019

Various Executive Education Programs for McCombs School of Business in Marketing Metrics, Innovation, Marketing Strategy and Social Media.

Teaching Honors

- Undergraduate Faculty Honor Roll (by students) in Spring 2009, Spring 2010, Spring 2011, Spring 2012, Spring 2014, Spring 2017 and Spring 2018.
- Awarded the Trammell/CBA Foundation Teaching Award for Assistant Professors by the Red McCombs School of Business in Spring 2006.
- Marketing Department's nominee for the Trammell/CBA Foundation Teaching Award for Assistant Professors: Spring 2003, 2004.
- MBA Faculty Honor Roll (by students) for Elective Teaching: Spring 2002, Spring 2011, and Spring 2014.
- McCombs School of Business Nominee to the Academy of Distinguished Teachers for the University of Texas at Austin

GRANTS

- Received grant of \$5,000 McCombs Research Excellence grant in Spring 2018.
- Received \$10, 000 for research grant on project on managerial use of online review text from Marketing Science Institute. (Summer 2015).
- Received McCombs Research Excellence Grant for \$6,000 to support proposed research on informal lending practices. (Fall 2014).
- Received McCombs Research Excellence Grant for \$15,000 to support proposed research symposium "Workshop on Social Media and Data Analytics" coauthored with several other McCombs faculty from Marketing and IROM (Fall 2013).
- Received McCombs Research Excellence Grant for \$6,000 to support proposed research project, "Value Relevance of Consumer Online Engagement" coauthored with Deepa Chandrashekar (Fall 2013).
- Received Research Grant for \$4,000 from The Institute for the Study of Business Markets at the Pennsylvania State University to support research project, "Product Design Award Winners" (Fall 2012).
- Grant of \$4,800 from McCombs Research Excellence Grant for the Project: Impact of Top Management Team Marketing Background on the Effectiveness of Marketing Spending.

- A Research Excellence Grant of \$12,000 from the Red McCombs School of Business to subscribe to the Mergermarket database in Summer 2009 for research project on "Role of Marketing Assets in Value Creation by Private Equity Investors"(co-authored with Robert Parrino).
- Received \$5,400 from the Office of the Vice-President for Research at the University of Texas at Austin in Fall 2007 for the project "Is Beautiful Good? Market Rewards to Superior Product Designs?"
- Support for Acquiring Data received from the Zyman Institute of Brand Sciences at Emory University for "Valuing Branding Strategies" (with Susan Broniarczyk) (May 2006-current).
- Research Grant for \$ 8,500 from the Institute for the Study of Business Markets for "An Empirical Investigation of the Effects of Market-based Assets on Shareholder value" (with Sridhar Balasubramanian and Rajendra Srivastava) (December 2000-December 2002).
- Research Grant for \$ 28,800 from the Marketing Science Institute for "Market-oriented Practices of Online Retailers: An Examination of Actions, Metrics, and Performance" (with Christine Moorman) (November 2000-current).
- Research Grant for \$5,600 from the Office of Vice-President for Research for "Does it Hurt to be the First? Investigating the Failure of Pioneering Firms in Technology Product-Markets" (November 2000-May 2001).
- Research Grant for \$7,600 from the Institute for the Study of Business Markets for "Does it Hurt to be the First? Investigating the Failure of Pioneering Firms in Technology Product-Markets" (October 2000-December 2002).
- Research Grant from the Institute for the Study of Business Markets, Pennsylvania State University, PA (May 1999-May 2000).
- Research Grant for thesis research from the Dean's Research Funds, Smeal College of Business Administration, Pennsylvania State University, PA (Academic Year 1999-2000).

RESEARCH SERVICE

Chaired Committee of Ph D Students: Nandini Ramani (2019; Texas A&M University), Debika Sihi (2013; Southwestern University, Georgetown, Texas), Nita Umashankar (2010; Georgia State University), Maria M. Merino (2005; first placement: ITAM, Mexico City),

Served on Committee of Ph D Students: Mariia Koval (BI Norwegian Business School, Oslo, Norway), Verdiana Gianetti (Bocconi University, Milan, Italy), Svetlana Khimina (Bocconi University, Milan, Italy), Johanna H. Slot (Tilburg University, Tilburg, The Netherlands), Pravin Nath, Min Chung Kim, Jacob Brower, and Saim Kashmiri.

Chaired Strategy Comprehensive Exam Committee: Many years (At University of Texas at Austin).

Online doctoral research seminar (for doctoral students all around the world) on Marketing Metrics for Pennsylvania State University's The Institute for the Study of Business Markets: Fall 2007, Fall 2009, and Fall 2011.

Co-chaired (with Rebecca Slotegraaf), the Product Development Management Association's Research Conference in Orlando, Florida (Fall 2010).

Co-chaired (with Leigh M. McAlister), the American Marketing Association's Winter Marketing Educators' Conference in Austin, Texas (Winter 2011).

Co-chaired (with Satish Jayachandran), the committee to judge the winner of the doctoral dissertation competition for Product Development Management Association in July 2011.

Invited to be a member of the Pennsylvania State University's Institute for the Study of Business Markets' Business-to-Business Leadership Board (Summer 2011-present) which consists of marketing thought leaders with research interests in business marketing.

Member of Awards Committee for the Rajan Varadarajan Award for Early Career Contributions to Marketing Strategy Research (2011, 2012, 2013)

Member of Awards Committee for the Erin Anderson Award for an Emerging Female Marketing Scholar and Mentor (2012, 2013).

OTHER SERVICE

Chairing Committee to Appoint Chief Marketing Officer, McCombs School of Business, University of Texas at Austin (Fall 2017).

Elected to represent McCombs School of Business on Faculty Council at the University of Texas at Austin (2014-2016). Chair of the Committee of Counsel on Academic Freedom and Responsibility.

Elected to represent McCombs School of Business on Graduate Assembly at the University of Texas at Austin (2014-2016).

Organized MBA Marketing Alumni Advisory Board (2013) for the Marketing Department at the McCombs School of Business.

Served multiple terms in the Marketing Department's Executive Committee and Doctoral Admissions Committee, and Recruiting Committee between 2000 and 2012.

Served on third year review committee for two Assistant Professors in Fall 2010.

Chairing MBA Marketing Curriculum Review Committee in the Marketing Department (2012).

Served on the following committees at the Business School and University: MBA Programs Committee at the McCombs Business School (2010-2015), University of Texas Faculty Council (elected) as representative of the McCombs Business School (2010-2012), University of Texas Research Policy Committee (2010-2012), University of Texas Student Life and Activities Committee (2010-2012), McCombs Business School Research Faculty Evaluation Committee (2011-present).

INDUSTRY EXPERIENCE

1983-1985 Management Consultant, Peat Marwick, and Mitchell in Madras, India

1985-1989 Account Executive, J Walter Thompson Advertising, Bangalore, India

1989-1991 Branch Director, Ted Bates Advertising, Bangalore, India

1991-1995 Founder-President, Advantage Multimedia, a consultancy firm, Bangalore India

Summer 1997 Summer Intern in Tech Data Corporation, St Petersburg, FL.

PROFESSIONAL AFFILIATIONS

American Marketing Association, Institute for Operations Research and Management Sciences