

## **Krishnamurthi, Lakshman**

**Marketing Department**

**Vita**

**April 11, 2011**

Work: Department of Marketing

J. L. Kellogg Graduate School of Management  
Northwestern University  
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### **Experience**

1993 - 2004	Chairperson of Marketing Department
1992	A. Montgomery Ward Professor of Marketing
1992	Professor of Marketing J. L. Kellogg Graduate School of Management Northwestern University
1990 - 1992	Associate Professor of Marketing (tenured) J. L. Kellogg Graduate School of Management Northwestern University
1989 - 1990	Associate Professor of Marketing (tenured) University of Illinois at Chicago
1988 - 1989	Visiting Associate Professor of Marketing University of Illinois at Chicago Chicago, IL 60680
1987 - 1988	Associate Professor of Marketing J.L. Kellogg Graduate School of Management Northwestern University
1980 - 1987	Assistant Professor of Marketing J.L. Kellogg Graduate School of Management Northwestern University Evanston, IL 60208-2008

### **Education**

- Ph.D. (1981) Graduate School of Business  
Stanford University  
Stanford, California
- Marketing Primary emphasis on quantitative and  
Major econometric analysis of marketing issues in model building and  
marketing research; secondary emphasis on consumer information  
processing and consumer behavior
- Dissertation Title: Modeling Joint Decision Making Through  
Relative Influence (Advisor, Dick R. Wittink)
- M.S. (1980) Department of Statistics  
Stanford University  
Stanford, California
- Areas of emphasis included econometric theory, stochastic processes, sampling,  
mathematical and multivariate statistics, and time series analysis
- M.B.A. (1977) College of Business Administration  
Louisiana State University  
Baton Rouge, Louisiana
- Areas of emphasis included organization theory, accounting and financial control systems,  
economic analysis and marketing
- B.S. (1975) Indian Institute of Technology  
Madras, India
- Major field: Electronics Engineering

## Awards and Honors

- 2007 Received the Sidney Levy award for teaching excellence
- 2006 Selected as "Best Professor" for core courses, Executive MBA Program (EMP 63), Kellogg School
- 2003 Received the Sidney Levy award for teaching excellence
- 2002 Nominated for Professor of the Year by executive MBA students of the Kellogg-HKUST (KH05) program
- 2001 Received the Sidney Levy award for teaching excellence
- 2000 Selected as Professor of the Year by executive MBA students of the Kellogg-HKUST (KH02) program
- 2000 Received the Donald R. Lehmann Award for being the co-author of the outstanding dissertation-based article in Marketing Research, Journal of Marketing Research, (February 1998)
- 1999 Received the Sidney Levy award for teaching excellence
- 1999 Received the 1998 Paul Green Best Paper Award for "Late Mover Advantage: How Innovative Late Entrants Outsell Pioneers," co-authored with Venkatesh Shankar and Greg Carpenter, published in the Journal of Marketing Research, (February 1998)
- 1993 Elected chairperson of the marketing department
- 1992 Appointed as the A. Montgomery Ward Distinguished Professor of Marketing
- 1991 Received the Best Paper Award in the Marketing Management Track of the 1991 AMA Summer Educators' Conference for "Asymmetric Price Sensitivity: Effects of Consumers' Brand Loyalty and Purchase Decisions."
- 1990 Received the John D. C. Little Best Paper Award for 1988 for "A Model of Brand Choice and Purchase Quantity Price Sensitivities" published in Marketing Science (Winter 1988). Award was given in March 1990 by the TIMS College of Marketing for the best paper published in Marketing Science or Management Science.
- 1990 Nominated as a finalist for the 1990 William O'Dell Award for "The Effect of Advertising on Consumer Price Sensitivity," published in the Journal of Marketing Research (May 1985). Award is given by the American Marketing Association for the best "five year contribution to Marketing Theory, Methodology or Practice."

1991-92	McManus Research Chair (Kellogg Graduate School of Management)
1987-88	Paget Research Chair (Kellogg Graduate School of Management)
1985-86	Esmark Research Chair (Kellogg Graduate School of Management)
1984-85	General Foods Research Chair (Kellogg Graduate School of Management)
1983-84	McManus Research Chair (Kellogg Graduate School of Management)
1979	AMA Dissertation Research Grant
1977-80	John A. McCarthy Memorial Fund Fellowship, Graduate School of Business, Stanford University
1977	Graduate School of Business Fellowship, University of Pittsburgh
1975-77	College of Business Fellowship, Louisiana State University
	Phi Kappa Phi - National scholastic honor society
1975	First class with distinction, Indian Institute of Technology, Madras

### Primary Teaching Interests

Marketing Strategy  
 Marketing Management  
 Pricing  
 Multivariate Data Analysis  
 Marketing Research

### Primary Research Interests

New product strategy, competitive strategy, pioneering advantage  
 Econometric modeling of price and advertising effects on consumer purchase behavior  
 Statistical and substantive issues in the analysis of scanner panel data

### Editorial Work

Editorial Board, Marketing Science, 1999-present  
 Editorial Board, Journal of Marketing Research, 2003-present  
 Ad-hoc reviewer for Journal of Business Research, International Journal of Research in Marketing

## PUBLICATIONS

### Journal Articles

Nijs, Vincent R., Kanishka Misra, Eric Anderson, Karsten Hansen, and Lakshman Krishnamurthi (2009), "Channel Pass-Through of Trade Promotions," Marketing Science, Vol. 29, No. 2, March–April 2010, pp. 250–267

Minhi Hahn, Lakshman Krishnamurthi, Hyunmo Kang, Jin-Sok Hyun, Sang-June Park, and Yong J. Hyun, "A New Test of Attribute Significance for Nonparametric Conjoint Model," Korean Journal of Marketing (2007)

Zhang, Jie and Lakshman Krishnamurthi, "Customizing Promotions in Online Stores," Marketing Science 23 (2004), 561-78

- Krishnamurthi, Lakshman and Purushottam Papatla, "Accounting for Heterogeneity and Dynamics in the Loyalty - Price Sensitivity Relationship," Journal of Retailing 79 (2003), 121-135
- Shankar, Venkatesh, Gregory Carpenter, and Lakshman Krishnamurthi (1999), "The Advantages of Entry in the Growth Stage of the Product Life Cycle: An Empirical Analysis," Journal of Marketing Research, 35 (May)
- Park, Sehoon, Dipak Jain, and Lakshman Krishnamurthi (1998), "A Hierarchical Elimination Modeling Approach for Market Structure Analysis," European Journal of Operations Research, 111(1998), 328-350.
- Shankar, Venkatesh, Gregory Carpenter, and Lakshman Krishnamurthi (1998), "Late Mover Advantage: How Innovative Late Entrants Outsell Pioneers," Journal of Marketing Research, 35 (February), 54-70. Winner of the 1998 Paul Green award for best paper published in the 1998 issues of the Journal of Marketing Research. Winner of the Donald R. Lehmann Award for best dissertation-based article published in Journal of Marketing Research in 1998.
- Rick Briesch, Lakshman Krishnamurthi, Tridib Mazumdar, and S. P. Raj (1997), "A Comparative Analysis of Reference Price Models," Journal of Consumer Research (September), Vol. 24, 202-214.
- Venkatesh Shankar and Lakshman Krishnamurthi (1996), "Relating Price Sensitivity to Retailer Promotional Variables and Pricing Policy: An Empirical Analysis," Journal of Retailing, 72(3), 249-272.
- Papatla, Purushottam and Lakshman Krishnamurthi (1996), "Measuring the Dynamic Effects of Promotions on Brand Choice," Journal of Marketing Research, 33 (February), 20-35.
- Rangaswamy, Arvind and Lakshman Krishnamurthi (1995), "Equity Estimation and Assessing Market Response: A Reply," Journal of Marketing Research, 32 (November), 480-485.
- Krishnamurthi, Lakshman, S. P. Raj and K. Sivakumar (1995), "An Empirical Investigation of Unique Inter-Brand Effects of Price on Brand Choice," Journal of Business Research (September), Vol. 34, 47-56.
- Hahn, Minhi, Sehoon Park, Lakshman Krishnamurthi, and Andris Zoltners (1994), "Analysis of New Product Diffusion Using a Four Segment Trial-Repeat Model," Marketing Science (Summer), Vol. 13, No. 3, 224-247.
- Krishnamurthi, Lakshman and Arvind Rangaswamy (1994), "The Statistical Properties of the Equity Estimator," and "The Statistical Properties of the Equity Estimator: Reply to Rejoinder," Journal of Business and Economic Statistics (April), Vol. 12, No. 2, 149-155.
- Krishnamurthi, Lakshman, Tridib Mazumdar, and S. P. Raj (1993), "Asymmetric Response to Price in Consumer Brand Choice and Purchase Quantity Decisions," Journal of Consumer Research (December), Vol.19, No. 3, 387-400. An earlier version won the best paper award in the Marketing Management track of the 1991 AMA Summer Educators' conference.
- Papatla, Purushottam and Lakshman Krishnamurthi (1992), "A Probit Model of Choice Dynamics," Marketing Science (Spring), Vol. 11, No. 2, 189-206.

- Krishnamurthi, Lakshman and Dick R. Wittink (1991), "The Value of Idiosyncratic Functional Forms in Conjoint Analysis," International Journal of Research in Marketing (Autumn), Vol. 8, No. 4, 301-13.
- Krishnamurthi, Lakshman and S. P. Raj (1991), "An Empirical Analysis of the Relationship Between Brand Loyalty and Consumer Price Elasticity," Marketing Science, (Spring), Vol. 10, No. 2, 172-83.
- Rangaswamy, Arvind and Lakshman Krishnamurthi (1991), "Response Function Estimation Using the Equity Estimator," Journal of Marketing Research, 28 (February), 72-83.
- Wittink, Dick R., Lakshman Krishnamurthi, and David Reibstein (1989), "The Effect of Differences in the Number of Attribute Levels in Conjoint Results," Marketing Letters, (March), Vol. 1, No. 2, 113-23.
- Krishnamurthi, Lakshman, Jack Narayan, and S. P. Raj (1989), "Intervention Analysis Using Control Series and Exogenous Variables in a Transfer Function Model: A Case Study," International Journal of Forecasting, Vol.5, 21-27.
- Krishnamurthi, Lakshman (1988), "Conjoint Models of Family Decision Making," International Journal of Research in Marketing, Vol. 5, 185-198.
- Krishnamurthi, Lakshman and S. P. Raj (1988), "A Model of Brand Choice and Purchase Quantity Price Sensitivities," Marketing Science, (Winter), Vol. 7, No. 1, 1-21. Received the John D. C. Little Best Paper Award.
- Krishnamurthi, Lakshman and Arvind Rangaswamy (1987), "The Equity Estimator for Marketing Research," Marketing Science, (Fall), Vol. 6, No. 4, 336-57.
- Krishnamurthi, Lakshman, Jack Narayan, and S. P. Raj (1986), "Intervention Analysis of a Field Experiment to Assess the Buildup Effect of Advertising," Journal of Marketing Research, 23 (November), 337-45.
- Krishnamurthi, Lakshman and S. P. Raj (1985), "The Effect of Advertising on Consumer Price Sensitivity," Journal of Marketing Research, 22 (May), 119-29. Nominated for the William O'Dell award.
- Krishnamurthi, Lakshman (1983), "The Salience of Relevant Others and Its Effect on Individual and Joint Preferences: An Experimental Investigation," Journal of Consumer Research, 10 (June), 62-72.
- Wittink, Dick R., Lakshman Krishnamurthi, and Julia B. Nutter (1982), "Comparing Derived Attribute Importance Weights Across Attributes," Journal of Consumer Research, 8 (March), 471-3.

### **Manuscripts Under Review**

- Gopinath, Shyam, Jacquelyn Thomas, and Lakshman Krishnamurthi (2011), "Investigating the Relationship between Content of Online Word of Mouth, Advertising and Firm Performance," under review in the Journal of Marketing Research

“Demand Dynamics in the Seasonal Goods Industry: An Empirical Analysis,” (with Gonca Soysal), to be submitted for third review in Marketing Science

### **Books and Book Chapters**

Vohra, Rakesh and Lakshman Krishnamurthi (2011), Principles of Pricing: An Analytical Approach, to be published by Cambridge University Press

Krishnamurthi, Lakshman (2011), Evaluation of Simulation Research by Philip Kotler, forthcoming in Analytical Marketing, ed. Robert Blattberg, part of a nine volume series, Sage Publications

Krishnamurthi, Lakshman (2010), Pricing for Profit, chapter in Kellogg on Marketing, 2<sup>nd</sup> edition, eds. Alice Tybout and Bobby Calder, Wiley

Krishnamurthi, Lakshman and Shyam Gopinath (2010), The New Influence of Social Media, chapter in Kellogg on Marketing, 2<sup>nd</sup> edition, eds. Alice Tybout and Bobby Calder, Wiley

Krishnamurthi, Lakshman and Sugandha Khandelwal (2008), “India and China in the Asian Century,” published in the Kellogg India Business Conference Magazine

Shaffer, Jonathan, Lakshman Krishnamurthi and Ying Xie (2004), "Direct-to-Consumer Advertising for MIS Arthroplasty." In Hozack, W. J., Krismer, M., Nogler, M., Bonutti, P. M., Rachbauer, F., Schaffer, J. L. and Donnelly, W. J. (editors): Minimally Invasive Total Joint Arthroplasty, Heidelberg, Germany, Springer Medizin Verlag, 309-17

Krishnamurthi, Lakshman (2000), "Pricing Strategies and Tactics" in Kellogg on Marketing, edited by Dawn Iacobucci, Wiley.

Krishnamurthi, Lakshman (1998), "Pricing: Part Art, Part Science," Financial Times, Mastering Marketing Series Supplement.

Krishnamurthi, Lakshman and Venkatesh Shankar (1998), "Do you always have to be the first brand in a new market?" Financial Times, Mastering Marketing Series Supplement.

Co-authored a chapter entitled "Consumer Information Processing," with Gerald Zaltman and Melanie Wallendorf, in Consumer Behavior: Basic Findings and Management Implications by Gerald Zaltman and Melanie Wallendorf (Wiley 1979).

Megginson, Leon C. and Lakshman Krishnamurthi, Teacher's Manual for Personnel and Human Resources Administration (Irwin 1977).

### **Newspaper articles, blogs, etc.**

Krishnamurthi, Lakshman & Sugandha Khandelwal (2011), India Journal: Why India's Demographic Dividend Will Lag China's," WSJ, April 8, 2011, <http://blogs.wsj.com/indiarealtime/2011/04/08/india-journal-why-indias-demographic-dividend-will-lag-chinas/?mod=WSJBlog&mod=irt>

### Research in Progress

Karaca, Huseyin, Richard Briesch and Lakshman Krishnamurthi (2010), "Hierarchical Effects of Advertising: A Bayesian Approach"

Xie, Ying and Lakshman Krishnamurthi (2010), "The Impact of Category and Brand Direct-to-Consumer Advertising on Treatment Incidence and Brand Choice"

Krishnamurthi, Lakshman, Sugandha Khandelwal and Yuxin Chen, **China and India in the Asian Century: A Comparative Business Analysis**, (a book on business practices in India and China)

Soysal, Gonca and Lakshman Krishnamurthi (2010), "Vertical Extension through the Factory Outlet Channel: Synergy or Conflict," about 75% complete

Chintagunta, Pradeep Chintagunta, Tulikaa Bhatia and Lakshman Krishnamurthi, "Physician Choices Within and Across Drug Classes," in progress

"To Switch or Not to Switch: Influence of Generics on Physician Prescription Behavior," (with Tulikaa Bhatia)

### Conference Proceedings

Krishnamurthi, Lakshman, Tridib Mazumdar, and S. P. Raj (1991), "Reference Price and Response Asymmetry: Effects of Brand Loyalty and Purchase Decisions," accepted in the Proceedings of the American Marketing Association Educators' Conference. Papers submitted to the AMA Proceedings are reviewed by two referees and cannot exceed 20 pages. Only the **abstract** was published so as to permit submission of the full length paper for review to a journal. Received best paper award in the Marketing Management track of the 1991 AMA Summer Educators' conference.

Krishnamurthi, Lakshman, S. P. Raj, and K. Sivakumar, (1991), "Empirical Analyses of Unique Inter-Brand Effects of Price on Brand Choice," accepted in the Proceedings of the American Marketing Association Educators' Conference. Papers submitted to the AMA Proceedings are reviewed by two referees and cannot exceed 20 pages. Only the **abstract** was published so as to permit submission of the full length paper for review to a journal.

Krishnamurthi, Lakshman and S. P. Raj (1983), "Interactive Effects of Advertising and Price: Discussion and Methodology," in Advances and Practices of Marketing Science (ed.) Fred Zufryden, University of Southern California.

Wittink, Dick R. and Lakshman Krishnamurthi (1981), "Rank Order Preferences and the Part-Worth Model: Implications for Derived Attribute Importance and Choice Predictions," in Proceedings: The Third ORSA/TIMS Special Interest Conference on Market Measurement and Analysis (ed.) John Keon, New York University.

### Working Papers

- Purushottam Papatla and Lakshman Krishnamurthi (1990), "A Dynamic Model of Brand Choice," Working Paper, College of Business, University of Wisconsin, Milwaukee, WI. This is a longer version of the paper published in Marketing Science, Vol. 11, No. 2 (Spring) 1992.
- Lakshman Krishnamurthi, S. P. Raj, and Raja Selvam (1990), "Statistical and Managerial Issues in Cross-Sectional Aggregation," Working Paper (revised), Kellogg Graduate School of Management, Northwestern University.
- Lakshman Krishnamurthi and S. P. Raj (1988), "An Empirical Analysis of the Relationship Between Brand Loyalty and Consumer Price Elasticity," Working Paper, J. L. Kellogg Graduate School of Management, Northwestern University, Evanston, IL. This is a more detailed version of the paper published in Marketing Science Vol. 10, No. 2 (Spring), 1991.
- Lakshman Krishnamurthi (1987), "Autocorrelation in Pooled Time-Series Cross-Sectional Models," Working Paper, J. L. Kellogg Graduate School Of Management, Northwestern University, Evanston, IL.
- Minhi Hahn, Lakshman Krishnamurthi, and Andris A. Zoltners (1987), "Advertising Models for New Products with Repeat and Word-of-Mouth Effect: Part I," Working Paper, J. L. Kellogg Graduate School of Management, Northwestern University, Evanston, IL.
- Minhi Hahn, Lakshman Krishnamurthi, and Andris A. Zoltners (1987), "Analysis of Advertising Strategies for a New Product Launch: Part II," Working Paper, J. L. Kellogg Graduate School of Management, Northwestern University, Evanston, IL.
- Lakshman Krishnamurthi, Arvind Rangaswamy, and Andris Zoltners (1986), "Equity Estimator: A New Method for Sales Response Estimation in the Presence of Multicollinearity," Working Paper 86-019R, The Wharton School, University of Pennsylvania, Philadelphia, PA.

### **Conference Presentations**

- "China and India in the Asian Century," (with Sugandha Khandelwal and Yuxin Chen), Yale China India Consumer Insights Conference, Tsinghua University, Beijing , July 1-3, 2010
- "Vertical Extension through the Factory Outlet Channel: Synergy or Conflict," (with Gonca Soysal), Marketing Dynamics Conference, Istanbul, Turkey, June 21-23, 2010
- "Demand Dynamics in the Seasonal Goods Industry: An Empirical Analysis," (with Gonca Soysal), Marketing Science Conference, Cologne Germany, June 17-19, 2010
- "A Framework for Linking the Dimensions of Online Word of Mouth to Firm Performance," (with Shyam Gopinath and Jacquelyn S. Thomas), Marketing Science Conference, June 5<sup>th</sup> 2009
- "Long-Term Impact of Advertising on Consumer Brand Choice: Use of Survey Data," (with Huseyin Karaca and Richard A. Briesch), Ozyegin University, Istanbul, TURKEY, Dec. 2009 (invited talk); Marketing Science Conference, Ann Arbor, MI, Jun. 2009; London Business School Trans-Atlantic Doctoral Conference, London, UK, May 2009 (by invitation only)
- "A Study of Online WOM and Firm Performance," (with Shyam Gopinath and Jacquelyn Thomas) at the Direct/Interactive Marketing Research Summit, Las Vegas, NV, October 12, 2008

- “Dynamic Pricing of Seasonal Goods: An Empirical Approach,” (with Gonca Cengiz) at the 2006 INFORMS Marketing Science Conference, Pittsburgh, June 2006
- “Modeling Key Drivers of Physician’s Choice of Prescription Drugs: An Integrated View Incorporating Patient and Physician Heterogeneity,” (with Tulikaa Khunnah) at the 2005 Marketing Science Conference, Emory University, Atlanta, June 2005
- " Modeling Impact of Patient and Physician Heterogeneity on Physician’s Choice of Prescription Drugs," (with Tulikaa Khunnah) at the INFORMS Marketing Science conference, Rotterdam, Netherlands, June 2004
- "The Impact of DTC Advertising and Detailing on Visit Incidence, Brand Request, and Physician Compliance," (with Ying Xie) at the INFORMS Marketing Science Conference, Atlanta, GA, October 2003
- "The Impact of DTC Advertising and Detailing on Visit Incidence, Brand Request, and Physician Compliance," (with Ying Xie) at the INFORMS Marketing Science Conference, Atlanta, GA, October 2003
- “Direct-to-Consumer Advertising, Direct-to-Physician Marketing, and Competition in the Pharmaceutical Industry: An Integrated Marketing Communication View,” (with Ying Xie) at the INFORMS Marketing Science Conference, Alberta, Canada, June 2002.
- “Investigating the Effect of Sales Effort on Physicians’ Prescription Behavior: A Latent Class Negative Binomial Approach” (with Ying Xie) at the INFORMS Marketing Science Conference, Wiesbaden, Germany, July 5-8, 2001
- "Investigating the Effect of Sales Effort on Physicians' Prescription Behavior: A Latent Class Negative Binomial Model Approach," (with Ying Xie) at the Joint ZS-Kellogg-University of Chicago Conference on Pharmaceutical Promotion Models, Allen Center, Evanston, June 2001, and INFORMS Marketing Science Conference, Wiesbaden, Germany, July 5-8, 2001
- “A Dynamic Model of Product Line Extension,” (with Nara Youn) at the INFORMS Marketing Science Conference, UCLA, June 22-25, 2000
- “Product Assortment under Expected Cannibalization, Future Opportunities, and Competitive Reaction,” (with Nara Youn) at the MSI Conference on Competitive Responsiveness, Cambridge, MA, May 2001
- "Customizing Promotions in Online Shopping Environments" (with Jie Zhang) at the 1999 Marketing Science Conference, Syracuse, NY, May 1999.
- "A Study of Sales Force Carry-over," (with Chul Lee and Andris Zoltners) at the 1999 Marketing Science Conference, Syracuse, NY, May 1999.
- "Inference Bias in Cross-Sectional Aggregation," (with Raja Selvam and Michaela Draganska) at the 1999 Marketing Science Conference, Syracuse, NY, May 1999.
- "A Study of Sales Force Carry-over," (with Chul Lee and Andris Zoltners), invited presentation at GSIA, Carnegie Mellon University, April 1999.

- "The Impact of Feature Advertising and In-Store Display on Brand Choice Price Sensitivity: A Consideration Set Formation Approach (with Jie Zhang) at the 1998 Marketing Science Conference, INSEAD, July 1998.
- "Relating Price Sensitivity to Retailer Promotional Variables and Pricing Policy: An Empirical Analysis," (with Venkatesh Shankar) at the 1997 Marketing Science Conference, Berkeley, CA, March 1997.
- "Category Correlates of Choice, Quantity, and Incidence Elasticities" (with Sachin Gupta and Purushottam Papatla) at the 1996 Marketing Science Conference, Gainesville, FL, March 1996.
- "Early Follower Advantage: The Impact of Entry Timing on Brand Diffusion and Market Response" (with Venkatesh Shankar and Greg Carpenter) at the 1996 Marketing Science Conference, Gainesville, FL, March 1996.
- "Investigating the Intrinsic Nature of Consumer Price Sensitivity," (with Sachin Gupta and Purushottam Papatla) at the 1995 Marketing Science Conference, Sydney, Australia, July 1995.
- "A Comparative Analysis of Internal Reference Price Models," (with Rick Briesch, Tridib Mazumdar, and S. P. Raj) at the 1994 Marketing Science Conference, University of Arizona, Tucson, AZ, March 1994.
- "Category Management Strategies: Deal Discount Decisions," (with Venkatesh Shankar) at the 1994 Marketing Science Conference, University of Arizona, Tucson, AZ, March 1994.
- "A Non-parametric Approach to Investigating Consumer Heterogeneity," (with Purushottam Papatla) at the 1994 Marketing Science Conference, University of Arizona, Tucson, AZ, March 1994.
- "Price Sensitivity and Retailer Pricing Policies: A Multistage Regression Analysis" (with Robert Blattberg and Venice Shankar) at the 1993 Marketing Science Conference, Washington University, St. Louis, MO, March 1993.
- "Late Mover Advantage: An Empirical Analysis of Innovative Entry" (with Gregory Carpenter and Venkatesh Shankar) at the 1993 Marketing Science Conference, Washington University, St. Louis, MO, March 1993.
- "Measuring the Long-term Effects of Promotions," invited presentation at the Marketing colloquium at Washington University, St. Louis, MO, February 1993.
- "Measuring the Long-term Effects of Promotions," invited presentation at the Marketing colloquium at University of Rochester, Rochester, NY, February 1993.
- "Does Loss-Leader Pricing Work?" (with Purushottam Papatla) at the 1992 Marketing Science Conference, London Business School, London, England, July 1992.
- "Empirical Analyses of Unique Inter-Brand Effects of Price on Brand Choice," (with S. P. Raj and K. Sivakumar) at the 1991 AMA Summer Marketing Educators' Conference, San Diego, California, August 1991.

- "Asymmetric Price Sensitivity: Effects of Consumers' Brand Loyalty and Purchase Decisions," (with Tridib Mazumdar and S. P. Raj) at the 1991 AMA Summer Marketing Educators' Conference, San Diego, California, August 1991.
- "Measuring the Long Term Effect of Promotions," (with Purushottam Papatla) at the 1991 ORSA/TIMS Marketing Science Conference, University of Delaware, Wilmington, Delaware, March 1991.
- "A Probit Model of Choice Dynamics," presented to the marketing faculty of the Graduate School of Management, University of California at Irvine, California, February 1991.
- "Heterogeneity in Traditional Brand Choice Models for Panel Data," (with Vaman Kudpi) at the 1990 ORSA/TIMS Marketing Science conference, University of Illinois, Urbana-Champaign, Illinois, March 1990.
- "A Methodology for Brand Specific Decision Making: An Empirical Comparison of Three Logit Models," (with S. P. Raj and K. Sivakumar) at the 1990 ORSA/TIMS Marketing Science conference, University of Illinois, Urbana-Champaign, Illinois, March 1990.
- "Response Function Estimation Using the Equity Estimator," (with Arvind Rangaswamy) at the 1990 ORSA/TIMS Marketing Science conference, University of Illinois, Urbana-Champaign, Illinois, March 1990.
- "The Effect of Promotions on Consumer Franchise," (with P. Papatla) at the 1989 ORSA/TIMS Joint National Meeting, New York, New York, October 1989.
- "Hierarchical Elimination Approach to Infer Market Structure Using Brand Switching Data," (with Dipak Jain and Sehoon Park) at the 1989 ORSA/TIMS Joint National Meeting, New York, New York, October 1989.
- "The Franchise Effect of Consumer Promotions," (with P. Papatla) at the 1989 ORSA/TIMS Marketing Science Conference, Duke University, Durham, North Carolina, March 1989.
- "Asymmetric Effects of Price Changes on Consumer Brand Choice and Purchase Quantity Decisions With Brand Loyalty as a Mediator," (with Tridib Mazumdar and S. P. Raj) at the 1989 ORSA/TIMS Marketing Science Conference, Duke University, Durham, North Carolina, March 1989.
- "A Model of Dynamic Choice Behavior," (with P. Papatla and Andris Zoltners) at the Sixth Annual Marketing Science Conference, Seattle, Washington, March 1988.
- "Statistical and Managerial Issues in Cross-Sectional Aggregation," (with S. P. Raj and Raja Selvam) at the Sixth Annual Marketing Science Conference, Seattle, Washington, March 1988.
- "The Effect of Advertising on Consumer Price Sensitivity," at the Eastern Economic Association Meetings, Philadelphia, Pennsylvania, April 1986.
- "The Equity Estimator: Further Properties," (with Arvind Rangaswamy), at the Fourth Annual Marketing Science Conference, Dallas, Texas, March 1986.

- "Modeling Consumer Price Sensitivity to Brand Choice and Purchase Quantity," (with S. P. Raj), at the Fourth Annual Marketing Science Conference, Dallas, Texas, March 1986.
- "Sales Response Estimation and Optimization," (with Arvind Rangaswamy, Prabhakant Sinha, and Andris Zoltners) at the ORSA/TIMS Conference, Atlanta, Georgia, November 1985.
- "Intervention Analysis of a Field Experiment to Assess the Effect of Advertising," at the Wharton School, University of Pennsylvania, Philadelphia, PA, June 1985.
- "Price-Advertising Interaction Theories," (with Dick R. Wittink) at the American Marketing Association Educators' Conference, Washington, D.C., August 1-14, 1986 (Invited paper).
- "A Dynamic Multi-Period Multi-Product Promotion Mix Optimization Model," at the TIMS/ORSA Joint National meeting in San Francisco, May 14-16, 1984.
- "Advertising Models for Nondurables in the Early Life Cycle with Word-of-Mouth Effect," (with Minhi Hahn and Andris Zoltners) at the Second Annual Marketing Science Conference at the University of Chicago, March 11-14, 1984.
- "Framing Issues in Preference Judgments," (with Dick Wittink) at the Second Annual Marketing Science Conference at the University of Chicago, March 11-14, 1984.
- "Interactive Effects of Advertising and Price: An Empirical Investigation Using Experimental Panel Data," (with S. P. Raj) at the invitation of the Marketing Department of the Graduate School of Management, Cornell University at Ithaca, New York, October 30, 1983.
- "Interactive Effects of Advertising and Price," at the First Marketing Science Conference on Market Measurement and Analysis at University of Southern California, Los Angeles, California, March 16-18, 1983.
- "Conjoint Analysis Using Rank Order Preferences: Implications for Derived Attribute Importance and Choice Predictions," (with Dick Wittink) at the Association for Consumer Research Conference, San Francisco, CA, October 7-10, 1982, and presented at the School of Business, University of Santa Clara, Santa Clara, CA, June 1981.
- "Joint Decision Making: Modeling Issues and Predictive Testing," at the fourth ORSA/TIMS special Interest Conference on Market Measurement and Analysis, Wharton School, University of Pennsylvania, PA, March 18-20, 1982.
- "An Experimental Investigation of the Effect of Relevant Others on Individual and Joint Preferences," at MSI/Vanderbilt University conference on Analytic Approaches to Product and Marketing Planning at Nashville, Tennessee, October 2-3, 1981.
- "Aggregation Issues in Conjoint Analysis," (with Dick R. Wittink) at the third ORSA/TIMS Special Interest conference on Marketing Measurement and Analysis at New York, March 26-28, 1981.

**Dissertation Committees**

Chair, Dissertation committee of Shyam Gopinath, expected completion, July 2011

Chair, Dissertation Committee of Huseyin Karaca, expected completion, September 2012

Chair, Dissertation committee of Sandeep Conoor, September 2009

Chair, Dissertation committee of Gonca Cengiz, July 2008

Chair, Dissertation Committee of Tulikaa Bhatia, completed, September 2006

Member, Dissertation Committee of Romana Khan, completed March 2004

Chair, Dissertation Committee, Ying Xie, completed September 2003

Dissertation title: Essays on the Promotion Mix Management: An Application to the Prescription Pharmaceutical Industry

Co-Chair with Robert Blattberg, Dissertation Committee of Jennifer Chang (completed December 2002)

Dissertation Title: Analyzing the Impact of Sales Promotions on the Sources of Category Expansion

Member, Dissertation committee of Vishal Singh (completed June 2002)

Chair, Dissertation Committee of Nara Youn (completed April 2002)

Dissertation Title: Dynamic Structural Models of Product Line Extension

Member, Dissertation committee of Dan Turner (completed June 2001)

Member, Dissertation committee of Michael Lewis (completed March 2001)

Member, Dissertation Committee of Michaela Draganska, completed March 2001

Member, Dissertation committee of Robert Hackl, University of Vienna, (expected completion December 2003)

Dissertation Title: Product line value optimization

Chair, Dissertation Committee of Jie Zhang (completed September 1999)

Dissertation Title: "Customizing promotions in Online Stores: Methodology and a Comparison to Brick-and-Mortar Stores"

Co-chair with Andy Zoltners, Dissertation Committee of Chul Lee, December 1996

Dissertation Title: "A Study of Carryover Effects in Marketing."

Chair, Dissertation Committee of Raja Selvam, December 1995,

Dissertation Title: "Inference Bias in Cross-Sectional Aggregation."

Co-chair with Greg Carpenter, Dissertation Committee of Venkatesh Shankar, February 1995

Dissertation Title: "Essays on Pioneer-Late Mover Competition"

Member, Sumaria Mohan-Neill's dissertation committee (UIC), 1991

Member, Neil Younkin's dissertation committee (UIC), 1991

Chair, Dissertation Committee of Vaman Kudpi, 1989

Dissertation Title : "Incorporating Heterogeneity in Brand Choice Models For Panel Data"

Member, Yong-June Kim's dissertation examination, June 1989

Chair, Dissertation Committee of Purushottam Papatla, June 1988

Dissertation Title : "A Model of Dynamic Choice Behavior"

Member, Sehoon Park's dissertation examination, June 1988.

Member, Minhi Hahn's dissertation examination, June 1985.

Member, Arvind Rangaswamy's dissertation examination, May 1984.

Member, Elias Rizkallah's dissertation examination, May 1982.

Member, Keng-Yu Chou's dissertation examination, April 1982.

### **Membership in Professional Organizations**

The Institute of Management Science

American Marketing Association

### **Teaching (Degree)**

#### **At Northwestern University**

Marketing Strategy (MM)

Marketing Research (MM)

Marketing Management (Executive MBA Program: Kellogg, Recanati, HKUST)

Marketing Strategy (Executive MBA Program: Kellogg)

Marketing Research (Executive Master's Program)

Multivariate Analysis (Ph.D.)

#### **At UIC**

Marketing Research (Undergraduate and Graduate)

Marketing Management (Graduate)

Marketing Models (Ph.D.)

### **Executive Teaching**

Strategic Marketing (February 1992, New Delhi, India)  
 Global Marketing (February 1992, MDI campus, Gurgaon, India)  
 Measuring Customer Service Quality (April 1992, October 1992, April 1993 Allen Center)  
 Measuring Customer Service Quality (Blue Cross/Blue Shield Program, October 1992)  
 International Market Evaluation (October 1992, June 1993, October 1993, June 1994, Allen Center)  
 Bocconi University, MBA program, July 1992, June 1993, June 1994, Milan, Italy  
 Ljubljana University, MBA program, March 1994-2005, Radovljica/Ljubljana, Slovenia  
 Motorola Codex, August 1993, Mansfield, MA  
 Motorola University, LMPS Division, 1993, 1994, Schaumburg, IL  
 Motorola University, Paging Division, 1994, Boynton Beach, FL  
 Pricing Strategies and Tactics (1994-2005; Allen Center program)  
 International Paper Corporation (1998-2002; Allen Center Program)  
 Program Director, ConAgra, Inc. (March 1999, July 1999, November 1999, May 2000)  
 Program Director, Becton Dickinson Corporation (November 1998)  
 Market Focused Strategy, Equity Group Holdings, Washington, D.C, September 1994  
 Marketing Strategy, Time Distribution Services, New York, August, 1994  
 Motorola University, Asia-Pacific Division (December 1994, December 1997)  
 Customer Satisfaction & Sales Force Compensation (May 1995, Allen Center)  
 Marketing Strategy, Hellenic Marketing Association, Athens, Greece (June 1995)  
 Motorola University, Seoul, Korea (June 1995)  
 Brand Management, Equity Group Holdings, Washington, D.C, September 1995  
 Motorola University, Cellular/Paging Division, Boynton Beach, FL (September 1995)  
 Motorola University, Schaumburg, IL (April 1996, July 1996, July 1997, September 1997, May 1998, July 1998)  
 Chicago Tribune, Oakbrook, IL (December 1996, January 1998)  
 Sasin, Bangkok, Thailand (September 1996)  
 Nissan-HBCU Marketing Program, Allen Center (July 1996)  
 Seminarium program, Latin America (November 1996, July 1998, June 1999, September 1999, June 2001)  
 Latin American Senior Marketing Program, Allen Center (July 1996, July 1997)  
 Segmentation strategy, Union Camp Corporation (August 1997, November/December 1997)  
 Pricing Strategy & Tactics, Motorola Cadre 2000 program (December 1997)  
 Marketing Strategy, Xerox Corporation (December 1997)  
 Pricing Strategy & Tactics, Tribune Company (January 1998)  
 Kellogg-Andersen/Accenture MBA program (1998, 1999, 2000, 2001)  
 KACC pricing seminar (April 1999)  
 New product strategy, IDB group (April 1999)  
 Pricing seminar, P&G Latin America, Caracas, Venezuela (November 1999)  
 Strategy presentation, Cordis, Inc., Miami (September 1999)  
 Marketing Strategy, Cordoba, Argentina (September 1999)  
 Strategy presentation, Coca Cola Hong Kong (February 2000)  
 Strategy presentation, YPO China chapter (March 2000)

Strategy presentation, Cable & Wireless, Hong Kong (March 2000)  
 Marketing Strategy, Merck KgAA, Darmstadt, Germany (August 2000)  
 Strategy presentation, TSMC, Taipei (March 2001)  
 Strategy presentation, HKJC, Hong Kong (March 2001)  
 Marketing Strategy program, HKUST, Hong Kong (March 2001)  
 Pricing & New Product Strategy, Mead Johnson, Chicago (March 2001)  
 Pricing Strategy & Tactics, Visteon Corporation, Detroit (June 2001)  
 Strategy presentation, Kaiser Permanente, Los Angeles (July 2001)  
 Strategy presentation, Ethicon (J&J), New Jersey (July 2001)  
 Pricing presentation, Quinsa, Buenos Aires (August 2001)  
 Strategy presentation, OCD (J&J), Princeton, New Jersey (August 2001)  
 Strategy presentation, Ethicon Endo (J&J), Cincinnati (August 2001)  
 Pricing Strategy & Tactics, EES (J&J), Cincinnati (2004)  
 Pricing Strategy & Tactics, ASP (J&J), Irvine (2004)  
 Pricing Strategy & Tactics, J&J Asia-Pacific, Singapore (2004)  
 Growth Drivers in Pharmaceuticals, Merck, Darmstadt, Germany (2004)  
 Pricing presentation, Wolters Kluwer, Amsterdam (September 2001)  
 Pricing presentation, Wolters Kluwer, New York (October 2001)  
 Pricing presentation, Honeywell, New York (October, December 2001)  
 Pricing & Strategy presentation, ACCO Brands, Chicago (2002)  
 Pricing & Strategy presentation, Kensington, California (2002)  
 Pricing & Strategy presentation, Sachem, Austin, TX (2002)  
 Strategy Presentation, Janssen Pharmaceuticals, Princeton (2002, 2003)  
 Strategy Presentation, Novartis Marketing Excellence, New York (2003)  
 Several executive programs at the Allen Center (Brunswick, RR Donnelley, International Truck & Engine, Societe Generale, Abbott Labs, Medical Marketing Association, Motorola, Merck KgAA, STC program, Kluwer, AGA Linde, etc.)

## **Service Activities**

### **At Northwestern University**

Co-director, Marketing Department, Ph.D. program (2005-2007)

Chairperson, Marketing department (1993-2004)

Member, EMP Curriculum Review Committee, 2002-2003, 2007-

Member, Program Review Committee, Department of Statistics, Northwestern University, 2001

Academic coordinator of Pricing Strategies and Tactics Executive program (1995-present)

Academic coordinator of custom program for Becton-Dickinson (November 1998)

Academic coordinator of custom program for ConAgra (March 1999)

Academic coordinator of Nissan-HBCU Marketing program (July 1996)

Academic coordinator of Latin American Senior Marketing program (July 1996, July 1997)

Investigated undergraduate tuition sensitivity for the Office of the President of Northwestern University (1993-94)

Head of faculty recruiting for the marketing department (91-92, 92-93, 96-97, 97-98)

Head of Personnel Planning Committee (1992) (Marketing department)

Academic coordinator of Kellogg/MDI Strategic and Global marketing program held in India (February 1992)

Member, Kellogg Computer Services Committee (1991-4).

Active role in Ph.D. student recruiting

#### **At University of Illinois at Chicago**

Director of Ph.D. program in Marketing (1989-90)

Member, Ph.D. Curriculum Revision Committee (1989-90)

Member, Task Force on Priorities and Resources (1989-90)

#### **Consulting Experience**

Provided pricing consulting for Cordis (J&J), 2001

Provided pricing consulting to the Coca Cola company, 1999

Consultant to Motorola, Inc., 1994-99, 2003

Consultant to Chicago Tribune, 1996-99, 2002-3

Consultant to Cargill, Inc., 1997

Consultant to Knoll Pharmaceuticals on pricing of a new drug, 1997

Consultant to ZS Associates in the development of sales response functions for pharmaceutical products for a number of major pharmaceutical firms such as Pfizer, Merrill Dow, SmithKline Beecham and others, 1984-1999

Consulting and expert witness testimony for Armstrong, Teasdale, Schlafly & Davis, 1996-97

Consulting project for Dover Resources, 1996

Consultant to Union Camp Corporation, 1995, 1997

Consultant to Northrop Corporation, 1994

Marketing Research consultant to IBM Consulting Division on a project for Sears Credit Customer Service department, 1993-94

Provided expert evaluation in a legal matter for Welsh & Katz, 1994

Assisted A.T. Kearney, Inc. on a "Leadership Practices in Marketing" project, 1992

Provided marketing research consulting for the Allen Levis Company, 1985-88

Developed a forecasting model for INSINK-ERATOR, a division of Emerson Electric, 1988

Provided damage assessment in a legal proceeding for Seyfarth, Shaw, Fairweather & Geraldson; evaluated market research claims, 1989